



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

**#17-0061**

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

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

**DATE:** January 18, 2017

**TITLE:** Motion Approving an Application for a Temporary Beach License and  
Outdoor Event Agreement with AIDS Healthcare Foundation, Inc. for a 5k  
and Music Event on Fort Lauderdale Beach

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**Recommendation**

It is recommended that the City Commission approve an application for a temporary beach license and outdoor event agreement and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale with Aids Healthcare Foundation, Inc. for the 2017 Florida AIDS Walk & Music Festival on Sunday, March 19, 2017. Authorization for the execution of Event Agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

**Background**

The Parks and Recreation Department has received a request from the AIDS Healthcare Foundation for the 2017 Florida AIDS Walk & Music Festival to be held on Sunday, March 19, 2017 on Fort Lauderdale Beach. Estimated attendance for this event is approximately 10,000 people.

This event has been held on Fort Lauderdale Beach since 2012 and is aimed at promoting fundraising and awareness. The post walk concert will feature major musical acts playing on stage at the beach.

City staff has been working closely with the event organizer regarding event topics such as logistics, maintenance, and security as detailed below. Amplified music was discussed and the event organizer was advised of the noise ordinance and possible concerns.

The event organizer will pay for all event costs and submit the required certificates of insurance. The agreement provides that the organizer will pay \$500 for each event use of the beach. The event organizer will secure all other necessary permits and licenses that are required from other agencies. Civic and merchant associations have been

notified as appropriate regarding the event. Event details are included in the event application as attached.

**Event 1:**

Applicant: AIDS Healthcare Foundation, Inc.

Event Name: 2017 Florida AIDS Walk & Music Festival

Set Up: Friday, March 17, 2017 and Saturday, March 18, 2017 (7:00am – 7:00pm)

Date/Time: Sunday, March 19, 2016 (7:00am-3:00pm)

Breakdown: Monday, March 20, 2017 (8:00am – 5:00pm)

Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd

Road Closing: Yes- see attached walk route

Alcohol: Yes

Amplified Music: Yes- (9:30am-3:00pm)

Insurance Required: Yes

Banners: No

Pending Code Violations: No

Application Fee: \$200.00

Exhibit: 1

**Resource Impact**

Revenue related to this agreement is included in the FY 2017 operating budget in the account listed below.

Funds available as of December 29, 2016					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET	AMOUNT RECEIVED	AMOUNT
001-PKR033401-K029	Community Events	Charge for Service/ Non-sponsor Charger	\$40,000	\$21,029	\$700
			<b>TOTAL AMOUNT ►</b>		<b>\$700</b>

**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*.

Attachments:

Exhibit 1 – Florida AIDS Walk & Music Festival Application

Exhibit 2 – Florida AIDS Walk & Music Festival Walk Route

Exhibit 3 - Florida AIDS Walk & Music Festival Site Plan

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Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation