



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#25-0901

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

FROM: Rickelle Williams, City Manager

DATE: October 7, 2025

TITLE: Resolution Approving Fiscal Year 2026 Not for Profit Service Agreement
with Riverwalk Fort Lauderdale, Inc. Monthly *Go Riverwalk* Magazine -
\$50,400 - **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission adopt a resolution approving the City of Fort Lauderdale Fiscal Year (FY) 2026 Not for Profit Service Agreement with Riverwalk Fort Lauderdale, Inc. (Riverwalk) in substantially the form attached, and authorizing the execution of the Agreement.

Background

Within the FY 2026 Budget, the City Commission approved \$50,400 in funding towards Riverwalk Fort Lauderdale, Inc., to provide space in the monthly *Go Riverwalk* magazine to communicate with neighbors and community members regarding City information. The partnership supports City initiatives through print, online, and social media outreach.

Under this agreement, Riverwalk will provide: one full page monthly featuring a message from the Mayor or a City Commissioner; two pages monthly for City announcements, events, projects, awards, or other approved content; the City's logo on the cover and spine of the magazine; inclusion of City-provided information in Riverwalk's weekly eblast, website, seven social media channels, and with media partners.

In addition to the proposed agreement with Riverwalk, the October 7, 2025 City Commission Regular Meeting agenda includes two other Riverwalk agreements for FY 2026 (CAM #25-0818 and CAM #25-0819).

Resource Impact

There is a fiscal impact to the General Fund in the amount of \$50,400 in FY 2026. Funding is budgeted and available as shown on the table on the following page.

<i>Funds available as of October 1, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-1405-513-40-4299	Public Information Office	Other Operating Expenses/Other Contributions	\$697,630	\$697,630	\$50,400
			TOTAL AMOUNT ►		\$50,400

Strategic Connections

This item is a FY 2025 Commission Priority, advancing the Public Places initiative.

This item supports the Press Play Fort Lauderdale Strategic Plan 2029, specifically advancing:

- The Public Places Focus Area
- Goal 5: Build a beautiful and welcoming community
- The Business Growth and Support Focus Area
- Goal 6: Build a diverse and attractive economy

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Related CAMs

25-0818

25-0819

Attachments

Exhibit 1 – Agreement

Exhibit 2 – Resolution

Prepared by: Ashley Doussard, Strategic Communications Director

Department Director: Ashley Doussard, Strategic Communications Director