



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

#15-0724

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

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

DATE: June 2, 2015

TITLE: Motion Authorizing a Temporary Beach License and Outdoor Event
Agreement with Exclusive Sports Marketing, Inc. of Florida

Recommendation

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

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 use of the beach. The event organizer will also 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.

Event 1:

Applicant:	Exclusive Sports Marketing, Inc. of Florida
Event Name:	Dig the Beach Series
Date/Time:	Saturday, July 25, 2015 (7:00am- 7:00pm), Sunday, July 26, 2015 (7:00am- 7:00pm)
Location:	Fort Lauderdale Beach Volleyball Courts
Road Closing:	No
Alcohol:	No
Amplified Music:	Yes (8:00am-7:00pm) event days
Insurance Required:	Yes
Banners:	No

Pending Code Violations: No
Application Fee: \$100

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

Resource Impact

There will be a positive fiscal impact to the City in the estimated amount of \$1,100.

Strategic Connection

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 Application

Exhibit 2 – Dig the Beach Site Plan

Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg, Parks and Recreation