



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

**#18-0702**

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

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

**DATE:** July 10, 2018

**TITLE:** Motion Approving an Agreement with Riverwalk Fort Lauderdale, Inc.  
(Riverwalk) to Provide Space in the Monthly *Go Riverwalk* Magazine to  
Communicate City Information

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**Recommendation**

It is recommended that the City Commission approve an agreement with Riverwalk Fort Lauderdale, Inc. to provide space in their monthly magazine to communicate City information and authorize the City Manager to execute the agreement.

**Background**

The City desires to use a broad base of options to communicate with neighbors and community members regarding City information. The City partners with Riverwalk in activating and promoting the downtown Riverwalk district. The City wishes to expand that partnership to include information dissemination.

Riverwalk will provide this service in print, on-line and through social media. Riverwalk will provide one page of editorial space monthly from the Mayor and/or City Commissioners, two pages monthly to include city announcements, events, projects, awards or other suitable content as determined by the City. In addition, Riverwalk will put the City logo on the cover and spine of the monthly magazine, include City information as provided in weekly eblast, include City notices on [www.goriverwalk.com](http://www.goriverwalk.com) as provided, include City announcements in the seven social media sites owned by Riverwalk as well as share with a larger number of media partners that currently share with Riverwalk.

**Resource Impact**

The annual cost associated with this agreement shall not exceed \$50,400. Payments shall occur monthly, with \$8,400 to be funded in fiscal year 2018.

<b>Funds available as of June 19, 2018</b>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
001-GEN010101-3201	Other Gen Govt- Social /Cultural	Services/Materials/ Ad/Marketing	\$697,954	\$187,052	\$8,400
<b>PURCHASE TOTAL ►</b>					<b>\$8,400</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 5: Be a community of strong, beautiful, and healthy neighborhoods.
- Objective 1: Increase neighbor engagement and improve communication networks within and among neighborhoods.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are United*.

### **Attachment**

Exhibit 1 – Agreement

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Prepared by: Sarah Hannah-Spurlock, City Manager's Office

Department Director: Lee Feldman, City Manager's Office