



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

**#18-0859**

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

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

**DATE:** October 9, 2018

**TITLE:** Motion Approving an Application for a Temporary Beach License and  
Outdoor Event Agreement with Greater Fort Lauderdale Pride, Inc. for a  
three-day Event on Fort Lauderdale Beach

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**Recommendation**

It is recommended that the City Commission approve an application for a temporary beach license and outdoor event agreement and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale with Greater Fort Lauderdale Pride, Inc. for Pride Fort Lauderdale Festival & Parade.

**Background**

City staff has received a request from the Greater Fort Lauderdale Pride, Inc. for Pride Fort Lauderdale Festival & Parade to be held on Friday, Saturday and Sunday, February 22-24, 2019 on Fort Lauderdale Beach. Estimated attendance for this event is approximately 15,000 people.

City staff has been working closely with the event organizer regarding event topics such as logistics, maintenance, and security as detailed below. Amplified music was discussed and the event organizer was advised of the noise ordinance and possible concerns.

The event organizer will pay for all event costs and submit the required certificates of insurance. The agreement provides that the organizer will pay \$500 for each event use of the beach. The event organizer will secure all other necessary permits and licenses that are required from other agencies. Civic and merchant associations have been notified as appropriate regarding the event. Event details are included in the event application as attached.

Authorization for the execution of Event Agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

**Event:**

Event Organizer: Greater Fort Lauderdale Pride, Inc.  
 Event Name: Pride Fort Lauderdale Festival & Parade  
 Date/Time: Friday, February 22, 2019 (7-10pm); Saturday, February 23, 2019 (5pm-10pm); Sunday, February 24, 2019 (11am-8pm)  
 Location: Fort Lauderdale Beach Park  
 Set Up Date/Time: Thursday – Friday, February 21-22, 2019 (7:00am – 8:00pm)  
 Breakdown Date/Time: Sunday, Thursday, February 24, 2019 (8:00pm – 12:00am), Monday, February 25, 2019 (6:00am – 7:00pm)  
 Road Closing: Yes – N Bound Lanes A1A from Bayshore Dr. to Fort Lauderdale Beach Park South  
 Alcohol: Yes  
 Amplified Music: Yes – Friday, February 22, 2019 (7pm-10pm); Saturday, February 23, 2019 (7pm-10); Sunday February 24, 2019 (11am-8pm)  
 Special Permission: Amplified Music/Extended Road Closure - No  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$200.00  
 Exhibit: 1

**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 a total positive fiscal impact of \$1,700 in FY 2019.

| Funds available as of October 1, 2018 |                         |  |                                  |                                     |        |
|---------------------------------------|-------------------------|--|----------------------------------|-------------------------------------|--------|
| ACCOUNT NUMBER                        | INDEX NAME<br>(Program) | CHARACTER CODE/<br>SUB-OBJECT<br>NAME            | AMENDED<br>BUDGET<br>(Character) | AVAILABLE<br>BALANCE<br>(Character) | AMOUNT |
| 001-PKR033401-K029                    | Community<br>Events     | Charges for<br>Services/ Non-<br>sponsor Charges | \$175,000                        | \$0                                 | \$1700 |
| TOTAL AMOUNT ►                        |                         |  |                                  |                                     | \$1700 |

**Attachments**

10/09/2018  
 CAM #18-0859

Exhibit 1 – Pride Fort Lauderdale Application  
Exhibit 1a - Pride Fort Lauderdale Site Plan  
Exhibit 1b – Pride Fort Lauderdale Agreement  
Exhibit 2 - February 2019 Special Event Calendar  
Exhibit 3 - March 2019 Special Event Calendar

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Prepared by: Barbara Smith, City Manager's Office

Department Director: Lee Feldman, City Manager's Office