



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#15-0604

TO: Honorable Mayor & Members
Fort Lauderdale City Commission

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

DATE: May 19, 2015

TITLE: Motion Authorizing Event Agreements: Farmers Market at Whole Foods Market Fort Lauderdale and Farmers Market at Broward Health Center

Recommendation

It is recommended that the City Commission authorize the City Manager to execute agreements, in which the City assumes no liability, with Florida Fresh Market Enterprises, Inc. incorporating the terms and conditions outlined within this memorandum and its exhibits, subject to the approval of the City Attorney's Office as to form.

Background

City staff has been working closely with each event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. 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.

Where applicable, the City Commission authorizes amplified music for the events listed below.

Authorization for the execution of event agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Information for each event is as follows:

Event 1:

Applicant: Florida Fresh Market Enterprises, Inc.
Event Name: Farmers Market at Whole Foods Market Fort Lauderdale
Date/Time: Tuesday's, June, July & August 2015 (4:00pm- 9:00pm)
05/19/15
15-0604

Location: Whole Foods Market- 2000 N. Federal Hwy
Road Closing: No
Alcohol: No
Amplified Music: No
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$100.00
Exhibit: 1

Event 2:

Applicant: Florida Fresh Market Enterprises, Inc.
Event Name: Farmers Market at Broward Health Center
Date/Time: Tuesday's June, July & August 2015 (9:00am- 3:00pm)
Location: Broward Health Center- 1600 S. Andrews Ave
Road Closing: No
Alcohol: No
Amplified Music: No
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$100.00
Exhibit: 2

Resource Impact

There is positive fiscal impact in the amount of \$200.00

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*.

Attachments

Exhibit 1 – Farmers Market at Whole Foods Market Fort Lauderdale
Exhibit 1a – Farmers Market at Whole Foods Market Fort Lauderdale Site Plan
Exhibit 2 – Farmers Market at Broward Health Center
Exhibit 2a – Farmers Market at Broward Health Center Site Plan

Prepared By: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg, Parks and Recreation