



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

#21-0429

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: May 4, 2021

TITLE: Motion Approving an Agreement with Broward County, for Sponsorship of the United States Tennis Association (USTA) National Open Clay Court Championships 2021 to be held May 15 – 21, 2021 - (**Commission District 2**)

Recommendation

Staff recommends the City Commission approve a sponsorship agreement with Broward County for the USTA National Open Clay Court Championships (2021), in substantially the form attached, to be held May 15 -21, 2021, and authorize execution of the agreement by the City Manager.

Background

The City of Fort Lauderdale Parks and Recreation Department is pleased to announce a continued partnership with Broward County as financial sponsor of the USTA National Open Clay Court Championships, the Country's premier amateur clay court tennis tournament, held at Jimmy Evert Tennis Center. Broward County has been the title financial sponsor of this event since 2008.

The City of Fort Lauderdale Parks and Recreation Department has facilitated this event on behalf of the USTA since 2008. This prestigious event showcases our nation's top tennis players drawing interest from all over the Country. In addition, vendors are on site providing athletic training & tennis stringing services, food and beverages for purchase or patrons may bring their own. Some vendors may showcase their products for sale at this event.

Resource Impact

Revenue related to this agreement is included in the FY 2021 operating budget in the account listed below.

| <i>Funds available as of April 13, 2021</i> | | | | | |
|---|-------------------------|---|----------------------------------|-----------------------------------|----------------|
| ACCOUNT NUMBER | INDEX NAME (Program) | CHARACTER CODE/ SUB-OBJECT NAME | AMENDED BUDGET (Character) | AMOUNT RECEIVED (Character) | AMOUNT |
| 001-PKR033501-K254 | Tennis Programs | Charge for Service/Tennis Tournaments | \$703,000 | \$418,157 | \$4,000 |
| TOTAL AMOUNT ► | | | | | \$4,000 |

Strategic Connections

This item is a 2021 Top Commission Priority advancing the Parks and Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

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

Attachment

Exhibit 1 – Proposed Sponsorship Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation