



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

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**#14-0603**

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

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

**DATE:** May 20, 2014

**TITLE:** Motion approving event agreements: Rockstar WWA Wakeboard World Championships presented by Supra, Dig the Beach Volleyball Series and Hot 105/Neutrogena Ice Cream Giveaway

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**Recommendation**

It is recommended that the City Commission approve event agreements and authorize the proper City officials to execute on behalf of the City of Fort Lauderdale with World Sports and Marketing, LLC, Exclusive Sports Marketing Inc. of Florida and Cox Media Group.

**Background**

City staff has been working closely with each event organizers regarding event topics, such as logistics, maintenance, and security as detailed below. 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.

Information for each event is as follows:

**Event 1:**

Applicant: World Sports and Marketing, LLC  
Event Name: Rockstar WWA Wakeboard World Championships presented by Supra  
Date/Time: Thursday, September 11, 2014 Friday, September 12, 2014, Saturday, September 13, 2014, Sunday, September 14, 2014 (8:00am- 7:00pm)  
Location: Mills Pond Park- 2201 NW 9<sup>th</sup> Ave  
Road Closings: No – See attached Site Plan  
Alcohol: Yes  
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Amplified Music: Yes- event days (8:00am-6:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 1

### **Event 2**

Applicant: Exclusive Sports Marketing Inc. of Florida  
Event Name: Dig the Beach Volleyball Series  
Date/Time: Saturday, June 28, Sunday, June 29, 2014 (7:00am- 7:00pm), Saturday, July 26, Sunday, July 27, 2014 (7:00am- 7:00pm)  
Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd  
Road Closing: No – See attached Site Plan  
Alcohol: No  
Amplified Music: Yes- event times (8:00am- 7:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 2

### **Event 3**

Applicant: Cox Media Group  
Event Name: Hot 105/Neutrogena Ice Cream Giveaway  
Date/Time: Thursday, May 22, 2014 (3:00pm – 5:00pm)  
Location: D.C. Alexander Park  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes - during event times (3:00pm – 5:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 2

### **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 Here.

Authorization for the execution of Event Agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

**Resource Impact**

There is no fiscal impact associated with this action

**Attachments**

Exhibit 1 – Rockstar WWA Wakeboard World Championships presented by Supra App

Exhibit 1a – Rockstar WWA Wakeboard Site Plan

Exhibit 2 – Dig the Beach Volleyball Series App

Exhibit 2a – Dig the Beach Volleyball Site Plan

Exhibit 3 – Hot 105/Neutrogena Ice Cream Giveaway App

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