

RESOLUTION NO. 14-

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF FORT LAUDERDALE, FLORIDA, ADOPTING THE DECLARATION OF JULY 4, 2014, AS A PUBLIC PURPOSE SPECIAL EVENT KNOWN AS THE 2014 JULY 4TH SPECTACULAR IN THE CITY OF FORT LAUDERDALE; PROVIDING FOR A SPECIFIC LIMITED TEMPORARY EXEMPTION FROM SECTION 8-85 WITH REGARD TO LOCATIONS AND CONDITIONS FOR OPEN CONTAINERS DURING THIS TIME; PROVIDING FOR SEVERABILITY AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Fort Lauderdale's economic well-being is substantially dependent upon tourism, which is greatly enhanced by attracting visitors to special events; and

WHEREAS, the City of Fort Lauderdale will host the 2014 July 4th Spectacular, on the date that marks the height of the summer travel season when families plan vacations centered around the Independence Day holiday; and

WHEREAS, 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.

WHEREAS, the July 4th Spectacular is expected to generate expansive awareness and exposure for the City of Fort Lauderdale prior to, during, and following the event through extensive marketing, media, and public relations initiatives; and

WHEREAS, 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; and

WHEREAS, to ensure the City of Fort Lauderdale can capitalize on the full economic development potential of this public purpose special event, a specific limited temporary exemption from Section 8-85 of the Code of Ordinances is necessary; and

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WHEREAS, on April 17, 2012, the City Commission passed Ordinance 12-07 on second reading allowing for the designation of all future public purpose special events, which provide for a limited temporary exemption from Section 8-85 of the Code to be done through adoption of a resolution by the City Commission of the City of Fort Lauderdale for each event; and

WHEREAS, the City of Fort Lauderdale wishes to allow outdoor consumption of alcoholic beverages in plastic cups on July 4, 2014, on AIA between the southern boundary of NE 18th Street and the northern boundary of Holiday Drive;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF FORT LAUDERDALE, FLORIDA:

SECTION 1. The foregoing whereas clauses, are incorporated herein and the City Commission finds the 2014 July 4th Spectacular to be a public purpose special event that will significantly benefit the economy of the City and its businesses and citizens.

SECTION 2. Special Event. That Thursday, July 4, 2014, is hereby declared a public purpose special event in the City of Fort Lauderdale known as the 2014 July 4th Spectacular.

SECTION 3. Outdoor Consumption of Alcoholic Beverages.

- A. On July 4, 2014, individuals shall be allowed to carry and consume alcohol in plastic cups in outdoor areas, including the sidewalks, on AIA between the southern boundary of NE 18th Street and the northern boundary of Holiday Drive in the City of Fort Lauderdale.
- B. All other regulations in the Code of Ordinances of the City of Fort Lauderdale shall apply.

SECTION 4. That if any clause, section or other part of this Resolution shall be held invalid or unconstitutional by any court of competent jurisdiction, the remainder of this Resolution shall not be affected thereby, but shall remain in full force and effect.

SECTION 5. That any Resolutions, or parts thereof, in conflict herewith are hereby repealed.

SECTION 6. That this Resolution shall be in full force and effect upon final passage.

ADOPTED this the ____ day of _____, 2014.

Mayor
John P. "Jack" Seiler

ATTEST:

City Clerk
JONDA K. JOSEPH

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