



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

**#16-1575**

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

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

**DATE:** January 4, 2017

**TITLE:** Motion Approving an Agreement with JM Auto, Inc. for a sponsorship of Sunday Jazz Brunch 2017

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**Recommendation**

It is recommended that the City Commission approve a sponsorship agreement with JM Auto, Inc. for JM Lexus Sunday Jazz Brunch 2017, 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. Revenue related to this agreement is included in the FY 2017 operating budget in the accounts listed below.

<b><i>Funds available as of December 19, 2016</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
001-PKR033401-K329	Community Events	Charges for Service/ Event Revenue – Riverwalk	\$150,000	\$22,517	\$20,000
				<b>TOTAL AMOUNT ►</b>	<b>\$20,000</b>

**Attachment**

Exhibit 1 – Proposed Sponsorship Agreement

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Prepared By: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation Director