



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

**#24-0524**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** June 4, 2024

**TITLE:** Motion Approving Temporary Beach License and Outdoor Event Agreements for Dig the Beach Volleyball Series (June), 2024 USAV Beach Volleyball National Championship and Dig the Beach Volleyball Series (July) - **(Commission Districts 2 and 4)**

**Recommendation**

Staff recommends the City Commission approve temporary beach license and outdoor event agreements, in substantially the form attached, with Exclusive Sports Marketing, Inc. of Florida, and authorize the City Manager to execute the agreements.

**Background**

City staff has been working closely with the event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. The Police Department recommends approval of the closing of the City streets where appropriate, and event parking has been satisfactorily arranged. When applicable, amplified music was discussed, and the event organizer was advised of the noise ordinance and possible concerns.

The organizer will pay for all event costs and submit the required certificates of insurance. The agreements provide that the organizer will pay \$500 per day for use of the beach. The event organizers 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 events in their areas. Event details are included in the event application as attached.

Where applicable, the City Commission authorizes amplified music for the events listed below.

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

<b><u>Event 1:</u></b>	Dig the Beach Volleyball Series (June) (Districts 2 and 4)
Applicant:	Exclusive Sports Marketing, Inc. of Florida
Date/Time:	Saturday, June 22, 2024 (7:00am – 8:00pm) Sunday, June 23, 2024 (7:00am – 8:00pm)

Location:	Fort Lauderdale Beach Park 1100 Seabreeze Blvd Fort Lauderdale, FL 33316
Set Up Date/Time:	Thursday, June 20, 2024 (8:00am – 7:00pm) Friday, June 21, 2024 (8:00am – 7:00pm)
Breakdown Date/Time:	Sunday, June 23, 2024 (2:00pm – 9:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Saturday, June 22, 2024 (7:00am – 8:00pm) Sunday, June 23, 2024 (7:00am – 8:00pm)
Special Permission:	No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200
Beach Fee:	\$2,000 (\$500 x 4 days)

**Event 2:** 2024 USAV Beach Volleyball National Championship (Districts 2 and 4)

Applicant:	Exclusive Sports Marketing, Inc. of Florida
Date/Time:	Thursday, July 11, 2024 (7:00am – 8:00pm) Friday, July 12, 2024 (7:00am – 8:00pm) Saturday, July 13, 2024 (7:00am – 8:00pm) Sunday, July 14, 2024 (7:00am – 8:00pm) Monday, July 15, 2024 (7:00am – 8:00pm) Tuesday, July 16, 2024 (7:00am – 8:00pm) Wednesday, July 17, 2024 (7:00am – 8:00pm)
Location:	Fort Lauderdale Beach Park (Volleyball area) 1100 Seabreeze Blvd Fort Lauderdale, FL 33316
Set Up Date/Time:	Tuesday, July 9, 2024 (8:00am – 8:00pm) Wednesday, July 10, 2024 (8:00am – 8:00pm)
Breakdown Date/Time:	Wednesday, July 17, 2024 (8:00am – 7:00pm) Thursday, July 18, 2024 (8:00am – 7:00pm)
Road Closing:	No
Alcohol:	No
Amplified Music:	Thursday, July 11, 2024 (7:00am – 7:00pm) Friday, July 12, 2024 (7:00am – 7:00pm) Saturday, July 13, 2024 (7:00am – 7:00pm) Sunday, July 14, 2024 (7:00am – 7:00pm) Monday, July 15, 2024 (7:00am – 7:00pm) Tuesday, July 16, 2024 (7:00am – 7:00pm) Wednesday, July 17, 2024 (7:00am – 7:00pm)

Special Permission:	No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200
Beach Fee:	\$5,000 (\$500 x 10 day)

<b><u>Event 3:</u></b>	Dig the Beach Volleyball Series (July) (Districts 2 and 4)
Applicant:	Exclusive Sports Marketing, Inc. of Florida
Date/Time:	Saturday, July 27, 2024 (7:00am – 7:00pm) Sunday, July 28, 2024 (7:00am – 7:00pm)
Location:	Fort Lauderdale Beach Park 1100 Seabreeze Blvd Fort Lauderdale, FL 33316
Set Up Date/Time:	Thursday, July 25, 2024 (8:00am – 7:00pm) Friday, July 26, 2024 (8:00am – 7:00pm)
Breakdown Date/Time:	Sunday, July 28, 2024 (2:00pm – 9:00pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Saturday, July 27, 2024 (7:00am – 7:00pm) Sunday, July 28, 2024 (7:00am – 7:00pm)
Special Permission:	No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200
Beach Fee:	\$2,000 (\$500 x 4 days)

**Resource Impact**

Revenue related to these agreements is included in the FY 2024 operating budget in the accounts listed below.

<b><i>Funds available as of May 8, 2024</i></b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT / ACTIVITY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec	\$90,000	\$18,450	\$9,600

		Event Fees				
					<b>TOTAL AMOUNT ►</b>	<b>\$9,600</b>

**Strategic Connections**

This is a 2024 Commission Priority, advancing Public Places initiative.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Place specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Area
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

**Attachments**

- Exhibit 1 – Dig the Beach Volleyball Series (June) Application
- Exhibit 1a - Dig the Beach Volleyball Series (June) Site Plan
- Exhibit 1b - Dig the Beach Volleyball Series (June) Agreement
- Exhibit 2 – 2024 USAV Beach Volleyball National Championship Application
- Exhibit 2a – 2024 USAV Beach Volleyball National Championship Site Plan
- Exhibit 2b – 2024 USAV Beach Volleyball National Championship Agreement
- Exhibit 3 – Dig the Beach Volleyball Series (July) Application
- Exhibit 3a - Dig the Beach Volleyball Series (July) Site Plan
- Exhibit 3b - Dig the Beach Volleyball Series (July) Agreement
- Exhibit 4 – June 2024 Special Event Calendar
- Exhibit 5 – July 2024 Special Event Calendar

Prepared by: Brittany Henry, Special Events Coordinator, Parks and Recreation Department

Department Director: Carl Williams, Parks and Recreation Department  
Parks and Recreation