



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

**#17-1186**

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

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

**DATE:** November 21, 2017

**TITLE:** Resolution Approving and Authorizing the City Manager to Execute FY  
2018 Grant Participation Agreement with Winterfest, Inc. - \$30,000 (three-  
year total)

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**Recommendation**

It is recommended that the City Commission approve the FY 2018 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**

Within the FY 2018 Budget, the City Commission approved contributions to not-for-profit organizations that serve a public purpose by supporting 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 complements their efforts.

### **Resource Impact**

There is a fiscal impact to the General Fund in the amount of \$10,000 in FY 2018. Funding is budgeted and available per the table below.

<i>Funds available as of October 20, 2017</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 Expense/Social Contributions	\$1,007,503	\$1,007,503	\$10,000
<b>TOTAL CONTRIBUTION ►</b>					<b>\$10,000</b>

### **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*.

### **Attachments**

Exhibit 1 – Winterfest, Inc. Participation Agreement

Exhibit 2 – Resolution

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