



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

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**#14-0545**

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

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

**DATE:** May 6, 2014

**TITLE:** Motion approving event agreements: Relay for Life of Carter Park and PNC Taste of the Town.

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**Recommendation**

It is recommended that the City Commission approve an event agreement with Magnetic Collaborative, LLC and a co-sponsored event with the American Cancer Society, Inc. and authorize the Mayor and City Manager to execute same.

**Background**

City staff has been working closely with the 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.

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.

Information for each event is as follows:

**Event 1:**

Applicant: American Cancer Society, Inc.

Event Name: Relay for Life of Carter Park

Date/Time: Friday, May 16, 2014 (6:00pm - 11:59pm), Saturday, May 17, 2014 (12:00am-6:00am)

Location: Carter Park- 1450 W. Sunrise Blvd

Road Closings: No

Alcohol: No

Amplified Music: Yes- (6:00pm - 10:00pm)

Insurance Required: Yes

Banners: No

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Pending Code Violations: No  
Exhibit: 1

**Event 2:**

Applicant: Magnetic Collaborative LLC  
Event Name: PNC Taste of the Town  
Date/Time: Saturday, May 10, 2014 (11:00am – 2:00pm)  
Location: 1100 N Federal Hwy (PNC Bank Parking Lot)  
Road Closings: No  
Alcohol: No  
Amplified Music:  
Insurance Required: Yes (11:00am - 2:00pm)  
Banners: No  
Pending Code Violations: No  
Exhibit: 2

**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 action

**Attachments**

Exhibit 1 – Relay for Life of Carter Park  
Exhibit 2 – PNC Taste of the Town

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