



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-0531

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

FROM: Rickelle Williams, City Manager

DATE: June 30, 2025

TITLE: Motion Approving an Outdoor Event Agreement and Request for Amplified Music Exemption with Fort Lauderdale Swim Week, LLC for FLL Swim Week 2025 on July 12-13, 2025, at Las Olas Oceanside Park - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve an outdoor event agreement and request for amplified music exemption, in substantially the form attached, with Fort Lauderdale Swim Week, LLC and authorize execution of the agreement by the City Manager or the City Manager's designee.

Background

On April 7, 2025, Fort Lauderdale Swim Week, LLC submitted an outdoor event application for FLL Swim Week 2025 to be held at Las Olas Oceanside Park. If approved, this will be the inaugural FLL Swim Week, LLC event. The event is scheduled to take place on Saturday, July 12, 2025, from 7:00 pm to 11:00 pm and Sunday, July 13, 2025, from 3:00 pm to 10:00 pm. The application was submitted prior to the 90-day application deadline therefore the outdoor event application fee is \$200. The event impacts begin on July 12, 2025, and are scheduled to end on July 14, 2025, which includes the setup period, event period, and breakdown period.

The event organizers attended the May 28, 2025, outdoor events meeting to review the event details with City staff including the Parks & Recreation Department, Transportation and Mobility Department, Police Department, and Fire Department. The outdoor events meeting focuses on operational logistics, cross departmental coordination, and event organizer requirements.

The event organizer is requesting the following special permissions that require City Commission approval:

- Amplified Music Exemption – Per Memorandum No. 19-076 (Exhibit 1), special events shall not be allowed to have amplified music after 9:00 pm (Sunday – Thursday) or after 10:00 pm (Friday and Saturday). The event organizer is

requesting a policy exemption to allow amplified music to be played for one additional hour each day.

Amplified Music Exemption		
Date	Policy Time Limit	Special Permission Request
Saturday, July 12, 2025	10:00 pm	11:00 pm
Sunday, July 13, 2025	9:00 pm	10:00 pm

City staff invited the surrounding civic associations to the outdoor events meeting as well as shared a copy of the application and site plan. Upon approval, the City's online events calendar will be updated to reflect this event.

The event agreement defines the responsibilities of the event organizer such as covering the associated event expenses and the required certificates of insurance. The event organizer will also secure all other necessary permits and licenses that are required from other agencies. Authorization for the execution of the event agreement is contingent upon the City Attorney's Office reviewing and approving as to form all documents prior to execution by the City Manager or designee.

Resource Impact

Revenue related to these agreements is included in the FY 2025 operating budget in the account listed below.

<i>Funds available as of June 4, 2025</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	\$90,000	\$17,688.50	\$200
TOTAL AMOUNT ►					\$200

Strategic Connections

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Place specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Area

- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

Attachments

Exhibit 1 – Memorandum 19-076

Exhibit 2 – FLL Swim Week 2025 Event Agreement

Prepared by: Brittany Henry, Senior Administrative Assistant, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation