



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#16-1319**

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

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

**DATE:** November 15, 2016

**TITLE:** Motion to Approve an Event Agreement and Related Road Closings for  
Fort Lauderdale A1A Marathon

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**Recommendation**

It is recommended that the City Commission approve an event agreement and related road closings with Exclusive Sports Marketing, Inc. of Florida and authorize execution of the agreement by the City Manager. If the Commission is in agreement with the applicants' request for extended road closure hours, a separate motion of a time certain should be made.

**Background**

City staff has been working closely with the 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.

The organizer will pay for all event costs and submit the required certificates of insurance. The event organizer 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 the event agreement is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Effective October 1, 2015 the City began to enforce road closures along the barrier island be re-opened no later than 10:00am as outlined in Exhibit 1.

**Event:**

Applicant: Exclusive Sports Marketing, Inc. of Florida  
Event Name: Fort Lauderdale A1A Marathon  
Date/Time: Saturday, February 18, 2016 (8:00am - 8:00pm) and  
Sunday, February 19, 2016 (2:00am – 4:00pm)  
Location: 1100 Seabreeze Blvd (Finish Line) and Esplanade Park  
Road Closing: Yes- (see attached site plan)\*  
Alcohol: Yes  
Amplified Music: Yes – (Sunday, February 19, 2016 7:00am – 12:30pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00

***\*The event organizer has requested a special exemption to allow road closures for this event until 12:00pm.***

The road closures on NW 2<sup>nd</sup> Street and Las Olas Blvd associated with the A1A Marathon will re-open after the participants pass the closure. As the majority of participants make their way north on A1A, the road closure will merge to only 1 lane, allowing traffic to pass on the west lane. All roads closures will be re-opened by 12:00pm.

Because the SWATCH Volleyball tournament and the A1A Marathon will overlap in their load in and load out days, we have attached, as Exhibit 5, a mutual agreement between Beach Majors GMBH, LLC and Exclusive Sports Marketing, Inc. for use of Fort Lauderdale Beach Park.

**Resource Impact**

There is a positive fiscal impact in the amount of \$200.00. Revenue related to these agreements is included in the FY 2017 operating budget in the accounts listed below.

<b><i>Funds available as of October 21, 2016</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB- OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
001-PKR033401-K029	Community Events	Charge for Service/Non- sponsor Charges	\$150,000	\$4,416	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

### **Strategic Connections**

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 – Commission Memo #15-055

Exhibit 2 – A1A Marathon Application

Exhibit 2a – A1A Marathon Race Route

Exhibit 3 – Start Line Map

Exhibit 4 – Finish Line Map

Exhibit 5 – Mutual Agreement between Beach Majors GMBH, LLC and Exclusive Sports Marketing, Inc.

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Prepared by: Carolyn Bean, Parks & Recreation

Department Interim Director: Carl Williams, Parks & Recreation