



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

**#19-0436**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** May 7, 2019

**TITLE:** Motion to Accept a Grant from Broward Cultural Council for 2019  
Memorial Day Weekend Beach Activities - \$26,700 – **(Commission  
District 2)**

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**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 2019 Memorial Weekend Beach Activities - Great American Beach Party.

**Background**

On January 25, 2018, 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 2019. 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 signed in blue ink. All copies of the agreement must bear original signatures.

**Resource Impact**

This action will result in a positive impact to the City in the amount of \$26,700 which would allow for project implementation in FY2019. The grant requires a funding match in the amount of \$26,700. Matching funds are identified in the FY2019 operating budget. Funds will be appropriated contingent upon the approval of the Consolidated Budget Amendment CAM 19-0026.

**Appropriation From:**

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP18-F733	Great American Beach Party 2018	Broward County	\$0.00	\$0.00	\$26,700
<b>APPROPRIATION TOTAL →</b>					<b>25,000.00</b>

**Appropriation To:**

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP18-3201	Great American Beach Party 2018	Services Materials / Ads Marketing	\$0.00	\$0.00	\$26,700
<b>APPROPRIATION TOTAL →</b>					<b>25,000.00</b>

**Transfer From:**

<i>Funds available as of March 21, 2019</i>					
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	\$1,138,460.00	\$651,106.00	\$26,700.00
<b>TRANSFER TOTAL →</b>					<b>\$25,000.00</b>

**Transfer To:**

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP18A-3201	Great American Beach Party 2018	Services Materials / Ad Marketing	\$0.00	\$0.00	\$26,700.00
<b>TRANSFER TOTAL →</b>					<b>\$25,000.00</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 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.*

### **Attachment**

Exhibit 1 – Agreement

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Prepared by: Gina Rivera, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation