



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

**#16-1134**

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

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

**DATE:** October 5, 2016

**TITLE:** Motion to Approve an Event Agreement with 3-J Hospitality, LLC for Day  
of the Dead

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**Recommendation**

It is recommended that the City Commission approve an event agreement with 3-J Hospitality, LLC and authorize execution of the agreement by the City Manager. If the Commission is in agreement with the applicants' request for extended hours, a separate motion of a time certain should be made.

**Background**

City staff has been working closely with the 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.

The organizer will pay for all event costs and submit the required certificates of insurance. The event organizer 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.

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

Effective October 1, 2015 the City began to enforce the noise requirements outlined in Exhibit 1.

**Event:**

Applicant: 3-J Hospitality  
Event Name: Day of the Dead  
Date/Time: Wednesday, November 2, 2016 (6:30pm -11:00pm)

Location: SW 3<sup>rd</sup> Ave from Broward Blvd to SW 2<sup>nd</sup> Street  
 Road Closing: Yes- see attached site plan  
 Alcohol: Yes  
 Amplified Music: Yes – (6:30pm – 10:00pm)\*  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$200.00

***\*The event organizer has requested permission to allow amplified music for this event until 11:00pm.***

### **Resource Impact**

There is a positive fiscal impact in the amount of \$200.00.

<b><i>Funds available as of September 28, 2016</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB- OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
001-PKR033401-K029	Community Events	Charges for Service/ Non – sponsor Charges	\$40,000	\$40,000	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

### **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 – Commission Memo #15-055  
 Exhibit 2 – Day of the Dead Application  
 Exhibit 2a – Day of the Dead Site Plan

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Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation