



Memorandum

Memorandum No: 21-114

Date: November 29, 2021

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Re: Audacy Beach Festival Fort Lauderdale Parking Rates

Audacy Beach Festival is scheduled for Saturday, December 4th and Sunday, December 5th, 2021, at the Fort Lauderdale Beach Park.

The festival will utilize portions of the Fort Lauderdale Beach Park starting Friday, November 26th through Tuesday, November 30th for preliminary set up. Wednesday, December 1st through Wednesday, December 8th Audacy has the entire Fort Lauderdale Beach Park to complete setup, event days and breakdown.

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 Audacy Beach Festival the following parking locations will have single-entry parking rates of:

- Las Olas Garage (201 Las Olas Circle): \$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
- Sebastian Lot (A1A and Sebastian Street): \$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 Audacy Beach Festival 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 AUDACY BEACH FESTIVAL DECEMBER 4-5, 2021

Pay for parking using the PayByPhone app or at pay stations with cash or credit cards.



1 Las Olas Garage

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

2 DC Alexander Lot

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

3 Fort Lauderdale Beach Park Lot

700 Seabreeze Boulevard
• **CLOSED** to the public from
Wed., Dec. 1 - Wed., Dec. 8

4 E. Clay Shaw East Lot

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

5 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, December 4 and Sunday, December 5 from 9 a.m. to 7 p.m. Event rate will be honored until midnight on the day of purchase.

FOR MORE INFORMATION VISIT
www.audacybeachfestival.com

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



CITY OF FORT LAUDERDALE