



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

**#21-0745**

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

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

**DATE:** October 5, 2021

**TITLE:** Motion Approving a Five-Year Agreement with TMF Holdco, LLC for a  
Three-day Music Event (Tortuga Music Festival) on Fort Lauderdale  
Beach - (**Commission Districts 2 and 4**)

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**Recommendation**

Staff recommends the City Commission approve a motion for a five-year agreement, with the option for three additional five-year consecutive renewal terms, in substantially the form attached, with TMF Holdco, LLC for a three-day music event on Fort Lauderdale Beach known as Tortuga Music Festival.

**Background**

The inaugural Tortuga Music Festival took place on April 13-14, 2013 on the southernmost portion of Fort Lauderdale Beach. The event features an outstanding lineup of country music entertainers, as well as a Conservation Village to educate attendees about preserving the world's oceans. On January 5, 2016 (CAM 15-1379), the City Commission approved a five-year agreement, subject to mutual renewal terms. The original Agreement was executed on March 18, 2016 and expired on March 31, 2021.

On August 6, 2020, the Parks and Recreation Department was notified by Julie Matway, representing TMF Holdco, LLC, of their interest in hosting the 2021 Tortuga Music Festival on November 12, 2021 – November 14, 2021 (Exhibit 1). Typically, the Tortuga Music Festival takes place in April, however due to COVID-19 restrictions, the event was pushed back to November 2021. It is anticipated that the 2022 Tortuga Music Festival will be held in April 2022.

On April 20, 2021, a new five-year agreement was approved by City Commission. Prior to its execution, the agreement was reviewed by the TMF Holdco, LLC legal team and suggested revisions were submitted. The revised agreement as approved by TMF Holdco, LLC is attached as Exhibit 3.

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, or secure a bond, equal to 110% of the City's estimated service costs. 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 that may be in place in November 2021 during the event.

Dates for the Tortuga Music Festival will be approved by the City Manager and shared with the Commission on an annual basis.

### **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*.

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.

### **Resource Impact**

There is no financial impact associated with this item.

### **Attachments**

Exhibit 1 – 2021 Letter of Intent

Exhibit 2 – Tortuga Music Festival Site Plan

Exhibit 3 – Agreement

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Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation