



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

**#24-0585**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** July 2, 2024

**TITLE:** Motion Approving an Event Agreement for the FemAle Brew Fest - **(Commission District 2)**

**Recommendation**

Staff recommends the City Commission approve an event agreement with UniteUs Group Inc, 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.

<b><u>Event 1: FemAle Brew Fest (District 2)</u></b>	
Applicant:	UniteUs Group Inc
Date/Time:	Saturday, September 14, 2024 (12:00pm – 5:00pm)
Location:	<b>Las Olas Oceanside Park</b> 3000 E. Las Olas Blvd Fort Lauderdale, FL 33316

Set Up Date/Time:	Saturday, September 14, 2024 (9:00am – 12:00pm)
Breakdown Date/Time:	Saturday, September 14, 2024 (5:00pm – 8:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Saturday, September 14, 2024 (12:00pm – 5:00pm)
Special Permission:	No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Received:	3/8/24
Application Fee:	\$200

**Resource Impact**

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

<b>Funds available as of May 29, 2024</b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT / ACTIVITY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$90,000	\$19,850	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

**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 – FemAle Brew Fest Application

Exhibit 2 – FemAle Brew Fest Site Plan

Exhibit 3 – FemAle Brew Fest Event Agreement

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

Department Director: Carl Williams, Parks and Recreation Department