



CITY OF FORT LAUDERDALE
City Commission Agenda Memo

#14-1576

TO: Honorable Mayor and Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: January 6, 2015

TITLE: Approving the submittal of a grant application to Broward County, Cultural Tourism Program (CTP) for FY 2016 Memorial Day Weekend Beach Activities, \$20,000

Recommendation

It is recommended that the City Commission approve a motion authorizing the City Manager 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 one to one cash match in the amount of \$20,000. Matching funds will be identified in the FY 2016 operating budget.

Funds will be used to support marketing-related activities for the 2016 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 26, 2015. The grant period is October 2015 through September 2016.

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 FY2016 operating budget.

Strategic Connection

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*.

Attachment:

Ex 1 - Application Program Guideline FY 2016

Prepared By: Gina Rivera, Grants & Special Projects Coordinator

Department Director: Phil Thornburg, Parks & Recreation Department