



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

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 17, 2018

TITLE: Motion Approving an Application for a Temporary Beach License and
Outdoor Event Agreement with Exclusive Sports Marketing, Inc. for a
Volleyball Competition

Recommendation

It is recommended that the City Commission approve an application for a temporary beach license and outdoor event agreement and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale with Exclusive Sports Marketing, Inc. for a volleyball competition.

Background

City staff has been working closely with the event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. Amplified music was discussed and the event organizer was advised of the noise ordinance and possible concerns.

The event organizer will pay for all event costs and submit the required certificates of insurance. The agreement provides that the organizer will pay \$500 for each event use of the beach. The event organizer will secure all other necessary permits and licenses that are required from other agencies. Civic and merchant associations have been notified as appropriate regarding this event. Event details are included in the event application as attached.

Four volleyball courts will remain open for public play throughout the competition.

Authorization for the execution of Event Agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement.

Event:

Applicant: Exclusive Sports Marketing, Inc.
Event Name: Dig the Beach Volleyball Series
Date/Time: Saturday, July 21, 2018 (7:00am- 8:00pm) and Sunday, July
22, 2018 (7:00am- 8:00pm); Saturday, August 25, 2018

(7:00am – 8:00pm) and Sunday, August 26, 2018 (7:00am – 8:00pm)

Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd
Road Closing: No
Alcohol: No
Amplified Music: Yes- (8:00am- 7:00pm)
Insurance Required: Yes
Banners: No
Pending Code Violations: No
Application Fee: \$200.00
Exhibit: 1

Resource Impact

There will be a positive fiscal impact in the estimated amount of \$2,200.

| <i>Funds available as of March 26, 2018</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 | \$175,000 | \$50,582 | \$2,200 |
| TOTAL AMOUNT ► | | | | | \$2,200 |

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 4: Be a healthy community with fun and stimulating recreational activities for our neighbors.
- Objective 2: Celebrate our community through special events and sports.

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

Attachments

Exhibit 1 – Dig The Beach Volleyball Application
Exhibit 1a – Dig The Beach Volleyball Site Plan
Exhibit 1b – Dig The Beach Volleyball Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation