



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

#17-1018

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

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

DATE: September 6, 2017

TITLE: Motion Approving Co-Sponsorship of the Drive Pink Event

Recommendation

It is recommended the City Commission co-sponsor the Drive Pink event.

Background

Auto Nation is requesting the City of Fort Lauderdale co-sponsor the Drive Pink campaign, a national effort to raise awareness and funding for breast cancer research, by finding this event serves a legitimate public purpose. Section 15-185, Code of Ordinances of the City of Fort Lauderdale (Code) states, “a co-sponsored event is one which is partially planned, organized and funded or otherwise supported by the city at the request of another person or entity as established by City Commission policy”.

In conjunction with this event, the coordinators of Drive Pink are proposing to install approximately 150 event banners within the City for a 30-day period beginning on October 1, 2017, in accordance with Section 47-22.3.C, *Banner Signs*, of the Unified Land Development Regulations (ULDR).

Please note that the *Boat Show*, *Home Design and Remodeling Show* and *Drive Pink* dates overlap in regards to when the banners will be displayed, but there are enough available utility poles to accommodate these requests.

To review the proposed banner sign, please see Exhibit 1. The proposed locations of the signs are shown in Exhibit 2.

Resource Impact

There is no fiscal impact associated with this action.

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.

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

Attachments

Exhibit 1 – Proposed Banner Sign

Exhibit 2 – Proposed Banner Sign Locations

Prepared by: Yvonne Redding, Planner II, Sustainable Development

Department Director: Anthony Greg Fajardo, Sustainable Development