

Legislation Text

File #: 17-311, **Version:** 1

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A LICENSE AGREEMENT BETWEEN THE CITY OF POMPANO BEACH AND THE HEARTBEAT FOUNDATION CORP., TO CONDUCT A BRAZILIAN LUAU ON THE GREAT LAWN; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: \$3,120 in In-kind Services)

(**Staff Contact:** Mark A. Beaudreau)

Summary Explanation/Background:

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.

Origin of request for this action: PRCA Department Staff

Fiscal impact and source of funding: City will provide \$3,120 in in-kind services, see Exhibit E of Agreement.