



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

#21-0695

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: September 9, 2021

TITLE: Motion Approving a Five-year Agreement for Promotion of Downtown
Countdown New Year's Eve Celebration with O.B. Festival Events, LLC -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve a motion for a Five-year agreement for promotion of Downtown Countdown New Year's Eve celebration with O.B. Festival Events, LLC, in substantially the attached form.

Background

The City of Fort Lauderdale annually organizes and operates the "Downtown Countdown" New Year's Eve Celebration that takes place in downtown Fort Lauderdale, on December 31st/January 1st of each year.

For the past five years, the City has held an agreement with OB Events which is wholly-owned by The Orange Bowl Committee, Inc. O.B. Festival Events, LLC. The partnership has been very positive with OB Events and therefore staff recommends approval of another five-year contract.

Pursuant to Section 2-189(c), Code of Ordinances of the City of Fort Lauderdale, the City Manager has determined that the services offered by OB Events are proprietary in nature and that it would be in the best interest of the City to not utilize competitive bids to purchase these services, but instead, the price and scope of services will be negotiated.

OB Events role will include marketing the event in all of their Orange Bowl Festival marketing and promotions and the securing of sponsorships to aid in the funding of the event.

The City will be responsible for all aspects of event production, staging, entertainment, management, security and operation, including, but not limited to, operations, tickets, concessions, grandstands, barricading, police, and business administration if the Event takes place. The City grants O.B. Events a limited, non-assignable, nonexclusive license

to use the City's trade name and other marks solely for the purposes of performing its responsibilities under the agreement and promotion of the event.

For sponsors signed/recruited by O.B. Events, net revenues shall be paid fifty percent (50%) to the City and fifty percent (50%) to O.B. Events.

The Orange Bowl Committee has been a great partner with the City for not only this event but also provided \$1.5 million dollars toward the improvements to the football field and new running track at Carter Park.

Resource Impact

There is no fiscal impact associated with this item.

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: Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle

Attachment

Exhibit 1 - Downtown Countdown Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation Director