



CITY OF FORT LAUDERDALE
City Commission Agenda Memo

#15-1387

TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee R. Feldman, City Manager

DATE: November 17, 2015

TITLE: Motion Approving an Agreement with JM Auto, Inc. for a sponsorship of Sunday Jazz Brunch 2016

Recommendation

It is recommended that the City Commission approve a motion to execute a sponsorship agreement with JM Auto, Inc. for JM Lexus Sunday Jazz Brunch 2016, in substantially the form attached.

Background

The City of Fort Lauderdale Parks and Recreation Department is pleased to announce a continued partnership with JM Lexus as the title sponsor of Jazz Brunch, the City's monthly concert series, held along the Riverwalk. JM Lexus has been the title sponsor for Jazz Brunch since 2015.

The City of Fort Lauderdale Parks and Recreation Department has produced the Sunday Jazz Brunch concert series for 24 years. This free event showcases Fort Lauderdale's historic Riverwalk with four stages of live music featuring local jazz artists. In addition, vendors are on site providing food and beverages for purchase or patrons may bring their own. Artists and arts & crafts vendors display their products for sale at this event.

Resource Impact

There is a positive fiscal impact in the amount of \$20,000.

Attachment

Exhibit 1 – Proposed Sponsorship Agreement

Prepared By: Carolyn Bean, Parks and Recreation

Department Interim Director: Carl Williams, Parks and Recreation Director