



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

**#14-1234**

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

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

**DATE:** October 21, 2014

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

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**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 proper City officials 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. Elevate Beach Workout is a free fitness workshop to help build fitness and health awareness. 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 25, 2014 (10:00am – 12:00pm), December 6, 2014  
(10:00am- 12:00pm)

Location: 1140 Seabreeze Blvd – Fort Lauderdale Beach

Road Closing: No – See Site Plan

Alcohol: No

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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 \$1000.

Attachments:

- Exhibit 1 – Site Plan
- Exhibit 2 - Application

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Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg, Parks and Recreation