



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

**#16-0231**

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

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

**DATE:** March 1, 2016

**TITLE:** Motion to Approve Event Agreements: Farmer's Market at Whole Foods,  
82<sup>nd</sup> Easter Sunrise Service, 2<sup>nd</sup> Annual Kids Power Wheel Car Show,  
YogaFest, Walk MS Fort Lauderdale, Farmer's Market at Broward Health  
and Farmer's Market at Whole Foods

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**Recommendation**

It is recommended that the City Commission approve event agreements with Fort Lauderdale Business and Professional Women's Club, Inc., Little Couture Spa, Mahashakti Foundation, Inc., National Multiple Sclerosis Society and Florida Fresh Market Enterprises ,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 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: Florida Fresh Market Enterprises, Inc.  
Event Name: Farmer's Market at Whole Foods  
Date/Time: Every other Tuesday March – May, 2016 (4:00pm- 9:00pm)  
Location: Whole Foods – 2000 N. Federal Highway  
Road Closing: No  
Alcohol: No  
Amplified Music: No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 1

Event 2:

Applicant: Fort Lauderdale Business and Professional Women's Club, Inc.  
Event Name: 82<sup>nd</sup> Easter Sunrise Service  
Date/Time: Sunday, March 27, 2016 (5:00am- 8:00am)  
Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes- (5:00am- 8:00am)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 2

Event 3:

Applicant: Little Couture Spa  
Event Name: 2<sup>nd</sup> Annual Kids Power Wheel Car Show  
Date/Time: Saturday, April 2, 2016 (1:00pm-5:00pm)  
Location: Mills Pond Park- 2201 NW 9<sup>th</sup> Ave  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes- (1:00pm- 5:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 3

Event 4:

Applicant: Mahashakti Foundation, Inc.

Event Name: YogaFest 2016  
Date/Time: Saturday, April 2, 2016 (9:00am- 9:00pm)  
Location: Huizenga Plaza- 32 E. Las Olas Blvd.  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes- (3:00pm- 7:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 4

**Event 5:**

Applicant: National Multiple Sclerosis Society  
Event Name: Walk MS Fort Lauderdale  
Date/Time: Saturday, April 2, 2016 (6:00am- 2:00pm)  
Location: George English Park- 1100 Bayview Drive  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes- (8:00pm- 2:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$100.00  
Exhibit: 5

**Event 6:**

Applicant: Florida Fresh Market Enterprises, Inc.  
Event Name: Farmer's Market at Broward Health  
Date/Time: Every other Tuesday March – May, 2016 (10:00am- 3:00pm)  
Location: Broward Health Center  
Road Closing: No  
Alcohol: No  
Amplified Music: No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 6

**Resource Impact**

There is a positive fiscal impact in the amount of \$1100.00

**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 – Farmer’s Market at Whole Foods Application  
Exhibit 1a – Farmer’s Market at Whole Foods Site Plan  
Exhibit 2 – 82<sup>nd</sup> Easter Sunrise Service Application  
Exhibit 2a – 82nd Easter Sunrise Service Site Plan  
Exhibit 3 – 2<sup>nd</sup> Annual Kids Power Wheel Car Show Application  
Exhibit 3a – 2<sup>nd</sup> Annual Kids Power Wheel Car Show Site Plan  
Exhibit 4 – YogaFest 2016 Application  
Exhibit 4a – YogaFest 2016 Site Plan  
Exhibit 5 – Walk MS Fort Lauderdale Application  
Exhibit 5a – Walk MS Fort Lauderdale Site Plan  
Exhibit 5b – Walk MS Route  
Exhibit 6 – Farmer’s Market at Broward Health Application  
Exhibit 6a – Farmer’s Market at Broward Health Site Plan

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Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation