



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#17-1137

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

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

DATE: October 3, 2017

TITLE: Motion to Approve Event Agreements and Related Road Closings:
Halloween Celebration, Making Strides Against Breast Cancer, Comeback
Trail and 6th Annual Merrill Lynch Bull Run

Recommendation

It is recommended that the City Commission approve event agreements with related road closings with Downtown Himmarshee Village Association, Inc., American Cancer Society, Inc., National Stroke Association, Inc., and Wildside Online, LLC and authorize execution of the agreements by the City Manager.

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.

Where applicable, the City Commission authorizes amplified music for the events listed below.

The event organizer, Downtown Himmarshee Village Association, Inc., did not execute an Event Agreement before holding its previous event in the City of Fort Lauderdale. City staff will work closely with the Event Organizer to ensure that the proposed Event Agreement is timely executed prior to the requested event.

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

Event 1:

Applicant: Downtown Himmarshee Village Association, Inc.
Event Name: Halloween Celebration
Date/Time: Saturday, October 28, 2017 (6:00pm- 1:00am)
Location: SW 2nd Street between SW 2nd- 3rd Ave
Road Closing: Yes- (see attached site plan)
Alcohol: Yes
Amplified Music: Yes- (6:00pm- 1:00am) *
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 1

*This event is in the entertainment district

Event 2:

Applicant: American Cancer Society, Inc.
Event Name: Making Strides Against Breast Cancer
Date/Time: Saturday, October 28, 2017 (5:00am- 2:00pm)
Location: Huizenga Plaza- 32 E. Las Olas Blvd.
Road Closing: Yes- (see attached race route)
Alcohol: No
Amplified Music: Yes- (8:00am- 11:00am)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 2

Event 3:

Applicant: National Stroke Association, Inc.
Event Name: Comeback Trail
Date/Time: Saturday, November 11, 2017 (6:00am- 1:00pm)
Location: Esplanade Park- 401 SW 2nd Street
Road Closing: Yes- see attached walk route
Alcohol: No
Amplified Music: Yes- (8:00am- 12:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 3

Event 4:

Applicant: Wildside Online, LLC
 Event Name: 6th Annual Merrill Lynch Bull Run
 Date/Time: Saturday, November 25, 2017 (7:30am-9:00am)
 Location: Merrill Lynch Building- 450 E. Las Olas Blvd
 Road Closing: Yes- (see attached race route)
 Alcohol: No
 Amplified Music: Yes- (8:00am-9:00am)
 Insurance Required: Yes
 Banners: No
 Pending Code Violations: No
 Application Fee: \$200.00
 Exhibit: 4

Resource Impact

Revenue related to these agreements is included in the FY 2018 operating budget in the accounts listed below.

<i>Funds available as of October 1, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charge for Service/Non-sponsor Charges	\$175,000	\$0	\$800
TOTAL AMOUNT ►					\$800

Strategic Connections

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*.

Attachments

- Exhibit 1 – Halloween Celebration Application
- Exhibit 1a – Halloween Celebration Site Plan
- Exhibit 1b – Halloween Celebration Agreement
- Exhibit 2 – Making Strides Against Breast Cancer Application
- Exhibit 2a – Making Strides Against Breast Cancer Site Plan
- Exhibit 2b - Making Strides Against Breast Cancer Walk Route
- Exhibit 2c – Making Strides Against Breast Cancer Agreement
- Exhibit 3 – Comeback Trail Application

Exhibit 3a – Comeback Trail Site Plan
Exhibit 3b – Comeback Train Agreement
Exhibit 4 – 6th Annual Merrill Lynch Bull Run Application
Exhibit 4a – 6th Annual Merrill Lynch Bull Run Race Route
Exhibit 4b – 6th Annual Merrill Lynch Bull Run Agreement

Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation