



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

**FROM:** Greg Chavarria, City Manager

**DATE:** December 6, 2022

**TITLE:** Resolution Approving Fiscal Year 2023 Not for Profit Grant Participation Agreement with Winterfest, Inc. - \$375,000 (five year total) -  
**(Commission Districts 1, 2, 3 and 4)**

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**Recommendation**

Staff recommends the City Commission adopt a resolution approving a City of Fort Lauderdale FY 2023 Not for Profit Grant Participation Agreement with Winterfest, Inc., in substantially the form attached, and authorizing execution of the Agreement.

**Background**

Within the FY 2023 Budget, the City Commission approved \$75,000 in funding for a City contribution towards Winterfest's efforts to administer the Annual Winterfest Boat Parade with a festival and full complement of events around the Greater Fort Lauderdale Area. Additionally, the City of Fort Lauderdale will be designated as the Host City of the Seminole Hard Rock Winterfest Boat Parade.

Each benefiting not-for-profit organization that receives funding from the City executes a participation agreement with the City that provides for the funding amount and terms of the contribution, a scope of services, and standards of performance.

Winterfest, Inc., produces a one-hour television show in cooperation with WSVN (Fox Affiliate) showcasing the City of Fort Lauderdale. Additionally, an extensive advertising campaign complements their efforts. The funding will be used to create unique quality entertainment while bringing national as well as international attention to the Greater Fort Lauderdale Area.

**Resource Impact**

There is a fiscal impact to the General Fund in the amount of \$75,000 in FY 2023. Funding is budgeted and available as shown on the table on the following page. Future year funding is contingent upon appropriation of funding in the City's annual budget.

<b>Funds available as of November 15, 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	Public Information Office	Other Operating Expenses/ Other Contributions	\$226,992	\$172,392	\$75,000
<b>TOTAL AMOUNT ►</b>					<b>\$75,000</b>

**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 – Winterfest, Inc. Grant Participation Agreement  
 Exhibit 2 – Resolution

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

Charter Officer: Greg Chavarria, City Manager