



AGENDA ITEM MEMORADUM

Item No. 11d

Development Services

Department

Bud Bentley

Assistant Town Manager & Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> Nov 29, 2011	Nov 10 th

**Subject to Change*

- Presentation Reports Consent Ordinance
- Resolution Quasi-Judicial Old Business New Business

SUBJECT TITLE: **Special Event Permit for the New Year's Eve Celebration**

EXPLANATION: The application has been submitted by Aruba Beach Cafe, Village Grille, 101 Ocean and Athena's. The proposed event will be held on December 31, 2011. Street closures and parking set ups in the downtown area will begin at 3:00 pm. Set up of the entertainment will begin at 4:00 pm. Both entertainment venues will start at 6:00 pm and end at 1:30 am. Cleanup of the area will be permitted till 3:00 am.

The Town is taking a much larger role in this year's event as the results of lessons learned last year and at other events where the crowd overwhelmed the event. As discussed with the Commission at our recap of last year's event, the police detail will be managed by the Chief – not individual event sponsors. The cost for the police detail will be paid by the event sponsors.

The event sponsors have worked together with BSO and Town staff on a new street closures plan that includes public valet parking that will accommodate the large amount of patrons that will attend the event and then exit the Town in a safe and organized manner.

RECOMMENDATION:

1. **Traffic and Crowd Control Plan.** The event sponsors shall comply with all aspects of the BSO traffic and crowd control plan. This plan has been incorporated into the site plan for the area and is part of the special event application.
 - a. El Mar Drive and Commercial Blvd. street closures are detailed on the site plan. To clearly identify the event area proper barriers shall be used along Commercial Blvd. and A1A and at each end of the event on El Mar Drive. Barriers shall be removed immediately following the event.
 - b. Parking meters shall be posted advising the public parking in the Downtown area will not be permitted after 2:00 pm.
 - c. A BSO detail officer will be assigned at the street closure on El Mar Drive in front of Oriana and other areas of town to monitor and assist with traffic flow. A pier parking attendant will be stationed in the same area to guide traffic in and out of the alleyway entrance/exit to the pier parking lot. Note: The Pier is running normal operations and not having an event or participating in the New Year's Eve event.
 - d. Because El Mar is closed in the Oceanfront Center, there is no public access to the El Mar Parking lot. This lot will be paid for and used for by the event sponsors.
 - e. The number of detail police officers shall be determined by the Police Chief, the expense of which shall be reimbursed to the Town by the event sponsors. The Police Chief has initially determined the need for ten (10) off-duty detail deputies for traffic, crowd control, and overall security for the event. One Supervisor will be assigned to the area and the Chief has personally selected the Officers working the detail. The detail will utilize approximately 56 man hours. The projected cost of the BSO detail is \$2,656.00. Upon approval, the Chief will enter into a standard contract with the BSO Detail Office on behalf of LBTS and the participants the same way 4th of July was handled. The four participating businesses will then reimburse the Town for the cost expenditure. Events sponsors may contract for additional deputy for their property at their own expense.



2. Aruba shall pay the Town for parking spaces along east bound 100 block of commercial Blvd. and the south bound 4300 block of El Mar Drive that are used for their valet operation. Village Grille and 101 Ocean will be renting the spaces along the north and south bound 4400 block of El Mar Drive. Athena's will be renting the spaces along the westbound 100 block of Commercial Blvd.
3. Public Parking shall be allowed along the median lanes of El Mar Drive in the locations approved by Staff. Event sponsors shall posted signs that include: "No Parking on Grass", "Event Parking 6:00 pm to 2:00 am", "NO PARKING" signs to be placed along El Mar Drive within 30 feet of a stop sign. Signs must not interfere with vehicle line of site and shall be removed immediately following the event.
4. The event sponsors shall reimburse the Town for any expenses of Fire and AMR services billed to the Town for this event. Fire and AMR will locate a command post along the northbound lane of the 4300 block of El Mar Drive just north of the Pier alley. Note: The members of the Volunteer Fire Department contribute hours at no cost to the Town or event participants.
5. A public works and Town representative shall be on site during the event for extra cleanup of waste and to handle event concerns or issues that may arise. Municipal Services will incur about eight hours of overtime expense for one worker assigned to the area. Development Services will incur about eight hours of overtime expense for one worker assigned to the event. The cost of these services will be paid by the event sponsors.
6. The Town's solid waste collection contractor, Choice, will provide the portable bathrooms, recycling containers and waste receptacles at no cost to the Town or the event participants.

Six regular and 2 handicapped Portable bathrooms will be located along El Mar Drive by the command posts and in the El Mar Parking Lot. Twenty-Five – 96 gallon waste and recycling receptacles will be positioned around the event area by Town Staff and the Village Grille.
7. Event sponsors may use the Town utilities for the New Year's Eve event at no cost.
8. Music will be provided at 2 locations and both venues shall end at 1:30 am. The first venue is the regular Saturday night Music By-The-Sea location in front of Athena's. The second venue will be located in the Commercial Boulevard west bound lanes north of Pelican Square. Music levels shall be kept at the allowable levels during the event and each event participant will control the volume so as to not interfere with the other venue.
9. Both event sound systems shall be operated so as not to violate the Town's Code, including Section 13-6, Noise Limitation. (Noise shall not exceed 90 dba or 95 dbc between the hours of 7:00 am and 10:00 pm or 75 dba and 75 dbc during the hours of 10:00 pm and 11:30 pm when measured at or beyond 200 ft.)
10. Canopy tents used during the event must not block the sidewalks and shall be removed immediately following the event.
11. Event participants shall provide all Extension of Premise Alcohol licenses, Insurance certificates naming the Town as additionally insured and make payment of parking, Staff and BSO Detail costs to the Town no later than December 1, 2011.
12. Event participants shall maintain the site in a safe condition at all times, this includes restricted access to the stages or band risers, secure and cover all trip hazards such as extensions cords, and provide a two (2) pound ABC fire extinguisher at the stages or band risers and at the outside canopies.
13. The Town Manager may suspend permission for this event or the onsite Town representative may terminate an event due to the applicant not complying with the terms and conditions of the Town's event permit or for health or safety issues, such as crowds that exceed the capacity of the event site.



Since the Town is coordinating the traffic and crowd control plan and contributing the portable bathroom and the waste & recycling carts, we could be consider a co-sponsor of this year's event and in that case, the Code requires the following information.

- Benefit to the Town. The New Year's Eve event is held each year and benefits the business and residential community. The town's business community is tourist based and the event brings people to town for the celebration. The town resident's benefit as this is a free event and gives neighbors a chance to engage in a social activity with little expense.
- Projection of Revenues. The event itself does not have revenue. The Town does enforce for violations of handicapped parking and for permit parking. We are reimbursed for most meters blocked or used by the event. The event increases the utilization of the Town's meter parking areas thereby increasing our parking revenue for the night.

RECOMMENDATION: We recommend approval of the 2011 New Year's special event application.

EXHIBITS: 1. Special Event application

Reviewed by Town Attorney
 Yes No

Town Manager Initials CA

The Town of Lauderdale-By-The-Sea
Special Event Application



SPECIAL EVENTS APPLICATION

This completed application must be submitted 60 days prior to the date of the event together with a \$100 application fee to: Assistant Town Manager, Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, Florida 33308-3610.

This application is available on the Town website at www.lauderdalebythesea-fl.gov.

Questions: Phone: 954-776-3611 or email ATM@lauderdalebythesea-fl.gov

Special events are approved by the Town Commission. The Special Event Permit will state all of the conditions that shall be met for the event to be held. The applicant shall be responsible for securing and paying for all licenses, and permits required by any governmental agency having jurisdiction, providing the Town evidence of all required insurances, and providing evidence of organization and/or charity.

- Name of event: New Year's Eve Celebration 2011
- Day and date of event: Dec 31st 2011 New event Returning event
- Location where event will be held: Pelican Square area Downtown
- Description of Event: Music, Dancing, food and drink
- Name and address of sponsor or hosting organization Town of Lauderdale By The Sea, Aruba, Village Grille, 101 Ocean and Athena's.
- Name(s) of local contact person(s) who will be present each day of the event: VFD / BSO, Town Staff cell phones.
Mailing address: 4501 N. Ocean Drive LBTS FL 33308
Daytime phone#: 954-640-4200 Evening phone#: - Mobile phone#: -
Email: - Fax#: -
- What is the actual beginning and ending time of the event? 6pm to 1³⁰am
Start of set-up time? 3:00 pm ^{Streets close.} End of tear-down time? 3:00 am
* 4:00 pm ^{Event set-up begins}
- What type of audience is the event planned for? All types
- How many participants do you anticipate? 100+ spectators? 400+ adult volunteers? VFD
- Are there fees for the participants or spectators? no Will fees be collected on-site? n/a

The Town of Lauderdale-By-The-Sea
Special Event Application

DETAILED SITE PLAN (required)

11. A detailed site plan must be included with the application. Draw a plan on page 6 or attach separately to this application. Identify any street closures or public parking areas affected. Briefly describe the proposed route for parades, runs, walks, etc and include route on detailed site plan. Included.

STREET CLOSURES

12. Are you requesting that any public streets be closed for the event? Yes X No _____

If yes, indicate the streets and blocks and times the closure is requested: See Site Plan

TRAFFIC CONTROL/BARRICADES

A traffic control contractor may be required for events which require barricades or traffic control signage.

13. Please list your traffic control contractor, if applicable: BSO, Town Staff, Aruba

VEHICLE LOADING/UNLOADING

Village grill + Athena's
Provide barricades.

14. Are you requesting that vehicles be permitted to load/unload in non-metered areas? NO

If yes, please indicate the location and times loading and unloading would occur: n/a

PARKING

Include detailed site plan indicating how on and off street parking will be accommodated. Information on signage must include location, colors, size and number of signs. Indicate signage to be placed in any right of way that directs traffic to the event and their approximate size. If you are requesting that vehicles be permitted to drive or park on Town property, please indicate the type(s) of vehicles, the locations, and times they would be parked. Applicant shall be responsible for restoration of any damage to Town property

Parking along inside lanes of Elmer Drive - Signs to be posted are detailed in the Agenda Item Request form.

15. Are you requesting use of Town parking meter spaces for the event? Yes X No _____

If yes, provide the meter numbers on the site plan and purpose for which they will be used. on site plan

Unless the parking meter fees are waived by the Town Commission, all fees must be paid at the beginning of the month of the event. To be paid by Dec 1st 2011.

The Town of Lauderdale-By-The-Sea
Special Event Application

SIGNAGE

Will signs be erected for the event? Yes No Number of signs 15+ Size 1x2 sq.ft.
Location of signs Elmer Drive

Locate signs on detailed site plan.

OFF DUTY POLICE/CODE COMPLIANCE OFFICERS

Off duty police officers are required for street closures, events with alcohol, or large crowds, as determined by the Sheriff's Department. Applicant is responsible for additional code compliance officers to ensure compliance with Town codes.

16. Do you anticipate hiring off duty police/code compliance officers for your event? Yes No

ANIMALS

17. Any exhibition or similar undertaking in which animals are required to participate in performances for the amusement or entertainment of an audience is subject to Town Commission approval. Are animals included in your event? Yes No

SOUND SYSTEMS

18. Request to use amplified sound on public property-the following is requested:
 Amplified sound/speaker system Live music Recorded music

CLEAN UP AND TRASH REMOVAL

Clean up of the event area immediately following the event, including trash removal, is the responsibility of the applicant.

19. Please name the contractor or organization, including phone number who is responsible for:

Clean up of the event site: By Participants + town staff

Removal of trash from the event site: Choice Waste

TOWN UTILITIES

Electrical power and/or water supply is the responsibility of the applicant. A fee is required, paid in advance, to use Town utilities. Indicate generators and fuel storage locations on the detailed site plan.

20. Will the event require the following on public property?
 Electrical power-Describe use: for outside bar at Aruba
 Water - Describe use: _____

The Town of Lauderdale-By-The-Sea
Special Event Application

ALCOHOL

27. Are you requesting that alcohol be served or sold at the event? yes
If yes, please provide copy of appropriate State license.

PERMISSION OF THE PROPERTY OWNER

28. An event held on property that is not owned by the applicant requires the permission of the property owner. Include a notarized affidavit in the permit submittal including the beginning and ending dates.

RIDES (rides may require a State of Florida inspection)

29. Are rides to be included in the event? Yes _____ No X

Types: Mechanical/Electrical _____ Inflatable (bounce house etc.) _____ Manual (slides, trampolines) _____

Include a copy of the contract(s) with any provider of rides, mechanical devices and amusements.

FIREWATCH

30. If determined in the review of the application, the applicant must provide for a fire watch and/or an EMS Crew during the event. Large events or those using combustible materials may require qualified stand-by personnel and the appropriate equipment.

LICENSES

31. Copies of State and County licenses for vendors and contractors, as required.

INDEMNIFICATION

32. Applicant shall indemnify, defend and hold harmless the Town, its officers, agents and employees, from and against any and all claims, suits, actions, damages, liabilities, expenditures or causes of action of any kind arising directly or indirectly from this Special Event and resulting or accruing from any intentional act or any negligent act, omission or error of Applicant which in turn results in or relates to injuries to body, life, limb or property sustained in, about or upon the Special Event Area, and arising from the use of the Town property.

Applicant shall defend, at its sole cost and expense, any legal action, claim or proceeding instituted by any person against the Town as a result of any claim, suit or cause of action accruing or in any way arising out of this Special Event Application for injuries to body, life, limb or property as set forth above.

Applicant shall save the Town harmless from and against all judgments, orders, decrees, attorneys' fees, costs, expenses and liabilities incurred in and about any claim, and the investigation or defense of them, which maybe entered, incurred or assessed as result of the foregoing.

The Town of Lauderdale-By-The-Sea
Special Event Application

STATEMENT OF BENEFIT

33. If the applicant is seeking sponsorship/co-sponsorship from the Town of Lauderdale-by-the-Sea, a Statement of Benefit is required by Town Code and must be submitted with application.

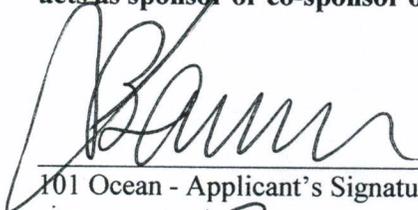
N/A

Insurance Certificates or Binders establishing proof of coverage of general liability insurance listing the Town of Lauderdale-By-The-Sea as additionally insured must be provided for permit to be issued. An approved form of a certificate of liability insurance must be received 30 days prior to the event date.

N/A

By signing this event application, the petitioner agrees to all terms, conditions, and indemnification in this application, and understands that this application is not permission to violate any laws, ordinances or statutes. The Sheriff's Department has the authority, in the interest of the public welfare, safety, or order to terminate the event without notice. Additions and/or revisions to this application shall be submitted in writing.

The Applicant shall keep safety inspection and financial records of the event sufficient to document all revenues generated by the event. These records shall be open for audit by the Town in the event the Town acts as sponsor or co-sponsor of the event.



101 Ocean - Applicant's Signature (required)

JOSEPH Brennan CFO

101 Ocean - Applicant's Printed Name and Title/Organization

11/23/11

Date

954 610 7619

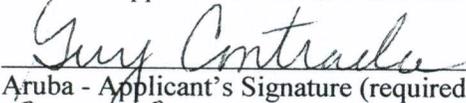
Telephone Number

Athena - Applicant's Signature (required)

Date

Athena - Applicant's Printed Name and Title/Organization

Telephone Number



Aruba - Applicant's Signature (required)

Guy Contrada General Manager

Aruba - Applicant's Printed Name and Title/Organization

11-23-11

Date

954-298-8187

Telephone Number



Village Grille - Applicant's Signature (required)

DAVID T. GANSBY OWNER

Village Grill - Applicant's Printed Name and Title/Organization

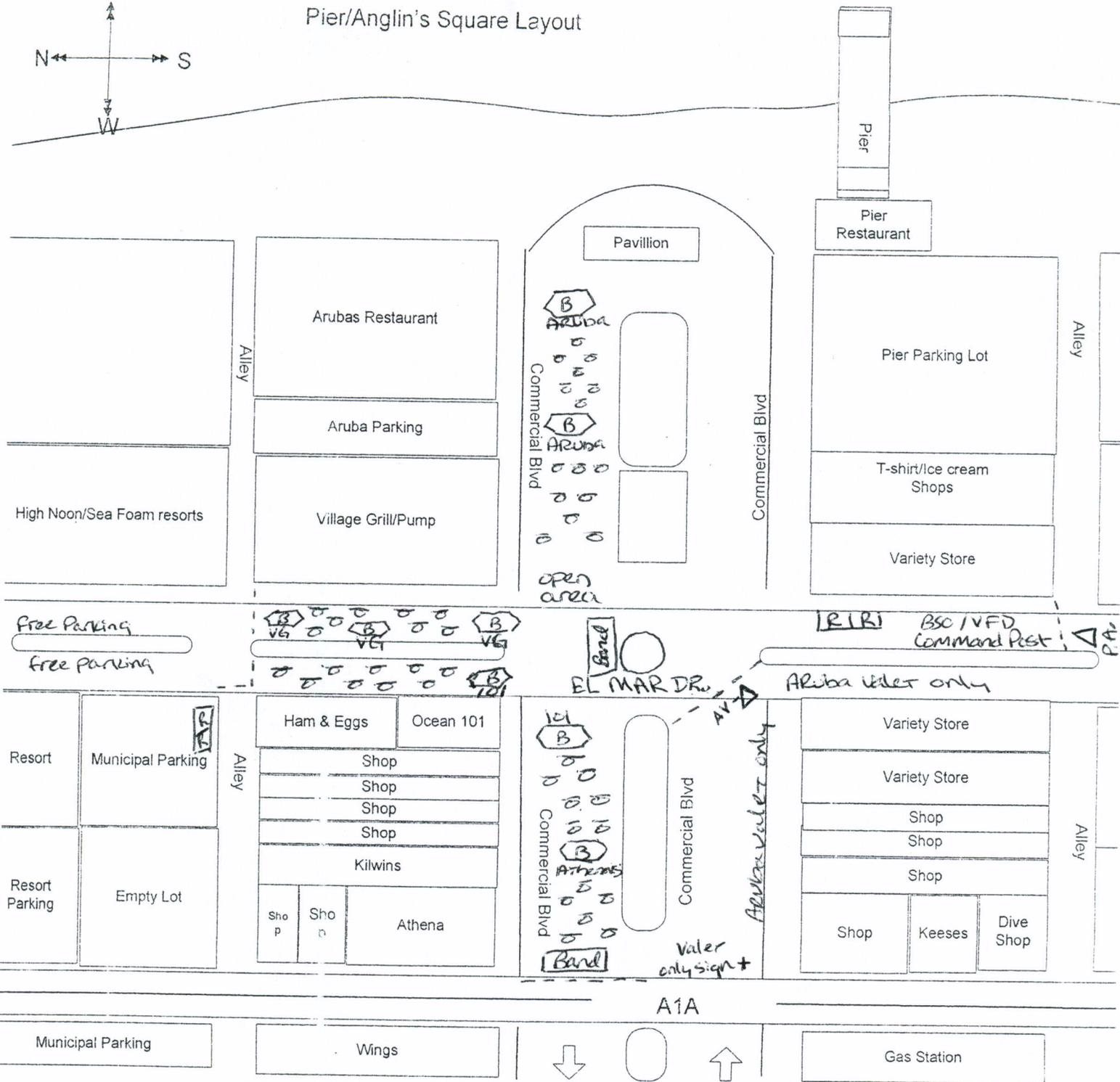
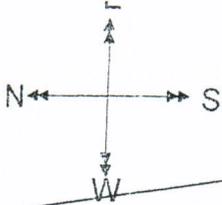
11/23/11

Date

954-695-2757

Telephone Number

Pier/Anglin's Square Layout



- RB - Rest Rooms
- - tables/chairs
- B - Bar/canopies
- AV - Aruba Valez
- PA - Pier Attendent

