



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#18-0682

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

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

DATE: July 10, 2018

TITLE: Motion Approving 2019 Event Dates of the Agreement with TMF Holdco, LLC for a Three-day Music Event (Tortuga Festival) on Fort Lauderdale Beach, April 12-14, 2019

Recommendation

It is recommended that the City Commission approve a motion for 2019 Event Dates of the Agreement with TMF Holdco, LLC for a three-day music event (Tortuga Festival) on Fort Lauderdale Beach, April 12-14, 2019.

Background

On May 11, 2018, the Parks and Recreation Department was notified by Julie Matway representing TMF Holdco, 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. 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: 3/28/19 – 4/6/2019 (8:00am – 9:00pm)

Event Dates: 4/12/19 – 4/14/19 (11:00am – 10:30pm) Music will end at 10:00pm each day

Breakdown dates: 4/15/19 – 4/19/19 (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 – 2019 Letter of Intent
Exhibit 2 - Agreement (CAM 15-1379)
Exhibit 3 – Site Plans
Exhibit 4 – March 2019 Event Calendar
Exhibit 5 – April 2019 Event Calendar

Prepared by: Barbara Smith, City Manager's Office

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