



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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** December 21, 2021

**TITLE:** Motion Approving an Event Agreement, Related Road Closures and  
Request for Music Exemption for SOK-UP Day Fete- **(Commission  
District 4)**

---

**Recommendation**

Staff recommends that the City Commission approve an event agreement, and request for extended hours for music and Road Closures with Sollo Entertainment LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager.

**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 the event organizer was 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 agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

| <b><u>Event 1: SOK-UP Day Fete</u></b> |   |
|--|---|
| Applicant:                             | Sollo Entertainment LLC   |
| Date/Time:                             | Saturday, January 15, 2022 (4:00pm – 11:00pm)   |
| Location:                              | Huizenga Plaza<br>32 E Las Olas Blvd, Fort Lauderdale, FL 33301   |
| Set Up Date/Time:                      | Saturday, January 15, 2022 (8:00am – 4:00pm)  |
| Breakdown Date/Time:                   | Saturday, January 15, 2022 (11:00pm – 12:00am)  |
| Road Closing:                          | Yes – East Las Olas Blvd. (from S. Andrews Ave to SE 1 <sup>st</sup> Ave)<br>(1) Las on East Las Olas Blvd. in front of park.<br>(8:00am – 12:00am) |
| Alcohol:                               | Yes   |
| Amplified Music:                       | <b>Yes</b><br>Saturday, January 15, 2022 (4:00pm – 11:00pm)   |
| Special Permission:                    | Amplified Music/Extended Road Closure – Yes<br>**Music until 11:00pm on Saturday, January 15, 2022  |
| Insurance Required:                    | Yes   |
| Banners:                               | No  |
| Pending Code Violations:               | No  |
| Application Fee:                       | <del>\$200</del> Reschedule from 2020 due to COVID  |

**\*The event organizer is requesting to play music until 11:00pm on Saturday, January 15, 2022**

**Resource Impact**

There is no fiscal impact related to this agreement. Revenue related to these agreements were collected in FY20, however the events were postponed due to COVID19.

**Strategic Connections**

This item is a 2021 Top Commission Priority, advancing the Parks and Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

**Attachments**

Exhibit 1 – Commission Memo 19-076

Exhibit 2 – SOK-UP Day Fete Application

Exhibit 2a – SOK-UP Day Fete Site Plan

Exhibit 2b – SOK-UP Day Fete Agreement

Exhibit 3 – January 2022 Special Events Calendar

---

Prepared by: Brittany Henry, Special Events Coordinator, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department