



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

#17-0280

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

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

DATE: March 7, 2017

TITLE: Motion Approving Co-Sponsorship of the Seatrade Cruise Global Event

Recommendation

It is recommended the City Commission co-sponsor the Seatrade Cruise Global event.

Background

The Greater Fort Lauderdale Convention and Visitors Bureau is requesting the City of Fort Lauderdale co-sponsor the Seatrade Cruise Global event taking place at the Broward County Convention Center March 13th through the 16th by finding the event serves a legitimate public purpose. Section 15-185, Code of Ordinances of the City of Fort Lauderdale (Code) states, "a co-sponsored event is one which is partially planned, organized and funded or otherwise supported by the city at the request of another person or entity as established by City Commission policy".

In conjunction with this event, the coordinators of the Seatrade Cruise Global event are proposing to install approximately 60 event banners within the City for a nine day period. The event will have the banners up beginning on March 8th, in accordance with Section 47-22.3.C, *Banner Signs*, of the Unified Land Development Regulations (ULDR).

To review the proposed banner sign, please see Exhibit 1. The proposed locations of the signs are shown in Exhibit 2.

Resource Impact

There is no fiscal impact associated with this action.

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.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous*.

Attachments

Exhibit 1 – Proposed Banner Sign

Exhibit 2 – Proposed Banner Sign Locations

Prepared by: Eric Engmann, Planner III

Department Director: Anthony Gregory Fajardo, Sustainable Development