



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#18-0440**

---

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

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

**DATE:** June 5, 2018

**TITLE:** Motion to Accept a Grant from Broward Cultural Council for 2018  
Memorial Day Weekend Beach Activities - \$25,000

---

**Recommendation**

It is recommended that the City Commission approve a motion to accept a Broward Cultural Tourism Grant, in substantially the form attached, from the Broward County Cultural Council for 2018 Memorial Weekend Beach Activities - Great American Beach Party and authorize the City Manager to execute any required documents associated with the acceptance of such funds.

**Background**

On January 25, 2017, the Parks and Recreation Department submitted a grant application to the Broward County Cultural Tourism Division for a Cultural Tourism Grant. The grant is for using the arts as a means of promoting tourism in Broward County and to enhance the County's reputation as an attractive destination for tourists.

The grant will be used to support the marketing and advertising of the City's Memorial Day weekend activities, also referred to as the Great American Beach Party, which was scheduled to take place during Memorial Day weekend 2018. The City received notification of a grant award, in the amount of \$25,000, in support of this event. Two copies of the executed agreement must be returned to the County. All copies of the agreement must bear original signatures. The grant requires a funding match in the amount of \$25,000.

Although the Great American Beach Party event was cancelled due to a threatening tropical storm, the County may still reimburse the City for some of the expenses that were incurred.

**Resource Impact**

There is a positive impact to the City in the amount of \$25,000 which would allow for project implementation in FY2018. Matching funds are identified in the FY2018 operating budget. Funds are being appropriated through companion CAM 18- 0224.

**Appropriation From:**

<i>Funds available as of April 17, 2018</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP18-F733	Great American Beach Party 2018	Broward County	\$0.00	\$0.00	\$25,000
<b>APPROPRIATION TOTAL →</b>					<b>\$25,000</b>

**Appropriation To:**

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP18-3201	Great American Beach Party 2018	Services Materials / Ads Marketing	\$0.00	\$0.00	\$25,000
<b>APPROPRIATION TOTAL →</b>					<b>\$25,000</b>

**Transfer From:**

<i>Funds available as of April 17, 2018</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-3201	Community Events	Services Materials / Ad Marketing	\$801,747.00	\$212,828.00	\$25,000
<b>TRANSFER TOTAL →</b>					<b>\$25,000</b>

**Transfer To:**

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP18A-3201	Great American Beach Party 2018	Services Materials / Ad Marketing	\$0.00	\$0.00	\$25,000
<b>TRANSFER TOTAL →</b>					<b>\$25,000</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 Community*.

**Attachment**

Exhibit 1 – Agreement

---

Prepared by: Gina Rivera, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation