



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

#22-0184

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: March 1, 2022

TITLE: Motion Approving Event Agreements for Igloo Cooler Festival and ASAHI -
(Commission Districts 2 and 4)

Recommendation

Staff recommends the City Commission approve an event agreement with K.J Marketing Solutions LLC and Sage X Entertainment LLC, 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 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.

<u>Event 1: Igloo Cooler Festival (District 4)</u>	
Applicant:	K.J Marketing Solutions LLC
Date/Time:	Sunday, April 24, 2022 (3:00pm – 8:59pm) Sunday, July 3, 2022 (3:00pm – 8:59pm)
Location:	Snyder Park 3299 NW 4 th Ave Fort Lauderdale, FL 33315
Set Up Date/Time:	Sunday, April 24, 2022 (7:00am – 2:30pm) Sunday, July 3, 2022 (7:00am – 2:30pm)
Breakdown Date/Time:	Sunday, April 24, 2022 (9:00pm – 11:30pm) Sunday, July 3, 2022 (9:00pm – 11:30pm)
Road Closing:	No
Alcohol:	Yes (Attendees bring their own)
Amplified Music:	Yes Sunday, April 24, 2022 (3:00pm – 8:59pm) Sunday, July 3, 2022 (3:00pm – 8:59pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200

<u>Event 2: ASAHI (District 2)</u>	
Applicant:	Sage X Entertainment LLC
Date/Time:	Sunday, March 27, 2022 (1:00pm – 8:00pm)
Location:	Las Olas Garage Rooftop 200 Las Olas Cir, Fort Lauderdale, FL 33316
Set Up Date/Time:	Sunday, March 27, 2022 (6:00am – 1:00pm)
Breakdown Date/Time:	Sunday, March 27, 2022 (8:00pm – 11:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes Sunday, March 27, 2022 (1:00pm – 8:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No

Pending Code Violations:	No
Application Fee:	\$1000

Resource Impact

Revenue related to these agreements is included in the FY 2022 operating budget in the accounts listed below.

<i>Funds available as of February 14, 2022</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$163,000	\$40,650	\$1200
TOTAL AMOUNT ►					\$1200

Strategic Connections

This item is a 2022 Top Commission Priority, advancing the Parks and Public Places initiative.

This item supports the Press Play Fort Lauderdale 2024 Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

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

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Igloo Cooler Festival Application
Exhibit 1a – Igloo Cooler Festival Site Plan
Exhibit 1b – Igloo Cooler Festival Agreement
Exhibit 2 – ASAHI Application
Exhibit 2a – ASAHI Site Plan
Exhibit 2b – ASAHI Agreement
Exhibit 3 – March Special Event Calendar
Exhibit 4 – April 2022 Special Event Calendar
Exhibit 5 – July 2022 Special Event Calendar

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

Department Director: Phil Thornburg, Parks and Recreation Department