



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

**#14-0121**

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

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

**DATE:** February 4, 2014

**TITLE:** Motion approving event agreements and related road closings: DHL  
Focus, MagnaCare, March for Cancer, 14th Annual Riverwalk Run, Take  
Steps Walk and 2575 Triathlon.

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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 DHL, MagnaCare Administrative Services, Redline Media Group, LLC, Crohn's & Colitis Foundation of America and Miami Tri Events, LLC.

**Background**

City staff has been working closely with each event organizers regarding 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.

Event Organizers will pay for all related 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: DHL

Event Name: DHL Focus

Date/Time: Monday, February 10, 2014 (4:30pm-7:30pm)

Location: Westin Hotel

Road Closing: No- group will use east sidewalks from Granada Street North to Sunrise Blvd (see attached race route)

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

Event 2:

Applicant: MagnaCare Administrative Services  
Event Name: MagnaCare  
Date/Time: Monday, February 17, 2014 (8:00am –11:00pm)  
Location: Revolution Live- 100 SW 3<sup>rd</sup> Ave  
Road Closing: Yes- see attached site plan  
Alcohol: Yes  
Amplified Music: Yes (3:00pm –11:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 2

Event 3:

Applicant: Redline Media Group, LLC  
Event Name: March for Cancer  
Date/Time: Saturday, March 15, 2014 (6:00am-3:00pm)  
Location: Birch State Park  
Road Closing: Yes (see attached parade route)  
Alcohol: No  
Amplified Music: Yes- (9:00am-3:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 3

Event 4:

Applicant: Junior League of Greater Fort Lauderdale  
Event Name: 14<sup>th</sup> Annual Riverwalk Run  
Date/Time: Saturday, March 22, 2014 (7:00am- 10:00am)  
Location: Huizenga Plaza- 32 East Las Olas Blvd  
Road Closing: Yes- (see attached site plan)  
Alcohol: No  
Amplified Music: Yes- (8:00am- 10:00am)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 4

Event 5:

Applicant: Crohn's & Colitis Foundation of America  
Event Name: Take Steps Walk  
Date/Time: Saturday, April 5, 2014 (9:00am- 11:30am)  
Location: Huizenga Plaza- 32 East Las Olas Blvd  
Road Closing: Yes- (see attached walk route)  
Alcohol: No  
Amplified Music: Yes- (9:00am- 11:30am)  
Insurance Required: Yes  
Banners: No  
Pending Violations: No  
Exhibit: 5

Event 6:

Applicant: Miami Tri Events, LLC  
Event Name: 2575 Triathlon  
Date/Time: Sunday, March 16, 2014 (6:30am- 10:00am)  
Location: D C Alexander Park  
Road Closing: Yes- (see attached walk route)  
Alcohol: No  
Amplified Music: Yes- (7:00am- 10:00am)  
Insurance Required: Yes  
Banners: No  
Pending Violations: No  
Exhibit: 6

**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 – DHL Focus
  - Exhibit 1a – DHL Focus Race Route
  - Exhibit 2 – MagnaCare
  - Exhibit 2a – MagnaCare Site Plan
  - Exhibit 3 – March for Cancer
  - Exhibit 3a – March for Cancer Route
  - Exhibit 4—14<sup>th</sup> Annual Riverwalk Run
  - Exhibit 4a – 14<sup>th</sup> Annual Riverwalk Run Site Plan
  - Exhibit 5—Take Steps Walk
  - Exhibit 5a – Take Steps Walk Route
  - Exhibit 6 – 2575 Triathlon App
  - Exhibit 6a – 2575 Site Plan Part 1, 2 and 3
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Prepared by: Carolyn Bean, Administrative Assistant

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