



MEMORANDUM

Parks, Recreation & Cultural Arts

MEMORANDUM 17-A059

DATE: March 16, 2017

TO: Gregory Harrison, City Manager

FROM: Mark A. Beaudreau, Recreation Programs Administrator *mb*

SUBJECT: Agenda Item – Brazilian Luau

Please place the attached resolution on the March 28, 2017 City Commission Agenda. This license agreement is between the City and The Heartbeat Foundation Corp., a Florida non-profit that operates exclusively for multicultural and educational purposes to promote cultural diversity and social awareness of ethnic minorities, to host a Brazilian Luau Festival on May 20, 2017, at the Great Lawn located on the beach at the end of Atlantic Boulevard. This celebration of 100 years of Samba will be headlined by Brazil's own, "Paula Lima."

The agreement authorizes the City to provide \$3,120 in in-kind services (Exhibit E) and authorizes this ticketed event to include a combination of booths, stages, music, vendors, food, alcoholic and nonalcoholic beverages in a fenced-in, single entrance location as depicted in Exhibit A.

This item is related to Strategic Plan Strategy: Great Places: Goal 2.0, Initiative 2.8- Develop and promote cultural/heritage tourism opportunities.

If you have any questions, please call me at 954-786-4191.

MB/ck

cc: Cynthia Kitts, Recreation Manager
Scott Moore, Recreation Manager