



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

**#15-0631**

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

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

**DATE:** May 19, 2015

**TITLE:** Motion Authorizing The Great American Beach Party-Scheduled for May  
23, 2015 as a Public Purpose Special Event Creating a Temporary  
Exemption Relating to the Sale, Possession and Consumption of Alcohol  
at the Event

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**Recommendation**

It is recommended that the City Commission approve a motion declaring The Great American Beach Party, scheduled for May 23, 2015, a public purpose special event, providing for a specific limited temporary exemption from Section 8-85 of the Code of Ordinances, as it relates to the sale, possession and consumption of alcohol.

**Background**

On May 1, 2012, the City Commission adopted Ordinance 12-14, allowing the City Commission, by motion, to provide for a limited temporary exemption from Section 8-85 of the Code of Ordinances as it relates to the sale, possession and consumption of alcohol.

The City of Fort Lauderdale's economic sustainability is directly tied to tourism, which, in turn, is greatly enhanced by attracting visitors to major special events. As the region's second-leading industry, tourism accounts for more than 114,000 jobs.

The event will take place from 10:30 a.m. - 8:30 p.m. on May 23, 2015 and will feature live bands, family activities, kids' zone, beach games, a classic car show, the Walk of Fame Induction and a tribute to U.S. Armed Forces.

The Great American Beach Party is expected to generate awareness and exposure for the City of Fort Lauderdale prior to, during, and following the event through extensive marketing, media, and public relations initiatives. It will act as a marketing tool for the City, which will strengthen Fort Lauderdale's position as a premier destination for tourism, recreation and entertainment.

To ensure the Great American Beach Party can create a one-of-a-kind experience,

attract an outstanding crowd, and allow the City of Fort Lauderdale to capitalize on the full economic development potential of this public purpose special event, staff recommends a temporary exemption from Section 8-85 of the Code of Ordinances relative to open containers of alcoholic beverages in specified entertainment and recreational areas of the City.

As always, the Parks and Recreation Department Special Events Team and the Fort Lauderdale Police Department will work to host a fun and safe weekend for all patrons.

**Event 1:**

Event Name: The Great American Beach Party  
Date/Time: Saturday, May 23, 2015 (10:30 A.M. – 8:30 P.M.)  
Location: AIA between the southern boundary of SE 5<sup>th</sup> Street, the northern boundary of Sebastian Street, western boundary from the Intercostal Waterway to the eastern boundary of the Atlantic Ocean  
Road Closings: No  
Alcohol: Yes  
Amplified Music: Yes  
Insurance Required: Yes  
Previous Code Violations: No

**Resource Impact**

There is no fiscal impact associated with this item.

**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 Vision Plan 2035: We are Here.

Attachments:

Exhibit 1 – Ordinance C-12-14

Exhibit 2 – Section 8-85

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Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg, Parks and Recreation Director

5/19/2015

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