



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

**#17-0100**

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

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

**DATE:** February 7, 2017

**TITLE:** Motion to Approve Event Agreements and Related Road Closings: March  
for Cancer, Walk for the Animals and Sistrunk Historical Festival & Parade

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**Recommendation**

It is recommended that the City Commission approve event agreements with related road closings with Redline Media Group, LLC, The Humane Society of Broward County, Inc. and Sistrunk Historical Festival, 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: Redline Media Group, LLC  
Event Name: March for Cancer  
Date/Time: Saturday, March 4, 2017 (6:00am- 3:00pm)

Location: DC Alexander Park- 500 Seabreeze Blvd  
 Road Closing: Yes- (see attached walk route)  
 Alcohol: No  
 Amplified Music: Yes- (8:00am- 3:00pm)  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$200.00  
 Exhibit: 1

**Event 2:**

Applicant: The Humane Society of Broward County, Inc.  
 Event Name: Walk for the Animals  
 Date/Time: Saturday, March 18, 2017 (8:00am- 12:00pm)  
 Location: Huizenga Plaza & Esplanade Park  
 Road Closing: Yes- (see attached site plan)  
 Alcohol: No  
 Amplified Music: Yes- (8:00am- 12:00pm)  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$200.00  
 Exhibit: 2

**Event 3:**

Applicant: Sistrunk Historical Festival, Inc.  
 Event Name: Sistrunk Historical Festival & Parade  
 Date/Time: Saturday, February 25, 2017 (5:00am- 7:00pm)  
 Location: Lincoln Park & Sistrunk Blvd  
 Road Closing: Yes- (see attached site plan)  
 Alcohol: No  
 Amplified Music: Yes- (9:00am- 7:00pm)  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$400.00  
 Exhibit: 3

**Resource Impact**

Revenue related to these agreements is included in the FY 2017 operating budget in the accounts listed below.

<i><b>Funds available as of January 10, 2017</b></i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT

001-PKR033401-K029	Community Events	Charge for Service/Non-sponsor Charges	\$155,000	\$4,319	\$800
			<b>TOTAL AMOUNT ►</b>		\$800

### **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 –March for Cancer Application

Exhibit 1a – March for Cancer Site Plan

Exhibit 1b – March for Cancer Walk Route

Exhibit 2 – Walk for the Animals Application

Exhibit 2a – Walk for the Animals Site Plan

Exhibit 3 – Sistrunk Historical Festival & Parade Application

Exhibit 3a – Sistrunk Historical Festival & Parade Site Plan

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Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation