



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

#21-1171

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: December 21, 2021

TITLE: Motion Approving an Application for Temporary Beach License, Outdoor
Event Agreement and Music Exemption for SEAGLASS – The Fort
Lauderdale Rose Experience - **(Commission District 2)**

Recommendation

Staff Recommends that the City Commission approve, in substantially the form attached, an application for a temporary beach license, Event Agreement and Music Exemption, and authorize the City Manager to execute the agreement on behalf of the City with Seaglass Group LLC.

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 agreement provides that the organizer will pay \$500 per day 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 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.

Event 1: SEAGLASS – The Fort Lauderdale Rose Experience

Applicant:	Seaglass Group LLC
Date/Time:	Friday, January 21, 2022 (6:00pm – 10:00pm) Saturday, January 22, 2022 (11:00am – 3:00pm) Saturday, January 22, 2022 (7:00pm – 11:00pm) Sunday, January 23, 2022 (12:00pm – 4:00pm)
Location:	Fort Lauderdale Beach Directly across from the Hilton Fort Lauderdale Beach Resort
Set Up Date/Time:	Tuesday, January 18, 2022 (8:00am – 9:00pm) Wednesday, January 19, 2022 (8:00am – 9:00pm) Thursday, January 20, 2022 (8:00am – 9:00pm)
Breakdown Date/Time:	Sunday, January 23, 2022 (5:00pm – 11:59pm) Monday, January 24, 2022 (8:00am – 11:59pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes Friday, January 21, 2022 (6:00pm – 10:00pm) Saturday, January 22, 2022 (11:00am – 3:00pm) Saturday, January 22, 2022 (7:00pm – 11:00pm) Sunday, January 23, 2022 (12:00pm – 4:00pm)
Special Permission:	Amplified Music/Extended Road Closure – Yes *** Music until 11:00pm on Saturday, January 22, 2022 ***
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200 paid
Beach Fee:	\$3500 (\$500 x 7 days)

*****This Event Coordinator is Requesting to have music until 11:00pm on Saturday, January 22, 2022*****

Resource Impact

Revenue related to these agreements is included in the FY 2022 operating budget in the accounts listed below

Funds available as of December 1, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401- K029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$163,000	\$3096	\$3,700
TOTAL AMOUNT ►					\$3,700

Strategic Connections

This item is a 2021 Top Commission Priority, advancing the Parks and Public Spaces initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community.
- Objective: Offer a diverse range of recreational and educational programming

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

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Commission Memo 19-076

Exhibit 2 – SEAGLASS The Fort Lauderdale Rose Experience Application

Exhibit 2a – SEAGLASS The Fort Lauderdale Rose Experience Site Plan

Exhibit 2b – SEAGLASS The Fort Lauderdale Rose Experience Narrative

Exhibit 2c – SEAGLASS The Fort Lauderdale Rose Experience Agreement

Exhibit 3 – January 2022 Special Events Calendar

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

Department Director: Phil Thornburg, Parks and Recreation