



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

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

**DATE:** June 3, 2014

**TITLE:** A motion authorizing the proper City Officials to execute a two-year agreement with O.B. Festival Events, LLC - promotion of Downtown Countdown - New Year's Eve celebration.

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**Recommendation**

It is recommended that the City Commission approve a motion authorizing the proper City Officials to execute a two-year agreement with O.B. Festival Events, LLC - promotion of Downtown Countdown - New Year's Eve celebration. Execution of the Agreement with O.B. Festival Events, LLC is contingent upon the City Attorney's Office receiving and approving a validly executed agreement by O.B. Festival Events, LLC.

**Background**

The City of Fort Lauderdale annually organizes and operates the "Downtown Countdown" New Year's Eve Celebration which generally takes place on S.W. 2<sup>nd</sup> Street between S.W. 2<sup>nd</sup> Avenue and S.W. 5<sup>th</sup> Avenue in Fort Lauderdale, on December 31<sup>st</sup>/January 1<sup>st</sup> of each year.

For the past 3 years, the City has held an agreement with OB Events which is wholly-owned by The Orange Bowl Committee, Inc. O.B. Festival Events, LLC. Staff is satisfied with OB Events and recommends approval of a two-year contract.

OB Events role will include marketing the event in all of their Orange Bowl Festival marketing and promotions and the securing of sponsorships to aid in the funding of the event.

OB Events agrees to include the event in all of its Orange Bowl Festival marketing and promotions wherever initiated, including, but not limited to, South Florida and the two markets of the teams participating in the applicable Orange Bowl football game.

The City will be responsible for all aspects of Event production, staging, entertainment, management, security and operation, including, but not limited to,

operations, tickets, concessions, grandstands, barricading, police, and business administration if the Event takes place. The City grants OB Events a limited, nonassignable, nonexclusive license to use the City's trade name and other marks solely for the purposes of performing its responsibilities under the Agreement.

**Resource Impact**

There is no fiscal impact associated with this CAM.

**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 Connected.

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Department Director: Phil Thornburg, Parks and Recreation Director