



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

#19-1006

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 15, 2019

TITLE: Motion Approving Fiscal Year 2020 Not For Profit Grant Participation Agreement with Riverwalk Fort Lauderdale, Inc.; Monthly *Go Riverwalk* Magazine – \$50,400 – (**Commission Districts 1, 2, 3 and 4**)

Recommendation

It is recommended that the City Commission approve a City of Fort Lauderdale FY 2020 Not For Profit Grant Participation Agreement with Riverwalk Fort Lauderdale, Inc., in substantially the form attached, and authorize execution of the Agreement.

Background

Within the FY 2020 Budget, the City Commission approved \$50,400 in funding for a City contribution towards Riverwalk Fort Lauderdale, Inc., ("Riverwalk"), to provide space in the monthly *Go Riverwalk* Magazine to communicate with neighbors and community members regarding City information. The City partners with Riverwalk in activating and promoting the downtown Riverwalk district, including information dissemination.

Riverwalk will provide this service in print, on-line and through social media. Riverwalk will provide one page of space monthly from the Mayor or a City Commissioner, and 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 eblasts, include City notices on www.goriverwalk.com, 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

There is a fiscal impact to the General Fund in the amount of \$50,400 in FY 2020. Funding is budgeted and available for this agreement.

Funds available as of October 1, 2019

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
001-GEN010101-4210	Other Gen Govt- Social /Cultural	Services/Materials/ Ad/Marketing	\$2,268,575	\$2,268,575	\$50,400
			PURCHASE TOTAL ►		\$50,400

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 – Riverwalk Fort Lauderdale, Inc. Monthly *Go Riverwalk* Magazine Participation Agreement

Prepared by: Laura Reece, Budget Director

Department Director: Chris Lagerbloom, City Manager's Office