



Memorandum

Memorandum No: 21-105

Date: November 9, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Subject: Fort Lauderdale Pride Festival

On September 21, 2021, the City Commission approved an application for temporary beach license, outdoor event agreement, and extended road closures with Greater Fort Lauderdale Pride, Inc. for Pride Fort Lauderdale Parade and Festival, a two-day event on Fort Lauderdale Beach.

Greater Fort Lauderdale Pride, Inc. is a 501(c)3 nonprofit, charitable organization and is governed by a volunteer board of directors that represent the diverse LGBTQ+ community of South Florida. The organization exists to unite and empower the LGBTQ+ community of South Florida through leadership development, educational scholarships, community grants and events that reflect our values of Participation, Respect, Integrity, Diversity and Education.

The 2021 Pride Festival is scheduled for Saturday, November 20th and Sunday, November 21st, 2021. The festival will include a flag raising ceremony, parade, and the Fort Lauderdale Beach Park Parking Lot will include three stages of entertainment, 150 vendors, and various events scheduled throughout both days. The event will also observe the Transgender Day of remembrance on November 20th that honors the memory of the transgender people whose lives were lost in acts of anti-transgender violence.

As a display of the City's support for inclusivity and the Transgender Day of Remembrance, the City will be programming the Las Olas Parking Garage façade lights to promote awareness of planned events. Additionally, the City will be installing a temporary asphalt graphic decals on Sebastian Street between Seabreeze Boulevard and Fort Lauderdale Beach Boulevard. The large asphalt decal will be approximately 18' x 75' and display an inclusive flag pattern. The asphalt decal graphic is temporary and will be removed once it can no longer be maintained.

If you have any questions, please contact Ben Rogers, Director of Transportation and Mobility, at brogers@fortlauderdale.gov.

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