



## Memorandum

**Memorandum No: 21-120**

**Date:** December 7, 2021

**To:** Honorable Mayor and Commissioners

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

**Re:** Seminole Hard Rock Winterfest Boat Parade Parking Rates

The 50<sup>th</sup> Annual Seminole Hard Rock Winterfest Boat Parade is scheduled to take place Saturday, December 11, 2021, at 6:30pm.

The 12-mile parade route starts at the Stranahan House, traveling east along the New River to the Intracoastal Waterway then north to Lake Santa Barbara in Pompano Beach.

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 Seminole Hard Rock Winterfest Boat Parade, the following parking locations will have single-entry parking rates of:

- Riverwalk Center Garage (150 SE 2<sup>nd</sup> Street) \$20.00 / space
- Riverhouse Lot (220 SW 3<sup>rd</sup> Avenue) \$20.00 / space
- County Lot I (400 SE 1<sup>st</sup> Avenue) \$20.00 / space
- County Lot II (80 SW 1<sup>st</sup> Avenue) \$20.00 / space
- Las Olas Garage (201 Las Olas Circle): \$20.00 / space
- Bridgeside Place Garage (3020 NE 32<sup>nd</sup> Ave) \$20.00 / space
- 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](mailto:brogers@fortlauderdale.gov).

Attachment: 2021 Seminole Hard Rock Winterfest Boat Parade 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



# WINTERFEST BOAT PARADE



## DECEMBER 11, 2021 | 6:30 PM

Parade begins in Downtown Fort Lauderdale

[www.winterfestparade.com](http://www.winterfestparade.com)

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



### 1 Riverwalk Center Garage

150 SE 2nd Street

**\$20 Event Rate:** 4 pm-10 pm\*

### 2 Riverhouse Lot

220 SW 3rd Avenue

**\$20 Event Rate:** 4 pm-10 pm\*

### 3 County Lot I

400 SE 1st Avenue

**\$20 Event Rate:** 4 pm-10 pm\*

### 4 County Lot II

80 SW 1st Avenue

**\$20 Event Rate:** 4 pm-10 pm\*

### 5 Las Olas Garage

201 Las Olas Circle

**\$20 Event Rate:** 7 am-10 pm\*

### 6 Bridgeside Place Garage

3020 NE 32nd Avenue

**\$20 Event Rate:** 3 pm-11 pm\*

### 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 will be honored until midnight on the day of purchase.

FOR MORE INFORMATION VISIT  
[www.winterfestparade.com](http://www.winterfestparade.com)

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

