



Memorandum

Memorandum No: 21-110

Date: November 16, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: Pride Fort Lauderdale Parking Rates

Pride Fort Lauderdale is scheduled for Saturday, November 20th and Sunday, November 21st, 2021, at Fort Lauderdale Beach Park.

Pride Fort Lauderdale will utilize the Fort Lauderdale Beach Park Friday, November 19th through Sunday, November 20th, 2021. SE 5th Street, Windamar Street and Viramar Street for event staging Saturday 7:00am – 2:00pm and 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 during the 2021 Pride Fort Lauderdale event, the following parking locations will have single-entry parking rates of:

- Las Olas Garage (201 Las Olas Circle): \$30.00 / space / day
- Sebastian Lot (A1A and Sebastian Street): \$30.00 / space / day
- DC Alexander Lot (500 Seabreeze Blvd): \$30.00 / space / day
- E. Clay Shaw Lot (Under 17th Street Bridge): \$30.00 / space / day
- W. Clay Shaw Lot (Under 17th Street Bridge): \$30.00 / space / day
- On-Street Parking: Hourly Rates

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

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

Attachment: 2021 Pride Fort Lauderdale Parking Facilities Status

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

STATUS OF CITY PARKING FACILITIES FOR THE PRIDE FORT LAUDERDALE PARADE & FESTIVAL NOVEMBER 20-21, 2021

1 Las Olas Garage

200 E. Las Olas Circle
Garage capacity: 600
\$30 event rate*

2 Sebastian Street Lot

3031 Sebastian Street
(A1A and Sebastian Street)
Lot capacity: 70
\$30 event rate*

3 SE 5 Street

SE 5th Street and A1A
• **CLOSED** to the public
Sat., Nov. 20 from 7 a.m. - 2 p.m.

4 DC Alexander Lot

SE 5th Street and A1A
Lot capacity: 30
\$30 event rate*

5 Fort Lauderdale Beach Park Lot

700 Seabreeze Boulevard
• **CLOSED** to the public
Sat., Nov. 20 - Sun., Nov. 21

6 E. Clay Shaw East Lot

2150 SE 17th Street
(Under SE 17th Street Bridge)
Lot capacity: 85
\$30 event rate*

7 W. Clay Shaw West Lot

1881 SE 17th Street
(Under SE 17th Street Bridge)
Lot capacity: 115
\$30 event rate*

On-Street Parking

- 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.

* Event rate in effect Saturday, November 20 and Sunday, November 21 from 9 a.m. to 7 p.m. Event rate will be honored until midnight on the day of purchase.

FOR MORE INFORMATION VISIT
pridefortlauderdale.org

If you would like this publication in an alternate format, please call (954) 828-4755 or email strategiccommunications@fortlauderdale.gov.

