



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

**#22-0976**

---

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

**FROM:** Greg Chavarria, City Manager

**DATE:** October 18, 2022

**TITLE:** Resolution Approving Fiscal Year 2023 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 a City of Fort Lauderdale FY 2023 Not for Profit Service Agreement with Riverwalk Fort Lauderdale, Inc., and authorizing execution of the agreement.

**Background**

Within the FY 2023 Budget, the City Commission approved \$50,400 for a City contribution towards Riverwalk Fort Lauderdale, Inc., (“Riverwalk”), to provide space in the monthly *Go Riverwalk* Magazine to communicate with neighbors and community members regarding City information. The City partners with Riverwalk in activating and promoting the downtown Riverwalk district, including information dissemination.

Riverwalk will provide this service in print, on-line and through social media. Riverwalk will provide one page of space monthly from the Mayor or a City Commissioner, and two pages monthly to include City announcements, events, projects, awards, or other suitable content as determined by the City. Additionally, Riverwalk will put the City logo on the cover and spine of the monthly magazine, include City information as provided in weekly eblasts, include City notices on [www.goriverwalk.com](http://www.goriverwalk.com), include City announcements in the seven social media sites owned by Riverwalk, as well as share with a larger number of media partners that currently share with Riverwalk.

**Resource Impact**

There is a fiscal impact to the General Fund in the amount of \$50,400 in FY 2023. Funding is budgeted and available per the table on the following page.

<b>Funds available as of October 1, 2022</b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>CHARACTER/ACCOUNT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
10-001-1405-513-40-4299	Other Gen Govt-Social/Cultural	Services/Materials/Ad/Marketing	\$226,992	\$226,992	\$50,400
				<b>TOTAL AMOUNT ►</b>	\$50,400

**Strategic Connections**

This item is a 2022 Top Commission Priority, advancing the Public Places initiative. This item supports the *Press Play Fort Lauderdale Strategic Plan 2024*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming
- The Neighborhood Enhancement Focus Area
- Goal 4: Build a thriving and inclusive community of neighborhoods

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.

**Attachments**

Exhibit 1 – Agreement

Exhibit 2 – Resolution

Prepared by: Stephanie Wilk, Senior Administrative Assistant, City Manager’s Office

Charter Officer: Greg Chavarria, City Manager