



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

#23-0263

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

FROM: Greg Chavarria, City Manager

DATE: March 8, 2023

TITLE: Motion Approving a Temporary Beach License and Outdoor Event Agreement
for Dig the Beach Volleyball Series - (**Commission District 2**)

Recommendation

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

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: | Dig the Beach Volleyball Series (District 4) |
| Applicant: | Exclusive Sports Marketing, Inc. of Florida. |
| Date/Time: | Saturday, March 11, 2023 (7:00am -7:00pm) Sunday, March 12, 2023 (7:00am – 7:00pm) |
| Location: | Fort Lauderdale Beach Park (1100 Sea Breeze Blvd) (Volleyball Area just north of B Ocean) |
| Set Up Date/Time: | Thursday, March 9, 2023 (8:00am – 6:00pm) Friday, March 10, 2023 (8:00am – 6:00pm) |
| Breakdown Date/Time: | Sunday, March 12, 2023 (3:00pm – 8:00pm) |
| Road Closing: | No |
| Alcohol: | Yes |
| Amplified Music: | Saturday, March 11, 2023 (7:00am -7:00pm) Sunday, March 12, 2023 (7:00am – 7:00pm) |
| Special Permission: | Amplified Music/Extended Road Closure – No |
| Insurance Required: | Yes |
| Banners: | No |
| Pending Code Violations: | No |
| Application Fee: | \$0 previously paid |
| Beach Fee: | \$2,000 (\$500 x 4 days) |

Resource Impact

Revenue related to these agreements is included in the FY 2023 operating budget in the accounts listed below.

| <i>Funds available as of February 16, 2023</i> | | | | | |
|---|---------------------------------------|---|---------------------------------------|--|----------------|
| ACCOUNT NUMBER | COST CENTER NAME (Program) | ACCOUNT / ACTIVITY NAME | AMENDED BUDGET (Character) | AMOUNT RECEIVED (Character) | AMOUNT |
| 10-001-6025-574-347- 200-PKR029 | Community Events | Charges for Service/ Nonsponsor Charges – Spec Event Fees | \$163,000 | \$52,712 | \$2,000 |
| TOTAL AMOUNT ► | | | | | \$2,000 |

Strategic Connections

This item is a 2022 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 – Dig the Beach Volleyball Series Application

Exhibit 1a – Dig the Beach Volleyball Series Site Plan

Exhibit 1b – Dig the Beach Volleyball Series Agreement

Exhibit 2 – March 2023 Special Events Calendar

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

Department Director: Phil Thornburg, Parks and Recreation