



TO: Honorable Mayor and Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: January 22, 2014

TITLE: GRANT APPLICATION - Motion approving the submittal of a grant application to Broward County, Cultural Tourism Program (CTP) for FY 2015 Memorial Day Weekend Beach Activities, \$20,000, City match required

Recommendation

It is recommended that the City Commission approve a motion authorizing the proper city officials to submit a grant application to Broward County for the Cultural Tourism program.

Background

The City is requesting a grant in the amount of \$20,000 with a required 1 to 1 cash match in the amount of \$20,000. Matching funds will be identified in the FY 2015 operating budget.

Funds will be used to support marketing-related activities for the 2015 event. The grant may fund projects, festivals, exhibitions, performances, and other cultural activities including marketing to attract tourists. Projects must contain a significant tourist-related component that will contribute to the cultural development of Broward County and enhance its reputation as a tourist destination.

The application deadline is January 25, 2014. The grant period is October 2014 through September 2015.

Special Conditions

Staff has confirmed with James Shermer, Grants Administrator with the Broward Cultural Division, that there will not be a special audit requirement for this grant.

Resource Impact

There is an anticipated positive fiscal impact to the city in the amount of \$20,000 which would allow for project implementation. There is not a current year budget impact; matching funds to be identified in the FY2015 operating budget.

Strategic Connection

This grant application furthers the Public Places goals and objectives as contained in Press Play Fort Lauderdale, Our City Our Strategic Plan 2018. Specifically:

- **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.

Related CAM: #13-0111

Attachments:

Ex 1 – Grant Pre-Application Form

Ex 2 - Application Program Guideline FY 2015

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