



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

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

DATE: May 5, 2015

TITLE: Acceptance of a Grant from Broward Cultural Council - 2015 Memorial
Day Weekend Beach Activities - \$16,200

Recommendation

It is recommended that the City Commission approve a motion authorizing the City Manager to accept a Broward Cultural Tourism Grant, in substantially the form attached, from the Broward County Cultural Council for 2015 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, 2014, 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 2015. The City received notification of a grant award, in the amount of \$16,200, in support of this event. Three executed copies of the agreement must be returned to the County. A letter and instructions for the execution of the agreement is attached as an exhibit.

Staff recommends the City Commission approve a motion authorizing the proper City officials to execute all necessary documents to receive funds and the City Manager to execute documents extending grant term, as necessary.

Resource Impact

There is a positive impact to the City in the amount of \$16,200 which would allow for project implementation in FY2015. Matching funds are identified in the FY2015 operating budget. Funds are being appropriated through companion CAM 15-0509.

Funds available as of April 7, 2015					
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	\$204,203	\$29,762	\$16,200
				PURCHASE TOTAL ►	\$16,200

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 #15-0509

Attachments:

Exhibit 1 - Agreement

Exhibit 2 - Letter and Instructions

Prepared by: Gina Rivera, Parks & Recreation Department

Department Director: Phil Thornburg, Parks & Recreation