



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#14-0552

TO: Honorable Mayor & Members of the Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: May 6, 2014

TITLE: A motion approving the acceptance of a Broward County Cultural Tourism Grant from Broward Cultural Council and execute any documents associated with the acceptance of such funds – FY 2014 Memorial Day Weekend Beach Activities – \$18,000

Recommendation

It is recommended that the City Commission approve a motion authorizing the City Manager to accept a Broward Cultural Tourism Grant from the Broward County Cultural Council for 2014 Memorial Weekend Beach Activities - Great American Beach Party; and to execute any required documents associated with the acceptance of such funds.

Background

On January 25, 2013, the Parks and Recreation Department submitted a grant application to the Broward County Cultural Tourism Division for a Cultural Tourism Grant. The grant is for using the arts as a means of promoting tourism in Broward County and to enhance the County's reputation as an attractive destination for tourists.

The grant will be used to support marketing-related activities for the City's Memorial Day weekend activities, also referred to as the Great American Beach Party, taking place during Memorial Day weekend 2014. The City received notification of a grant award, in the amount of \$18,000, in support of this event.

Resource Impact

There is a positive impact to the City in the amount of \$18,000 which would allow for project implementation in FY 2014. Matching funds are identified in the FY 2014 operating budget. Funds are being appropriated through companion CAM 14-0479 on the May 6, 2014 agenda.

<i>Funds available as of April 14, 2014</i>					
<i>Appropriate (Cash Match):</i>					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT

001-PKR033401-3201	Community Events	Services Materials / Ads Marketing	\$223,193	\$49,368	\$18,000
				PURCHASE TOTAL ►	\$ 18,000

<i>Funds available as of April 14, 2014</i>					
<i>Appropriate:</i>					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
129-GGABP14A-F733	Great American Beach Party 2014	Intergovernmental Revenue/Broward County Cul & Rec	\$0	\$0	\$18,000
				PURCHASE TOTAL ►	\$ 18,000

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the **Public Places Cylinder of Excellence**, specifically advancing:

Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.

Objective 3: Integrate arts and cultural elements into public places.

Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

Related CAM #14-0479

Attachments:

Exhibit 1 - Agreement

Prepared by: Gina Rivera, Parks & Recreation Department

Department Director: Phil Thornburg, Parks & Recreation