



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#21-0620

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: July 6, 2021

TITLE: Second Reading - Ordinance Amending Section 26-161, Rates and Hours
for On and Off-Street Parking of the Code of Ordinances to Establish a
Parking Cost Structure for Special Events Effective August 1, 2021 -
(Commission Districts 1, 2, 3 and 4)

Recommendation

Staff recommends that the City Commission approve an ordinance, on second reading, amending Section 26-161 of the Code of Ordinances of the City of Fort Lauderdale to establish a cost structure for the use and impact of parking spaces for special events effective August 1, 2021. Staff will honor special event parking approved the current fiscal year that may occur past the approval date.

Background

On July 1, 2020, the City of Fort Lauderdale transitioned from a non-standardized parking rate structure to a structure with three standardized parking rate zones. City staff is recommending an amendment to Chapter 26 of the City's Code of Ordinances to provide a fixed rate of \$30.00 per space in order to align and standardize the administrative and operational requirements for reserving parking spaces for special events.

The current ordinance requires that the special event organizer pay the hourly rate multiplied by the number of hours the parking space is not available to the general public. The July 2020 hourly rate changes have drastically increased the cost for special events using the current cost methodology. City staff has received feedback from special events stakeholders that parking costs are impacting the ability for events to return in future years.

The proposed amendment to Section 26-161 will also include:

- Clarifying the definition of special event parking to include standardized daily parking fees
- Providing the ability for the City Manager to authorize a rate reduction of no less than \$10.00 per day for a special event
- Provide the ability for the City Manager to reduce the parking rate for co-sponsored

and/or city sanctioned recurring programs that encourage community enhancement and enrichment

Resource Impact

There is no fiscal impact associated with this action this fiscal year. Future fiscal years may experience a positive financial impact depending on the number of times parking spaces are reserved or removed from public use.

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Internal Support Focus Area
- Goal 8: Build a leading government agency that manages all resources wisely and sustainably.
- Objective: Maintain financial integrity through sound budgeting practices, prudent fiscal management, cost effective operations, and long-term planning.

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

Attachment

Exhibit 1 – Ordinance

Prepared by: Juan Rodriguez, Business Manager, Transportation and Mobility

Department Director: Ben Rogers, Transportation and Mobility