



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

**FROM:** Lee Feldman, ICMA-CM, City Manager

**DATE:** October 7, 2014

**TITLE:** Motion approving a second extension of an agreement with TMF2013, LLC for a two-day music event on Fort Lauderdale Beach, April 11 – 12, 2015.

---

**Recommendation**

It is recommended that the City Commission approve a motion authorizing the execution of the second extension with TMF2013, LLC for the Tortuga Rock the Ocean Music Festival on April 11 – 12, 2015.

**Background**

On September 9, 2014 The Parks and Recreation Department was notified by Jamie Heller representing TMF2013, LLC of their interest in extending the agreement between the City of Fort Lauderdale and TMF2013, LLC for an additional year, per Section 4b of the 2013 agreement.

The inaugural Tortuga Rock the Ocean Music Festival took place on April 13-14, 2013 on the southernmost portion of Fort Lauderdale Beach. The two-day “entertainment” event that featured an outstanding lineup of country music entertainers, as well as a one-of-a-kind Conservation Village to educate attendees about preserving the world’s oceans. The Guy Harvey Ocean Foundation distributed free t-shirts to spectator who pitched in to keep the beach clean.

**Strategic Connection**

This item is a Press Play Fort Lauderdale Strategic Plan 2018 initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events and sports

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

**Resource Impact**

There is no financial impact associated with this item.

Attachments:

Exhibit 1 - Letter of Intent

Exhibit 2 - 2013 Tortuga Agreement

---

Prepared by: Carolyn Bean, Administrative Assistant, x5348

Department Director: Phil Thornburg, Director of Parks and Recreation