



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

#19-0997

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 15, 2019

TITLE: Motion Approving a Fiscal Year 2020 Not-For-Profit Grant Participation Agreement with Winterfest, Inc. - \$225,000 (three-year total) - **(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 Winterfest, Inc., in substantially the form attached, and authorize execution of the Agreement.

Background

Within the FY 2020 Budget, the City Commission approved \$75,000 in funding for a City contribution towards Winterfest's efforts to administer the Annual Winterfest Boat Parade with a festival and full complement of events around the Greater Fort Lauderdale Area. Additionally, the City of Fort Lauderdale will be designated as the Host City of the Seminole Hard Rock Winterfest Boat Parade.

Each benefiting not-for-profit organization that receives funding from the City executes a participation agreement with the City that provides for the funding amount and terms of the contribution, a scope of services, and standards of performance.

Winterfest, Inc., 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. The funding will be used to create unique quality entertainment while bringing national as well as international attention to the Greater Fort Lauderdale Area.

Resource Impact

There is a fiscal impact to the General Fund in the amount of \$75,000 in FY 2020. Funding is budgeted and available as shown on the table on the following page. Future year funding is contingent upon appropriation of funding in the City's annual budget.

<i>Funds available as of October 1, 2019</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	\$2,268,575	\$2,268,575	\$75,000
TOTAL CONTRIBUTION ►					\$75,000

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*.

Attachment

Exhibit 1 – Winterfest, Inc. Participation Agreement

Prepared by: Laura Reece, Budget Director

Department Director: Chris Lagerbloom, ICMA-CM, City Manager's Office