



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#15-1215

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

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

DATE: October 6, 2015

TITLE: Motion to Approve FY 2016 Participation Agreement with Winterfest, Inc. -
\$10,000

Recommendation

It is recommended that the City Commission approve the FY 2016 Participation Agreement with Winterfest, Inc., a not-for-profit organization, and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale.

Background

With the adoption of the FY 2016 Budget, the City Commission approved contributions to not-for-profit organizations that support the needs of the community while making a positive impact. The benefiting not-for-profit organization is required to execute a participation agreement that provides for amount and terms of contribution, scope of services, and standards of performance.

Winterfest, Inc. administers the Annual Winterfest Boat Parade with a festival and full complement of events around the Greater Fort Lauderdale Area. The funding will be used to create unique quality entertainment while bringing national as well as international attention to the Greater Fort Lauderdale Area. The Participant produces a one-hour television show in cooperation with WSVN (Fox Affiliate) showcasing the City of Fort Lauderdale. Additionally, an extensive advertising campaign compliments their efforts.

Resource Impact

There is a fiscal impact to the General Fund in the amount of \$10,000. Funding is budgeted and available per the table below.

<i>Funds available as of October 1, 2015</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER/ SUB-OBJECT NAME	AMENDED BUDGET (CHARACTER)	AVAILABLE BALANCE (CHARACTER)	AMOUNT
001-GEN010101-4210	Other General Government – Social/Cultural	Other Operating Expenses/Social Contributions	\$16,167,692	\$16,167,692	\$10,000
TOTAL CONTRIBUTION ►					\$10,000

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 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events and sports.

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

Attachment(s)

Exhibit 1 – Winterfest, Inc. Participation Agreement

Prepared by: Charmaine Crawford, City Manager's Office

Budget Manager: Emilie R. Smith, City Manager's Office