



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

**#22-0559**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** July 5, 2022

**TITLE:** Discussion of the Purchase of the USA Pavilion from Expo 2020 Dubai  
from TVG DWC-LLC - **(Commission Districts 1, 2, 3 and 4)**

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The six-month long Expo 2020 Dubai was the first World's Fair to take place in the Middle East, North Africa or South Asia. The event took place from October 1, 2021 – March 31, 2022, coinciding with the 50<sup>th</sup> anniversary of the creation of the United Arab Emirates. The theme of Expo 2020 Dubai was "Connecting Minds, Creating the Future," representing the potential of what could be achieved when meaningful collaborations and partnerships are forged.

The USA Pavilion at Expo 2020 Dubai was led by Commissioner General Mr. Robert "Bob" Clark, who was the senior U.S. government representative at the Expo. The USA Pavilion team was comprised of Department of State staff, Youth Ambassadors, and operating staff who kept the doors open throughout the six-month event. The theme, "Life, Liberty and the Pursuit of the Future" was shared with 1.5 million visitors from 168 countries. The people, ideas and American contributions that have changed and improved lives in the United States and around the world was celebrated. When originally constructed, the pavilion was estimated to cost \$60 million.

The opportunity to acquire the working contents and recreate the pavilion in Fort Lauderdale has been discussed amongst city leaders, the museum director, and the pavilion owner in Dubai. There is a limited timeline to secure the items before the exhibit is dismantled and disposed of in other ways. The discussion centers around the purchase to secure the pavilion exhibit items. The overall intent is to have the pavilion purchased, shipped, and re-created within the Museum of Discovery and Science. There may be additional installation costs, which will be identified in a future Commission action. Exhibit 1 is attached and showcases the assets that are available for purchase. Additionally, an exhibit with the potential cost of setup and installation is being prepared by the asset holder and is forth coming.

### **Resource Impact**

If approved, there is an estimated cost, not to exceed \$2,200,000 for the acquisition, shipping, and content creation of the pavilion. Funding would require a future appropriation from fund balance during a routine consolidated budget amendment.

### **Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community.
- Objective: Offer a diverse range of recreational and educational programming

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

### **Attachment**

Exhibit 1 - Fort Lauderdale Expo 2020 US

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Prepared by: Chris Lagerbloom, City Manager

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