



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-0544

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

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

DATE: May 2, 2017

TITLE: Motion to Approve an Event Agreement with Shark Entertainment, LLC
for Sandz Caribbean Festival

Recommendation

It is recommended that the City Commission approve an event agreement with Shark Entertainment, LLC and authorize execution of the agreement by the City Manager.

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.

Where applicable, the City Commission authorizes amplified music for the events listed below.

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

Event:

Applicant:	Shark Entertainment, LLC
Event Name:	Sandz Caribbean Festival
Date/Time:	Monday, May 29, 2017 (12:00pm- 9:00pm)
Location:	Mills Pond Park
Road Closing:	No

Alcohol: Yes
 Amplified Music: Yes – (12:00pm –9:00pm)
 Insurance Required: Yes
 Banners: No
 Pending Code Violations: No
 Application Fee: \$200.00

Note: This event was previously held at Snyder Park and has generated several noise complaints from the surrounding neighborhood. The new event organizer has worked with City staff, including Police, to move the event to Mills Pond Park, which we feel is more suitable for an event this size. Parks staff has worked with the event organizer on set up to ensure the stage and any speakers with amplified sound are facing away from the surrounding neighborhood.

Resource Impact

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

<i>Funds available as of April 18, 2017</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	\$150,000	\$79,360	\$200
TOTAL AMOUNT ►					\$200

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 – Sandz Caribbean Festival Application
 Exhibit 2a – Sandz Caribbean Festival Site Plan

Prepared by: Carolyn Bean, Parks & Recreation
 Department Director: Phil Thornburg, Parks & Recreation