



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

**#12-2395**

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

**FROM:** Lee Feldman, City Manager

**DATE:** November 6, 2012

**TITLE:** Ordinance – Declaring December 1, 2012 to January 20, 2013 as a Public Purpose Special Event known as the 2013 Discover Orange Bowl and 2013 Discover BCS (Bowl Championship Series) National Championship allowing for a limited temporary exemption from Section 47-22 Sign Requirements.

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**Recommendation**

It is recommended that the City Commission approve an ordinance on first reading declaring December 1, 2012 to January 20, 2013 as a Public Purpose Special Event known as the 2013 Discover Orange Bowl and 2013 Discover BCS National Championship allowing temporary exemptions from Section 47-22, Sign Requirements.

**Background**

The Orange Bowl Committee was created in 1935 with the mission of generating tourism for South Florida through an annual football game and supporting events. Special events hosted by the Orange Bowl attract tourism and generate economic impact to the City of Fort Lauderdale on an annual basis.

Official Orange Bowl festivities begin on December 2, 2012 and continue through January 20, 2013. The upcoming year will mark an occasion of two historic BCS football games in South Florida. The 2013 Discover Orange Bowl game will be played on Tuesday, January 1, 2013 and the Discover BCS National Championship game will be played on Monday, January 7, 2013. It is estimated that over 300,000 college football fans, spectators and participants will take part in both football games and the associated Orange Bowl Festival events.

The City of Fort Lauderdale will be the host venue for the Discover Orange Bowl media center and the Discover BCS National Championship media center, ESPN's headquarters, and two of the teams and their bands will also stay at City of Fort Lauderdale properties. Discover, the title sponsor, will also be hosting their clients and

staff in the City of Fort Lauderdale. Additional sport facilities will also be utilized for two teams to practice leading up to the games.

According to the Orange Bowl Committee, it is estimated the last time the Orange Bowl double was hosted in 2008-09, the bowl games and festival events generated nearly \$200 million in economic impact and added media value for South Florida as a whole during one of the worst economic downturns South Florida has experienced. This figure is over and above the direct support the Orange Bowl provides in a variety of areas on an annual basis. The two Orange Bowl games and associated events attract visitors, players, performers, revelers, and the media to the City of Fort Lauderdale for an extended period of time (the average length of stay for visitors in 2008-2009 was 4.49 days).

As indicated above, the annual Orange Bowl (which for 2013 includes the Discover Orange Bowl game and Discover BCS National Championship game) and associated festivals leading up the games have a direct economic impact to South Florida and the City of Fort Lauderdale. To that end, the Orange Bowl Committee is requesting the City approve a Public Purpose Special Event that would allow for temporary exemptions to Section 47-22, *Sign Requirements*, of the Unified Land Development Regulations for the period of time from December 1, 2012 to January 20, 2013.

This would allow for signage to be produced and installed in locations along A1A (Fort Lauderdale Beach Blvd) and on structures, both public and private, as well as a parking garage located in the City of Fort Lauderdale.

For more information please see the Orange Bowl Committee's narrative attached as Exhibit 1 and the proposed Public Purpose Special Event ordinance attached as Exhibit 2.

### **Resource Impact**

There is no fiscal impact associated with this action.

### **Attachment(s)**

Exhibit 1 – Orange Bowl Committee Narrative

Exhibit 2 – Public Purpose Special Event Ordinance

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Prepared By: Anthony G. Fajardo, Acting Zoning Administrator

Department Director: Greg Brewton, Sustainable Development