



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#24-0800

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

FROM: Susan Grant, Acting City Manager

DATE: September 3, 2024

TITLE: Motion Approving a Promotion Agreement between Top Trumps USA Inc.
and the City of Fort Lauderdale for MONOPOLY:FORT LAUDERDALE
Edition - (**Commission District 2**)

Recommendation

Staff recommends the City Commission approve a Promotion Agreement with Top Trumps USA Inc. and the City of Fort Lauderdale, and authorize execution of the agreement, in substantially the form attached, for the Fort Lauderdale Edition of Monopoly.

Background

On June 10, 2024, the City of Fort Lauderdale hosted Mr. Monopoly to announce the debut of the MONOPOLY: FORT LAUDERDALE. Top Trumps USA, the American division of Winning Moves International and creators of classic games and puzzles, will create MONOPOLY: FORT LAUDERDALE Edition, under a license from Hasbro, a toy and game company.

In August 2024, Top Trumps USA Inc. reached out to City Staff to inquire about using Holiday Park and Fort Lauderdale Beach as part of the gameboard. The use of these two City facilities will not provide any income or royalties to the City of Fort Lauderdale. City staff recommends that the City Commission approve the agreement, in substantially the form attached, to promote the City of Fort Lauderdale and these two local landmarks.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connection

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

Attachments

Exhibit 1 – Agreement

Exhibit 2 – Proposed Fort Lauderdale Landmark Images

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