



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

**#24-0530**

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

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

**DATE:** June 4, 2024

**TITLE:** Motion Approving Event Agreements for Igloo Cooler Festival and Tri-Rail's  
On-Track Summer Fest - **(Commission Districts 1 and 3)**

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**Recommendation**

Staff recommends the City Commission approve event agreements with K.J Marketing Solutions, LLC, and Goodman Public Relations, 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 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 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 respective areas. Specific event details are included in each event application as attached.

Where applicable, the City Commission authorizes amplified music for the events listed below.

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

**Event 1: Igloo Cooler Festival (District 3)**

Applicant:	K.J Marketing Solutions, LLC
Date/Time:	Sunday, July 7, 2024 (3:00pm-9:00pm)
Location:	Mills Pond Park (2201 NW 9th Ave, Fort Lauderdale, FL 33311)
Set Up Date/Time:	Sunday, July 7, 2024 (7:00am-2:00pm)
Breakdown Date/Time:	Sunday, July 7, 2024 (9:00pm- Midnight)
Road Closing:	No
Alcohol:	Yes - Attendees will bring their own.
Amplified Music:	Sunday, July 7, 2024 (3:00pm-9:00pm)
Special Permission:	No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	Included in last application fee. 90-day permit.

**Event 2: Tri-Rail's On-Track Summer Fest (District 1)**

Applicant:	Goodman Public Relations, Inc.
Date/Time:	Saturday, July 13, 2024 (2:30pm – 6:30pm)
Location:	Tri-Rail's Cypress Creek Station (5910 NW 9 <sup>th</sup> Ave, Fort Lauderdale, Florida 33309)
Set Up Date/Time:	Friday, July 13, 2024 (9:00am – 2:30pm)
Breakdown Date/Time:	Saturday, July 13, 2024 (6:30pm – 9:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Saturday, July 13, 2024 (2:30pm – 6:30pm)
Special Permission:	No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$1,000.00

**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 8, 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	\$18,450	\$1,000
<b>TOTAL AMOUNT ►</b>					<b>\$1,000</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 – Igloo Cooler Festival Application
- Exhibit 1a – Igloo Cooler Festival Site Plan
- Exhibit 1b – Igloo Cooler Festival Agreement
- Exhibit 2 – Tri-Rail’s On-Track Summer Fest Application
- Exhibit 2a - Tri-Rail’s On-Track Summer Fest Site Plan
- Exhibit 2b – Tri-Rail’s On-Track Summer Fest Agreement
- Exhibit 3 – July 2024 Special Events Calendar

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

Department Director: Carl Williams, Parks and Recreation