



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

**#24-0588**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** July 2, 2024

**TITLE:** Motion Approving an Event Agreement and Request for Road Closures, including an Extended Road Closure Beyond 10:00am on the Barrier Island and Request for Music Exemption for The Seminole Hard Rock Winterfest Boat Parade - **(Commission Districts 1, 2 and 4)**

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**Recommendation**

Staff recommends the City Commission approve an event agreement and request for road closures, including an extended road closure beyond 10:00am on the Barrier Island and request for music exemption with Integrity Multisport Inc., in substantially the form attached, and authorize execution of the agreement by the City Manager.

**Background**

The Seminole Hard Rock Winterfest Boat Parade will have three separate activation sites including The New River/Intracoastal Waterway, Tunnel Top Park/Laura Ward Plaza/Riverwalk (from Salt 7 east to Riverside Hotel) and Las Olas Intracoastal Promenade Park. Details for each location activation are listed below.

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 for closing 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 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 agreements is contingent upon the City

Attorney's Office receiving and approving a validly executed agreement.

| <b><u>Event 1: Seminole Hard Rock Winterfest Boat Parade</u></b> – (Districts 1, 2 and 4) |  |
|---|--|
| Applicant:  | Winterfest, Inc.   |
| Date/Time:  | Saturday, December 14, 2024 (6:00pm – 11:00pm)   |
| Location:   | <b>Parade Route:</b> Along the New River in Fort Lauderdale to Lake Santa Barbara in Pompano<br><br><b>Parade Staging:</b> New River Docks |
| Set Up Date/Time:   | Saturday, December 14, 2024 (8:00am – 6:00pm)  |
| Breakdown Date/Time:  | Saturday, December 14, 2024 (8:30pm – 11:00pm)<br><i>** Breakdown will begin as parade moves down river.</i>                               |
| Road Closing:   | No   |
| Alcohol:  | No   |
| Amplified Music:  | Saturday, December 14, 2024 (4:30pm – 11:00pm)   |
| Special Permission:   | Yes, Amplified Music to be played until 11:00pm on Saturday, December 14, 2024.  |
| Insurance Required:   | Yes  |
| Banners:  | No   |
| Pending Code Violations:  | No   |
| Application Received:   | 2/9/24   |
| Application Fee:  | \$200  |
| Beach Usage Fee:  | N/A  |

| <b><u>Event 2: Seminole Hard Rock Winterfest Boat Parade VIP VIEWING AREA</u></b> – (District 2) |   |
|--|---|
| Applicant:   | Winterfest, Inc.  |
| Date/Time:   | Saturday, December 14, 2024 (8:00AM – 11:00pm)  |
| Location:  | Riverwalk (from Salt 7 east to Riverside Hotel)<br>Tunnel Top Park/Laura Ward Plaza   |
| Set Up Date/Time:  | Thursday, December 12, 2024 (8:00am – 5:00pm)   |
| Breakdown Date/Time:   | Monday, December 16, 2024 (9:00am – 5:00pm)   |
| Road Closing:  | Saturday, December 14, 2024 (7:00am -10:00pm) <ul style="list-style-type: none"> <li>• SE 4<sup>th</sup> Street between SE 6<sup>th</sup> Ave to west side of SE 8<sup>th</sup> Avenue</li> </ul> |
| Alcohol:   | Yes   |

|                          |   |
|--------------------------|---|
| Amplified Music:         | Saturday, December 14, 2024 (4:30pm – 11:00pm)                                  |
| Special Permission:      | Yes, Amplified Music to be played until 11:00pm on Saturday, December 14, 2024. |
| Insurance Required:      | Yes   |
| Banners:                 | No  |
| Pending Code Violations: | No  |
| Application Received:    | 2/9/24  |
| Application Fee:         | Included in the initial \$200 Boat Parade application fee.                      |
| Beach Usage Fee:         | N/A   |

**Event 3: Seminole Hard Rock Winterfest Boat Parade PUBLIC VIEWING AREA** – (District 2)

|                          |   |
|--------------------------|---|
| Applicant:               | Winterfest, Inc.  |
| Date/Time:               | Saturday, December 14, 2024 (7:00am – 11:00pm)  |
| Location:                | <b>Las Olas Intracoastal Promenade Park</b><br>(80 Las Olas Cir, Fort Lauderdale, FL 33316)   |
| Set Up Date/Time:        | Friday, December 13, 2024 (8:00am – 5:00pm)   |
| Breakdown Date/Time:     | Monday, December 16, 2024 (8:00am – 5:00pm)   |
| Road Closing:            | <b>Yes</b> – Full Road Closure<br>Saturday, December 14, 2024 (6:00am – 11:30pm)<br>Las Olas Circle Surrounding Las Olas Promenade Park<br><br><i>** Will allow access to surrounding condos.</i> |
| Alcohol:                 | Yes   |
| Amplified Music:         | Saturday, December 14, 2024 (4:00pm – 11:00pm)  |
| Special Permission:      | Yes, Amplified Music to be played until 11:00pm on Saturday, December 14, 2024.   |
| Insurance Required:      | Yes   |
| Banners:                 | No  |
| Pending Code Violations: | No  |
| Application Received:    | 2/9/24  |
| Application Fee:         | Included in the initial \$200 Boat Parade application fee.  |
| Beach Usage Fee:         | N/A   |

**Resource Impact**

Revenue related to these agreements is included in the FY 2024 operating budget in the  
07/02/2024  
CAM #24-0588

accounts listed below.

| <b>Funds available as of May 29, 2024</b> |                                   |   |                                   |                                    |               |
|---|-----------------------------------|---|-----------------------------------|------------------------------------|---------------|
| <b>ACCOUNT NUMBER</b>                     | <b>COST CENTER NAME (Program)</b> | <b>ACCOUNT / ACTIVITIY NAME</b>                           | <b>AMENDED BUDGET (Character)</b> | <b>AMOUNT RECEIVED (Character)</b> | <b>AMOUNT</b> |
| 10-001-6025-574-347-200-PKR029            | Community Events                  | Charges for Service/ Nonsponsor Charges – Spec Event Fees | \$90,000                          | \$19,850                           | \$200         |
| <b>TOTAL AMOUNT ►</b>                     |                                   |   |                                   |                                    | <b>\$200</b>  |

**Strategic Connections**

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

This item supports the 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 Place specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Area
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

**Attachments**

- Exhibit 1 – Seminole Hard Rock Winterfest Boat Parade Application
- Exhibit 1a – Seminole Hard Rock Winterfest Boat Parade Site Plan
- Exhibit 1b – Seminole Hard Rock Winterfest Boat Parade Agreement
- Exhibit 2 – Seminole Hard Rock Winterfest Boat Parade VIP VIEWING AREA Application
- Exhibit 2a – Seminole Hard Rock Winterfest Boat Parade VIP VIEWING AREA Site Plan
- Exhibit 2b – Seminole Hard Rock Winterfest Boat Parade VIP VIEWING AREA Agreement
- Exhibit 3 – Seminole Hard Rock Winterfest Boat Parade PUBLIC VIEWING AREA Application
- Exhibit 3a – Seminole Hard Rock Winterfest Boat Parade PUBLIC VIEWING AREA Site Plan
- Exhibit 3b – Seminole Hard Rock Winterfest Boat Parade PUBLIC VIEWING AREA Agreement

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Prepared by: Brittany Henry, Senior Administrative Assistant, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation