



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

**#17-0081**

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

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

**DATE:** March 7, 2017

**TITLE:** Motion to Approve Event Agreements: The Spring Festival at Victoria Park, Annual Pineapple Jam Dinner & Auction, Broward's Bite & Brew Beach Battle, Show N Shine German Classic Car Show, Rogers, Morris & Ziegler Invitational Track Meet, 83rd Easter Sunrise Service, and Farmers Market at Whole Foods

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**Recommendation**

It is recommended that the City Commission approve event agreements with Victoria Park Civic Association, Inc., The Stranahan House, Inc., Impact Broward, Inc., The South Florida Gold Coast Volkswagen Club, Inc., Broward County Roadrunners Track Club Inc., Fort Lauderdale Business and Professional Women's Club, Inc., and Florida Fresh Market Ent., 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: Victoria Park Civic Association, Inc.  
Event Name: The Spring Festival at Victoria Park  
Date/Time: Saturday, March 25, 2017 (10:00am- 3:00pm)  
Location: Victoria Park  
Road Closing: No  
Alcohol: Yes  
Amplified Music: Yes- (10:00am-3:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 1

Event 2:

Applicant: The Stranahan House, Inc.  
Event Name: Annual Pineapple Jam Dinner & Auction  
Date/Time: Friday, March 31, 2017 (6:00pm- 10:30pm)  
Location: Stranahan Park & Laura Ward Park  
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: Impact Broward, Inc.  
Event Name: Broward's Bite & Brew Beach Battle  
Date/Time: Saturday, April 1, 2017 (12:00pm- 4:00pm)  
Location: DC Alexander Park- 500 Seabreeze Blvd  
Road Closing: No  
Alcohol: Yes  
Amplified Music: Yes – (12:00pm – 4:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 3

Event 4:

Applicant: The South Florida Gold Coast Volkswagen Club, Inc.  
Event Name: Show N Shine German Classic Car Show

Date/Time: Sunday, April 9, 2017 (10:00am-3:00pm)  
Location: Mills Pond Park- 2201 NW 9<sup>th</sup> Ave  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes- (10:00am-3:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 4

Event 5:

Applicant: Broward County Roadrunners Track Club, Inc.  
Event Name: Rogers, Morris & Ziegler Invitational Track Meet  
Date/Time: Saturday, April 15, 2017 (8:00am- 4:00pm)  
Location: Joseph C. Carter Park- 1450 W. Sunrise Blvd  
Road Closing: No  
Alcohol: Yes  
Amplified Music: Yes- (8:00am- 4:00pm)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 5

Event 6:

Applicant: Fort Lauderdale Business and Professional Women's Club, Inc.  
Event Name: 83<sup>rd</sup> Easter Sunrise Service  
Date/Time: Sunday, April 16, 2017 (5:00am-8:00am)  
Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd  
Road Closing: No  
Alcohol: No  
Amplified Music: Yes- (6:30am- 8:00am)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00  
Exhibit: 6

Event 7:

Applicant: Florida Fresh Market Ent., Inc.  
Event Name: Fresh Market at Whole Foods  
Date/Time: Tuesdays in March, April and May 2017(4:00pm-9:00pm)  
Location: Whole Foods Market – 2000 N Federal Highway  
Road Closing: No

Alcohol: No  
 Amplified Music: No  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$400.00  
 Exhibit: 7

### **Resource Impact**

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

<i>Funds available as of February 15, 2017</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charge for Service/Non- sponsor Charger	\$150,000	\$40,000	\$1,600
			<b>TOTAL AMOUNT ►</b>		<b>\$1,600</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 – The Spring Festival at Victoria Park Application  
 Exhibit 1a –The Spring Festival at Victoria Park Site Plan  
 Exhibit 2 – Annual Pineapple Jam Dinner & Auction Application  
 Exhibit 2a –Annual Pineapple Jam Dinner & Auction Site Plan  
 Exhibit 3 – Broward’s Bite & Brew Beach Battle Application  
 Exhibit 3a –Broward’s Bite & Brew Beach Battle Site Plan  
 Exhibit 4 – Show N Shine German Classic Car Show Application  
 Exhibit 4a – Show N Shine German Classic Car Show Site Plan  
 Exhibit 5 – Rogers, Morris & Ziegler Invitational Track Meet Application  
 Exhibit 5a – Rogers, Morris & Ziegler Invitational Track Meet Site Plan

Exhibit 6 –83<sup>rd</sup> Easter Sunrise Service Application  
Exhibit 7- Fresh Market at Whole Foods Application  
Exhibit 7a – Fresh Market at Whole Foods Site Plan

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Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation