



## Memorandum

**Memorandum No: 21-044**

**Date:** May 20, 2021

**To:** Honorable Mayor and Commissioners

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

**Re:** Great American Beach Party Parking Rates

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The Great American Beach Party is scheduled for Saturday, May 29<sup>th</sup> at the Las Olas Oceanside Park. The City will utilize Almond Avenue and Banyan Street for vehicle staging and employee parking; they will not be available for general public parking.

In accordance with Section 26-161(5) of the City of Fort Lauderdale Code of Ordinances, I am authorized 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.*

Please accept this memo as written notification that there will be a special single-entry rate of \$20.00 per space at parking lots and garages on the barrier island during the 2021 Great American Beach Party. The single-entry rate will be charged on the event day from 8:00 a.m. to 6:00 p.m. and provides parking privileges until midnight. On-street parking spaces will charge regular hourly rates throughout the Beach Party event.

City staff has created marketing materials and will provide notice to the public through the City's website and social media channels. During the event, electronic message boards and signage will be strategically deployed to provide rate information and wayfinding information.

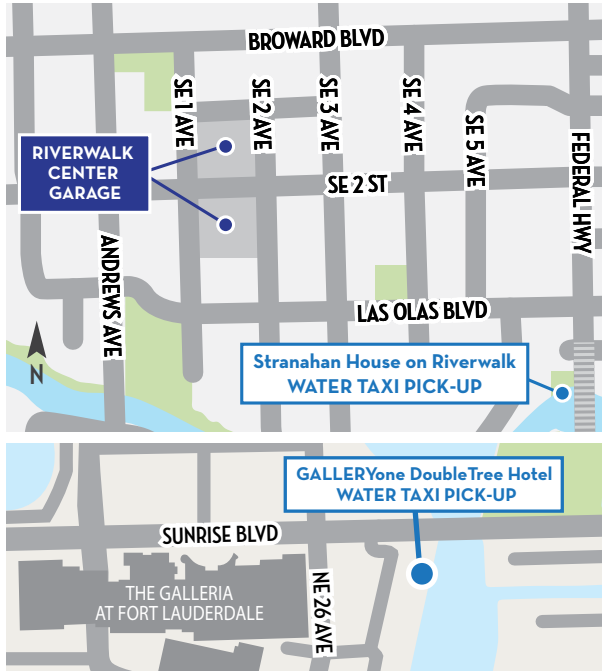
For further information on this initiative, please contact Ben Rogers, Director of Transportation and Mobility, at [brogers@fortlauderdale.gov](mailto:brogers@fortlauderdale.gov).

Attachment: 2021 Great American Beach Party Parking Information

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 Directors  
CMO Managers

# TRAVEL STRESS FREE!

Avoid the traffic jam and the hunt for a parking space. Instead, enjoy a quick ride by the sea!



## DOWNTOWN PARKING

**Riverwalk Center Garage** - 150 SE 2nd St.

Hourly rates apply

- Registered Residents: \$1.50/hour
- Visitors: \$3/hour

## WATER TAXI PICK-UP

*Departs every 30 minutes with nonstop service to Las Olas Marina.*

- Runs 9 a.m. to 8 p.m.
- Round Trip: \$5 per person, \$2 seniors (Active military and kids under 3 are free)
- www.watertaxi.com

**Stranahan House on Riverwalk**

Stop #1 - 420 SE 6th Ave.

**GalleryOne DoubleTree Hotel** (next to Galleria Mall)

Stop #7 - 2670 E Sunrise Blvd. (on Intracoastal)

# GREAT AMERICAN BEACH PARTY TRAFFIC ADVISORY

Las Olas Boulevard between A1A and Seabreeze Boulevard will be closed from 5:30 a.m. to 10:00 p.m. on Saturday, May 29. Northbound A1A traffic may access turnarounds at Poinsettia and Cortez Streets. Southbound A1A traffic may access turnaround at SE 5th Street. Motorists should expect heavy traffic and are encouraged to avoid the area and seek alternate travel routes or transportation.



**SATURDAY, MAY 29, 2021**

**11:30 AM - 6:30 PM**

**LAS OLAS OCEANSIDE PARK**

**3000 E. LAS OLAS BLVD**

## FREE EVENT FEATURING

- LIVE BANDS • KIDS ZONE
- SAND SCULPTING DEMONSTRATION
- ART SHOW • CLASSIC CAR SHOW
- SOCOM PARA-COMMANDOS
- TRIBUTE TO THE U.S. ARMED FORCES



**FEATURING LONESTAR**  
WITH TOP HITS  
"NO NEWS," "AMAZED,"  
& "I'M ALREADY THERE"

[WWW.FORTLAUDERDALE.GOV/GABP](http://WWW.FORTLAUDERDALE.GOV/GABP)

(954) 828-5363





# GREAT AMERICAN BEACH PARTY

## EVENT SCHEDULE\*



TIME	EVENT	LOCATION
9:00 AM - 4:00 PM	Farmer's Market	Las Olas Intracoastal Promenade
11:30 AM - 1:00 PM	Sand Sculpting Demonstration	Las Olas Oceanside Park
11:30 AM - 6:30 PM	Classic Car Show	Las Olas Blvd. between A1A & Seabreeze Blvd.
11:30 AM - 6:30 PM	Family Activities: Native Village, Face Painting, Arts & Crafts, and Water Feature	Las Olas Oceanside Park
11:30 AM - 6:30 PM	Ponies and Petting Zoo	SE corner of Las Olas Blvd. & Las Olas Circle
11:00 AM - 6:30 PM	Art Show, Vendors, and Exhibits	Las Olas Oceanside Park
Noon - 2:00 PM	Pitbull of Blues (Rock & Roll)	Las Olas Oceanside Park Stage
2:00 - 2:30 PM	SOCOM Para-Commandos Parachute and Tribute to the U.S. Armed Forces	On Beach South of Las Olas Blvd.
3:00 - 4:15 PM	Big Harvest (Reggae)	Las Olas Oceanside Park Stage
4:45 - 6:15 PM	Lonestar (Country)	Las Olas Oceanside Park Stage

\*Schedule subject to change.

Visit [www.fortlauderdale.gov/gabp](http://www.fortlauderdale.gov/gabp) for parking and event details.

Funding for this event is provided in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and the Greater Fort Lauderdale Convention & Visitors Bureau. If you would like this publication in an alternate format or if you need reasonable accommodation to participate in this event, please call to 954-828-7275 (PARK) and parksinfo@fortlauderdale.gov.



REGULAR RATES APPLY TO ALL OTHER ON-STREET PARKING.  
 Registered Residents: \$1.50/hour • Visitors: \$4/hour  
 Residential Beach Parking Permits are not valid during special events.