



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#14-0746

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

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

DATE: June 03, 2014

TITLE: 2014 JULY 4TH SPECTACULAR - DECLARATION OF JULY 4, 2014 AS A
PUBLIC PURPOSE SPECIAL EVENT and providing limited temporary
exemption from Municipal Code, Section 8-85, as it relates to open
containers.

Recommendation

It is recommended that the City Commission adopt a resolution declaring July 4, 2014, known as July 4th Spectacular, a public purpose special event, providing for a specific limited temporary exemption from Section 8-85 of the Code of Ordinances, as it relates to open containers.

Background

On April 17, 2012 the City Commission adopted Ordinance 12-07 allowing for the designation of all future public purpose special events which provide for a limited temporary exemption from Section 8-85 or other sections of the Code of Ordinances to be done through adoption of a resolution by the City Commission of the City of Fort Lauderdale for each event.

The City of Fort Lauderdale's economic sustainability is directly tied to tourism, which, in turn, is greatly enhanced by attracting visitors to major special events. As the region's second-leading industry, tourism accounts for more than 114,000 jobs. In 2013, Greater Fort Lauderdale hosted more than 13 million visitors who spent more than \$10 billion at our hotels, restaurants, shops, businesses and entertainment venues. Hotel occupancy averaged nearly 75% and tourism generated tax revenues in excess of \$47 million derived from the 5% bed tax collected by area hotels. This year, the area is on pace to break the 13 million mark.

July 4th marks the height of the summer travel season when families plan vacations centered around the Independence Day holiday. This year, July 4th falls on a Friday, making it the perfect lead in for a an extended vacation for domestic and international visitors, a long weekend getaway for regional travelers, as well as the ideal "**staycation**" for locals who want to experience all the comforts and amenities of a vacation in their

own backyard.

In 2013, the City of Fort Lauderdale's July 4th Spectacular attracted its largest crowd in more than a decade. Building upon the momentum created by the Tortuga Festival and Great American Beach Party, this year's event looks to be one of the largest in the City's history.

The eight and half hour event will take place from 1:00 - 9:30 pm and feature live bands, family activities, patriotic music, beach games and contests. At 9:00 pm, all eyes will turn to the sky for the City's annual Fireworks Show, a dazzling display of pyrotechnics that is sure to thrill children and adults of all ages.

The July 4th Spectacular is expected to generate tremendous awareness and exposure for the City of Fort Lauderdale prior to, during, and following the event through extensive marketing, media, and public relations initiatives. It will act as a tremendous marketing tool for the City, which will strengthen Fort Lauderdale's position as a premier destination for tourism, recreation and entertainment.

As we continue to build upon our positive economic momentum, it is essential for the City of Fort Lauderdale to protect the investment we have made in this event, while providing the best opportunity for its success.

To ensure the 4th of July Spectacular can create a one-of-a-kind experience, attract an outstanding crowd, and allow the City of Fort Lauderdale to capitalize on the full economic development potential of this public purpose special event, staff recommends a temporary exemption to City ordinance relative to open containers of alcoholic beverages (Sec. 8-85) in specified entertainment and recreational areas of the City.

The resolution presented provides as follows:

1. Declares July 4, 2014 as a special event in the City of Fort Lauderdale known as July 4th Spectacular.
2. Allows outdoor consumption of alcoholic beverages in plastic cups on July 4, 2014 on A1A between the southern boundary of NE 18th Street and the northern boundary of Holiday Drive.

As always, the Parks and Recreation Department Special Events Team and the Fort Lauderdale Police Department will work closely to host a fun and safe weekend for all patrons.

Resource Impact

There is no fiscal impact associated with this item.

Strategic Connections:

June 03, 2014

14-0746

Page 2 of 3

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 Vision Plan 2035: We are Here.

Attachments:

Exhibit 1 – Ordinance C-12-07

Exhibit 2 – Section 8-85

Exhibit 3 - Resolution

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