



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

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

DATE: September 3, 2014

TITLE: Motion to approve an agreement with Performing Arts Center Authority (PACA) and to solicit bids for construction, maintenance and operation of an electronic sign

Recommendation

It is recommended that the City Commission approve an agreement, in substantially the form attached, authorizing the Mayor and City Manager to execute on behalf of the City of Fort Lauderdale with Performing Arts Center Authority (PACA) and authorize City staff to solicit bids for the construction, subsequent continuous maintenance and operation of an electronic sign on the west lot of Holiday Park to be used by the City of Fort Lauderdale and PACA, via Parker Playhouse. The City will receive reimbursement for 50% of construction and maintenance costs from PACA.

Background

The City of Fort Lauderdale and PACA are desirous to work together to jointly fund the construction, subsequent continuous maintenance and operation of an electronic sign on the west lot of Holiday Park to be used by both parties for advertisement of events held at War Memorial Auditorium and Parker Playhouse.

The new electronic marquee sign will replace the existing 1950's static marquee in place at the entrance to Holiday Park on Federal Highway and Sandy Ninninger Drive. These original marquees were severely damaged during Hurricane Wilma and the upper Parker Playhouse sections were torn off. Since that time, Parker Playhouse has used banners to announce the events at the theater, creating a very unaesthetic look at the entrance to one of the City's premier parks.

Upon approval of this agenda item an Invitation to Bid (ITB) will be solicited for these services.

Strategic Connection:

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 2: Enhance the City's identity and appearance through well-maintained green space, parks, major corridors, gateways and medians.

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

Resource Impact

There is no fiscal impact to the City for this item.

Attachment:

Exhibit 1 – Agreement

Prepared by: Carolyn Bean, Administrative Assistant, 5348
Department Director: Phil Thornburg, Parks and Recreation