

City of Fort Lauderdale Outdoor Events Discussion



CITY OF FORT LAUDERDALE

CAM 23-0279
Exhibit 1
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Active Multi-Year Special Event Agreements

- **5-YEAR OMNIBUS FORT LAUDERDALE INTERNATIONAL BOAT SHOW EVENT AGREEMENT: AUGUST 2019 – AUGUST 2024**
- **3-YEAR AUDACY OPERATIONS TEMPORARY BEACH LICENSE AND OUTDOOR EVENT AGREEMENT: SEPTEMBER 2021 – DECEMBER 2023**
- **5-YEAR TMF HOLDCO AGREEMENT (TORTUGA FESTIVAL): APRIL 2021 – APRIL 2026**
- **5-YEAR LAUDERDALE AIR SHOW ON FORT LAUDERDALE BEACH AGREEMENT: MAY 2023 – MAY 2028**



Current Fort Lauderdale Special Event Fees

- ☐ Application Fee (60+days): **\$200**
- ☐ Late Application Fee (0-59 days): **\$1,000**
- ☐ Beach Usage Fee: **\$500/day**
 - Defined as any event held on the sand and includes setup and breakdown days
 - Currently the only event usage fee
- ☐ Cost of all direct City services related to the event
 - Excludes overhead costs
- ☐ Cost of any repairs needed to restore the property to pre-event condition
- ☐ Cost of any other City expenses incurred as a result of the event

**Beach usage fee and late fee were recommendations implemented following a prior special event policy review, which was conducted in 2018. The 3 special event categories were also defined as a result of that review.*



Regional Comparisons



MIAMI BEACH



WEST PALM BEACH



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Tri-County Special Event Fees Examples

Park/Facility user fees

- Peacock/Myers Park \$200-\$500 daily fee: City of Miami
- ArtsPark (includes Amphitheater) \$575 per hour + staff costs: Hollywood

Revenue sharing: Ticket surcharge or percentage of ticket costs

- \$0.75-\$12 per ticket based on ticket price: City of Miami
- 15% of ticket sales for beach events, 10% elsewhere: Miami Beach
- Ticket surcharge with \$5 max: Hollywood

Road user fees

- Right-of-way (ROW) fee of \$0.25 per linear ft per day: City of Miami
- Lincoln Road User Fee charged at 25% of city services: Miami Beach

Vehicle access pass

- \$81 - \$173 depending on season: Miami Beach

Trust or Special Tax District*

- Trust: City of Miami
- Tax District: City of West Palm Beach; Boca Raton; Pompano Beach; Broward County
**(Purpose specific to Beach, Civic, or Recreational Facilities/Programs/Activities)*

Application fees

- Range from \$0 to \$1000: fee total per agency based on multiple factors to include submission date, resident status, late submission, attendee total, & event permit fee

Event Specific License Fee Agreements

- Ultra: City of Miami/Bayfront Park
- Sunfest: City of West Palm Beach

Tri-County Major Special Events: Fee & License Comparisons



~Attendance 165K

ULTRA

Revokable License Agreement

- Use Fee: \$2M with 4% annual increase
- Ticket surcharge, only if surcharge totals exceed the annual use fee amount
- Property/maintenance repairs, if any, to be completed within 38 days of event subject to a \$10K/day fee past the 38 days
- Landscaping replacement or reimbursement
- All costs/expenditures associated with event production
- Removal and/or reinstallation of fences, light poles, benches, etc
- Public safety costs
- Solid waste costs

3-Day Event



~Attendance 85K

SUNFEST

10 Year License Agreement

- License Fee: \$30,000 per year adjusted for CPI beginning 2018
- Pavilion staffing costs
- Full cost recovery of all city services related to event within 30 days (18% annual interest if late)
- Maintenance and property repairs and reconditioning to include pressure cleaning, landscaping, equipment, concrete and seawall repairs
- All related permit and rental fees
- \$500 fee per vehicle driving at Meyer Amphitheatre or Park Area

4-Day Event



~Attendance 50K

AUDACY

Temporary Beach License & Outdoor Event Agreement

- **\$200 application fee; \$1,000 late fee**
- **\$10,500 (based on \$500 daily beach usage fee)**
- Full cost recovery of all city services related to event within 14 days to include public safety (4% annual interest if late)
- Maintenance/ property repairs incurred, if any
- Any capital improvements needed to accommodate code requirements
- All related permit fee requirements

2-Day Event



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Revenue Enhancement Opportunities

**Increase User Fees
(beach, park, road)**

**Ticket Surcharges/
Revenue Sharing**

**Trust Model/
Tax District**

**Charge Full Parking
Rates**

**Full Cost Recovery of
Services to Include
Administrative
Overhead**



Fort Lauderdale Special Event Types

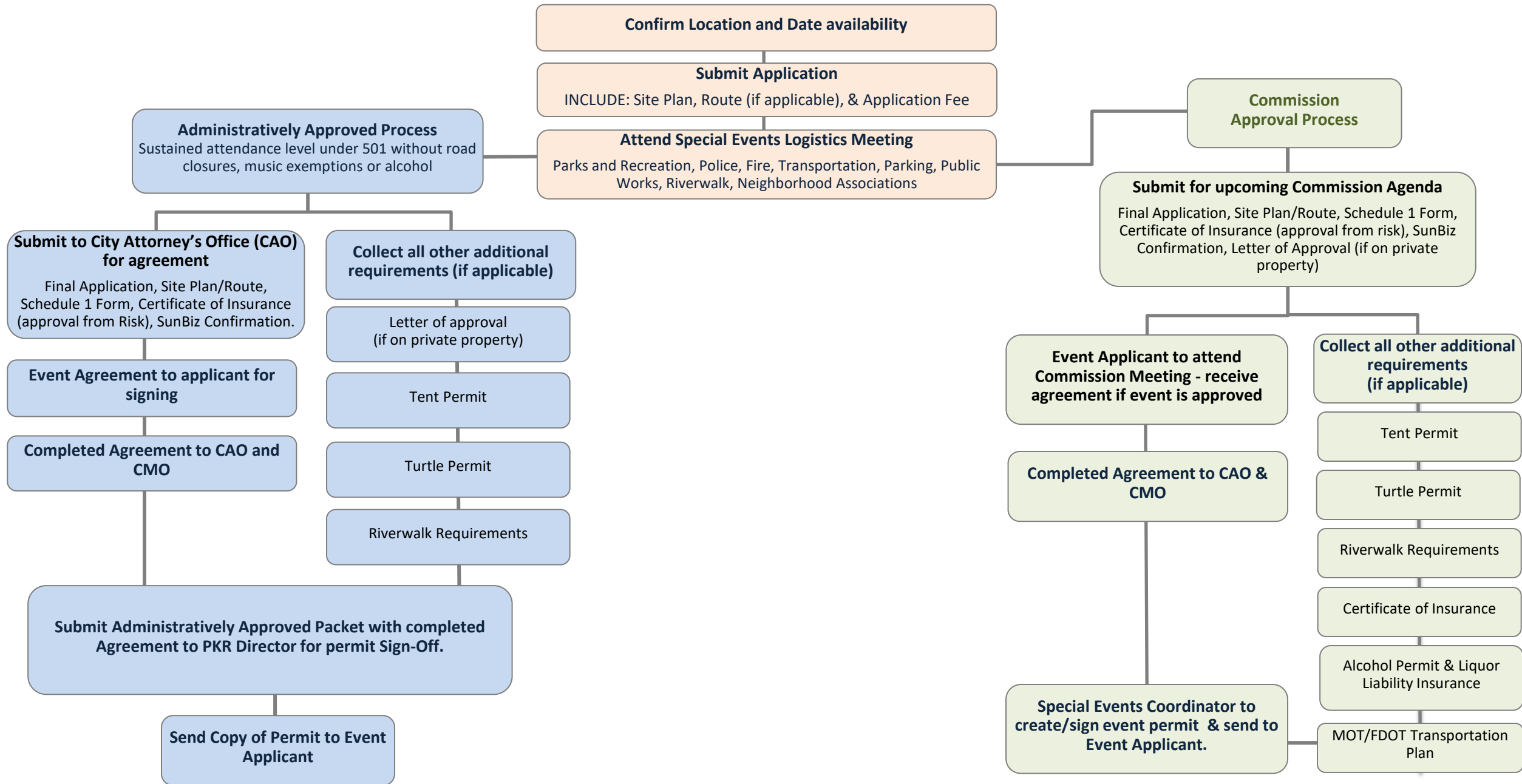
The focus of this discussion will center on special events that are hosted and sponsored by external organizations and/or individuals; these requests typically come before City Commission for approval. Consequently, referenced datasets will exclude City produced events and contracted activation agreements.

City Produced Events/Contracted Activation Agreements (Riverwalk, LOOP)

External Outdoor Events



Fort Lauderdale Special Events Application Process

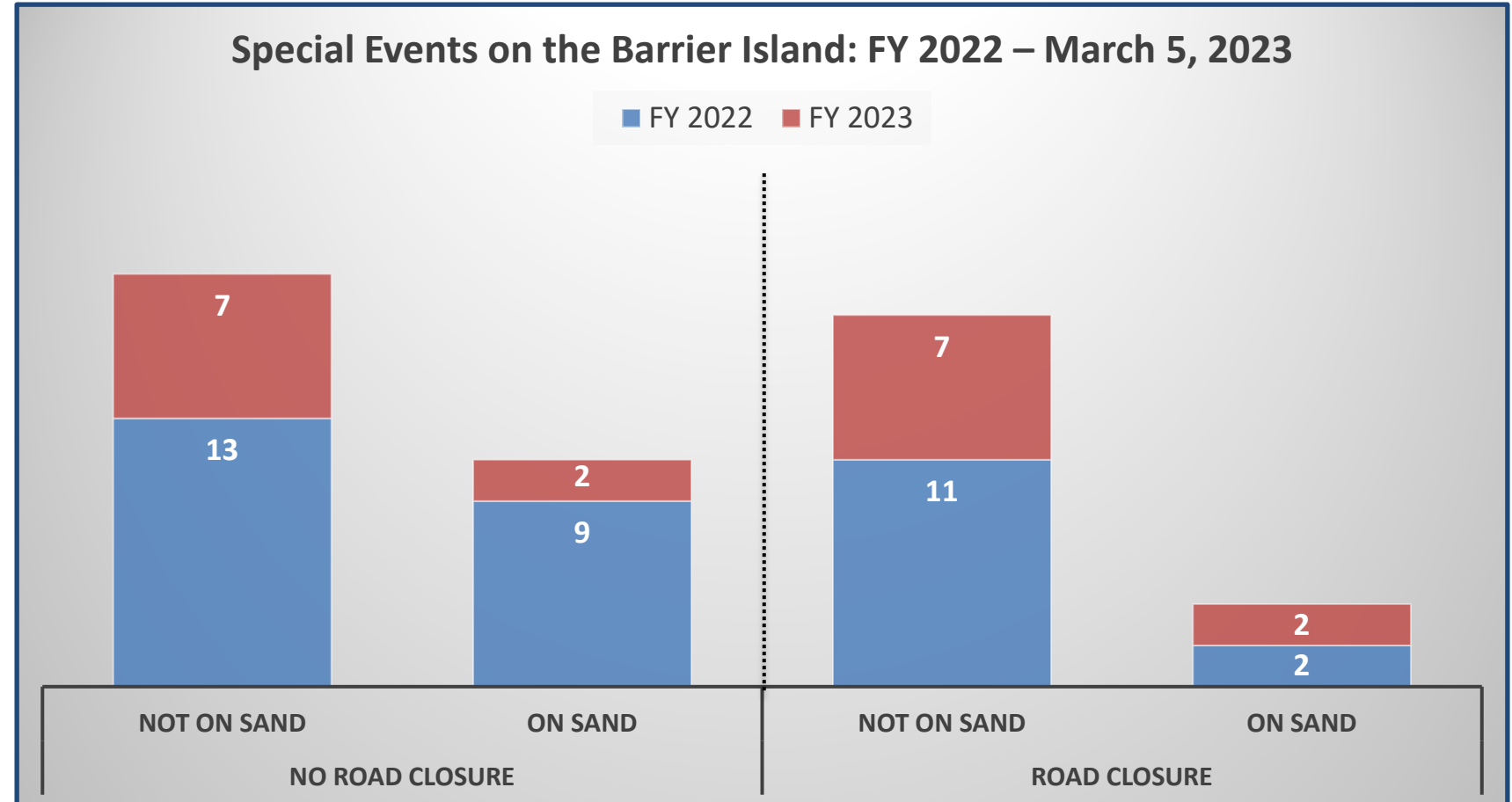


Outlook of Events in FY 2022 and FY 2023*

➤ Between 10/1/21 and 3/5/23, there were 53 commission approved events held on the barrier island. Of those events, 22 included road closures, and 4 of the 22 took place on the sand.

➤ **FY 2022:**
35 commission approved events held on the barrier island with 11 on the sand and 24 not on the sand. Of the events held on the sand, 2 required road closure.

➤ **FY 2023:**
18 commission approved events held on the barrier island with 4 on the sand and 14 not on the sand. Of the events held on the sand, 2 required road closure.



Outlook of Barrier Island Events in FY 2022

FY	Month	Date	Name	Location	Beach Location	Road Closure
2022	October	10/3/2021	Opulence	Las Olas Garage Rooftop	Not on Sand	N
2022	October	10/8/2021	Solaris	Las Olas Garage Rooftop	Not on Sand	N
2022	October	10/27/2021 - 10/31/2021	Boat Show	Bahia Mar	Not on Sand	N
2022	October	10/29/2021	Fort Lauderdale Concours	Las Olas Garage Rooftop	Not on Sand	N
2022	November	11/6/2021	Red Bull Neymar Jr's 5v5	Las Olas Oceanside Park	Not on Sand	Y
2022	November	11/10/2021	Ruck Run	Fort Lauderdale Beach	On Sand	N
2022	November	11/20/2021 - 11/21/2021	Pride Parade & Festival	Fort Lauderdale Beach	Not on Sand	Y
2022	November	11/25/2021	Turkey Trot	Las Olas Oceanside Park	Not on Sand	Y
2022	November	11/28/2021	Chanukah Fair	Las Olas Oceanside Park	Not on Sand	Y
2022	December	12/04/2021 - 12/05/2021	Riptide Music Festival	Fort Lauderdale Beach Park	On Sand	N
2022	December	12/11/2021	Winterfest Boat Parade	Las Olas Intracoastal Park	Not on Sand	Y
2022	December	12/18/2021	Jingle Bell Jog	Las Olas Oceanside Park	Not on Sand	Y
2022	December	12/19/2021	13.1 Half Marathon & 10k	Las Olas Oceanside Park	Not on Sand	Y
2022	January	1/1/2022	Medz Brunch	Las Olas Garage Rooftop	Not on Sand	N
2022	January	1/15/2022 - 1/16/2022	Greater Fort Lauderdale Food & Wine Festival	Las Olas Oceanside Park	Not on Sand	N
2022	January	1/21/2022 - 1/23/2022	Seaglass The Fort Lauderdale Rose Experience	Fort Lauderdale Beach	On Sand	N
2022	January	1/23/2022	Baby Shower	Las Olas Garage Rooftop	Not on Sand	N
2022	February	2/12/2022	Burlesque Show	Las Olas Intracoastal Park	Not on Sand	N
2022	February	2/20/2022	Fort Lauderdale Marathon & Half Marathon and 5k	Fort Lauderdale Beach Park	Not on Sand	Y
2022	February	2/26/2022	Dolphins Cycling Challenge	A1A	Not on Sand	N
2022	March	3/5/2022 - 3/6/2022	Dig the Beach	Fort Lauderdale Beach Park	On Sand	N
2022	March	3/19/2022	Florida Aids Walk & Muisc Festival	Fort Lauderdale Beach Park	On Sand	Y
2022	March	3/20/2022	Chicken & Beer Food Festival	Las Olas Garage Rooftop	Not on Sand	N
2022	March	3/27/2022	Asahi	Las Olas Garage Rooftop	Not on Sand	N
2022	April	4/3/2022	Tease	Las Olas Garage Rooftop	Not on Sand	N
2022	April	4/8/2022 - 4/10/2022	Tortuga	Fort Lauderdale Beach Park	On Sand	N
2022	April	4/30/2022 - 5/1/2022	Lauderdale Air Show	Sunrise and A1A	On Sand	Y
2022	May	5/10/2022	National Senior Games - Flame Arrival	Las Olas Oceanside Park	Not on Sand	Y
2022	May	5/16/2022	National Senior Games - Celebration of Athletes	Las Olas Intracoastal Park	Not on Sand	Y
2022	June	6/11/2022	March for Cancer	DC Alexander Park	Not on Sand	Y
2022	June	6/25/2022 - 6/26/2022	Dig the Beach	Fort Lauderdale Beach Park	On Sand	N
2022	July	7/3/2022	Rise and Shine Brunch	Las Olas Garage Rooftop	Not on Sand	N
2022	July	7/9/2022	Flockfest	Fort Lauderdale Beach Park	On Sand	N
2022	July	7/24/2022 - 7/31/2022	AVP Volleyball	Fort Lauderdale Beach Park	On Sand	N
2022	August	8/6/2022 - 8/7/2022	Dig the Beach	Fort Lauderdale Beach Park	On Sand	N

Outlook of Barrier Island Events in FY 2023*

Fiscal Year	Month	Date	Name	Location	Beach Location	Road Closure (Y/N)
2023	October	10/14/2022	Oysterfest	Coconuts	Not on Sand	N
2023	October	10/26/2022 - 10/30/2022	Fort Lauderdale Boat Show	Bahia Mar	Not on Sand	N
2023	October	10/28/2022	Fort Lauderdale Concours	Las Olas Garage Rooftop	Not on Sand	N
2023	November	11/12/2022	Fort Lauderdale Film Festival	Las Olas Oceanside Park	Not on Sand	N
2023	November	11/24/2022	Turkey Trot	Las Olas Oceanside Park	Not on Sand	Y
2023	December	12/10/2022	Winterfest Boat Parade	Las Olas Intracoastal Park	Not on Sand	Y
2023	December	12/10/2022 - 12/11/2022	Dig the Beach	Fort Lauderdale Beach Park	On Sand	N
2023	December	12/18/2022	Chanukah Fair	Las Olas Oceanside Park	Not on Sand	Y
2023	January	1/7/2023 - 1/8/2023	Dig the Beach	Fort Lauderdale Beach Park	On Sand	N
2023	January	1/14/2023 - 1/15/2023	Visit Lauderdale Wine & Food Festival	Las Olas Oceanside Park	Not on Sand	Y
2023	January	1/20/2023 - 1/22/2023	Seaglass Experience	Fort Lauderdale Beach	On Sand	Y
2023	January	1/20/2023 - 3/26/2023	Pixar Putt Putt	Las Olas Oceanside Park	Not on Sand	N
2023	February	2/11/2023	Pride of the Americas Fort Lauderdale Marathon, 1/2 Marathon and 5k	Las Olas Intracoastal Park	Not on Sand	Y
2023	February	2/19/2023	Dolphin Cycling Challenge	A1A	Not on Sand	N
2023	February	2/25/2023	Fur the Love of Pets	Las Olas Garage Rooftop	Not on Sand	N
2023	March	3/4/2023	Walk for the Animals	Las Olas Intracoastal Park	Not on Sand	Y
2023	March	3/5/2023	Las Olas Triathalon	Las Olas Oceanside Park	On Sand	Y



Staff Initiatives In-Progress

- ☐ Recommended revisions to application fees and deadlines:
 - \$200 – Applications submitted 90 days before event
 - \$1,000 – Applications submitted 60-89 days before event date
 - \$1,500 – Applications submitted less than 60 days from event date (City Manager approval required)
- ☐ Require City MOT application approval before event can be approved by Commission
- ☐ Require event promoters to prepare notification letter/email/postcard to the surrounding neighborhood associations with a copy of the notification required prior to issuing event permit as well as deployment of signage boards as required
- ☐ Create pre-drafted site plans for designated event parks, and routes for walk/run events

*Commission direction needed on future permitting of barrier island events
as well as fee structure*

