



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

#15-1319

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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: October 20, 2015

TITLE: Administrative Fee for Large Scale Events

The City of Fort Lauderdale strives to celebrate our community through special events. Annually, over 200 events are approved through our special events process and hosted in our City. While an asset to the quality of life in our community, planning for such events can be challenging at times, as well as obtaining all necessary documentation (insurance, transportation plans, site plans, permits, escrow, and executed agreements) in a timely manner.

Over the past few years, the City has partnered with event organizers to host large scale events such as the Tortuga Music Festival, Red Bull Global Rallycross, and most recently the SWACTH Volleyball tournament. Although these events are very popular and offer a positive economic impact for the City, the administrative tasks associated with these large scale events are time consuming for staff.

Parks and Recreation is proposing an administrative fee to recover cost associated with the coordination of these events. The proposed administrative fees are 10% of estimated/actual (whichever is less) costs to the City for new events and 5% administrative fee thereafter for consecutive annual large scale events (events with more than an anticipated 5,000 patrons or those events that extend over a period of time).

Should the Commission be in favor of the idea, the item will be placed on a regular agenda for Commission action.

Resource Impact

There will be a positive fiscal impact to the City.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.

- Objective 2: Celebrate our community through special events and sports

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

Prepared by: Carolyn Bean, Parks and Recreation

Department Interim Director: Carl Williams, Parks and Recreation