



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#19-0137

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: February 5, 2019

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

Recommendation

It is recommended that the City Commission approve a revised 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. The changes made from the original event application include an additional location, changes to the set-up date and removal of Friday event, Saturday Parade and Event Changes, and added food and bars to parade route. The specific event changes are included in Exhibit 1b.

Background

This event permit was approved at the October 9, 2018 Commission Meeting (CAM 18-0859). The promoter is now requesting revisions from the approved event application. The Greater Fort Lauderdale Pride, Inc. is requesting to hold Pride Fort Lauderdale Festival & Parade on Saturday and Sunday, February 23-24, 2019 on Fort Lauderdale Beach. Estimated attendance for this event is approximately 30,000 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: Saturday, February 23, 2019 (12:00pm-10:00pm); Sunday, February 24, 2019 (12:00pm – 8:00pm)
Location: Saturday, February 23, 2019 - N. Bound Lanes of A1A from Bayshore to Fort Lauderdale Beach Park South for Parade & SE 5th Street for Block Party
Sunday, February 24, 2019 – Fort Lauderdale Beach Park South
Set Up Date/Time: Wednesday – Friday, February 20-22, 2019 (7:00am – 8:00pm)
Breakdown Date/Time: Sunday - Monday, February 24-25, 2019 (6:00am – 7:00pm)
Road Closing: Yes – N. Bound Lanes A1A from Bayshore Dr to Ft Lauderdale Beach from 5pm to 7pm & SE 5 Street from 6am to 12am
Alcohol: Yes
Amplified Music: Yes – Saturday, February 23, 2019 (12:00pm-10:00pm); Sunday February 24, 2019 (12:00pm-8pm)
Special Permission: Amplified Music/Extended Road Closure – No
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Beach Usage Fee: \$1,000

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 \$1,200 in FY 2019.

Funds available as of January 17, 2019					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charges for Services/ Non- sponsor Charges	\$165,000	\$22,393	\$1,200
TOTAL AMOUNT ►					\$1,200

Attachments

Exhibit 1 – Pride Fort Lauderdale Application
 Exhibit 1a - Pride Fort Lauderdale Site Plan
 Exhibit 1b - Pride Fort Lauderdale Event Application Revisions
 Exhibit 1c – Pride Fort Lauderdale Parade Route
 Exhibit 1d – Pride Fort Lauderdale Agreement (Revised)
 Exhibit 2 - February 2019 Special Event Calendar
 Exhibit 3 - March 2019 Special Event Calendar

Prepared by: Barbara Smith, Nighttime Economy

Department Director: Chris Lagerbloom, ICMA-CM, City Manager