



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#21-0609

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: July 6, 2021

TITLE: Motion Accepting a Grant from Broward Cultural Council for 2021 Memorial
Day Weekend Beach Activities - \$27,600 - (Commission District 2)

Recommendation

Staff recommends the City Commission approve a motion to accept a Broward Cultural Tourism Grant, in substantially the form attached, retroactive from the Broward County Cultural Council for 2021 Memorial Weekend Beach Activities - Great American Beach Party and authorize the City Manager to execute any required documents associated with the acceptance of such funds.

Background

On January 27, 2020, 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 City received notification of a grant award for \$27,600. The funds 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, that took place during Memorial Day weekend 2021.

Resource Impact

This action will result in a positive impact to the City in the amount of \$27,600 which is a reimbursement for project implementation that in FY2021. The grant requires a funding match in the amount of \$27,600. Matching funds are identified in the FY2021 operating budget. Funds will be appropriated contingent upon the approval of the Consolidated Budget Amendment CAM #21-0096.

Source:

Funds available as of June 2, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP21-F733	Great American Beach Party 2021	Broward County	\$0.00	\$0.00	\$27,600.00
TOTAL AMOUNT →					\$27,600.00

Use:

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP21-3201	Great American Beach Party 2021	Services Materials / Ads* Marketing	\$0.00	\$0.00	\$2,500.00
129-GGABP21-3201	Great American Beach Party 2021	Services Materials / Ads* Marketing	\$0.00	\$0.00	\$5,000.00
129-GGABP21-3203	Great American Beach Party 2021	Services Materials / Artistic Services	\$0.00	\$0.00	\$20,100.00
TOTAL AMOUNT →					\$27,600.00

Source: (Cash Match)

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-3201	Community Events	Services Materials / Ads* Marketing	\$1,054,324	\$666,132	\$2,500.00
001-PKR033401-3201	Community Events	Services / Ads* Marketing	\$1,054,324	\$666,132	\$5,000.00
001-PKR033401-3203	Community Events	Services Materials / Artistic Services	\$1,054,324	\$666,132	\$20,100.00
TOTAL AMOUNT →					\$27,600.00

Use:

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GGABP21A-3201	Great American Beach Party 2021	Services Materials / Ads* Marketing	\$0.00	\$0.00	\$2,500.00
129-GGABP21A-3201	Great American Beach Party 2021	Services Materials / Ads* Marketing	\$0.00	\$0.00	\$5,000.00

129-GGABP21A-3203	Great American Beach Party 2021	Services Materials / Artistic Services	\$0.00	\$0.00	\$20,100.00
TOTAL AMOUNT →					\$27,600.00

***Grant agreement references “Research and Evaluation” however no character codes currently exist to match.**

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: Build 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 – Agreement

Prepared by: Leona Osamor, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department