



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-1091

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

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

DATE: September 19, 2017

TITLE: Motion Approving 2018 Event Dates of the Agreement with TMF2013, LLC
for a Three-day Music Event on Fort Lauderdale Beach, April 6 – 8, 2018

Recommendation

It is recommended that the City Commission approve a motion for 2018 Event Dates of the Agreement with TMF2013, LLC for a three day music event on Fort Lauderdale Beach, April 6-8, 2018.

Background

On August 28, 2017, the Parks and Recreation Department was notified by Jamie Heller representing TMF2013, LLC of their interest in extending the Agreement between the City of Fort Lauderdale and TMF2013, LLC for an additional year in accordance with the terms of the 2016 Agreement.

The inaugural Tortuga Music Festival took place on April 13-14, 2013 on the southernmost portion of Fort Lauderdale Beach. The two-day “entertainment” event featured an outstanding lineup of country music entertainers, as well as a one-of-a-kind Conservation Village to educate attendees about preserving the world’s oceans. The Guy Harvey Ocean Foundation distributed free t-shirts to spectator who pitched in to keep the beach clean. In 2016, the Tortuga Music Festival shifted to a three day event. On March 18, 2016, the City Commissioners approved an Event Agreement for a period of five (5) years subject to mutual renewal terms. According to the Agreement, an event period is to be agreed upon and described as an annual exhibit to the Agreement.

Event details are below and are detailed further in Exhibit 1:

Set up dates: 3/21/18 – 4/5/2018 (8:00am – 9:00pm)

Event Dates: 4/6/18 – 4/8/18 (11:00am – 10:30pm) Music will end at 10:00pm each day

Breakdown dates: 4/9/18 – 4/16/18 (8:00am – 9:00pm)

Strategic Connection

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*.

Resource Impact

There is no financial impact associated with this item.

Attachments

Exhibit 1 – 2018 Letter of Intent (LOI)

Exhibit 2 - Agreement (CAM 15-1379)

Exhibit 3 – Site Plans

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation