



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

#22-1127

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

FROM: Greg Chavarria, City Manager

DATE: December 6, 2022

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

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 closing of the 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.

| <u>Event 1: Igloo Cooler Festival (District 3)</u> | |
|--|---|
| Applicant: | K.J Marketing Solutions LLC |
| Date/Time: | Sunday, January 15, 2023 (3:00pm – 9:00pm) |
| Location: | Mills Pond Park 2201 NW 9th Ave, Fort Lauderdale, FL 33311 |
| Set Up Date/Time: | Sunday, January 15, 2023 (7:00am – 2:30pm) |
| Breakdown Date/Time: | Sunday, January 15, 2023 (9:00pm – 12:00pm) |
| Road Closing: | No |
| Alcohol: | Yes – Attendees bring their own |
| Amplified Music: | Yes – Sunday, January 15, 2023 (3:00pm – 8:59pm) |
| 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.

| <i>Funds available as of November 8, 2022</i> | | | | | |
|---|----------------------------|---|----------------------------|-----------------------------|--------------|
| ACCOUNT NUMBER | COST CENTER NAME (Program) | ACCOUNT / ACTIVITY NAME | AMENDED BUDGET (Character) | AMOUNT RECEIVED (Character) | AMOUNT |
| 10-001-6025-574-347-200-PKR029 | Community Events | Charges for Service/ Nonsponsor Charges – Spec Event Fees | \$163,000 | \$892 | \$200 |
| TOTAL AMOUNT ► | | | | | \$200 |

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 Agreement
Exhibit 2 – January 2023 Special Events Calendar

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

Department Director: Phil Thornburg, Parks and Recreation Department