



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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: September 21, 2021

TITLE: Motion Approving an Application for Temporary Beach License, Outdoor Event Agreement, and Extended Road Closures with Greater Fort Lauderdale Pride, Inc. for Pride Fort Lauderdale Parade and Festival, a Two-Day Event on Fort Lauderdale Beach – **(Commission Districts 2 and 4)**

Recommendation

Staff recommends the City Commission approve, in substantially the form attached, an event application for a temporary beach license and outdoor event agreement and authorize the City Manager to execute the agreement on behalf of the City with Greater Fort Lauderdale Pride, Inc. for the Pride Fort Lauderdale Parade and Festival.

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 agreement provides that the organizer will pay \$500 per day for use of the beach. 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. Event details are included in each event application as attached.

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

Events taking place on the same date that may impact traffic include the following:

- **November 20, 2021** - Pride Fort Lauderdale Parade and Festival will be taking place on the same day as the as the Merrill Lynch Bull Run.

- **November 20, 2021** - Pride Fort Lauderdale Parade and Festival will be taking place at

the same time as the as the 2021 Light The Night.

- **November 20, 2021** - Pride Fort Lauderdale Parade and Festival will be taking place at the same time as the 25th Annual Las Olas Wine & Food Festival.
- **November 21st, 2021** – Pride Fort Lauderdale Parade and Festival will be taking place at the same time as the Winterfest Family Fun Day.

Event 1: Pride Fort Lauderdale Parade and Festival	
Applicant:	Greater Fort Lauderdale Pride, Inc.
Date/Time:	Saturday, November 20, 2021 (6:00am – 9:00pm) Sunday, November 21, 2021 (11:00am – 9:00pm)
Location:	Festival - Fort Lauderdale Beach Park Parade - Northbound A1A (between Fort Lauderdale Beach Park and Terramar Street)
Set Up Date/Time:	Thursday, November 18, 2021 (9:00am – 8:00pm) Friday, November 19, 2021 (9:00am – 8:00pm)
Breakdown Date/Time:	Monday, November 22, 2021 (7:00am – 7:00pm) Tuesday, November 23, 2021 (7:00am – 7:00pm)
Road Closing:	Yes (12:00pm – 2:00pm) <ul style="list-style-type: none"> - A1A (between Fort Lauderdale Beach Park and Bayview). - Windamar St (between A1A and Breakers Ave) - Viramar St (between A1A and Breakers Ave) - East Las Olas Blvd (between A1A and Seabreeze) - SE 5th Street (between A1A and Seabreeze)
Alcohol:	Yes
Amplified Music:	Yes - Saturday, November 20, 2021 (11:00am – 9:00pm) - Sunday, November 21, 2021 (11:00am – 9:00pm)
Special Permission:	Amplified Music/Extended Road Closure - Yes
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200 paid
Beach Fee:	\$3000 (\$500 x 6 days)

Resource Impact

There will be a positive fiscal impact in the estimated amount of \$3,200.

<i>Funds available as of August 30, 2021</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401- K029	Community Events	Charge for Service/ Non- sponsor Charges	\$147,000	\$59,891	\$3,200
TOTAL AMOUNT ►					\$3,200

Strategic Connections

This item is a *2021 (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 – Commission Memo 19-076
Exhibit 2 – Pride Parade and Festival Application
Exhibit 2a –Pride Parade and Festival Site Plan
Exhibit 2b –Pride Parade and Festival Route
Exhibit 2c –Pride Parade and Festival Agreement
Exhibit 3 – November 2021 Special Events Calendar

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

Department Director: Phil Thornburg, Parks and Recreation

09/21/2021
CAM #21-0863

Page 3 of 3