



Memorandum

Memorandum No: 21-010

Date: February 12, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Subject: Notification of Special Single-Entry Parking Rate – Park Programming

In 2020, the Parks and Recreation Department released a competitive solicitation for an organization to program events at the Las Olas Oceanside Park, DC Alexander Park, the Las Olas Garage Amenities Deck, and the Intercoastal Promenade. The City selected Rav Communications, led by Arianne Glassman, to schedule programs in park spaces.

Rav Communications has been very active with their programming efforts, which include: specialized markets, fitness classes, wellness groups, children's activities, and other social programs. Rav Communications has indicated that parking is a challenge and has impacted the success of City sponsored events.

Section 26-161(5) of the Code of Ordinances of the City of Fort Lauderdale, gives the city manager authority to establish event parking rates:

26-161(5) The city manager may authorize a special single-entry rate of not more than thirty dollars (\$30.00) at any city operated lot or garage, provided that prior written notification is given to the city commission by the city manager

Therefore, please accept this memo as written notification that, in support of the City events programmed by Rav Communications, the upper levels of the Las Olas Parking Garage may offer a special single-entry rate of \$10.00 per vehicle. The lower levels of the Las Olas Parking Garage will continue to offer hourly parking rates for the general public.

For further information on the parking program, please contact Ben Rogers, Director of Transportation and Mobility, at brogers@fortlauderdale.gov.

Attachment: LO/OP Fit Program Schedule

c: Greg Chavarria, Assistant City Manager
Tarlesha W. Smith, Esq., Assistant City Manager
Alain E. Boileau, City Attorney
Jeffrey A. Modarelli, City Clerk
John C. Herbst, City Auditor
Department Director
CMO Managers



HEALTH & FITNESS PROGRAMING SPONSORSHIP OPPORTUNITIES

ABOUT THE LO/OP FITNESS PROGRAM

Promote a healthy and active lifestyle as your company aligns with the LO/OP Fit program, hosted weekly across 4-acres of outdoor green spaces on Fort Lauderdale Beach.

Your partnership aids our goal to provide access to a variety of group fitness classes in a safe and welcoming outdoor setting.

Each of our certified, licensed, bonded and insured fitness professionals have been added explicitly to the schedule based on their individual areas of expertise. They possess a contagious enthusiasm, desire for their class participants to meet their fitness goals, connect with others in the community, and live our mantra, one can Live Optimal / Own Possible when your mind, body, and spirit lift.



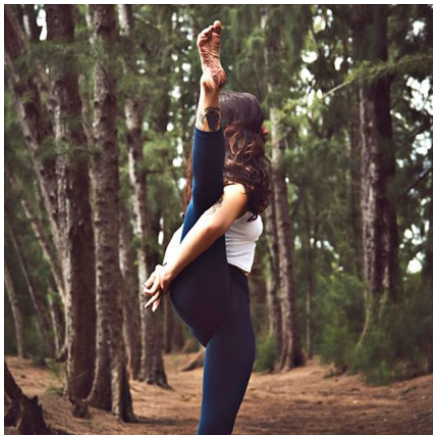
Managed by a dedicated Fitness Program Coordinator, and in consultation with South Florida's leading Fitness and Nutrition nonprofit, FLIPANY, the LO/OP Fit Program will provide over 50 FREE plus 250 low cost drop-in classes to the public and reduced-cost classes for LO/OP Members.





HEALTH & FITNESS PROGRAMING SPONSORSHIP OPPORTUNITIES

THE LO/OP FITNESS for ADULTS



SLOW FLOW
with Shay Palmer
Tuesday 5:30 pm

A slow paced vinyasa-inspired practice incorporating traditional yoga with joint mobility



KETTLE BELL
with Becky Ascione
Wednesday & Friday at 6am

A hybrid animal flow and kettle bell workout to increase joint mobility and elevate heart rate.



BUNS & GUNS
with Sharon & Kaylei
Every Wednesday at 5:45 pm

This Cardio influenced workout using small weight or bands focused on upper & lower body.



YOGA & BREATHWORK
with Arkell Mokler
Every Friday at 5:30 pm

A combination of breathing techniques, movement through yoga and mindset work.



WAKE & SHAKE
with Sharon & Kaylei
Every Saturday at 9:30 am

A fun, fierce interval workout and total-body metabolism-revving class, open to all fitness levels.



YOGA FLOW
with Lisa Pumper
Every Saturday at 10:30 am

60 min. Hatha Yoga flow focusing on postures, breathing, meditation set to cool musical beats.



HEALTH & FITNESS PROGRAMING SPONSORSHIP OPPORTUNITIES

THE LO/OP FITNESS for ADULTS



ANIMAL FLOW
with Becky Ascione
Every Sunday at 8:30 am

A fun, challenging ground based movement designed to improve flexibility and coordination



FUNCTIONAL FLOW
with Shay Palmer
Every Sunday at 10:15 am

A a dynamic, vinyasa-inspired practice incorporating traditional yoga with joint mobility

TENTATIVE ADDITIONAL CLASSES

MONDAY 6:30 PM
CARDIO with Brooke

FRIDAY 8:00 AM
CARDIO with Brooke

SPECIALIZED PROGRAMS



TUESDAY WALK GROUP
sponsored by Ocean Spray
8-Weeks, Every Tuesday
7:30 am - starting March 9



CATCH KIDS CLUB
powered by TARGET
fueled by Ocean Spray
Every Friday 4:30 - 6:00pm

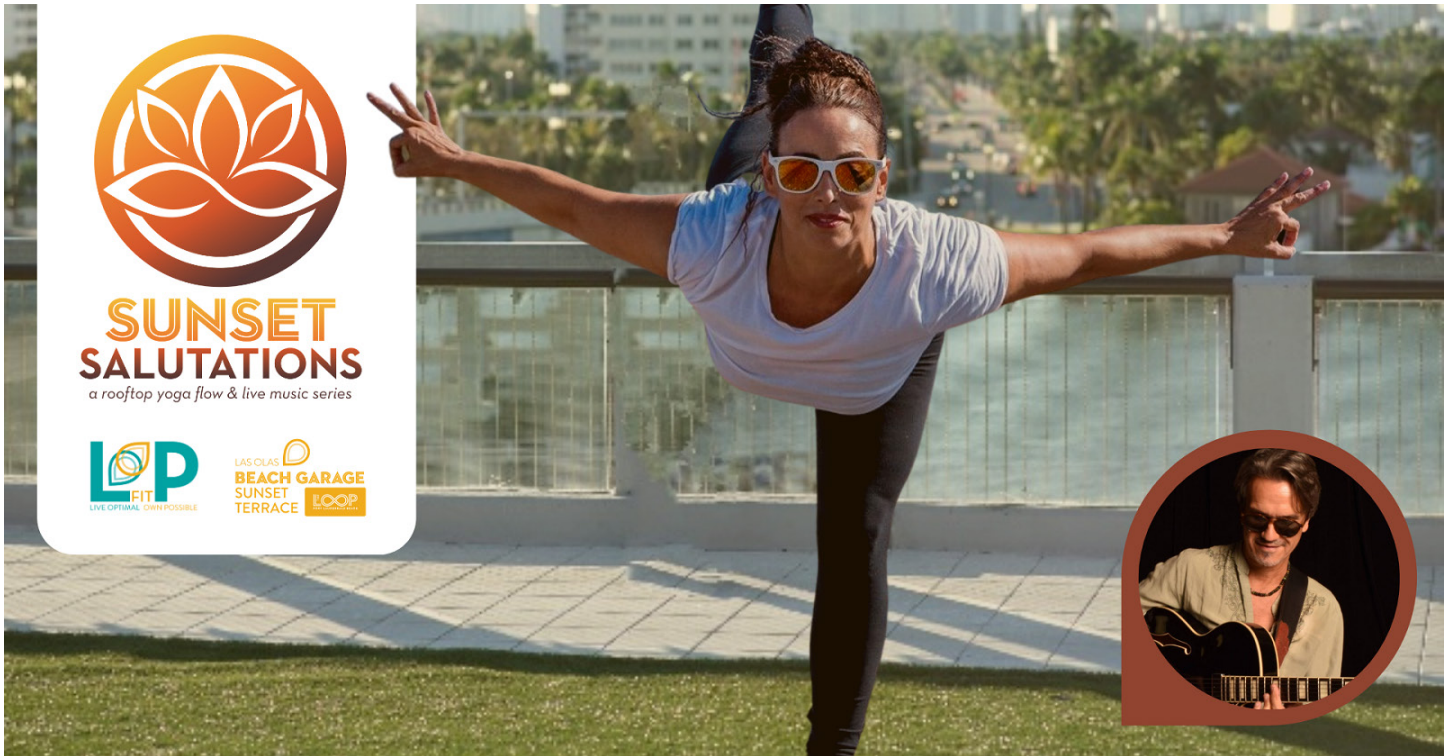


FOOTBALL BOOTCAMP
with Dr. Hugh E. Gordon
Every Thursday (8 Weeks) at 6pm
Dates TBD



HEALTH & FITNESS PROGRAMING SPONSORSHIP OPPORTUNITIES

SUNSET SALUTATIONS MONTHLY NEW MOON YOGA



SUNSET SALUTATIONS

Thursday's Monthly Coinciding with the New Moon

LO/OP Fit Yoga Instructor, Lisa Pumper, invites guests to an all-levels yoga flow class on the rooftop of the Las Olas Beach Garage. The evening promises a star-filled night of self care & love, set to a melodic fusion of music genres, performed live by local acoustic musicians.

The session winds down with a New Moon Meditation and Manifesting to settle your thoughts and set your intentions.

This is a ticketed event limited to 40 guests to provide an intimate experience. Ticket price includes parking and after class refreshments, and opportunity to connect.

MAXIMUM ATTENDANCE: 40

COST: Single Advance \$29 / Couple \$49

This is a County Approved / Covid Compliant Event

PROGRAM SPONSORS

