



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#20-0076

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: January 21, 2020

TITLE: Motion Declaring Pride of the Americas Parade and Festival, scheduled for April 25, 2020 and April 26, 2020, as a Public Purpose Special Event and Creating a Temporary Exemption Relating to the Sale, Possession and Consumption of Alcohol at the Event – **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve a motion declaring Pride Fort Lauderdale Festival & Pride, scheduled for April 25, 2020 and April 26, 2020, 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 Fort Lauderdale Beach Park North to Bayshore Drive.

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, April 25, 2020 (6:00 am – 9:00 pm) and April 26, 2020 (11:00 am – 9:00 pm), 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 supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: 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 of the Americas Parade and Festival Site Plan

Exhibit 4 – Pride of the Americas Parade and Festival Parade Route

Prepared by: Barbara Smith, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation