



**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** June 3, 2014

**TITLE:** Motion approving event agreements and related road closings: Farmers  
Market at Broward Medical Center and Las Olas Sunday Market.

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**Recommendation**

It is recommended that the City Commission approve event agreements with related road closings and authorize the proper City officials to execute on behalf of the City of Fort Lauderdale with Florida Fresh Market Enterprises, Inc. and ROS Enterprises and the Downtown Fort Lauderdale Civic Association.

**Background**

City staff has been working closely with each event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. The Police Department recommends approval of the closing of the City streets where appropriate, and event parking has been satisfactorily arranged. When applicable, amplified music was discussed and event organizers were advised of the noise ordinance and possible concerns.

Organizers will pay for all event costs and submit the required certificates of insurance. Event organizers will also secure all other necessary permits and licenses that are required from other agencies. Civic and merchant associations have been notified as appropriate regarding events in their areas. Specific event details are included in each event application as attached.

Information on each event with road closing is as follows:

**Event 1:**

Applicant: Florida Fresh Market Enterprises, Inc.  
Event Name: Farmers Market at Broward Medical Center  
Date/Time: Tuesday's June 3- September 2, 2014 (8:00am-3:00pm)  
Location: Broward Health Medical Center- 1600 S. Andrews Ave  
Road Closing: Yes- private road on hospital property. Not used for traffic.  
Alcohol: No

Amplified Music: No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 1

Event 2:

Applicant: ROS Enterprises/The Downtown Fort Lauderdale Civic Association  
Event Name: Las Olas Sunday Market  
Date/Time: Sunday's July 6- September 28, 2014 (9:00am-3:00pm)  
Location: 333 East Las Olas Blvd and SE 4<sup>th</sup> Ave and 111 East Las Olas Blvd on the Broward College Campus  
Road Closing: Yes – from SE 2<sup>nd</sup> Ave & Las Olas Blvd north to the end of the College property (7:00am- 4:00pm events days on Sunday)  
Alcohol: No  
Amplified Music: No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 2

**Strategic Connection**

This item is a Press Play Fort Lauderdale Strategic Plan 2018 initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events and sports

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here.

Authorization for the execution of Event Agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

**Resource Impact**

There is no fiscal impact associated with this CAM.

Attachments:

Exhibit 1 – Farmers Market at Broward Medical Center  
Exhibit 1a – Farmers Market Site Plan  
Exhibit 2 – Las Olas Sunday Market  
Exhibit 2a – Las Olas Sunday Market Site Plan

Prepared by: Carolyn Bean, Administrative Assistant

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