



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

**#20-0456**

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

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

**DATE:** September 15, 2020

**TITLE:** Motion Approving Event Agreements, Extended Music Hours and  
Extended Road Closure Beyond 10:00am on the Barrier Island with  
Exclusive Sports Marketing, Inc. for the 2021 Publix Fort Lauderdale A1A  
Marathon, Half Marathon, 5K, Komen 6K, Kids Race – **(Commission  
Districts 1, 2, and 4)**

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**Recommendation**

It is recommended that the City Commission approve event agreements, request for extended hours for music and extended road closure beyond 10:00 am on the barrier island for Sunday, February 14, 2021 only with Exclusive Sports Marketing, Inc. of Florida and authorize execution of the agreement 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 the event organizer was 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 agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

**All event promoters are aware of Broward County Ordinance 20-23, relating to**

special events. All promoters have submitted their operational plans to Broward County and are awaiting approval. Event approval is contingent on COVID 19 restrictions being lifted and/or written approval to host the event from Broward County.

<u>Event 1: 2021 Publix Fort Lauderdale A1A Marathon, Half Marathon, 5K, Komen 6K, Kids Race</u>	
Applicant:	Exclusive Sports Marketing, Inc. of Florida
Date/Time:	Saturday, February 13, 2021 (6:00 am – 12:00 pm) Sunday, February 14, 2021 (5:45 am – 1:00 pm)
Location:	Finish Line – Fort Lauderdale Beach Parking Lot; Event begins on Downtown and runs throughout A1A
Set Up Date/Time:	Friday, February 12, 2021 (6:00 am – 3:00 pm) Saturday, February 13, 2021 (8:00 am – 9:00 pm)
Breakdown Date/Time:	Sunday, February 14, 2021 (2:00 pm – 6:00 pm) Monday, February 15, 2021 (6:00 am – 12:00 pm)
Road Closing:	Yes – A1A North to Pompano
Alcohol:	Yes
Amplified Music:	Yes - Sunday, February 14, 2021 (7:00 am – 12:00 pm)
Special Permission:	Amplified Music/Extended Road Closure – Yes* (Extended road closure beyond 10:00 am on the barrier Island Sunday, February 14, 2021 only)
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200

**\*The event organizer has requested a special exemption to block streets on the Barrier Island for this event until 12:00pm on Sunday, February 14, 2020 only.**

**Resource Impact**

Revenue related to these agreements is included in the FY 2020 operating budget in the accounts listed below.

<i>Funds available as of August 20, 2020</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	\$180,000	\$84,214	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

### **Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

### **Attachments**

Exhibit 1 – Commission Memo 19-052

Exhibit 2 – 2021 Publix Fort Lauderdale Marathon, Half Marathon, 5K, Komen 6K, Kids Race Application

Exhibit 2a – 2021 Publix Fort Lauderdale Marathon, Half Marathon, 5K, Komen 6K, Kids Race 5K Site Plan

Exhibit 2b – 2021 Publix Fort Lauderdale Marathon, Half Marathon, 5K, Komen 6K, Kids Race Routes

Exhibit 2c – 2021 Publix Fort Lauderdale Marathon, Half Marathon, 5K, Komen 6K, Kids Race Agreement

Exhibit 3 – February 2021 Special Event Calendar

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Prepared by: Barbara Smith, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department