



Memorandum

Memorandum No: 22-153

Date: December 20, 2022

To: Honorable Mayor, Vice Mayor, and Commissioners

From: Greg Chavarria, City Manager 
Greg Chavarria (Dec 20, 2022 09:25 EST)

Re: Additional Funding Requests for City Sponsored Events

As requested by the City Commission, we are bringing forward any requests for additional funding for any City Sponsored events. Recently, we received two requests from event coordinators for two City sponsored events for additional funding.

REQUEST 1: Pride of the Americas Event - February 11 and 12, 2023

On Friday December 16, 2022, we received a request from the President of Pride Fort Lauderdale for an additional sponsorship for the Pride of the Americas event. Currently, the budget allocated for this two-day event is \$1,500. The event coordinator is requesting Police and Fire Rescue support for both days of the festival. In return, the Pride Fort Lauderdale will provide Platinum Level Sponsorship recognition along with additional marketing efforts. A detail of additional benefits is attached for your consideration.

Additional Funding: Staff estimates that public safety support for this event would cost \$58,664 for off-duty detail. Police off-duty detail estimated costs are \$36,970 and Fire Rescue support personnel associated costs are \$21,694.

REQUEST 2: 2023 King Holiday Parade and Multicultural Festival January 16, 2023

Yesterday, December 19, 2022, we received a request for additional sponsorship for the 2023 King Holiday Parade and Multicultural Festival. Currently, the budgeted amount for the event is \$48,500.

Additional Funding: The event coordinator estimates that an additional \$4,950 is required for proposed event activities. A detail of estimated costs is attached for your consideration.

Due to receiving these late from the event coordinators and the time sensitivity of approval, I am forwarding you these details for your review and consideration.

I look forward to discussing this further during BUS-1 item later today in the Conference Meeting.

Attachments:

MLK Proposed Expenses Update
City of Fort Lauderdale Support Proposal for Pride

c: Anthony G. Fajardo, Assistant City Manager
Susan Grant, Assistant City Manager
Alain E. Boileau, City Attorney
David R. Soloman, City Clerk
Patrick Reilly, City Auditor
Department Heads
CMO Managers

Dr. Martin Luther King Jr. 2023 Holiday Celebration Parade & Festival	2023 PROPOSED BUDGET	Estimated	2B Done	Done		
EVENT EXPENSES						
ADVERTISING						
Marketing/map of event site/route	2,500	1,500				
ADVERTISING TOTAL	2,500	1,500				
ENTERTAINMENT						
Band/Multicultural Performers - 6 Performers	4,000	4,750				
Sound with Video Wall	6,500	\$10,000.00				
Featured Local Band	0	2,500				
Showmobile staff	2,000	2,000				
Generator/Electrician	2,000	2,000				
ENTERTAINMENT TOTAL	14,500	21,250				
LOGISTICS						
Barricades & Electronic Message Boards - 4 message bds, 125 workzone signs, 550 cones, Type III barricades, arrow boards, setup & breakdown	8,000					
Golf Cart - 2 6 passenger golf carts 2020 (1) 6 passenger (2) 4 passenger	1,750	1460				
Port o lets - at 5TH/Sistrunk & CARTER	2,000	1000				
1 convertible for Grand Martials (Broward County Trailblazers)		\$130.00				
Best Rental (Tables & Chairs) - For Evening of Prayer Event- 3 tables, 50 chairs, 2 tents, 1 Riser , 1 Steps and 1 Skirt - Tuesday, 1/10th		\$320.00				
(45) Tables, (500) chairs, (0) tents, (1) Riser to hold 10 dancers, (1) Skirt, 1 Step Tables (Vendors & Sponsors), Chairs (two chairs per table), Tents (MLK Committee, Dignitaries, Sponsors) - Festival - Monday 1/16th		\$1,300				
Photography and Drone Footage (FOR CROWD CONTROL) - Festival - Monday 1/16th		\$1,500.00				
Tiny Sprouts Play World (Soft play for toddlers) Sunflower package has everything including bounce house. (4 hour minimum rate) - Festival - Monday 1/16th		\$650				
(2) BOUNCE HOUSE FOR KIDES 5 -10 YEARS OF AGE - Festival - Monday 1/16th		\$1,400				
Game Truck - Festival - Monday 1/16th for 3 hours		\$700.00				
Trash boxes & bags	200					
Event workers - (set-up/breakdown) - Evening of Prayer/ (1.10.2023)						
Cleaning Company - Clean after Evening of Prayer at Lincoln Park (1.10.2023)						
Cleaning Company - Clean after parade route	4,000	4000				

Event workers parade- (set-up/breakdown)	2,000	\$0.00				
Police Detail Parade Route/Festival	15,000	\$0.00				
Paramedics - (2 carts on OT-4 medics)	2,200	\$0.00				
Bus Shuttle - City Large Bus/Small Bus Drivers (10am-4pm)	300					
LOGISTICS TOTAL	35,450	12,460				
IN-KIND						
LIGHTS AND POWER ON AT LINCOLN PARK - TUESDAY 1/10TH	0					
GATE OPENED AT PARKING LOT AT LINCOLN PARK - TUESDAY, 1/10TH						
WALKIE TALKIES (7) (Director, Stage, Video, Vendor, Nigeria, Bobbie, Misc)						
Vendor Approval through Risk	0					
Paramedics - (2 carts on OT-4 medics)	0					
Police Detail Parade Route/Festival	0		Todd's crew set up (cost built into event worker fee above)			
IN-KIND TOTAL	0					
TOTAL EXPENSE	52,450	35,210				
TOTAL REVENUE	0	42,500				
TOTAL EVENT COST	52,450	7,290				



City of Fort Lauderdale Support Proposal

As a not for profit, 501(c)3 organization run mostly by volunteers, we are very conservative fiscally, to ensure that the money we raise goes back into our LGBTQ+ Pride parade and festival and community. The rising cost of parking, police, fire rescue and EMT are having a real impact on our ability to sustain our community event. In past years, the city manager has been authorized to provide a flat rate for parking for large events of \$10 per space on setup days and \$20 per space on event days, which we have budgeted for this year. To help us with some of these costs, we are proposing a sponsorship with the City of Fort Lauderdale as outlined below.

Sponsorship for Pride of the Americas 2023 Greater Fort Lauderdale, February 11-12, 2023

City of Fort Lauderdale will provide:

- Police for both the parade and festival for both days
- Fire Rescue and EMT for both the parade and festival for both days

Pride Fort Lauderdale (Pride of the Americas 2023 Greater Fort Lauderdale) will provide:

- Platinum Level of Sponsorship with City logo in all marketing materials including
 - Festival signage
 - Stage signage
 - Parade signage
 - Print & Digital marketing materials & ads
 - City logo on our website
- Social media posts with City logo advertising sponsorship
- Public thank you from stage (which we have always provided)
- Parade Entries (which we have always provided)
- Up to a 10 x 20 booth space at festival for community engagement
- Police Vehicle and booth space in Festival for recruiting purposes (which we have always provided)
- Access to Festival for any and all city staff

We believe that this request is reasonable and keeps with the city's current support of other community events like the MLK Parade, St Patrick's Day Parade and the Dillard High Homecoming.

The City of Fort Lauderdale has always been incredibly supportive of our organization. We are truly proud to be a part of this community and to be working with the leadership and staff of this wonderful city.

We appreciate your consideration and look forward to your response.

Miik Martorell

President

Pride Fort Lauderdale / Pride of the Americas