



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

**FROM:** Greg Chavarria, City Manager

**DATE:** March 5, 2024

**TITLE:** Motion Approving an Event Agreement for Igloo Cooler Festival - **(Commission District 3)**

**Recommendation**

Staff recommends the City Commission approve an event agreement with K.J Marketing Solutions LLC, substantially in the form attached, and authorize execution of the agreements by the City Manager.

**Background**

City staff has been working closely with the event organizer 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 organizer was advised of the noise ordinance and possible concerns.

The organizer will pay for all event costs and submit the required certificates of insurance. The event organizer 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 respective areas. Specific event details are included in each event application as attached.

Where applicable, the City Commission authorizes amplified music for the events listed below.

Authorization for the execution of the event agreement is contingent upon the City Attorney’s Office receiving and approving a validly executed agreement.

<b><u>Event 1: Igloo Cooler Festival (District 3)</u></b>	
Applicant:	K.J Marketing Solutions LLC
Date/Time:	Sunday, April 14, 2024 (3:00pm – 9:00pm)
Location:	Mills Pond Park

	2201 NW 9th Ave, Fort Lauderdale, FL 33311
Set Up Date/Time:	Sunday, April 14, 2024 (7:00am – 2:00pm)
Breakdown Date/Time:	Sunday, April 14, 2024 (9:00pm – 11:59pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes - Sunday, April 14, 2024 (3:00pm – 9:00pm)
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 this agreement is included in the FY 2024 operating budget in the account listed below.

<i>Funds available as of February 7, 2024</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITY 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	\$90,000	\$9,150	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

**Strategic Connections**

This item is a 2024 Commission Priority, advancing the Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 5: Build a beautiful and welcoming community

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– April 2024 Special Events Calendar

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

Department Director: Carl Williams, Parks and Recreation