



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#23-0529**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** June 6, 2023

**TITLE:** Motion Approving an Event Agreement for Igloo Cooler Festival  
**(Commission District 3)**

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**Recommendation**

Staff recommends the City Commission approve an event agreement with K.J Marketing Solutions LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager.

**Background**

City staff has been working closely with the event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. The Police Department recommends approval of the closure of City streets where appropriate, and event parking has been satisfactorily arranged. When applicable, amplified music was discussed, and the event organizer was advised of the noise ordinance and possible concerns.

The organizer will pay for all event costs and submit the required certificates of insurance. The event organizer will also secure all other necessary permits and licenses that are required from other agencies. Civic and merchant associations have been notified, as appropriate, regarding events in their areas. Specific event details are included in each event application, as attached.

Where applicable, the City Commission authorizes amplified music for the events listed herein.

Authorization for the execution of the event agreement is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

<b>Event 1: Igloo Cooler Festival (District 3)</b>	
Applicant:	K.J Marketing Solutions LLC
Date/Time:	Sunday, July 2, 2023 (3:00pm – 9:00pm)
Location:	Mills Pond Park 2201 NW 9th Ave, Fort Lauderdale, FL 33311
Set Up Date/Time:	Sunday, July 2, 2023 (7:00am – 2:00pm)
Breakdown Date/Time:	Sunday, July 2, 2023 (9:00pm – 11:59pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes - Sunday, July 2, 2023 (3:00pm – 9:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200

**Resource Impact**

Revenue related to these agreements is included in the FY 2023 operating budget in the accounts listed below.

<b>Funds available as of MAY 11, 2023</b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT / ACTIVITIY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUT RECEIVED (Character)</b>	<b>AMOUNT</b>
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$163,000	\$80,997	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

**Strategic Connections**

This item is a 2022 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: Building 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*.

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 – Igloo Cooler Festival Application  
Exhibit 1a – Igloo Cooler Festival Site Plan  
Exhibit 1b – Igloo Cooler Festival Event Agreement  
Exhibit 2 – July 2023 Special Event Calendar

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Prepared by: Brittany Henry, Special Events Coordinator, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department