



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

#23-0112

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

FROM: Greg Chavarria, City Manager

DATE: January 24, 2023

TITLE: Motion Approving an Agreement with Greater Fort Lauderdale Pride, Inc.
for Pride of the Americas Parade and Festival 2023 - **(Commission
District 2)**

Recommendation

Staff recommends the City Commission approve a motion for an agreement, in substantially the form attached, with Greater Fort Lauderdale Pride, Inc. for Pride of the Americas Parade and Festival 2023.

Background

On November 10, 2022, the Parks and Recreation Department Parks and Recreation staff received the application for the Pride of the Americas Parade and Festival 2023 event, produced by Greater Fort Lauderdale Pride, Inc. This event contains road closures on the barrier island for the parade, followed by a festival with DJ's, live entertainment, and vendors at Las Olas Intracoastal Promenade Park.

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.

Event details are listed below:

<u>Event 1: Pride of the Americas</u>	
Applicant:	Greater Fort Lauderdale Pride, Inc.
Date/Time:	Saturday, February 11, 2023 PARADE (11:30AM – 2:00PM) FESTIVAL (2:00PM – 10:00PM)
Location:	Las Olas Intracoastal Promenade Park 80 Las Olas Cir, Fort Lauderdale, FL 33316

Set Up Date/Time:	Thursday, February 9, 2023 (9:00am – 8:00pm) Friday, February 10, 2023 (9:00am – 10:00pm) Saturday, February 11, 2023 (6:00am – 11:00am)
Breakdown Date/Time:	Sunday, February 12, 2023 (6:00am – 7:00pm)
Road Closing:	Yes <u>Full Road Closures (7:00am – 2:30pm)</u> <ul style="list-style-type: none"> - Las Olas Blvd (from Seabreeze to A1A) - Birch Road (from Riomar St to Auramar St) <u>Parade Closure (11:30am – 2:30pm)</u> <ul style="list-style-type: none"> - Parade takes place on A1A <ul style="list-style-type: none"> o Starts at Terramar Street – flows South to Las Olas Blvd <ul style="list-style-type: none"> ▪ Turns onto Las Olas Blvd (between A1A and Seabreeze for float break down).
Alcohol:	Yes
Amplified Music:	Saturday, February 11, 2023 PARADE (11:30AM – 2:00PM) FESTIVAL (2:00PM – 10:00PM)
Special Permission:	Amplified Music/Extended Road Closure – Yes **Road closure on the Barrier Island past 10:00am. <ul style="list-style-type: none"> - Saturday, February 11, 2023 (7:00am – 2:30pm)
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200

Resource Impact

Revenue related to these agreements is included in the FY 2023 operating budget in the accounts listed below.

<i>Funds available as of January 9, 2023</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	\$163,000	\$13,084	\$200
TOTAL AMOUNT ►					\$200

Strategic Connection

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

This item supports the *Press Play Fort Lauderdale 2023 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone.

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 – Commission Memo 19-076

Exhibit 2 – Pride of the Americas Parade and Festival 2023 Application

Exhibit 2a – Pride of the Americas Parade and Festival 2023 Site Plan

Exhibit 2b – Pride of the Americas Parade and Festival 2023 Parade Route

Exhibit 2c – Pride of the Americas Parade and Festival 2023 Agreement

Exhibit 3 – February 2023 Special Events Calendar

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

Department Director: Phil Thornburg, Parks and Recreation Department