



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

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

DATE: December 17, 2014

TITLE: Five-year agreement for promotion of Downtown Countdown New Year's
Eve celebration with O.B. Festival Events, LLC.

Recommendation

It is recommended that the City Commission approve a motion authorizing the City Manager to execute a five-year agreement, in substantially the form attached, with O.B. Festival Events, LLC for promotion of Downtown Countdown New Year's Eve Celebration.

Background

The City of Fort Lauderdale annually organizes and operates the "Downtown Countdown" New Year's Eve Celebration that takes place in downtown Fort Lauderdale, on December 31st/January 1st of each year.

For the past three years, the City has held an agreement with OB Events which is wholly-owned by The Orange Bowl Committee, Inc. O.B. Festival Events, LLC. The partnership has been very positive with OB Events and therefore staff recommends approval of a five-year contract.

Pursuant to Section 2-189(c), Code of Ordinances of the City of Fort Lauderdale, the City Manager has determined that the services offered by OB Events are proprietary in nature and that it would be in the best interest of the City to not utilize competitive bids to purchase these services, but instead, the price and scope of services will be negotiated.

OB Events role will include marketing the event in all of their Orange Bowl Festival marketing and promotions and the securing of sponsorships to aid in the funding of the event.

The City will be responsible for all aspects of event production, staging, entertainment, management, security and operation, including, but not limited to, operations, tickets, concessions, grandstands, barricading, police, and business

administration if the Event takes place. The City grants O.B. Events a limited, non-assignable, nonexclusive license to use the City's trade name and other marks solely for the purposes of performing its responsibilities under the agreement and promotion of the event.

For sponsors signed/recruited by O.B. Events, net revenues shall be paid fifty percent (50%) to the City and fifty percent (50%) to O.B. Events.

The Orange Bowl Committee has been a great partner with the City for not only this event but also provided \$1.5 million dollars toward the improvements to the football field and new running track at Carter Park.

The attached agreement is a draft subject to review and approval by City Attorney's Office.

Resource Impact

There is no fiscal impact associated with this CAM.

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 Connected.

Attachment:

Exhibit 1 – Downtown Countdown Agreement

Prepared by: Carolyn Bean, Administrative Assistant, x5348

Department Director: Phil Thornburg, Parks and Recreation Director