



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

#17-0621

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

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

DATE: June 6, 2017

TITLE: Motion to Approve Event Agreements: 5 Star Peace in the Hood Super
Sunday Event, Red Eye, Jesus Block Party, Equality Rally for Unity and
Pride, Farmers Market at Whole Foods, and PawSup & Surf Competition

Recommendation

It is recommended that the City Commission approve event agreements with 5 Star Entertainment, LLC, ArtServe, Inc., Generation of Purpose Outreach, Inc., Hotspots Media Group, LLC, Florida Fresh Market, Ent. Inc., Canine Companions for Independence, Inc., and authorize execution of the agreements by the City Manager.

Background

City staff has been working closely with each 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.

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

Event 1:

Applicant: 5 Star Entertainment, LLC
Event Name: 5 Star Peace in the Hood Super Sunday Event
Date/Time: Sunday, July 2, 2017 & Sunday, July 16, 2017 (10:00am-6:00pm)
Location: Joseph C. Carter Park- 1450 W. Sunrise Blvd.
Road Closing: No
Alcohol: No
Amplified Music: Yes- (11:00am- 5:30pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 1

Event 2:

Applicant: ArtServe, Inc.
Event Name: Red Eye
Date/Time: Saturday, July 15, 2017 (6:00pm- 10:00m)
Location: ArtServe- 1350 E. Sunrise Blvd
Road Closing: No
Alcohol: Yes
Amplified Music: Yes- (6:00pm- 10:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 2

Event 3:

Applicant: Generation of Purpose Outreach, Inc.
Event Name: Jesus Block Party
Date/Time: Saturday, August 12, 2017 (12:00pm- 5:00pm)
Location: Provident Park- 1412 NW 6th Street
Road Closing: No
Alcohol: No
Amplified Music: Yes- (12:00pm- 5:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 3

Event 4:

Applicant: Hotspots Media Group, LLC
Event Name: Equality Rally for Unity and Pride

Date/Time: Sunday, June 11, 2017 (4:00pm- 6:00pm)
Location: Huizenga Park
Road Closing: No
Alcohol: No
Amplified Music: Yes- (4:00pm- 6:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$400.00
Exhibit: 4

Event 5:

Applicant: Florida Fresh Market, Ent. Inc
Event Name: Farmers Market at Whole Foods
Date/Time: Tuesday's in June, July and August (4:00pm- 9:00pm)
Location: Whole Foods Market – 2000 N. Federal Highway
Road Closing: No
Alcohol: No
Amplified Music: No
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$400.00
Exhibit: 5

Event 6:

Applicant: Canine Companions for Independence, Inc.
Event Name: PawSup & Surf Competition
Date/Time: Sunday, June 18, 2017(8:00am – 1:00pm) and Sunday, July, 16, 2107 (8:00am – 1:00pm)
Location: Dog Beach
Road Closing: No
Alcohol: No
Amplified Music: Yes- (9:00am -1:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$0 *
Exhibit: 6

*First event cancelled due to high tide.

Resource Impact

Revenue related to these agreements is included in the FY 2017 operating budget in the accounts listed below.

<i>Funds available as of May 9, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charge for Service/Non- sponsor Charger	\$150,000	\$85,714	\$1,400
TOTAL AMOUNT ►					\$1,400

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 – 5 Star Peace in the Hood Super Sunday Event Application
- Exhibit 1a – 5 Star Peace in the Hood Super Sunday Event Site Plan
- Exhibit 2 –Red Eye Application
- Exhibit 2a –Red Eye Site Plan
- Exhibit 3 – Jesus Block Party Application
- Exhibit 3a – Jesus Block Party Site Plan
- Exhibit 4 – Equality Rally for Unity and Pride Application
- Exhibit 4a – Equality Rally for Unity and Pride Site Plan
- Exhibit 5 – Farmers Market at Whole Foods Application
- Exhibit 5a – Farmers Market at Whole Foods Site Plan
- Exhibit 6 – PawSup & Surf Competition Application
- Exhibit 6a – PawSup & Surf Competition Site Plan

Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation