



Memorandum

Memorandum No: 21-052

Date: June 23, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: Fourth of July Spectacular - Event Parking Rates

The Fourth of July Spectacular is scheduled for Sunday, July 4th on A1A, south of Las Olas Boulevard from noon until 9:30 p.m. 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 Fourth of July Spectacular. The single-entry rate will be charged on the event day beginning at 7:00 a.m. and provides parking privileges until midnight. On-street parking spaces will charge regular hourly rates throughout the Fourth of July 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 and wayfinding information.

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

Attachment: DRAFT 2021 Fourth of July Spectacular 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

Event Schedule*

★ Noon - 5 PM ★

Family Zone: Water Slides
Fort Lauderdale Beach South of Las Olas

★ Noon - 5 PM ★

Family Zone: DJ, Face Painting,
Arts & Crafts, Games, & Contests
Las Olas Oceanside Park

★ Noon - 1 PM ★

Patriotic Concert
Las Olas Oceanside Park

★ 2:00 - 3:15 PM ★

Miami Sound-Byte Band
Las Olas Oceanside Park

★ 3:30 - 4:00 PM ★

Walk of Fame Induction Ceremony
Las Olas Oceanside Park

★ 4:00 - 4:30 PM ★

Eating Contests
Las Olas Oceanside Park

★ 4:30 - 6:45 PM ★

Big City Dogs
Fort Lauderdale Beach South of Las Olas

★ 7:30 - 9:00 PM ★

THE BEACH BOYS
Fort Lauderdale Beach Stage

★ 9:00 PM ★

Fireworks Show
Fort Lauderdale Beach Over the Atlantic Ocean

*Schedule subject to change.



Enjoy FREE live music under the stars!
Fridays | 7-10 PM | Holiday Park
(E. Sunrise Blvd. and Federal Hwy.)

JUNE 18

Motown Magic (Motown)

JUNE 25 (6:45 PM Start)

Irish Evening
(U2byUV, Fineans, Police Pipe & Drums, Irish Dancers)

JULY 2

Smooth STB (Santana Tribute)

JULY 9

Mikey's Hotswing Latin Band (Latin)

JULY 16

Valerie Tyson Band (R&B)

JULY 23

Andrew Morris Band (Country)

JULY 30

Miami Sound-Byte Band (Rock, Pop, Funk, & Motown)

AUGUST 6

Shane Duncan Band (Ultimate Party Band)

AUGUST 13

Southern Blood (Southern Rock)



(954) 828-5363 | www.fortlauderdale.gov



@PLAYLAUDERDALE

If you would like this publication in an alternate format or if you need reasonable accommodation to participate in this event, please call (954) 828-7275 or email parksinfo@fortlauderdale.gov.



FORT LAUDERDALE BEACH
NOON - 9:30 PM
A1A SOUTH OF LAS OLAS BLVD

THIS YEAR'S HEADLINER

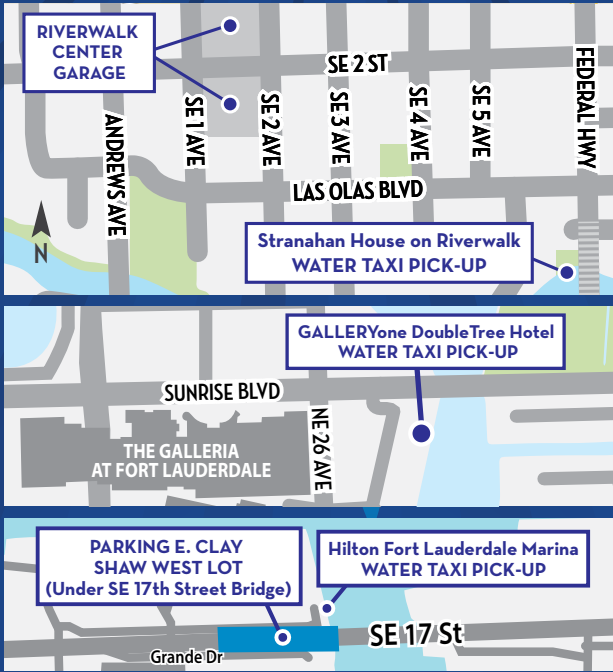


Fireworks Show

★★★ AT 9:00 PM ★★★



GET TO THE EVENT STRESS FREE!



WATER TAXI PARKING (Hourly Rates Apply)

- Riverwalk Center Garage 150 SE 2nd St.**
- Registered Residents: \$1.50/hour Visitors: \$3/hour
- The E. Clay Shaw Lot West Under the 17th St. Bridge**
- Registered Residents: \$1/hour Visitors: \$3/hour

WATER TAXI PICK-UP

- Departs every 30 minutes with nonstop service to Las Olas Marina. Last trip to the Beach for the fireworks show departs at 8 p.m.*
- Runs 10 a.m. to 11 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.
- Hilton Fort Lauderdale Marina**
Stop #4 - 1882-2098 SE 17th St.
- GalleryOne DoubleTree Hotel next to Galleria Mall**
Stop #7 - 2670 E. Sunrise Blvd. (on Intracoastal)

BEACH PARKING



MAP LEGEND

- CITY PARKING LOTS \$20 EVENT RATE Honored Until Midnight
- ROAD CLOSED
- ROAD CLOSED 7 PM - MIDNIGHT
- TRAFFIC FLOW 7 PM - MIDNIGHT

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.

TRAFFIC ADVISORY

Expect traffic congestion and plan travel times accordingly

- If you live close to the beach, consider walking or riding a bike. Please use crosswalks and be visible.
- If you live north of Las Olas Boulevard, please access the beach via Sunrise Boulevard to avoid traffic congestion.
- Las Olas Boulevard is closed to vehicular traffic between Seabreeze Boulevard and A1A.
- Water Transportation will operate from 10 a.m. to 11 p.m. Pick-up is at 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) and Hilton Fort Lauderdale Marina (Stop #4 - 1882-2098 SE 17th St.). Drop-off will be at Las Olas Marina on east side of Intracoastal. Last trip to the Beach for the fireworks show departs at 8 p.m.
- If you drive and park at the beach, expect delays. Please consider carpooling or using rideshare (Uber, Lyft, taxi, etc).

Traffic Advisory from 7 PM - Midnight

- The following traffic restrictions will be in effect on July 4th from 7 p.m. - Midnight:
- Southbound traffic on Seabreeze Boulevard will be diverted to Las Olas Boulevard westbound.
 - Eastbound traffic on Las Olas Boulevard will be diverted south on Seabreeze Boulevard.
 - The Oasis Turnaround (south of the Aquatic Complex) will be closed.
 - Las Olas Boulevard will be closed to vehicular traffic between Seabreeze Boulevard and A1A.

VISIT WWW.FORTLAUDERDALE.GOV/JULY4 FOR PARKING AND EVENT DETAILS.