



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#23-0301

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

FROM: Greg Chavarria, City Manager

DATE: March 23, 2023

TITLE: Motion Approving Event Agreements for Igloo Cooler Festival and FLL
Fashion Week (**Commission Districts 2 and 3**)

Recommendation

Staff recommends the City Commission approve event agreements with K.J Marketing Solutions LLC and FLL Fashion Week, LLC, 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 organizers regarding event topics, such as logistics, maintenance, and security as detailed below. The Police Department recommends approval of the closure of 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.

Event 1: Igloo Cooler Festival (District 3)

Applicant:	K.J Marketing Solutions LLC
Date/Time:	Sunday, April 23, 2023 (3:00pm – 9:00pm)
Location:	Mills Pond Park 2201 NW 9th Ave, Fort Lauderdale, FL 33311
Set Up Date/Time:	Sunday, April 23, 2023 (7:00am – 2:00pm)
Breakdown Date/Time:	Sunday, April 23, 2023 (9:00pm – 11:59pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes - Sunday, April 23, 2023 (3:00pm – 9:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200

Event 2: FLL Fashion Week (District 2)

Applicant:	FLL Fashion Week, LLC
Date/Time:	Thursday, April 6, 2023 (12:30pm – 8:00pm)
Location:	Esplanade Park 400 SW 2 nd Street, Fort Lauderdale, FL 33312
Set Up Date/Time:	Thursday, April 6, 2023 (6:00am – 10:30am)
Breakdown Date/Time:	Thursday, April 6, 2023 (8:00pm – 11:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes – Thursday, April 6, 2023 (12:00pm - 8:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
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.

Funds available as of March 7, 2023					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITIY NAME	AMENDED BUDGET (Character)	AMOUT RECEIVED (Character)	AMOUNT
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$163,000	\$52,712	\$400
TOTAL AMOUNT ►					\$400

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 Event Agreement
Exhibit 2 – FLL Fashion Week Application
Exhibit 2a - FLL Fashion Week Site Plan
Exhibit 2b – FLL Fashion Week Agreement
Exhibit 3 – April 2023 Special Event Calendar

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

Department Director: Phil Thornburg, Parks and Recreation Department
03/23/2023
CAM #23-0301