



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#21-0718

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 5, 2021

TITLE: Resolution Approving Fiscal Year 2022 Not for Profit Service Agreement with
Riverwalk Fort Lauderdale, Inc. Monthly *Go Riverwalk* Magazine - \$50,400 -
(Commission Districts 1, 2, 3 and 4)

Recommendation

Staff recommends the City Commission adopt a resolution approving the City of Fort Lauderdale FY 2022 Not for Profit Service Agreement with Riverwalk Fort Lauderdale, Inc., and authorizing execution of the agreement.

Background

Within the FY 2022 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 2022. Funding is budgeted and available per the table on the following page.

Funds available as of October 1, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
001-MGR090101-4299	Other Gen Govt-Social /Cultural	Services/Materials/Ad/Marketing	\$223,961	\$223,961	\$50,400
				PURCHASE TOTAL ►	\$50,400

Strategic Connections

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

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

- The Neighborhood Enhancement Focus Area
- Goal 4: Build a thriving and inclusive community of neighborhoods

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Agreement

Exhibit 2 – Resolution

Prepared by: Ashley Doussard, Strategic Communications Manager

Department Director: Marc Fein, Strategic Communications