



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#16-0087

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

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

DATE: February 2, 2016

TITLE: Motion to Accept a Grant from Broward Cultural Council–2016 Memorial
Day Weekend Beach Activities – \$19,600

Recommendation

It is recommended that the City Commission approve a motion authorizing the City Manager to accept a Broward Cultural Tourism Grant, in substantially the form attached, from the Broward County Cultural Council for 2016 Memorial Weekend Beach Activities - Great American Beach Party; and to execute any required documents associated with the acceptance of such funds.

Background

On January 25, 2015, 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, taking place during Memorial Day weekend 2016. The City received notification of a grant award, in the amount of \$19,600, in support of this event. Two executed copies of the agreement must be returned to the County.

Staff recommends the City Commission approve a motion authorizing the proper City officials to execute all necessary documents to receive funds and the City Manager to execute documents extending grant term, as necessary.

Resource Impact

There is a positive impact to the City in the amount of \$19,600 which would allow for project implementation in FY2016. Matching funds are identified in the FY2016 operating budget. Funds are being appropriated through companion CAM 16-0078.

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 Here*.

Related CAM #16-0078

Attachments:

Exhibit 1 - Agreement

Prepared by: Gina Rivera, Parks & Recreation

Department Director: Carl Williams, Parks & Recreation