



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**REGULAR MEETING**

**#21-0478**

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

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

**DATE:** May 18, 2021

**TITLE:** Motion Approving an Agreement and Music Exemption with The Heartbeat  
Foundation Corp. for the 10<sup>th</sup> Anniversary Brazilian Festival on Fort  
Lauderdale Beach - (**Commission Districts 2 and 4**)

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**Recommendation**

Staff recommends the City Commission approve an event agreement and request for extended hours for music, in substantially the form attached, with The Heartbeat Foundation Corp. for the 10<sup>th</sup> Anniversary Brazilian Festival on Fort Lauderdale Beach.

**Background**

The City of Fort Lauderdale welcomed the Brazilian Festival, formerly known as the Latino Festival, to Huizenga Park in December 2020. Staff was notified shortly after the success of the Latino Festival that the event would return in September 2021 for the 10<sup>th</sup> Anniversary.

The event organizer will pay for all event costs and submit the required certificates of insurances. The City is requiring the organizer to post an amount in escrow equal to 110% of the City's estimated service costs. The agreement provides that the organizer will pay \$500 per day for use of the beach. The organizer will also secure all other necessary permits and licenses that are required from other agencies. Civic and merchant associations have been notified as appropriate regarding events in their areas.

The applicant agrees to adhere to all COVID-19 guidelines and to follow CDC recommendations for a safe and successful event. In addition, applicant is required to obtain a turtle permit from the Department of Environmental Protection.

Authorization for the execution of the event agreement is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Effective October 1, 2015 the City began to enforce the noise requirements outlined in Exhibit 1.

|   |   |
|---|---|
| <u>Event : 10<sup>th</sup> Anniversary Brazilian Festival</u> |   |
| Applicant:  | The Heartbeat Foundation Corp   |
| Date/Time:  | Saturday, September 18, 2021 (12:00pm – 11:00pm) & Sunday, September 19, 2021 (12:00pm – 11:00pm) |
| Location:   | Fort Lauderdale Beach Park  |
| Set Up Date/Time:   | Wednesday, September 15, 2021 through Friday, September 17, 2021 (10:00am – 9:00pm)               |
| Breakdown Date/Time:  | Yes – Monday, September 20, 2021 (7:00am – 9:00pm)  |
| Road Closing:   | No  |
| Alcohol:  | Yes   |
| Amplified Music:  | Saturday, September 18, 2021 (12:00pm – 11:00pm) & Sunday, September 19, 2021 (12:00pm – 11:00pm) |
| Special Permission:   | Amplified Music/Extended Road Closure - No  |
| Insurance Required:   | Yes   |
| Banners:  | No  |
| Pending Code Violations:                                      | No  |
| Application Fee:  | \$200 paid + \$3,000 Beach Usage Fee  |

**\*The event organizer has requested a special exemption to allow music for this event to be played on Saturday, September 18, 2021 and Sunday, September 19, 2021 until 11:00pm.**

### **Strategic Connection**

This item is a 2021 Top Commission Priority, advancing the Parks and Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2023 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

### **Resource Impact**

Revenue related to these agreements is included in the FY 2021 operating budget in the accounts listed below.

| <i>Funds available as of April 26, 2021</i> |                         |   |                                  |                                   |         |
|---|-------------------------|---|----------------------------------|-----------------------------------|---------|
| ACCOUNT NUMBER                              | INDEX NAME<br>(Program) | CHARACTER CODE/<br>SUB-OBJECT<br>NAME         | AMENDED<br>BUDGET<br>(Character) | AMOUNT<br>RECEIVED<br>(Character) | AMOUNT  |
| 001-PKR033401-K029                          | Community<br>Events     | Charge for<br>Service/Non-<br>sponsor Charges | \$147,000                        | \$26,403                          | \$3,200 |

**Attachments**

Exhibit 1 – Commission Memo 19-076

Exhibit 2 – 10<sup>th</sup> Anniversary Brazilian Festival Application

Exhibit 3 – 10<sup>th</sup> Anniversary Brazilian Festival Site Plan

Exhibit 4 – September 2021 Event Calendar

Exhibit 5 – 10<sup>th</sup> Anniversary Brazilian Festival Agreement

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Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation