



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#24-0219

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

FROM: Greg Chavarria, City Manager

DATE: April 2, 2024

TITLE: Discussion on Sponsorships - **(Commission Districts 1, 2, 3 and 4)**

Carl Williams, Director of Parks and Recreation, will discuss sponsorship opportunities and seek feedback on the suggested process to acquire sponsorships.

Resource Impact

There is no financial impact associated with this item.

Strategic Connections

This item is a FY 2024 Commission Priority, advancing the Public Places initiative.

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

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Here

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City.

Attachment

Exhibit 1 – Sponsorship Presentation

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Carl Williams, Park and Recreation