



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

#14-1180

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

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: September 16, 2014

TITLE: Motion approving an Application for a Temporary Beach License and
Outdoor Event Agreement with Elevate Training & Fitness LLC.

Recommendation

It is recommended that the City Commission approve an application for a temporary beach license and outdoor event agreement, including the provision for the sale of food, non-alcoholic beverages and merchandise and authorize the Mayor and City Manager to execute on behalf of the City of Fort Lauderdale with Elevate Training & Fitness LLC.

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 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:

Applicant: Elevate Training & Fitness LLC
Event Name: Elevate Beach Workout
Date/Time: Saturday, October 2, 2014 (10:00am – 12:00pm)
Location: 1140 Seabreeze Blvd – Fort Lauderdale Beach
Road Closing: No – See Site Plan
Alcohol: Yes
Amplified Music: Yes (10:00am – 12:00pm)
Insurance Required: Yes

Banners: No
 Pending Code Violations: No

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.

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 \$500.

Funds available as of September 10, 2014					
ACCOUNT NUMBER	INDEX NAME (PROGRAM)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	REVENUE AMOUNT
001- PKR033401- K029	Community Events	Non Sponsor Charges	\$0	\$0	\$500
REVENUE TOTAL ►					\$ 500

Attachments:
 Exhibit 1 – Site Plan
 Exhibit 2 - Application

Prepared by: Carolyn Bean, Administrative Assistant
 Department Director: Phil Thornburg, Parks and Recreation