



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

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

**DATE:** September 16, 2014

**TITLE:** Motion approving event agreements and related road closings: Farmers Market at Whole Foods Market, Las Olas Sunday Market, 27<sup>th</sup> Annual Las Olas Art Fair and 55<sup>th</sup> Annual Fort Lauderdale International Boat Show.

**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 Florida Fresh Market Enterprises, Inc., ROS Enterprises, Inc., The Las Olas Association, Inc. and Yachting Promotions, Inc.

**Background**

City staff has been working closely with each event organizer regarding event topics, such as 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.

Organizers will pay for all event 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: Florida Fresh Market Enterprises, Inc.  
Event Name: Farmers Market at Whole Foods Market  
Date/Time: Tuesday's, September 16, 2014- December 16, 2014 (4:00pm-9:00pm)  
Location: Fresh Market – 2000 N Federal Highway  
Road Closing: Yes – See Site Plan

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

Event 2:

Applicant: ROS Enterprises, Inc.  
Event Name: Las Olas Sunday Market  
Date/Time: Sunday's, October, November & December, 2014 (9:00am-3:00pm)  
Location: 333 East Las Olas Blvd and SE 4<sup>th</sup> Ave & 111 East Las Olas Blvd on the Broward College Campus.  
Road Closing: Yes – from SE 2<sup>nd</sup> Ave & Las Olas Blvd north to the end of the college property (7:00am- 4:00pm event days on Sunday)  
Alcohol: No  
Amplified Music: No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 2

Event 3:

Applicant: The Las Olas Association, Inc.  
Event Name: 27<sup>th</sup> Annual Las Olas Art Fair  
Date/Time: October 18-19, 2014, January 3-4, 2015, March 28-29, 2015 (10:00am-5:00pm)  
Location: Las Olas Blvd between SE 6<sup>th</sup>- 11<sup>th</sup> Ave  
Road Closing: Yes – Las Olas Blvd between SE 6<sup>th</sup>- 11<sup>th</sup> Ave  
Alcohol: No  
Amplified Music: No  
Insurance Required: Yes  
Banners: Yes  
Pending Code Violations: No  
Exhibit: 3

Event 4:

Applicant: Yachting Promotions, Inc.  
Event Name: 55<sup>th</sup> Annual Fort Lauderdale International Boat Show  
Date/Time: Thursday, October 3 thru Monday, November 3, 2014 (10:00am- 7:00pm)  
Location: Bahia Mar Yachting Center  
Road Closing: Yes- SE 5<sup>th</sup> street & A1A during event days only & Las Olas Circle from October 1-20 & November 2-11, 2014  
Alcohol: Yes  
Amplified Music: Yes- event days (10:00am- 7:00pm)  
Insurance Required: Yes

Banners: Yes  
Pending Code Violations: No  
Exhibit 4

**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 – Farmers Market at Fresh Market
- Exhibit 1a – Farmers Market Site Plan
- Exhibit 2 – Las Olas Sunday Market
- Exhibit 2a – Las Olas Sunday Market Site Plan
- Exhibit 3 – 27<sup>th</sup> Annual Las Olas Art Fair
- Exhibit 3a – Las Olas Art Fair Site Plan
- Exhibit 4 – 55<sup>th</sup> Annual Fort Lauderdale International Boat Show
- Exhibit 4a – Boat Show Site Plan

---

Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg