



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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** February 19, 2019

**TITLE:** Motion Declaring Pride Fort Lauderdale Festival & Pride, scheduled for February 23 and February 24, 2019, as a Public Purpose Special Event and Creating a Temporary Exemption Relating to the Sale, Possession and Consumption of Alcohol at the Event

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**Recommendation**

Pride Fort Lauderdale Festival & Parade was approved at the February 5, 2019 Commission agenda (CAM 19-0137). It is recommended that the City Commission approve a motion declaring Pride Fort Lauderdale Festival & Pride, scheduled for February 23 and February 24, 2019, a public purpose special event, providing for a specific limited temporary exemption from Section 8-85, Code of Ordinances of the City of Fort Lauderdale, as it relates to the sale, possession, and consumption of alcohol between the following boundaries: Northbound Lanes of A1A from Bayshore to Fort Lauderdale Beach Park South for the Parade & SE 5<sup>th</sup> Street for the Block Party.

**Background**

On May 1, 2012, the City Commission adopted Section 5.3 of the Fort Lauderdale Code of Ordinances, allowing the City Commission, by motion, to provide for a limited temporary exemption from Section 8-85 of the Code of Ordinances as it relates to the sale, possession, and consumption of alcohol.

The City of Fort Lauderdale's economic sustainability is directly tied to tourism, which in turn is greatly enhanced by attracting visitors to major special events. As the region's second-leading industry, tourism accounts for more than 114,000 jobs.

To help ensure Pride Fort Lauderdale Festival & Pride, February 23 and February 24, 2019 (12:00pm – 8:00pm), can create a one-of-a-kind experience, attract an outstanding crowd, and allow Fort Lauderdale to capitalize on the full economic development potential of this public purpose special event, staff recommends a temporary exemption from Section 8-85 of the Code of Ordinances relative to open containers of alcoholic beverages in specified entertainment and recreational areas of the city.

**Resource Impact**

There is no fiscal impact associated with this item.

**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 Vision Plan 2035: We are Here*.

**Attachments**

Exhibit 1 – Section 5.3, Fort Lauderdale Code of Ordinances

Exhibit 2 – Section 8-85, Fort Lauderdale Code of Ordinances

Exhibit 3 – Pride Fort Lauderdale Site Plan

Exhibit 4 – Pride Fort Lauderdale Parade Route

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