



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

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

**DATE:** June 2, 2015

**TITLE:** Motion Accepting an American Red Cross Grant for Swim Lesson  
Program

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**Recommendation**

It is recommended that the City Commission approve a motion authorizing the City Manager or designee to accept an American Red Cross Grant and to execute an addendum to the current Licensed Training Provider Agreement.

**Background**

In November of 2014, the American Red Cross reached out to the City of Fort Lauderdale requesting a partnership to implement additional services as a part of their Centennial Campaign efforts. The City will be conducting swim lessons and water safety related courses at a reduced rate to the community as part of the agreement and is planned to be implemented for three consecutive years. The agreement includes waiving of American Red Cross course fees for Lifeguarding, Junior Lifeguarding, CPR, Parent Water Safety Education, and Water Safety Instructor courses, as well as cost reimbursement for conducting swim lessons. The full value of the partnership is approximately \$9,125 (\$1,000 in waived fees and swim lesson cost reimbursement in the amount of \$8,125).

The funding will support a swim lesson program for approximately 250 City summer campers and 75 adult and teen swim lesson participants. The funding will cover staffing and program costs to conduct these programs. Adults and teens will receive approximately seven 30-minute swim lessons for a registration fee of \$5.00 for City residents and \$7.50 for non-residents. Summer Camp participants ages seven and under will receive eight 30-minute swim lesson classes.

**Resource Impact**

There is a positive fiscal impact to the City in the amount of \$8,125. Funds are being appropriated through companion CAM 15-0648.

<b>Funds available as of April 28, 2015</b>					
<b>Appropriate To:</b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>OBJECT CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Object Code)</b>	<b>AVAILABLE BALANCE (Object Code)</b>	<b>AMOUNT</b>
129-GRCSWIM15-F741	Red Cross Learn to Swim	Grants FM Misc Sources for Recreation	\$0.00	\$0.00	\$8,125
<b>APPROPRIATION TOTAL ►</b>					<b>\$8,125</b>

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129-GRCSWIM15-3299	Red Cross Learn to Swim	Service & Materials / Other Services	\$0.00	\$0.00	\$8,125
<b>APPROPRIATION TOTAL ►</b>					<b>\$8,125</b>

**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 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:

Exhibit 1 - Addendum

Prepared by: Corynna Keen, Recreation Coordinator

Department Director: Phil Thornburg, Parks and Recreation