



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

#24-0844

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

FROM: Susan Grant, Acting City Manager

DATE: October 1, 2024

TITLE: Motion Approving an Outdoor Event Agreement and Related Road
Closures with Redline Media Group, LLC. for March for Cancer -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve an outdoor event agreement and road closure request with Redline Media Group, LLC., in substantially the form attached, and authorize execution of the agreements by the City Manager.

Background

On March 26, 2024, Redline Media Group, LLC. submitted an outdoor event application for March for Cancer to be held at Las Olas Oceanside Park. The event is scheduled to take place on Saturday, March 8, 2025, which is more than the 90-day application deadline, therefore the outdoor event application fee is \$200. The event impacts are scheduled for Friday, March 7 and March 8, 2025, which includes the setup period, event period, and breakdown period.

The event organizer attended the August 21, 2024, outdoor events meeting to review the event details with City staff including the Parks & Recreation Department, Transportation and Mobility Department, Police Department, and Fire Department. The outdoor event meeting focuses on the operational logistics, cross departmental coordination, and event organizer requirements.

This event organizer is requesting the following special permissions that require City Commission approval:

Road Closures:

- One northbound lane on State Road A1A from SE 5th Street to Sunrise Boulevard
- One southbound lane on State Road A1A from Sunrise Boulevard to Seville Street
- One southbound lane on Seabreeze from Alhambra Street. to SE 5th Street

City staff invited the surrounding civic associations to the outdoor events meeting as well as sent a copy of the application and site plan. Upon approval, the City's online events calendar will be updated to reflect this event.

The event agreement defines the responsibilities of the event organizer such as covering the associated event expenses and the required certificates of insurance. The event organizers will also secure all other necessary permits and licenses that are required from other agencies. Authorization for the execution of the event agreement is contingent upon the City Attorney’s Office reviewing and approving as to form all documents prior to their execution by the City Manager or designee.

Resource Impact

Revenue related to these agreements is included in the FY 2025 operating budget in the accounts listed below.

Funds available as of October 1, 2024					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITY NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$90,000	\$0	\$200
TOTAL AMOUNT ►					\$200

Strategic Connections

This is a 2024 Commission Priority, advancing Public Places initiative.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Place specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Area
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

Attachment

Exhibit 1 – March for Cancer Agreement

Prepared by: Brittany Henry, Senior Administrative Assistant, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation