



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

**#13-1006**

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

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

**DATE:** August 20, 2013

**TITLE:** Motion approving an Application for a Temporary Beach License and  
Outdoor Event Agreement with MONSTER-E, 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 proper City officials to execute on behalf of the City of Fort Lauderdale with MONSTER-E, 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 City shall receive twenty percent (20%) of the Event's gross revenues in addition to full reimbursement of all City service costs. 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: MONSTER-E, LLC.

Event Name: MONSTER the Ultimate Obstacle Challenge

Date/Time: Saturday, September 7, 2013 (9AM- 9PM)

Location: South Beach Park

Road Closings: No

Alcohol: No

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Amplified Music: Yes (10AM - 5PM)  
Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Exhibit: 1

**Resource Impact**

Estimated event revenue @ 20% of \$40,000 = \$8,000 plus full reimbursement for Police, Fire and parking costs (estimated at \$5,000).

**FUNDS AVAILABILTY LOCATION:**

FISCAL		SUB				SUB			
YEAR	FUND	FUND	FUND NAME	INDEX #	INDEX NAME	OBJECT #	SUBOBJECT NAME	AMOUNT	
2013	001	01	General Fund	PKR033401	Community Events	K029	NonSponsor Charges	13,000.00	
<b>TOTAL</b>								13,000.00	

Attachment:  
Exhibit 1 – Event Agreement  
Exhibit 2 – Site Plan

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Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg