



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

**#19-0343**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** April 16, 2019

**TITLE:** Motion to Approve Event Agreements and Related Road Closures: March  
for Cancer, 2019 Fort Lauderdale Light the Night, The Home Depot  
Foundation Team Depot Day, MASS District Events, FATVillage Art Walk  
and Cinco on 2nd Street

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**Recommendation**

It is recommended that the City Commission approve event agreements with Redline Media Group, LLC d/b/a Real Meaningful Gestures, The Leukemia & Lymphoma Society, Inc., Experience Florida Inc., MASS District, Inc., FATVillage Arts District Inc and Loco 222 Inc d/b/a TacoCraft Taqueria and Tequila Bar and authorize execution of the agreements by the City Manager.

**Background**

MASS District Events was approved by Commission March 19, 2019. The promoter is now requesting to include food vendors at his event, so this item is being brought before the Commission for reconsideration.

City staff has been working closely with the 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 the 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 agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Event 1:

Applicant: Redline Media Group, LLC d/b/a Real Meaningful Gestures  
Event Name: March for Cancer  
Date/Time: Saturday, May 18, 2019 (6:00am – 3:00pm)  
Location: DC Alexander Park  
Set Up Date/Time: Friday, May 17, 2019 (12:00pm – 12:00am)  
Breakdown Date/Time: Saturday, May 18, 2019 (3:00pm – 6:00pm)  
Road Closing: Yes – Temporary road closure/directional officers at DC Alexander Park on the corner of SE 5th Street and A1A at start of race North Bound (7AM), the course will take A1A North to NE 9th Street Make a U-turn and return South on A1A to Las Olas East then A1A South back to DC Alexander Park SE 5th Street and A1A. Temporary lane closure with barricades/cones on the inside lanes to encompass runners going North and South. We will provide a vehicle that will follow the last participating group to pick up all barricades/cones as the race progresses Temporary road closure/directional officers at DC Alexander Park on the corner of SE 5th Street and A1A at start of race North Bound (7AM), the course will take A1A North to NE 9th Street Make a U-turn and return South on A1A to Las Olas East then A1A South back to DC Alexander Park SE 5th Street and A1A. Temporary lane closure with barricades/cones on the inside lanes to encompass runners going North and South. We will provide a vehicle that will follow the last participating group to pick up all barricades/cones as the race progresses  
Alcohol: No  
Amplified Music: Yes - Saturday, May 18, 2019 (6:00am – 3:00pm)  
Special Permission: Amplified Music/Extended Road Closure - No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00

Event 2:

Applicant: The Leukemia & Lymphoma Society, Inc.  
Event Name: 2019 Fort Lauderdale Light the Night  
Date/Time: Saturday, November 23, 2019 (5:00am – 10:00pm)  
Location: Esplanade Park  
Set Up Date/Time: Friday, November 22, 2019 (5:00am – 8:00pm)  
Breakdown Date/Time: Saturday, November 23, 2019 (10:00pm – 12:00am)

Road Closing: Yes – SW 2<sup>nd</sup> btwn SW 5<sup>th</sup> and SW 4<sup>th</sup> & SW 4<sup>th</sup> (by the river)  
 Alcohol: No  
 Amplified Music: Yes - Saturday, November 23, 2019 (4:00pm – 9:00pm)  
 Special Permission: Amplified Music/Extended Road Closure - No  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$200.00

Event 3:

Applicant: Experience Florida Inc.  
 Event Name: The Home Depot Foundation Team Depot Day  
 Date/Time: Tuesday, April 30, 2019 (7:00am – 2:00pm)  
 Location: 1420 SW 3<sup>rd</sup> Avenue, Fort Lauderdale, FL  
 Set Up Date/Time: Monday, April 29, 2019 (7:00am – 5:00pm)  
 Breakdown Date/Time: Tuesday, April 30, 2019 (2:00pm – 5:00pm)  
 Road Closing: Yes – Portion of SW 14<sup>th</sup> Court  
 Alcohol: No  
 Amplified Music: Yes - Tuesday, April 30, 2019 (7:30am – 1:00pm)  
 Special Permission: Amplified Music/Extended Road Closure - No  
 Insurance Required: Yes  
 Banners: No  
 Pending Code Violations: No  
 Application Fee: \$400.00

Event 4:

Applicant: MASS District Inc  
 Event Name: MASS District Events  
 Date/Time: Every Friday (6:00pm – 10:00pm)  
 Every Saturday (6:00pm – 10:00pm)  
 Every Sunday (4:00pm – 9:00pm)  
 April 2019 – June 2019  
 Location: 844 NE 4<sup>th</sup> Avenue, Fort Lauderdale, FL 33304  
 Set Up Date/Time: Every Friday (5:30pm – 6:00pm)  
 Every Saturday (5:30pm – 6:00pm)  
 Every Sunday (3:30pm – 4:00pm)  
 April 2019 – June 2019  
 Breakdown Date/Time: Every Friday (10:00pm – 10:30pm)  
 Every Saturday (10:00pm – 10:30pm)  
 Every Sunday (9:00pm – 9:30pm)  
 April 2019 – June 2019  
 Road Closing: Yes – NE 4<sup>th</sup> Ave & NE 9<sup>th</sup> St; NE 4<sup>th</sup> Ave & NE 8<sup>th</sup> St; NE 9<sup>th</sup> St & NE 5<sup>th</sup> Ave; NE 2<sup>nd</sup> Ave & N Flagler Dr.; Middle of NE 2<sup>nd</sup> Ave N of NE 7<sup>th</sup> St  
 Alcohol: No

Amplified Music: Yes - Every Friday (6:00pm – 10:00pm)  
Every Saturday (6:00pm – 10:00pm)  
Every Sunday (4:00pm – 9:00pm)  
Special Permission: Amplified Music/Extended Road Closure - No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$400.00 paid previously

Event 5:

Applicant: FATVillage Arts District Inc  
Event Name: FATVillage Art Walk  
Date/Time: Saturday, April 27, 2019 (6:00pm – 10:00pm)  
Saturday, May 25, 2019 (6:00pm – 10:00pm)  
Saturday, June 29, 2019 (6:00pm – 10:00pm)  
Location: NW 1<sup>st</sup> Avenue between Sistrunk Blvd. and NW 5<sup>th</sup> Street  
Set Up Date/Time: Saturday, April 27, 2019 (11:00am – 6:00pm)  
Saturday, May 25, 2019 (11:00am – 6:00pm)  
Saturday, June 29, 2019 (11:00am – 6:00pm)  
Breakdown Date/Time: Saturday, April 27, 2019 (10:00pm – 12:00am)  
Saturday, May 25, 2019 (10:00pm – 12:00am)  
Saturday, June 29, 2019 (10:00pm – 12:00am)  
Road Closing: Yes – NW 1<sup>st</sup> Ave btwn NW 5<sup>th</sup> St & Sistrunk Blvd.  
Alcohol: Yes  
Amplified Music: Yes - Saturday, April 27, 2019 (6:00pm – 10:00pm)  
Saturday, May 25, 2019 (6:00pm – 10:00pm)  
Saturday, June 29, 2019 (6:00pm – 10:00pm)  
Special Permission: Amplified Music/Extended Road Closure - No  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$200.00

Event 6:

Applicant: Loco 222 Inc d/b/a TacoCraft Taqueria and Tequila Bar  
Event Name: Cinco on 2nd Street  
Date/Time: Sunday, May 5, 2019 (11:00am – 10:00pm)  
Location: 200 Block of SW 2nd Street, Between 2nd and 3rd Avenues  
Set Up Date/Time: Sunday, May 5, 2019 (9:00am – 10:00am)  
Breakdown Date/Time: Sunday, May 5, 2019 (10:00pm – 11:00pm)  
Road Closing: Yes – 200 Block SW 2nd Street  
Alcohol: Yes  
Amplified Music: Yes - Sunday, May 5, 2019 (4:00pm – 10:00pm)  
Special Permission: Amplified Music/Extended Road Closure - No  
Insurance Required: Yes  
Banners: No

Pending Code Violations: No  
Application Fee: \$200.00

### **Resource Impact**

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

<i>Funds available as of March 21, 2019</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	\$165,000	\$59,500	\$1,200
TOTAL AMOUNT ►					\$1,200

### **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 – March for Cancer Application  
Exhibit 1a – March for Cancer Site Plan  
Exhibit 1b – March for Cancer Race Route  
Exhibit 1c – March for Cancer Agreement  
Exhibit 2 – 2019 Fort Lauderdale Light the Night Application  
Exhibit 2a – 2019 Fort Lauderdale Light the Night Site Plan  
Exhibit 2b – 2019 Fort Lauderdale Light the Night Race Route  
Exhibit 2c – 2019 Fort Lauderdale Light the Night Agreement  
Exhibit 3 – The Home Depot Foundation Team Depot Day Application  
Exhibit 3a – The Home Depot Foundation Team Depot Day Site Plan  
Exhibit 3b – The Home Depot Foundation Team Depot Day Agreement  
Exhibit 4 – MASS District Events Application  
Exhibit 4a – MASS District Events Site Plan  
Exhibit 4b – MASS District Events Agreement  
Exhibit 5 – FATVillage Art Walk Application  
Exhibit 5a – FATVillage Art Walk Site Plan  
Exhibit 5b – FATVillage Art Walk Agreement  
Exhibit 6 – Cinco on 2nd Street Application  
Exhibit 6a – Cinco on 2nd Street Site Plan  
Exhibit 6b – Cinco on 2nd Street Agreement

Exhibit 7 – April 2019 Special Event Calendar  
Exhibit 8 – May 2019 Special Event Calendar  
Exhibit 9 – June 2019 Special Event Calendar  
Exhibit 10 – July 2019 Special Event Calendar  
Exhibit 11 – November 2019 Special Event Calendar

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Prepared by: Barbara Smith, Nighttime Economy

Department Director: Chris Lagerbloom, ICMA-CM, City Manager