



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#19-0561

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: June 18, 2019

TITLE: Motion Approving 2020 Event Dates Under the Agreement with TMF
Holdco, LLC for a Three-day Music Event (Tortuga Festival) on Fort
Lauderdale Beach, April 17-19, 2020 – **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve a motion for 2020 Event Dates under the Agreement with TMF Holdco, LLC for a three-day music event (Tortuga Festival) on Fort Lauderdale Beach, April 17-19, 2020.

Background

The City Manager's Office was notified by Julie Matway representing TMF Holdco, LLC of their interest in holding their 2020 event on April 17-19, 2020.

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: 4/2/20 – 4/11/20 (8:00am – 9:00pm)

Event Dates: 4/17/20 – 4/19/20 (11:00am – 10:30pm) Music will end at 10:00pm each day

Breakdown dates: 4/20/20 – 4/24/20 (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 – 2020 Letter of Intent
Exhibit 2 – Agreement (CAM 15-1379)
Exhibit 3 – Site Plans
Exhibit 4 – March 2020 Event Calendar
Exhibit 5 – April 2020 Event Calendar

Prepared by: Barbara Smith, City Manager's Office

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