



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

#20-0116

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: January 21, 2020

TITLE: Motion Declaring Super Bowl Weekend, scheduled for January 31, 2020 – February 2, 2020, as a Public Purpose Special Event and Creating a Temporary Exemption Relating to the Sale, Possession and Consumption of Alcohol at the Event – **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve a motion declaring Super Bowl Weekend, scheduled for Friday, January 31, 2020 – Sunday, February 2, 2020, a public purpose special event, providing for a specific limited temporary exemption from Section 8-85, Code of Ordinances of the City of Fort Lauderdale, as it relates to the sale, possession, and consumption of alcohol on the Fort Lauderdale Beach: from Sunrise Blvd south to NE 18th Street and the intracoastal waterway east to the sand.

Background

On May 1, 2012, the City Commission adopted Section 5.3 of the Fort Lauderdale Code of Ordinances, allowing the City Commission, by motion, to provide for a limited temporary exemption from Section 8-85 of the Code of Ordinances as it relates to the sale, possession, and consumption of alcohol.

The City of Fort Lauderdale's economic sustainability is directly tied to tourism, which in turn is greatly enhanced by attracting visitors to major special events. As the region's second-leading industry, tourism accounts for more than 114,000 jobs.

To help ensure Super Bowl Weekend, January 31, 2020 – February 2, 2020, can create a one-of-a-kind experience, attract an outstanding crowd, and allow Fort Lauderdale to capitalize on the full economic development potential of this public purpose special event, staff recommends a temporary exemption from Section 8-85 of the Code of Ordinances relative to open containers of alcoholic beverages in specified entertainment and recreational areas of the city.

Resource Impact

There is no fiscal impact associated with this item.

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 Vision Plan 2035: We are Here*.

Attachments

Exhibit 1 – Section 5.3, Fort Lauderdale Code of Ordinances

Exhibit 2 – Section 8-85, Fort Lauderdale Code of Ordinances

Prepared by: Barbara Smith, Parks and Recreation

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