



TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: December 2, 2014

TITLE: Agreement with JM Auto, Inc. for a sponsorship of Sunday Jazz Brunch 2015.

Recommendation

It is recommended that the City Commission approve a motion to execute a sponsorship agreement with JM Auto, Inc. for JM Lexus Sunday Jazz Brunch 2015.

Background

The City of Fort Lauderdale Parks and Recreation Department is pleased to announce a new partnership with JM Lexus as the title sponsor of Jazz Brunch, the City's monthly concert series, held along the Riverwalk.

The City of Fort Lauderdale Parks and Recreation Department has produced the Sunday Jazz Brunch concert series for 24 years. This free event showcases Fort Lauderdale's historic Riverwalk with four stages of live music featuring local jazz artists. Area restaurants and vendors provide food and beverages for purchase or patrons may bring their own. Artists and arts & crafts vendors display their products for sale in this elegant setting.

Resource Impact

There is a positive fiscal impact in the amount of \$20,000.

Attachment

Exhibit 1 – Draft Sponsorship Agreement

Prepared By: Carolyn Bean, Administrative Assistant, x5348

Department Director: Phil Thornburg, Parks and Recreation Director