



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

#17-1051

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

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

DATE: September 19, 2017

TITLE: Motion to Approve Event Agreements for Tuesday Night Farmers Market
and Farmers Market at Whole Foods

Recommendation

It is recommended that the City Commission approve an event agreement with Whoduz, Inc. and Florida Fresh Market Ent., Inc. and authorize execution of the agreement by the City Manager.

Background

City staff has been working closely with event organizers 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 organizers will pay for all event costs and submit the required certificates of insurance. The 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: Whoduz, Inc.
Event Name: Tuesday Night Farmers Market
Date/Time: Tuesday's, October 24, 2017 – January 23, 2018 (3:00pm-9:00pm)

Location: Vitamin Shoppe- 2205 N. Federal Hwy
 Road Closing: No
 Alcohol: No
 Amplified Music: No
 Insurance Required: Yes
 Banners: No
 Pending Code Violations: No
 Application Fee: \$200.00
 Exhibit: 1

Event 2:

Applicant: Florida Fresh Market Ent., Inc.
 Event Name: Farmers Market at Whole Foods
 Date/Time: Tuesday's, September 5, 2017 – November 28, 2017
 (4:00pm- 9:00pm)
 Location: Whole Foods Market Parking lot – 2000 N Federal Hwy
 Road Closing: No
 Alcohol: No
 Amplified Music: No
 Insurance Required: Yes
 Banners: No
 Pending Code Violations: No
 Application Fee: \$400.00
 Exhibit: 1

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 August 22, 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	\$121,961	\$600
TOTAL AMOUNT ►					\$600

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 – Tuesday Night Farmers Market Application

Exhibit 1a – Tuesday Night Farmers Market Site Plan

Exhibit 1b – Tuesday Night Farmers Market Agreement

Exhibit 2 - Farmers Market at Whole Foods Application

Exhibit 2a - Farmers Market at Whole Foods Site Plan

Exhibit 2b - Farmers Market at Whole Foods Agreement

Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation