



REGULAR MEETING

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

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

DATE: December 17, 2013

TITLE: Resolution Approving War Memorial Auditorium (WMA) License
Agreements

Recommendation

It is recommended that the City Commission approve a Resolution authorizing the Parks and Recreation Director or his or her designee to execute War Memorial Auditorium (WMA) License Agreements in substantially the form attached as Exhibit 1, and a License Agreement for the Suncoast Gun Show in substantially the form attached as Exhibit 2,

Background

War Memorial Auditorium hosts over 160 event days per year, including the Suncoast Gun Show, requiring the execution of numerous License Agreements for the use of the facility. Our current agreement has been in use for well over 20 years and is in need of being brought up to current industry standards. The War Memorial Auditorium communicates with potential businesses, vendors and neighbors on a frequent basis in regards to contractual agreements for venue services.

The attached License Agreement brings the War Memorial Auditorium in line with current best practices in the performance venue industry and has been designed, in conjunction with the City Attorney's office, to be versatile for use with the various events reserved at the facility while keeping us accessible in this highly competitive industry. Exhibit 2 has been tailored for the Suncoast Gun Show.

The current process of approval goes through the Auditorium Manager and the Deputy Director for Parks and Recreation. This will remain in effect for all events at War Memorial Auditorium; per the submitted Resolution, this will update the existing authorization.

The Parks and Recreation Department will continue to review agreements and procedures in order to maintain the highest possible standards in a comprehensive

manner to serve potential businesses, vendors and neighbors in the City of Fort Lauderdale.

Resource Impact

There is no fiscal impact associated with this item.

Strategic Connections

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

- Goal 8: Facilitate a responsive and proactive business climate

Attachments

Exhibit 1 – Proposed Event Agreement

Exhibit 2 – Proposed Gun Show Agreement

Exhibit 3 – Resolution

Exhibit 4 – 1949 Resolution No. 3831

Prepared by: Carl Williams, Deputy Director

Department Director: Phil Thornburg