



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#14-0668

TO: Honorable Mayor & Members
Fort Lauderdale City Commission

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

DATE: June 3, 2014

TITLE: Motion approving event agreements: Farmers Market at Whole Foods Market Fort Lauderdale, 2nd Annual Pops Rock Da Summer Family Fest Summer Kick Off and Family Fitness Fun Day.

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 Florida Fresh Market Enterprises, Inc., Professional Opportunities Program for Students, Inc. and Lighthouse Seventh Day Adventist Church.

Background

City staff has been working closely with each event organizer 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: Florida Fresh Market Enterprises, Inc.
Event Name: Farmers Market at Whole Foods Market Fort Lauderdale
Date/Time: Tuesday's June 10- September 9, 2014 (8:00am- 3:00pm)
Location: Whole Foods Market- 2000 N. Federal Hwy
Road Closings: No
Alcohol: No
Amplified Music: No

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Insurance Required: Yes
Banners: No
Pending Code Violations: No
Exhibit: 1

Event 2

Applicant: Professional Opportunities Program for Students, Inc.
Event Name: 2nd Annual Pops Rock Da Park Summer Family Fest Summer Kick Off
Date/Time: Saturday, June 7, 2014 (2:00pm- 7:00pm)
Location: Esplanade Park- 401 SW 2nd Street
Road Closing: No
Alcohol: No
Amplified Music: Yes- (2:00pm- 7:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Exhibit: 2

Event 3

Applicant: Lighthouse Seventh Day Adventist Church
Event Name: Family Fitness Fun Day
Date/Time: Sunday, June 8, 2014 (10:00am – 3:00pm)
Location: Riverland Park
Road Closing: No
Alcohol: No
Amplified Music: Yes- (10:00am – 3:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Exhibit: 3

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 – Farmers Market at Whole Foods Market Fort Lauderdale

Exhibit 1a – Farmers Market at Whole Foods Site Plan

Exhibit 2 – 2nd Annual Pops Rock Da Park Summer Family Fest Summer Kick Off

Exhibit 2a – Pops Rock Da Park Site Plan

Exhibit 3 – Family Fitness Day

Exhibit 3a – Family Fitness Day Site Plan

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