



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

**#22-0763**

---

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

**FROM:** Greg Chavarria, City Manager

**DATE:** August 16, 2022

**TITLE:** Motion Approving Event Agreements for Igloo Cooler Festival and  
Winterfest Family Fun Day - **(Commission Districts 2 and 4)**

---

**Recommendation**

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

**Background**

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

The organizers will pay for all event costs and submit the required certificates of insurance. The event organizers 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 4)</u>	
Applicant:	K.J Marketing Solutions LLC
Date/Time:	Sunday, September 4, 2022 (3:00pm – 8:59pm)
Location:	<b>Snyder Park</b> 3299 NW 4 <sup>th</sup> Ave Fort Lauderdale, FL 33315
Set Up Date/Time:	Sunday, September 4, 2022 (7:00am – 2:45pm)
Breakdown Date/Time:	Sunday, September 4, 2022 (9:00pm – 12:05am)
Road Closing:	No
Alcohol:	Yes (Attendees bring their own)
Amplified Music:	<b>Yes</b> Sunday, September 4, 2022 (3:00pm – 8:59pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200

<u>Event 2: Winterfest Family Fun Day (District 2)</u>	
Applicant:	Winterfest, Inc.
Date/Time:	Sunday, November 20, 2022 (10:00am – 3:00pm)
Location:	<b>Esplanade Park</b> 400 SW 2 <sup>nd</sup> Street, Fort Lauderdale, FL 33312
Set Up Date/Time:	Sunday, November 20, 2022 (6:00am – 10:00am)
Breakdown Date/Time:	Sunday, November 20, 2022 (3:00pm – 7:00pm)
Road Closing:	Yes - Full Road Closure (6:00am – 7:00am) SW 2 <sup>nd</sup> Street (from SW 5 Ave to SW 4 Ave)
Alcohol:	No
Amplified Music:	<b>Yes</b> Sunday, November 20, 2022 (10:00am – 3:00pm)
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 2022 operating budget in the accounts listed below.

<b><i>Funds available as of July 25, 2022</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
001-PKR033401-K029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$163,000	\$148,282	\$400
<b>TOTAL AMOUNT ►</b>					<b>\$400</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 Agreement  
Exhibit 2 – Winterfest Family Fun Day Application  
Exhibit 2a – Winterfest Family Fun Day Site Plan  
Exhibit 2b – Winterfest Family Fun Day Agreement  
Exhibit 3 – September 2022 Special Event Calendar  
Exhibit 4 – November 2022 Special Event Calendar

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

Department Director: Phil Thornburg, Parks and Recreation Department

08/16/2022  
CAM #22-0763