

ORDINANCE NO. C-12-44

AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF FORT LAUDERDALE, FLORIDA, DESIGNATING DECEMBER 1, 2012 THROUGH JANUARY 20, 2013 AS A PUBLIC PURPOSE SPECIAL EVENT KNOWN AS 2013 DISCOVER ORANGE BOWL AND 2013 DISCOVER BCS NATIONAL CHAMPIONSHIP IN THE CITY OF FORT LAUDERDALE; PROVIDING FOR A LIMITED TEMPORARY EXEMPTION FROM SPECIFIC PROVISIONS OF SECTION 47-22; ESTABLISHING TIME LIMITATIONS, INSURANCE AND INDEMNIFICATION REQUIREMENTS; PROVIDING FOR APPLICATION PROCEDURES AND SAFETY REQUIREMENTS FOR SIGNAGE; PROVIDING FOR SEVERABILITY AND PROVIDING FOR AN EFFECTIVE DATE.

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

WHEREAS, 2013 will kick-off in Greater Fort Lauderdale, with two historic world-class events, the Discover Orange Bowl and the Discover BCS National Championship, that will have a positive impact on the economic outlook for the City; and

WHEREAS, the Orange Bowl Committee was created in 1935 with the mission of generating tourism for South Florida through an annual football game and supporting events; and

WHEREAS, official Orange Bowl festivities begin on December 2, 2012 and continue through January 20, 2013; and

WHEREAS, the Discover Orange Bowl game will be played on Tuesday, January 1, 2013 and the Discover BCS National Championship game will be played on Monday, January 7, 2013; and

WHEREAS, it is estimated that over 300,000 college football fans, spectators and participants will take part in both football games and the ancillary Orange Bowl Festival events; and

WHEREAS, the Discover Orange Bowl and Discover BCS National Championship games provide an excellent opportunity to focus attention on Greater Fort Lauderdale's sporting venues, a desired amenity to many businesses and residents; and

WHEREAS, as host venue for the Discover Orange Bowl and the Discover BCS National Championship media centers along with ESPN's headquarters, the City of Fort Lauderdale will have worldwide exposure and this is expected to lead to increased tourism and business location; and

WHEREAS, the game days, along with pre-game and post-game shows and several days of news events will depict the City's many assets and attractions, providing valuable advertising exposure; and

WHEREAS, the Orange Bowl's national marketing campaign will focus heavily on the regional South Florida markets and national team markets, which will draw thousands of avid college football fans to the South Florida region; and

WHEREAS, the ESPN broadcast will reach over 48 million viewers and radio broadcasts provided by ESPN Radio and XM Satellite Radio will reach a combined total of 10 million listeners; and

WHEREAS, the Orange Bowl's Travel Network will attract fans and visitors to many South Florida hotel properties adding a total or more than 2,500 room nights, many of which are located in the City of Fort Lauderdale; and

WHEREAS, the Discover Orange Bowl and Discover BCS National Championship games and surrounding events will serve as a major economic catalyst that will benefit the populace as a whole in the City of Fort Lauderdale; and

WHEREAS, it is estimated the last time the Orange Bowl double hosted the two games in 2008-2009, the bowl games and ancillary events generated nearly \$200 Million in economic impact and added tremendous media value for South Florida during one of the worst economic downturns South Florida has experienced; and

WHEREAS, these games will attract visitors, players, performers, revelers and the media to Fort Lauderdale for a lengthy period-weeks or months before the game which will have an economic impact in terms of wages, the value of goods and services sold and in tax receipts and expenditures; and

WHEREAS, visitor expenditures re-circulate in the local economy and the additional economic activities visitors' dollars generate are subject to the 'multiplier' effect as local firms and workers in the region spend the dollars; and

WHEREAS, in order to take advantage of the full economic development potential of these two events, temporary exemptions to City ordinances will be necessary relative to signage; and

WHEREAS, based on the foregoing information and statistics, the City Commission finds that it is a necessary and proper public purpose to enact special temporary regulations for this time period in the City;

NOW, THEREFORE, BE IT ORDAINED 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 this to be a public purpose event that will significantly benefit the economy of the City and its businesses and citizens.

SECTION 2. Special Event. That December 1, 2012 through January 20, 2013 is hereby declared a special event in the City of Fort Lauderdale known as 2013 Discover Orange Bowl and 2013 Discover BCS National Championship.

SECTION 3. Signage.

- A. Each entity or individual that desires to place any signage in the City for the promotion of this event must apply for a signage permit through the City's planning and zoning department. Each permit application shall include the following:
1. Signed and sealed engineering drawings showing that signage is structurally safe.
 2. If signage will be on private property, written consent by the property owner allowing such signage.
 3. A plan showing the size and location of the sign on the property must be submitted to the City's planning and zoning department for approval.


4. If the signage will be on public property, a plan showing:
 - A. The public area to be used.
 - B. A letter granting permission which also shall indemnify and hold harmless the City for any damage or injury that occurs as a result of such display.
 - C. Signage may not be placed over railroad crossings.
 5. Proof of required approval from any other applicable governmental entity including Broward County and the State of Florida.
 6. If signage is proposed to be located on City owned property or right-of way, the applicant will be required to obtain a City engineering permit.
 7. Deposit and indemnification as required in Section 47-22.3 C.2 of the Unified Land Development Regulations (ULDR) and insurance as required by the City's risk management department shall be provided.
- B. In order to obtain a permit from the City for any signage, applicant will also need to pay any and all fees and deposits required pursuant to Section 9-54 and 47-22.3 of the Code of Ordinances and ULDR of the City of Fort Lauderdale.
 - C. Signs that are permitted pursuant to this section may only be displayed from the period of December 1, 2012 through January 20, 2013 and all signs must be removed no later than January 20, 2013.
 - D. Signage that meets the criteria of this Section will be exempt from the size, location and sign type regulations of Section 47-22 of the ULDR, but all other regulations shall apply.

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

SECTION 5. That this Ordinance shall be in full force and effect upon final passage.


PASSED FIRST READING this the 6th day of November, 2012.

PASSED SECOND READING this the 20th day of November, 2012.



Mayor
JOHN P. "JACK" SEILER

ATTEST:



City Clerk
JONDA K. JOSEPH

L:\COMM2012\Ords\Nov 20\C-12-44.doc