



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#16-0666

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

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

DATE: June 21, 2016

TITLE: Motion to Approve Event Agreements: Annual Back to School Giveaway &
Family Affair 2016, Red Eye, Las Olas Sunday Market, The Market BBQ
Event and Farmers Market at Whole Foods

Recommendation

It is recommended that the City Commission approve event agreements with Mount Bethel Human Services Corporation, Inc., ArtServe, Inc., ROS Enterprises, Inc., Rhan Bahia Mar, LLC 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 the 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: Mount Bethel Human Services Corporation, Inc.
Event Name: Annual Back to School Giveaway & Family Affair 2016

Date/Time: Saturday, August 20, 2016 (10:00am- 2:00pm)
Location: Joseph C. Carter Park- 1450 W. Sunrise Blvd
Road Closing: No
Alcohol: No
Amplified Music: Yes- (10:00am- 2:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 1

Event 2:

Applicant: ArtServe, Inc.
Event Name: Red Eye
Date/Time: Saturday, July 16, 2016 (6:00pm- 10:00pm)
Location: ArtServe- 1350 E. Sunrise Blvd
Road Closing: No
Alcohol: Yes
Amplified Music: Yes- (6:00pm-10:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 2

Event 3:

Applicant: ROS Enterprises, Inc.
Event Name: Las Olas Sunday Market
Date/Time: Sundays July – September, 2016 (7:00am – 4:00pm)
Location: 333 East Las Olas Blvd and SE 4th Ave
Road Closing: No
Alcohol: Yes
Amplified Music: Yes- (10:30am -2:30pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 3

Event 4:

Applicant: Rahn Bahia Mar, LLC
Event Name: The Market BBQ Event
Date/Time: Saturday's & Sundays – July 2, 2016 – September 4, 2016
(11:00am – 9:00pm)
Location: 801 Seabreeze Blvd
Road Closing: No

Alcohol: Yes
Amplified Music: Yes- (11:00am-9:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 4

Event 5:

Applicant: Florida Fresh Market Enterprises, Inc.
Event Name: Farmer's Market at Whole Foods
Date/Time: Every other Tuesday June – August, 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: 5

Resource Impact

There is a positive fiscal impact in the amount of \$1,000.00

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 – Annual Back to School Giveaway & Family Affair 2016 Application
Exhibit 1a – Annual Back to School Giveaway & Family Affair 2016 Site Plan
Exhibit 2 – Red Eye Application
Exhibit 2a –Red Eye Site Plan
Exhibit 3 – Las Olas Sunday Market Application
Exhibit 3a – Las Olas Sunday Market Site Plan
Exhibit 4 – The Market BBQ Event Application
Exhibit 4a – The Market BBQ Event Site Plan
Exhibit 5 – Farmers Market at Whole Foods Application
Exhibit 5a – Farmers Market at Whole Foods Site Plan

Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation