



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#24-0881

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

FROM: Susan Grant, Acting City Manager

DATE: September 17, 2024

TITLE: Motion to Consider the Approval or Denial of an Outdoor Event Agreement
with Requests for Music Exemptions with The Heartbeat Foundation Corp.
for the 15th Edition Annual Brazilian Festival - **(Commission District 1)**

Recommendation

Staff recommends the City Commission consider the approval or denial of an outdoor event agreement with request for a music exemption with The Heartbeat Foundation Corp., in substantially the form attached, and, if approved, authorize the City Manager to execute the event agreement.

Background

Historically, event applicants with an outstanding balance with the City are not permitted to move forward with additional events until the remaining balance is satisfied. The Heartbeat Foundation Corp. has past due event parking fees for prior years' events held in the City. The Heartbeat Foundation Corp. previously held the Brazilian Festival in the City of Fort Lauderdale on the beach in 2021 and at Snyder Park in 2022. Due to the weather conditions in 2022, the event experienced low attendance on the second day (Sunday) of the festival which placed a financial strain on the event organizer. As a result, the Heartbeat Foundation Corp. currently has an parking invoice balance of \$9,870 from unpaid parking fees.

On August 14, 2024 (however inaccurately dated 2023), staff received a partial payment offer (Exhibit 2) from The Heartbeat Foundation Corp., payable in three (3) installments for a total amount of \$6,935, with a request for the City to waive the remaining balance, as full settlement of the total outstanding parking fees due to the City. However, as the City does not waive fees, City staff are amenable to entering into a payment plan with the Heartbeat Foundation Corp. that requires full payment of the past due fees, in the amount of \$9,870, payable in monthly payments between September 2024 and January 2025 for the entire amount due as an alternative.

On July 12, 2024, The Heartbeat Foundation Corp. submitted a special event application for the 15th Edition Annual Brazilian Festival. The event is scheduled to take place on Saturday, October 26, 2024, at Chase Stadium – 1350 NW 55th Street. This application was received prior to the 90-day application deadline; therefore, the special event

application fee is \$200. The event impacts will start on Friday, October 25, 2024, and are scheduled to end on Sunday, October 27, 2024, which includes the setup period, event period, and breakdown period.

Section 5.04 of the Comprehensive Agreement between the City of Fort Lauderdale and Miami Beckham United, LLC authorizes Miami Beckham to sponsor, operate or authorize non-soccer related public events at the Inter Miami Site with City approval. This event is not one of the City’s allocated events.

The event organizers attended the August 14, 2024, special 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 special events meetings focus on the operational logistics, cross departmental coordination, and event organizer requirements.

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

Music Exemption

Thirty (30) minutes additional time, extending to 10:30pm on Saturday, October 26, 2024

In addition to the public special events meeting, City staff will require the applicant to contact the surrounding HOAs in advance of the event. 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 organizers will also secure all other necessary permits and licenses that are required from other agencies.

City staff request that the City Commission consider approval of the proposed event agreement contingent on the parties entering into a payment agreement and first payment being received by September 30, 2024 or denial of the event agreement request.

Resource Impact

Revenue related to these agreements is included in the FY 2024 operating budget in the accounts listed below.

<i>Funds available as of July 19, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITIY 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	\$28,050	\$200

Strategic Connections

This is a 2024 Commission Priority, advancing Public Places initiative.

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 – 15th Edition Annual Brazilian Festival Event Agreement

Exhibit 2 – Payment Plan Request

Exhibit 3 – Comprehensive Agreement

Exhibit 4 – Payment Plan

Prepared by: Carolyn Bean, Asst. to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation