



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

**#18-1256**

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

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

**DATE:** December 4, 2018

**TITLE:** Motion to Approve Event Agreements and Related Road Closures: 2019  
Fort Lauderdale Mercedes-Benz Corporate Run, 14<sup>th</sup> Annual 2019 Fort  
Lauderdale Marathon & Half Marathon and Fort Lauderdale 5K and  
Holiday in Sistrunk (4<sup>th</sup> Annual)

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**Recommendation**

It is recommended that the City Commission approve event agreements and related road closures with Team Footworks Educational and Fitness Corporation, Exclusive Sports Marketing, Inc. of Florida and Young Men's Christian Association of South Florida, INC. and authorize execution of the agreements 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 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 the event agreement is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Event 1:

Applicant: Team Footworks Educational and Fitness Corporation  
Event Name: 2019 Fort Lauderdale Mercedes-Benz Corporate Run  
Date/Time: Thursday, April 4, 2019 (6:45pm - 8:00pm)  
Location: Huizenga Plaza  
Set Up Date/Time: Tuesday – Wednesday, April 2-3, 2019 (8:00am - 6:00pm)  
Breakdown Date/Time: Thursday-Friday, April 4-5, 2019 (9:00pm - 5:00pm)  
Road Closing: Yes – East Las Olas at SE 6<sup>th</sup> to SE 2<sup>nd</sup> at South Federal Hwy to Andrews Avenue  
Alcohol: Yes  
Amplified Music: Yes – Thursday, April 4, 2019 (5:00pm-9:00pm)  
Special Permission: Amplified Music/Extended Road Closure - No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00

Event 2:

Applicant: Exclusive Sports Marketing, Inc. of Florida  
Event Name: 14<sup>th</sup> Annual 2019 Fort Lauderdale Marathon & Half Marathon and Fort Lauderdale 5K  
Date/Time: Saturday, February 16, 2019 (7:00am - 11:00am) and Sunday, February 17, 2019 (5:00am – 12:00pm)  
Location: Throughout Broward County and A1A  
Set Up Date/Time: (5K) Friday, February 15, 2019 (7:00am - 8:00pm); (Marathon & Half Marathon) Saturday, February 16, 2019 (8:00am-9:00pm)  
Breakdown Date/Time: Sunday, February 17, 2019 (12:00pm - 3:00pm)  
Road Closing: Yes – Closures on Las Olas and A1A  
Alcohol: Yes  
Amplified Music: Yes – Sunday, February 17, 2019 (6:45am - 11:00am)  
Special Permission: Amplified Music/Extended Road Closure - No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00

Event 3:

Applicant: Young Men's Christian Association of South Florida, INC.  
Event Name: Holiday in Sistrunk (4<sup>th</sup> Annual)  
Date/Time: Saturday, December 15, 2018 (2:00pm - 6:00pm)  
Location: 821 NW 8<sup>th</sup> Court, Fort Lauderdale, FL 33311  
Set Up Date/Time: Saturday, December 15, 2018 (10:00am - 2:00pm)  
Breakdown Date/Time: Saturday, December 15, 2018 (6:00pm - 7:00pm)  
Road Closing: Yes – NW 8<sup>th</sup> Ct and NW 13<sup>th</sup> Avenue  
Alcohol: No

Amplified Music: Yes – Saturday, December 15, 2018 (2:00pm - 6:00pm)  
 Special Permission: Amplified Music/Extended Road Closure - No  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$400.00

### **Resource Impact**

Revenue related to these agreements is included in the FY 2019 operating budget in the accounts listed below.

<b><i>Funds available as of November 19, 2018</i></b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
001-PKR033401-K029	Community Events	Charge for Service/ Non-sponsor Charges	\$165,000	\$6,245	\$800
<b>TOTAL AMOUNT ►</b>					<b>\$800</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 – 2019 Fort Lauderdale Mercedes-Benz Corporate Run Application  
 Exhibit 1a – 2019 Fort Lauderdale Mercedes-Benz Corporate Run Site Plan  
 Exhibit 1b – 2019 Fort Lauderdale Mercedes-Benz Corporate Run Agreement  
 Exhibit 2 – 14<sup>th</sup> Annual 2019 Fort Lauderdale Marathon & Half Marathon and Fort Lauderdale 5K Application  
 Exhibit 2a – 14<sup>th</sup> Annual 2019 Fort Lauderdale Marathon & Half Marathon and Fort Lauderdale 5K Site Plan  
 Exhibit 2b – 14<sup>th</sup> Annual 2019 Fort Lauderdale Marathon & Half Marathon and Fort Lauderdale 5K Agreement  
 Exhibit 3 – Holiday in Sistrunk (4<sup>th</sup> Annual) Application  
 Exhibit 3a – Holiday in Sistrunk (4<sup>th</sup> Annual) Site Plan  
 Exhibit 3b – Holiday in Sistrunk (4<sup>th</sup> Annual) Agreement  
 Exhibit 4 – December 2018 Special Event Calendar  
 Exhibit 5 – February 2019 Special Event Calendar  
 Exhibit 6 – March 2019 Special Event Calendar  
 Exhibit 7 – April 2019 Special Event Calendar

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Prepared by: Barbara Smith, City Manager's Office

Department Director: Lee Feldman, City Manager's Office