



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

#25-0053

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

FROM: Susan Grant, Acting City Manager

DATE: January 22, 2025

TITLE: Motion Approving an Outdoor Event Agreement and Request for Extended Road Closures Beyond 10:00am on the Barrier Island with Exclusive Sports Marketing, Inc. of Florida for Fort Lauderdale Marathon / Half Marathon & Fort Lauderdale 5K - **(Commission Districts 1, 2 and 4)**

Recommendation

Staff recommends the City Commission approve an event agreement and request for extended road closures on the Barrier Island beyond 10:00am with Exclusive Sports Marketing, Inc. of Florida, in substantially the form attached, and authorize execution of the agreement by the City Manager.

Background

On March 5, 2024, Exclusive Sports Marketing, Inc, of Florida submitted an outdoor event application for the Fort Lauderdale Marathon / Half Marathon & Fort Lauderdale 5K. The event is scheduled to take place on February 15, 2025 and February 16, 2025, which is more than the 90-day application deadline, therefore the outdoor event application fee is \$200. The event impacts will start as early as February 14, 2025, and scheduled to end February 17, 2025, which includes the setup period, event period, and breakdown period.

The event organizer attended the November 6, 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 events meeting focuses on the operational logistics, cross departmental coordination, and event organizer requirements.

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

Road closures for the associated Race Routes:

- **5K (February 15, 2025 7:30a – 11:00a)**
 - Starts at 401 East Las Olas Boulevard
 - Run east on East Las Olas Boulevard

- Turn around just east on Las Olas Bridge
- Run west on East Las Olas Boulevard back to 401 E Las Olas Blvd, Fort Lauderdale, FL 33301.
- **A1A Half Marathon (February 16, 2025 5:45a – 1:00p)**
 - Starts at Esplanade Park
 - East on SW 2nd Street
 - South on South Andrews Avenue
 - East on East Las Olas Boulevard
 - South on Seabreeze Boulevard
 - Loop around at Bo's Beach House
 - North on State Road A1A
 - West on Sunrise Boulevard
 - Loop through Birch State Park
 - East on Sunrise Boulevard
 - North on State Road A1A to Oakland Park Boulevard
 - Turn around at Oakland Park Boulevard and run south to the Fort Lauderdale Beach Park Parking Lot
- **A1A Full Marathon (February 16, 2025 5:45a – 1:00p)**
 - Starts at Esplanade Park
 - East on SW 2nd Street
 - South on South Andrews Avenue
 - East on East Las Olas Boulevard
 - South on Seabreeze Boulevard
 - Loop around at Bo's Beach House
 - North on State Road A1A
 - West on Sunrise Boulevard
 - Loop through Birch State Park
 - East on Sunrise Boulevard
 - North on State Road A1A to Palm Avenue
 - East on Palm Avenue
 - North on El Mar Drive to Washington Avenue
 - Back east El Mar Drive
 - West on Palm Avenue
 - South on State Road A1A to the Fort Lauderdale Beach Park Parking Lot

City staff invited the surrounding civic associations to the outdoor events meeting as well as sent a copy of the application and site plan. The event applicant met with the Galt Association confirming the agreed upon routes listed above. Upon approval, the City's online events calendar will be updated to reflect this event. Prior to the event, the applicant will place Variable Message Signs (VMS) along the proposed course to ensure that the surrounding residents are made aware of the 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 December 16, 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 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 – Fort Lauderdale Marathon / Half Marathon & Fort Lauderdale 5K Event Agreement

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

Department Director: Carl Williams, Parks and Recreation