



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

#21-0766

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: August 17, 2021

TITLE: Motion Approving an Event Agreement for Igloo Cooler Festival
(Commission District 4)

Recommendation

Staff recommends the City Commission approve an event agreement, in substantially the form attached, with K.J Marketing Solutions LLC, and authorize execution of the agreements by the City Manager.

Background

City staff has been working closely with the event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. The Police Department recommends approval of the closing of the City streets where appropriate, and event parking has been satisfactorily arranged. When applicable, amplified music was discussed, and the event organizer was advised of the noise ordinance and possible concerns.

The organizer will pay for all event costs and submit the required certificates of insurance. The event 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. Specific event details are included in each event application, as attached.

Where applicable, the City Commission authorizes amplified music for the event listed herein.

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

<u>Event 1: Igloo Cooler Festival</u>	
Applicant:	K.J Marketing Solutions LLC
Date/Time:	Sunday, September 5, 2021 (3:00pm – 9:00pm)
Location:	Snyder Park
Set Up Date/Time:	Sunday, September 5, 2021 (7:00am – 2:30pm)
Breakdown Date/Time:	Sunday, September 5, 2021 (9:00pm – 12:00am)
Road Closing:	No
Alcohol:	Yes (Attendees bring their own)
Amplified Music:	Sunday, September 5, 2021 (3:00pm – 9:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$1000 (Paid earlier, as event had to be rescheduled from Monday, July 5, 2021)

Resource Impact

There is no fiscal impact related to this agreement. Revenue related to these agreements were collected in FY2021 but the event was reschedule to a later month.

Strategic Connections

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

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*.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Igloo Cooler Festival Application
Exhibit 1a – Igloo Cooler Festival Site Plan
Exhibit 1b – Igloo Cooler Festival Agreement
Exhibit 1c – Igloo Cooler Festival Schedule 1
Exhibit 2 – September 2021 Special Event Calendar

Prepared by: Brittany Henry, Special Events Coordinator, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department