



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#16-1436

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

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

DATE: January 4, 2017

TITLE: Motion to Accept a Grant from Broward Cultural Council for 2017
Memorial Day Weekend Beach Activities - \$26,700

Recommendation

It is recommended that the City Commission approve a motion to accept a Broward Cultural Tourism Grant, in substantially the form attached, from the Broward County Cultural Council for 2017 Memorial Weekend Beach Activities - Great American Beach Party and authorize the City Manager to execute any required documents associated with the acceptance of such funds.

Background

On January 25, 2016, 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 2017. The City received notification of a grant award, in the amount of \$26,700, in support of this event. Two copies of the executed agreement must be returned to the County. All copies of the agreement must bear original signatures.

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 \$26,700 which would allow for project implementation in FY2017. Matching funds are identified in the FY2017 operating budget. Funds are being appropriated through companion CAM 16-1426.

Appropriation From:

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP17-F733	Great American Beach Party 2017	Broward County	\$0.00	\$0.00	\$26,700
APPROPRIATION TOTAL →					26,700.00

Appropriation To:

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP17-3201	Great American Beach Party 2017	Services Materials / Ads Marketing	\$0.00	\$0.00	\$26,700
APPROPRIATION TOTAL →					26,700.00

Transfer From:*Funds available as of November 9, 2016*

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-3201	Community Events	Services Materials / Ad Marketing	\$679,961.00	\$520,262.00	\$26,700.00
TRANSFER TOTAL →					\$26,700.00

Transfer To:

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP17A-3201	Great American Beach Party 2017	Services Materials / Ad Marketing	\$0.00	\$0.00	\$26,700.00
TRANSFER TOTAL →					\$26,700.00

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 Community*.

Attachment

Exhibit 1 – Agreement

Prepared by: Gina Rivera, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation