



3RD PARTY HOSTED SPECIAL EVENTS

BENEFITS AND IMPACTS

- Right size fees to Enhance City produced special events
- Increase control of public spaces
- Improve coordination of overlapping, high impact events (e.g., events during Spring Break)
- Maintain an appropriate level of public access to parks and the beach



OVERVIEW

- Current Fees
- Recommended Fees
- Other Policy Recommendations
- Next Steps
- Sponsorships



CURRENT FEE STRUCTURE

GENERAL FUND

- Application Fee
 - \$200
 - \$1,000 if submitted less than 60 days from event date
- Beach Usage Fee
 - \$500 per day (including set up and breakdown)
- FY 2022 revenues for all special events collected: approximately \$108,000
- Other direct costs for special events including direct service costs (Police, Fire, etc.) are not included as part of recommendations



APPLICATION FEE RECOMMENDED UPDATE

Move to full cost recovery for City's cost associated with annual application review/processing

Minor - \$550	Intermediate - \$1,300	Major – \$4,500
6 Hours of staff time to review/process	16 Hours of staff time to review/process	60 Hours of staff time to review/process
Late Fee - \$1,650*	Late Fee - \$3,900*	Late Fee - \$13,500*
Sustained Attendance ≤ 500 <ul style="list-style-type: none">• No road closures• No alcohol exemptions• No music exemptions	Sustained attendance ≤ 500 with road closures, alcohol expectations, and/or music exemptions OR Sustained attendance between 501 and 5,000	Sustained attendance $> 5,000$
Administratively Approved	Commission Approval Required	Commission Approval Required

Applications reviewed by Parks & Recreation, Public Works, Transportation & Mobility, Police, Fire Rescue, Risk, City Attorney's Office

**Late fees apply when submitted less than 90 days from event; applications submitted less than 60 days from event require City Manager approval*



LICENSING FEE

- Fee for the privilege of holding a special event on City-owned public space (i.e., beach and parks)
- Fee model considers applicant's event location and event type
- Fee would only be required for intermediate and major events
- Excludes minor events and City Commission approved activation agreements (Riverwalk and open spaces coordinator for Barrier Island)
- Comparative Cities:
 - West Palm Beach – SunFest – \$30,000 License Fee
 - Miami – Ultra Music Festival - \$2 Million Use Fee (includes Ticket Surcharge)



LICENSING FEE

DAILY RATE

With transportation plan/road closures	\$2,000	\$5,000	\$5,000	\$25,000
Without transportation plan/road closures	\$1,000	\$2,500	\$2,500	\$12,500
	West of Intracoastal Intermediate Event	West of Intracoastal Major Event	Barrier Island Intermediate Event	Barrier Island Major Event



RECOMMENDED FEE SCENARIOS

Event	Location	Number of Days	Event Type	Road Closure	Current Application & Beach Usage Fees	Recommended Application & Licensing Fees	Fee Variance
Tortuga Music Festival	Fort Lauderdale Beach	22	Major	Yes	\$11,000	\$554,500	\$543,500
Making Strides Against Breast Cancer	Huizenga Plaza	2	Major	Yes	\$200	\$14,500	\$14,300
Las Olas Triathlon	Las Olas Oceanside Park	2	Intermediate	Yes	\$200	\$11,300	\$11,100
Afro Pride Music & Arts Festival	Carter Park	1	Intermediate	No	\$200	\$2,300	\$2,100
Flockfest	Fort Lauderdale Beach	2	Intermediate	No	\$1,200	\$6,300	\$5,100



Parking Fees

PARKING FUND

- Parking used for less than 72 hours (the lessor of)
 - Current non-resident rate/space x number of spaces x number of hours
 - Daily fixed rate of \$30/space
- Parking Use for more than 72 hours
 - Number of spaces x number of days x \$30/space
- City Manager authorized to reduce rate to no less than daily rate of \$10/space if the event is:
 - Co-sponsored by City
 - Provides significant economic benefit
 - Annually recurring events that encourage enhancement/enrichment



OTHER POLICY RECOMMENDATIONS

- Limit multiple major special events from occurring on the barrier island at the same time
- Prohibit special events on the barrier island during the designated spring break period
- Examine fees for Maintenance of Traffic (MOT) for special events and consider moving to full cost recovery





CITY PRODUCED SPECIAL EVENTS

ENHANCED SPONSORSHIPS FOR CITY PRODUCED EVENTS

Utilize sponsors to enhance City produced events at no taxpayer expense

- Strategy
 - Focus efforts toward high-attended/signature events
 - Create marketing materials to attract sponsors
 - Form a team to pursue sponsorships
- Next steps will include the development of policies for sponsorships
- Successful sponsorships usually need about a year to craft



SPONSORSHIP LEVELS

Title Sponsor: \$20,000

- Corporate identification within event title
- Corporate identification included in advertising, banners, and signage
- Inclusion in event promotion in City produced materials (e.g., utility bills)
- Corporate logo/tag on all promotional materials and event webpage
- Webpage link to corporate site
- Stage announcements/promotions
- Event hotline inclusion
- Promotional marketing booth at event



SPONSORSHIP LEVELS

Benefits are reduced for lower levels of sponsorship:

- Title Sponsor: \$20,000
- Presenting Sponsor: \$15,000
- Entertainment Sponsor: \$10,000
- Kid Zone Sponsor: \$5,000
- Beverage Sponsor: \$5,000
- Contest Sponsor: \$2,500
- Informational Booth Sponsor: \$1,000



QUESTIONS & FEEDBACK?

