



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

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

DATE: May 19, 2015

TITLE: Motion to Authorize Agreement with AEG Live SE, LLC, for Lauderdale Live

Recommendation

It is recommended that the City Commission approve an agreement with AEG Live SE, LLC, in substantially the form attached, for a three-day music event, subject to the City Attorney's approval.

Background

The City of Fort Lauderdale has been approached by AEG Live SEC, LLC to produce this three-day music event. An anticipated 3,000 patrons are expected to attend this event to enjoy artists from various music genre's. The kickoff event will be held at Huizenga Park on Friday, June 19, 2105 from 6:00pm to 10:00pm, Saturday, June 20, 2015 from 2:00pm to 10:00pm and Sunday, June 21, 2015 from 2:00pm to 10:00pm.

The promoter has met with the owner of Huizenga Plaza, Downtown Development Authority (DDA), and has received approval from the DDA to use this site for the event. The promoter has also met with City staff (police, fire, code enforcement, parking and parks & recreation) to go over event logistics.

The promoter will be responsible to provide public safety at the event site and event impact areas and shall include, without limitation, crowd control, traffic management, fire-rescue, emergency medical services and police services. The promoter will provide copies of all appropriate permits and licenses required by the City's building services and fire department, including but not limited to, permits for tents, merchandise, food and beverage vendors and electrical connections. The promoter is responsible to obtain, pay for and keep in force continuously during the time period from midnight, the day before set-up before the event begins to midnight the day the breakdown of the event is completed, comprehensive general liability insurance, including products and completed operations, property damage, bodily injury and contractual liability and automobile liability including coverage for all owned, borrowed, hired or non-owned vehicles. The promoter is responsible to arrange and coordinate all parking at City

facilities and any transit services from these facilities to the event site. The City agrees to invoice the promoter at the approved special event parking rate.

Event:

Applicant: AEG Live SE LLC
Event Name: Lauderdale Live
Date/Time: Friday, June 19, 2015 (6:00pm- 10:00pm), Saturday, June 20, 2015 (2:00pm-10:00pm), Sunday, June 21, 2015 (2:00pm- 10:00pm)
Location: Huizenga Plaza- 32 East Las Olas
Road Closing: Yes –Las Olas Blvd between Andrews Ave and SE 1st Ave
Alcohol: Yes
Amplified Music: Yes- (2:00pm-10:00pm) event days
Insurance Required: Yes
Banners: Yes
Pending Code Violations: No

Resource Impact

There is no fiscal impact associated with this action.

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*.

Attachment:

Exhibit 1 – Lauderdale Live Site Plan
Exhibit 2 – Lauderdale Live Traffic Plan

Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg, Parks and Recreation