



Legislation Text

File #: 19-1245, **Version:** 1

MOTION TO APPROVE THE USE OF THE CITY LOGO ON ALL MARKETING/ADVERTISING MATERIALS TO SUPPORT THE PARTNERSHIP BETWEEN THE CITY OF PEMBROKE PINES AND EMBRACE MUSIC FOUNDATION FOR A "RHYTHMS OF AFRICA" EVENT TO BE HELD AT CITY CENTER ON FEBRUARY 29, 2020.

SUMMARY EXPLANATION AND BACKGROUND:

1. On January 19, 2019, the Embrace Music Foundation together with West Broward High School, put on a performance with 25 students who prepared for event by participating in musical workshops with professional musicians, singers and dancers. The success of this event led Mayor Ortis to request the City to work with Embrace Music Foundation to put on a similar event at City Center. Embrace Music Foundation and the Pembroke Pines Charter High School are currently working with 60 students, engaging them in musical workshops with professional musicians, singers and dancers. The Pembroke Pines Charter High School students and Embrace Music Foundation will participate in a culminating Rhythms of Africa event at the Charles F. Dodge City Center on February 29, 2020.
2. Embrace Music Foundation will be creating marketing materials to promote the event. Embrace Music Foundation has requested use of the City's logo for this purpose.
3. The Recreation & Cultural Arts Department requests approval to use the City logo on all marketing/advertising materials to support the partnership between the City of Pembroke Pines and Embrace Music Foundation for a Rhythms of Africa event.

FINANCIAL IMPACT DETAIL:

- a) **Initial Cost:** Not Applicable
- b) **Amount budgeted for this item in Account No:** Not Applicable
- c) **Source of funding for difference, if not fully budgeted:** Not Applicable
- d) **5 year projection of the operational cost of the project:** Not Applicable
- e) **Detail of additional staff requirements:** Not Applicable