



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-1514

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

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

DATE: January 3, 2018

TITLE: Motion to Approve an Event Agreement with Exclusive Sports Marketing,
Inc. of Florida for the 13th Annual 2018 Fort Lauderdale A1A Marathon

Recommendation

It is recommended that the City Commission approve an event agreement with Exclusive Sports Marketing, Inc. of Florida and authorize execution of the agreement by the City Manager. If the Commission is in agreement with the applicant's request for an extended road closure, a separate motion should be made.

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.

Effective October 1, 2015 the City began to enforce the noise requirements outlined in Exhibit 1. These new restrictions require all outdoor events that block streets anywhere on the Barrier Island must have all streets open no later than 10:00am.

Event:
Applicant: Exclusive Sports Marketing, Inc. of Florida
Event Name: 13th Annual 2018 Fort Lauderdale A1A Marathon
Date/Time: Saturday February 17, 2018 (6:00am – 9:00pm) & Sunday February 18, 2018 (2:00am - 4:00pm)
Location: Esplanade Park & Fort Lauderdale Beach Park
Road Closing: Yes – see attached race route
Alcohol: Yes
Amplified Music: Yes – (8:00am – 12:30pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00

*** The event organizer has requested to keep the roads closed until 11:00 am.**

Resource Impact

There is a positive fiscal impact in the amount of \$200.

<i>Funds available as of December 6, 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 Charges	\$175,000	\$40,000	\$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 – Commission Memo #15-055

Exhibit 2 – 13th Annual 2018 Fort Lauderdale A1A Marathon Application

Exhibit 2a –13th Annual 2018 Fort Lauderdale A1A Marathon Site Plan

Exhibit 2b – 13th Annual 2018 Fort Lauderdale A1A Marathon Agreement

Prepared by: Carolyn Bean, Parks & Recreation

Department Director: Phil Thornburg, Parks & Recreation