



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#20-0078

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: January 21, 2020

TITLE: Motion Approving a Temporary Beach License and Outdoor Event
Agreement with Greater Fort Lauderdale Pride, Inc. for a two-day Event
on Fort Lauderdale Beach – **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve an event 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 of the Americas Parade and Festival.

Background

The Greater Fort Lauderdale Pride, Inc. is requesting to hold Pride Fort Lauderdale Festival & Parade on Saturday and Sunday, April 25-26, 2020 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 the event agreement is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Event Name: Pride of the Americas Parade and Festival	
Event Organizer:	Greater Fort Lauderdale Pride, Inc.
Date/Time:	Saturday, April 25, 2020 (6:00 am-9:00 pm); Sunday, April 26, 2020 (11:00 am – 9:00 pm)
Location:	Fort Lauderdale Beach Park, Northbound A1A (between Bayview Drive and FTL Beach Park)
Set Up Date/Time:	Thursday – Friday, April 23-24, 2020 (9:00 am – 8:00 pm)
Breakdown Date/Time:	Monday - Tuesday, April 27-28, 2020 (7:00 am – 7:00 pm)
Road Closing:	Yes – N. Bound Lanes A1A from Bayshore Dr to Ft Lauderdale Beach
Alcohol:	Yes
Special Permission:	Amplified Music/Extended Road Closure – Yes
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200.00
Beach Usage Fee:	\$3,000.00

Strategic Connection

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*.

Resource Impact

There is a total positive fiscal impact of \$3,200 in FY 2020.

Funds available as of January 8, 2020					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charges for Services/ Non- sponsor Charges	\$180,000	\$18,492	\$3,200
TOTAL AMOUNT ►					\$3,200

Attachments

Exhibit 1 – Pride of the Americas Parade and Festival Application

Exhibit 1a - Pride of the Americas Parade and Festival Site Plan

Exhibit 1b – Pride of the Americas Parade and Festival Parade Route

Exhibit 1c – Pride of the Americas Parade and Festival Agreement

Exhibit 2 – April 2020 Special Event Calendar

Exhibit 3 – May 2020 Special Event Calendar

Prepared by: Barbara Smith, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department