



AGENDA ITEM REQUEST FORM

Item No. 3a

Commission

Vice Mayor Dodd

Department Submitting Request

Town Commission

REGULAR
COMMISSION MTG
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

ROUNDTABLE
MEETING
Meeting Dates - 7:00
PM

DEADLINE TO
Town Clerk

June 14, 2011

** (5:00 pm)

** , 2011

** (5:00 pm)

Presentation

Reports

Consent

Ordinance

Resolution

Quasi Judicial

Old Business

New Business

SUBJECT TITLE: 4th of July Special Event Application from the Town's 4th of July Committee proposed for Monday July 4th, 2011.

EXPLANATION # 1: The 4th of July 2011 special event is a cooperative effort of the Town Lauderdale-By-The-Sea, the Lauderdale-By-The-Sea Chamber and the Lauderdale-By-The-Sea Volunteer Fire Department and the many volunteers and people that provide financial and administrative support. The chairperson of the 4th of July Committee is Vice Mayor Dodd. The special event application is attached (**Exhibit 1**). This year's event includes a parade, VFD equipment demonstration, sand castle building contest, skim boarding clinic, VFD simulated water rescue and fireworks. The event will begin set up at 9:00 a.m. on Sunday July 3rd, 2011 and cleaned up finished by midnight on July 4th, 2011.

Section 17-116 requires that Town-sponsored events provide the following information to the Commission:

1. Benefit to Town. The 4th of July event is a historical event in Lauderdale-By-The-Sea and benefits the business and residential community. The town's business community is primarily tourist based and the 4th of July brings people to town during the slower summer months. The town resident's benefits as this is a family event, it gives neighbors a change to renew friendships, and the event gives residents an opportunity to volunteer for a civic event.
2. Projection of Net Revenues. The event does not project any net revenues.
3. Total Cost of Event, Lost Town Revenues and Additional Expenses.

1	2	3	4	5	
July 4 th	Total Cost	Donation	Town Expense (1)	These expenses are included in column 2 - Total Cost.	
2011	\$40,000.00	?	\$40,000 (2)	Fireworks	Firing Location
2010	\$35,393.02	\$19,539.00	\$15,854.02	\$15,000 (3)	Pier - \$10,000 (4)
2009	\$38,998.36	\$13,982.00	\$25,016.36	\$15,000	Beach - \$?
2008	\$72,724.26	\$34,041.00	\$38,683.26	\$26,850	Pier - \$20,000
2007	\$84,333.72	\$34,398.00	\$49,935.72	\$34,000	Pier - \$15,000
2006	\$94,924.39	\$30,709.00	\$64,215.39	\$30,000	Barge - \$23,787

- 1) Department expenses in support of the event are paid from the department's budget as noted below and not reflected in the Town's expense about shown in this table.

- 2) The \$40,000 Town expense is included in the FY2011 Budget
- 3) The selection of a fireworks vendor was on the June 2nd Commission agenda.
- 4) The license agreement with the Pier was on the June 2nd Commission agenda.

Town Expenses: The following expense expect as noted otherwise are paid from department budgets.

- A. As co-sponsor of the event, the Town will pay for the cost of utilities used at the Town facilities used for the 4th of July event. We do not have an estimate of those expense but we would have incurred these type of expense to some degree Town facilities get heavily used on holidays.
- B. Municipal Services - incurs about \$ 1,025 in overtime expense for 4 workers assigned to assist and set up.
- C. BSO - incurs about \$1,920 in additional expense for 8 BSO officers assigned to work the event.
- D. Fire Department - incurs about \$ 200 in miscellaneous expenses. Note: The members of the Volunteer Fire Department contribute about 460 hours at no cost to event.
- E. Development Services – does not incur any added expenses.
- F. Parking Enforcement – incurs about \$130 in overtime expense for 1 officer assigned to monitor the parking regulations.

Town Revenues:

- G. The Town receives additional parking meter revenue from the increased number of people attending the event. We do not have a reliable estimate of the additional revenue.
- H. The Town historically does not ticket overtime use at meter on major holidays so that is a loss of revenue but not specific to the 4th of July special event. We do enforce for violations of handicapped parking and for permit parking.
- I. We lose revenue from the meters used by the event.

RECOMMENDATION: Approve the Town's special event application with the following conditions:

1. The Police Chief shall specify the number of detail officers needed for traffic and crowd control. BSO has recommended four detail deputies to be staggered at the beginning and end of shifts. Town shall coordinate the police detail schedule for the Oceanfront Center so that crowd control and security is provided throughout the area. A marine patrol unit shall be required during the fireworks display. Scheduled hours for these deputies shall be coordinated with the BSO District Chief and the contract for the officers shall be completed 10 days after the event has been approved by the Town Commission.
2. The event site plan may be modified to address public safety and traffic concerns as incorporated into the BSO operational plan for the Town-wide Independence Day Celebration event.
3. All documents, especially insurance certificates are to be submitted at least 30 days prior for future events.
4. Closure of the 4400 – 4600 Blocks of Bougainvillea Drive on July 4th for set up / staging and rolling street closures along the parade route necessary for the 4th of July event.
5. Closure of the unit block of Commercial Blvd. from 8:00 p.m. to 10:00 p.m. for the fireworks display. Aruba valet will not operate during the closure.
6. BSO potentially closing all incoming traffic to Pelican Square while people disburse after the fireworks display. To include: North bound El Mar Drive at Oriana 4316, South bound El Mar Drive at High Noon 4424 and East bound Commercial from A1A.
7. Authorize two vendors for additional food and drink sales. One to be located in Pelican Square and one along the Ocean Drive parking spots in front of Burger Fi. Health certificates and certificates of insurance are to be submitted at least 30 days prior to the event.

8. Twenty-one (6 regular and 1 ADA) bathroom facilities placed at 3 locations. The R.O.W at 4500 El Mar (north side of El Prado parking lot), El Mar parking lot in spot numbers 200-202 and the Pier/Oriana Alley just west of the Oriana access gate.
9. Event signs shall not interfere with vehicle line of site and be removed immediately following the event. Sponsor will put up and remove signs that include event parking hours and state “No Parking on Grass” “No Parking within 30 ft. of Stop Sign” along El Mar Drive. “No Parking” signs along El Mar Drive in front of Oriana.
10. Tents will be used by VFD, BSO and AMR on the beach and in the El Prado Park. Emergency access lane set up along the beach for VFD and BSO patrols. Tents shall not interfere with pedestrian walkways, ingress or egress.
11. Additional waste receptacles and recycle bins shall be placed throughout Town. The Municipal Works Department will empty receptacles during the event as needed.

EXHIBITS: 1. 4th of July Special Event Application

FISCAL IMPACT AND APPROPRIATION OF FUNDS: See information provided above

Reviewed by Town Attorney
 Yes No

Town Manager Initials _____
JS



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.

1. Name of event: **Independence Day Extravaganza**
2. Day and date of event: **July 4th 2011** New event Returning event **X**
3. Location where event will be held: **Pier, El Prado Park, Town wide Parade**
4. Description of Event: **July 4th Parade, beach events and fireworks**
5. Name and address of sponsor or hosting organization: **Vice Mayor Stuart Dodd**
6. Name(s) of local contact person(s) who will be present each day of the event: **Stuart Dodd**

Mailing address: **232 Imperial Lane**

Daytime phone#: **9-612-1600** Evening phone#: **9-772-4121** Mobile phone#: **N/A**

Email: stu4boats@bellsouth.net or stuartdodd@lbts-fl.gov Fax#: **9-491-0515**
7. What is the actual beginning and ending time of the event? **10:00 a.m to 9:30 p.m**

Start of set-up time? **July 3rd at 9:00 a.m.** End of tear-down time? **July 4th at Midnight**
8. What type of audience is the event planned for? **Open to all visitors, children and residents**
9. How many participants do you anticipate? **600** spectators? **600** adult volunteers? **100**
10. Are there fees for the participants or spectators? **No** Will fees be collected on-site? **No**

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. **See attached maps**

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

STREET CLOSURES

12. Are you requesting that any public streets be closed for the event? **Yes**

If yes, indicate the streets and blocks and times the closure is requested: **See schedule for events and attached map for parade. Close Bougainvillea Dr. 2 blocks south and 1 block north of Fire Station from 7:30 a.m. to 1:00 p.m. (or end of parade whichever is earlier). Rolling street closures along the parade route and at staging areas until parade clears. East Commercial at Pelican Square closed to traffic by BSO from approx. 8:00 to 10:00 p.m. for pedestrian use during and immediately following the fireworks display.**

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: **See site plan, Town staff to arrange for Bob's Barricades**

VEHICLE LOADING/UNLOADING

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

Regular event parking signs placed along El Mar Drive median for all day event parking after parade passes. Parking area in front of Town Hall to be used by event organizers and volunteers.

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

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

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.

SIGNAGE

Will signs be erected for the event? **Yes** Number of signs: **Size and number to be determined**
Location of signs: **El Prado Park area for beach events, along El Mar Drive for event parking in median lanes and directional signs in medians along main arteries. Signs to be posted at pavilion area parking meters advising of "no parking" from 8 to 10 p.m. for fireworks display and pedestrian use.**

Locate signs on detailed site plan.

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

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, 1 parking officer, 4 public works staff and BSO officers as recommended.**

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? **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:
Requested Choice to supply 20 extra cans and recycle bins that will be placed around Town.

Clean up of the event site: **Town staff and participants**

Removal of trash from the event site: **Town staff and participants**

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: **None**

Water – Describe use: **None**

VEHICLES ON PARK GROUNDS

21. Vehicles are not allowed to drive or park randomly on the turf of Town property or park grounds due to extensive underground irrigation systems that sustain damage when vehicles drive across them.

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

RESTROOMS (refer to item #9)

22. Will additional restroom facilities be brought to the event site? **Yes, how many? 21, Requested Choice to supply 6 regular and 1 ADA port-o-lets at 3 locations, El Mar Parking Lot, Oriana Alley and El Prado Park, to be delivered on July 4th morning.**

A Broward County permit is required for portable toilets. The number of portable toilets required for events with fewer than 1500 participants is as follows; 1 toilet per 75 males, 1 per 40 females. Ratio of male to female is 50/50. Separate male and female handicap accessible restrooms are required. Business locations that exceed the required # of restroom facilities may count the extra facilities toward calculating the total number required. For additional information, please contact the Building Department at 954-492-1830.

TENTS/CANOPIES/STAGES

Tents, canopies (larger than 120 sq.ft. or multiple tents without separation) and stages require a Broward County Permit, contact Broward County.

23. Please indicate if any of the following will be assembled at the event and locate on the site plan.

9 Tents (size: **10 x10**) _____ Canopy (size _____ x _____) _____ Stages _____ Bleachers _____

The use of tents requires a review by the LBTS Fire Marshal, with approval labels attached to the tents and canopies. Tents are generally defined as temporary structures having two or more sidewalls or drops. Rental agencies must provide documentation of the flame spread labeling for submittal with application. Stages and bleachers must include product approvals that are supplied by the manufacturer.

FIREWORKS (Fireworks require a separate permit approval process and application)

24. Are you requesting approval to discharge fireworks at the event? **Yes, Fireworks contractor to have fireworks on the pier by 6:00 a.m. on July 4th. Show to begin at 9:00 p.m. BSO requested to patrol the water at the end of the pier during the display along with help from VFD on Sea Doos.**

FOOD

25. Will food be served at the event? **Yes, area restaurants and 1 vendors for Burger Fi on Ocean Blvd, area restaurants to offer "independence Day Specials" by means of vouchers handed out during the parade. Cookies and fruit provided at beach events in El Prado Park.**

If yes, is the food provided:

Free of charge _____ Available for purchase **X** Non-Profit _____ For profit _____
Please list the types of food you are serving: **N/A**

Cooking Equipment: Fryers? _____ Charcoal Grills? _____ Propane Grills? _____ Concession trailers? _____
Open fires? _____ Warmers? _____ Sterno? _____ Smokers? _____ Hoods? _____ Refrigerators? _____

Are you requesting approval to offer other items for sale at the event? **Yes, VFD to sell water at the public safety tents.**

List other items **Water**

EVENT CONTRACTOR

26. Please name your event contractor, if applicable: **Town of Lauderdale By The Sea**

ALCOHOL

27. Are you requesting that alcohol be served or sold at the event? **No**

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

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**

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

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. **Town VFD to provide fire watch**

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.

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.**

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.

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

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.


Applicant's Signature (required)

8th June.
Date

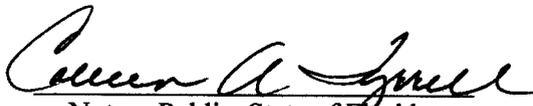
A.S. DODD VICE MAYOR.
Applicant's Printed Name and Title/Organization

954 612 1600.
Telephone Number

STATE OF FLORIDA:
COUNTY OF BROWARD:

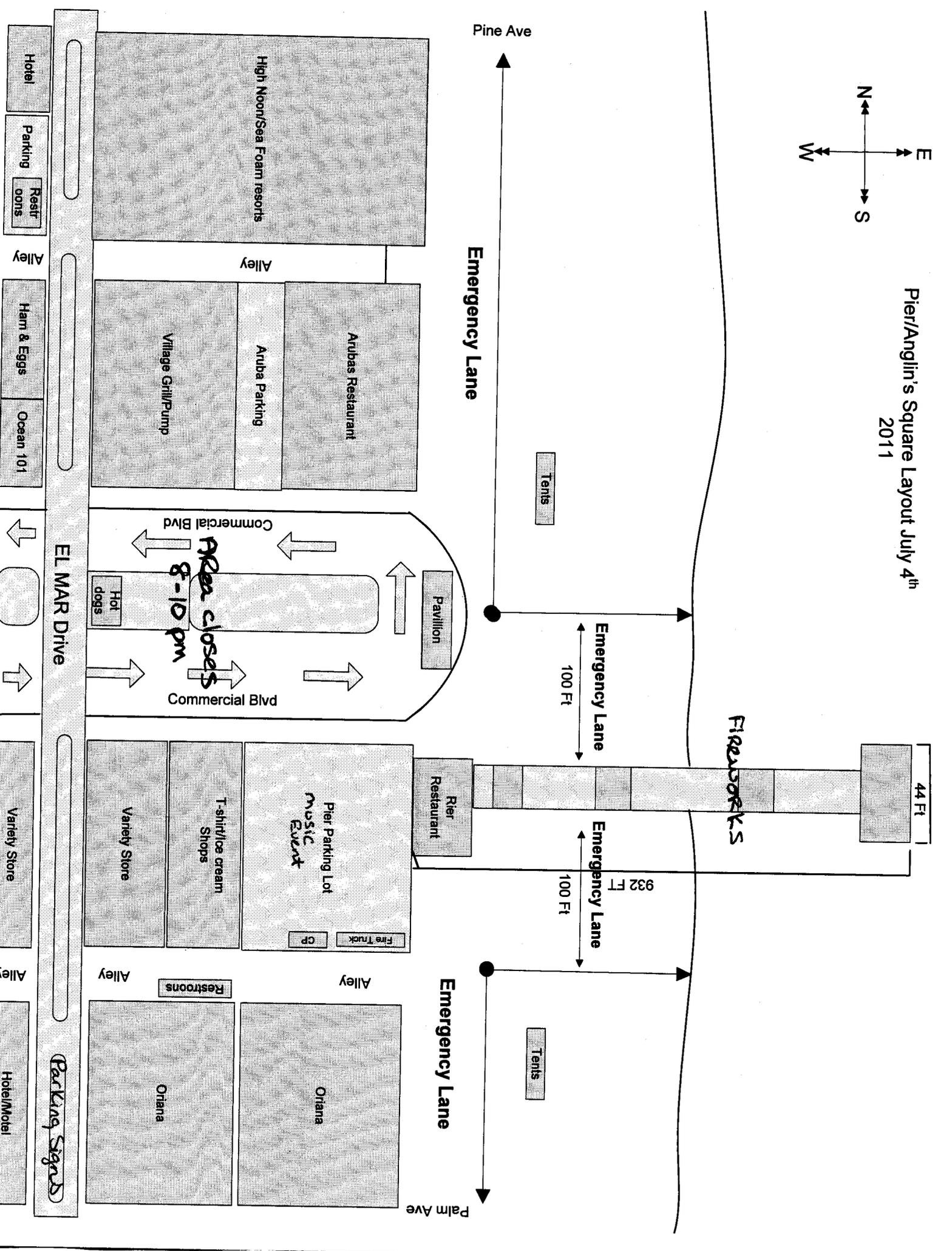
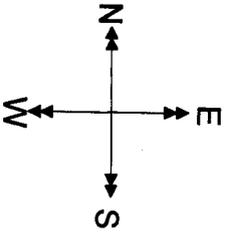
SWORN TO AND SUBSCRIBED BEFORE ME, a Notary Public of the State of Florida,
by A. S. DODD who is personally known to me/provided _____ as
identification and who did/did not take an oath.

My Commission Expires:

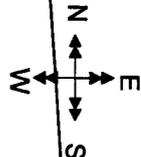

Notary Public, State of Florida



Pier/Anglin's Square Layout July 4th
2011



El Prado Set Up - July 4 2011



Atlantic Ocean

Alley Opps Arubas

Emergency Lane

Emergency Lane

XXXXX

AMR

Fire Truck

Minto Sales

MUSIC

FD Tents

Villas by the Sea Clubhouse

Villas by the Sea

Parking Signs

Parking Signs

Apartments

Minto Empty Lot

Restrooms

XXXXX

Fire Truck

Fire Truck

Villas By the sea

High Noon/Sea Foam resorts

A1A

Public Safety Complex

Apts

Park

Fire Station

Jarvis Hall

Town Hall

Public Works

Apts

Program

Independence Day Program
Monday July 4th

- 10.00 – 11.30 Parade through town organized by VFD celebrating their 50 years of service to the town of Lauderdale by the Sea.
- 11.30 – 12.30 VFD in El Prado demonstrating equipment, children's Photos, opportunity to cool off, learn about the equipment
- 13.00 – 15:00 Beach Activities
1) Sandcastle building contest – prizes and judging by Aruba Beach Café – Cookies and drinks provided by Aruba
2) Alley OOPS – Free Skim boarding clinic
- 15.00 – 16.00 VFD simulated water rescue – Demonstration of equipment, Sea Doos, ATV's , rescue boards
- 21.00 – 21.30 Fireworks

End
