



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

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

DATE: April 1, 2014

TITLE: MOTION – To support the Knight Foundation Arts Challenge Project
- "Paddle Up on the Himmarshee Canal", through the use of the City logo
on event material

RECOMMENDATION

It is recommended that the City Commission approve a motion to co-sponsor the "Paddle Up on the Himmarshee Canal" project and authorize the proper City officials to permit the use of the City's logo for event materials.

BACKGROUND

The Christian Cultural Development Foundation (DBA: Upper Room Art Gallery) is requesting to work in partnership with the City on its "Paddle Up on the Himmarshee Canal" Project, funded through the Knight Foundation Arts Challenge Grant.

The purpose of the project is to preserve the art form of creating dugout canoes by organizing an annual Paddle Up event featuring Seminole and Miccosukee canoes with participants in traditional attire. Activities include a paddle up event with tribal members and others on paddle boards, kayaks, and canoes, live demonstrations of traditional artists building a dugout canoe from a cypress log, and guided tours. More details on the project are provided in the Attachments.

Staff requests a consensus on the grantee's request for the City's support of the project through the use of the City logo on all material pertaining to this event. The event organizer has agreed to provide all promotional materials for City review and approval prior to distribution and has been advised the event is subject to all City special event requirements.

Resource Impact

There is no resource impact.

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 1:** Integrate arts and cultural elements into public places.
- **Initiative 1:** Collaborate with local artist, educational institutions, associations, and businesses to enliven public places with multicultural art.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We are United*.

Attachments:

EX 1 Letter from Upper Room Art Gallery Dated March 5, 2014

EX 2 The Miami Foundation Grant Agreement

EX 3 Project Announcement Flyer

Prepared by: Debbie Griner, Transportation Manager

Department Director: Diana Alarcon