



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

**#21-0581**

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

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

**DATE:** June 15, 2021

**TITLE:** Motion Approving Event Agreements for Crack of Dawn, Good Morning  
Breakfast Brunch, and Juneteenth Celebration - (**Commission Districts 2  
and 3**)

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**Recommendation**

Staff recommends the City Commission approve an event agreement, in substantially the form attached, with Arogasmic Scents LLC, K.J Marketing Solutions LLC, and Old Dillard Foundation, Inc., and authorize execution of the agreements by the City Manager.

**Background**

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.

<u>Event 1: Crack of Dawn</u>	
Applicant:	Arogasmic Scents, LLC
Date/Time:	Sunday, June 20 <sup>th</sup> , 2021 (8:00am – 8:00pm)
Location:	DC Alexander Park
Set Up Date/Time:	Saturday, June 19 <sup>th</sup> , 2021 (4:00pm – 6:00pm)
Breakdown Date/Time:	Sunday, June 20 <sup>th</sup> , 2021 (8:00pm – 9:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes – Sunday, June 20, 2021 (11:00am – 8:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$1000

<u>Event 2: Good Morning Breakfast Brunch</u>	
Applicant:	K.J Marketing Solutions LLC
Date/Time:	Monday, July 5, 2021 (10:00am – 5:00pm)
Location:	Las Olas Garage Rooftop
Set Up Date/Time:	Monday, July 5, 2021 (7:00am – 9:30am)
Breakdown Date/Time:	Monday, July 5, 2021 (5:00pm – 7:30pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes – Monday, July 5, 2021 (10:00am – 5:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$400 (\$600 previously paid for three 2020 event applications)

<b>Event 3: Old Dillard Foundation, Inc.</b>	
Applicant:	Juneteenth Celebration
Date/Time:	Saturday, June 19, 2021 (12:00pm – 5:00pm)
Location:	Joseph C. Carter Park
Set Up Date/Time:	Saturday, June 19, 2021 (10:00am – 12:00pm)
Breakdown Date/Time:	Saturday, June 19, 2021 (5:00pm – 7:00pm)
Road Closing:	No
Alcohol:	No
Amplified Music:	Yes - Saturday, June 19, 2021 (12:00pm – 5:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200 paid

### **Resource Impact**

Revenue related to these agreements is included in the FY 2021 operating budget in the accounts listed below.

<b><i>Funds available as of May 24, 2021</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	\$147,000	\$28,991	\$1600
<b>TOTAL AMOUNT ►</b>					<b>\$1600</b>

### **Strategic Connections**

This item is a 2021 Top Commission Priority, advancing the Parks and Public Places initiative.

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 – Crack of Dawn Application  
Exhibit 1a – Crack of Dawn Site Plan  
Exhibit 1b – Crack of Dawn Agreement  
Exhibit 2 – Good Morning Breakfast Brunch Application  
Exhibit 2a – Good Morning Breakfast Brunch Site Plan  
Exhibit 2b – Good Morning Breakfast Brunch Agreement  
Exhibit 3 – Juneteenth Celebration Application  
Exhibit 3a – Juneteenth Celebration Site Plan  
Exhibit 3b – Juneteenth Celebration Agreement  
Exhibit 4 – June 2021 Special Event Calendar  
Exhibit 5 – July 2021 Special Event Calendar

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Prepared by: Brittany Henry, Special Events Coordinator, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department