



Fort Lauderdale, August 15th, 2023

Received by Staff: August 14, 2024

Attention to:

Mr. Dean Trantalis, City Mayor

C.c: Vice Mayor Mr. Steven Glassman

City Commissioners: Pamela Beasley-Pittman, John C. Herbst, Warren Sturman

Subject: Request for Payment Plan and Partial Pardon (Settlement for 12th Annual Brazilian Festival)

City Commission Meeting Agenda.

Dear Mayor Trantalis, Vice Mayor Glassman, and Honorable City Commissioners,

I hope this letter finds you well. I am writing on behalf of the Heartbeat Foundation and the Brazilian Festival to formally address a pending balance with the City of Fort Lauderdale. The outstanding amount is \$9,870.00, and we would like to respectfully request a payment plan and a partial pardon of this balance.

The 11th Annual Brazilian Festival took place on Sunday, October 9th, 2022, under challenging circumstances. Due to continuous rain, attendance fell drastically, leading to a significant financial loss of approximately \$98,000. Unfortunately, while we had insurance coverage for Saturday, we did not have coverage for Sunday. Nonetheless, we fulfilled our commitment to host the event, despite the heavy rainfall and financial hardship.

The number of vehicles that parked at Snyder Park was far lower than expected, a direct result of the weather. In light of this, we reached out to the City Parking department in November 2022, requesting that they hold our payment. Additionally, on February 9th, 2023, we sent a detailed email to Carolyn and Brittany from Parks and Recreation, explaining our financial struggles and our commitment to maintaining open communication as we prepared for the 12th Annual Brazilian Festival. In May 2023, we made another good faith effort to resolve this matter by contacting former City Manager Greg Chavarria. He acknowledged our communication and assured us that someone from the City would follow up. Unfortunately, we have not received any further communication to date.

We are deeply committed to Fort Lauderdale and are proud to be part of the #WEAREFTL community. Over the past three years, we have invested substantial time, energy, and financial resources to make the Brazilian Festival a fixture in this great city. Our investments in Fort Lauderdale are as follows:

LUCIANO SAMELI

Founder Annual Brazilian Festival.

President The Heartbeat Foundation Corp.

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CAM #24-0714

Exhibit 2

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2020: \$145,000.00

2021: \$250,000.00

2022: \$175,000.00

This represents a total investment of \$570,000.00 over three years. We have continuously sought the ideal venue to host the Festival, with Snyder Park proving to be a perfect location in 2022. Despite the challenges, our dedication to making Fort Lauderdale our home remains steadfast.

Unfortunately, the financial strains of the pandemic have left our non-profit and business struggling to recover. Additionally, our departure from the City of Pompano Beach in 2020, due to what we believe was an unjust termination of our agreement, resulted in irreversible financial losses. The City of Pompano Beach's refusal to allow the 9th Brazilian Festival to proceed, despite our willingness to comply with COVID-19 safety guidelines, caused significant harm to our organization and the community we serve.

We sincerely hope that the City of Fort Lauderdale can understand the difficulties we have faced since 2020. With this in mind, we are respectfully requesting the following:

Payment Plan: We propose to settle the parking fees associated with October 8th, 2022, by making two payments of \$2,467.50: the first by October 30th, 2024, and the second by January 30th, 2025.

Partial Pardon: We seek a partial pardon of the balance related to October 9th, 2022, due to the severe weather conditions and the significantly reduced number of vehicles parked. We propose a final payment of \$2,000.00 to be made by March 30th, 2024.

We greatly appreciate your time and consideration of our request. We remain dedicated to continuing our partnership with the City of Fort Lauderdale and look forward to the opportunity to further discuss this matter.

Thank you for your attention.

Sincerely,

Luciano Sameli

Founder and Director Annual Brazilian Festival

Heartbeat Foundation

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