



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

**#23-0361**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** April 18, 2023

**TITLE:** Motion Declaring the Great American Beach Party on Fort Lauderdale Beach, Scheduled for May 27, 2023, as a Public Purpose Special Event and Creating a Temporary Exemption Relating to the Sale, Possession and Consumption of Alcohol at the Event – **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve a motion declaring the Great American Beach Party, scheduled for May 27, 2023, a public purpose special event, providing for a specific limited temporary exemption from Section 8-85, Code of Ordinances of the City of Fort Lauderdale, as it relates to the sale, possession, and consumption of alcohol on the Fort Lauderdale Beach between the following boundaries: Barrier Island between the southern boundary of SE 5<sup>th</sup> Street, the northern boundary of Las Olas Blvd, the western boundary of the Intracoastal Waterway to the eastern boundary of the Atlantic Ocean high water mark.

**Background**

On May 1, 2012, the City Commission adopted Section 5.3 of the Fort Lauderdale Code of Ordinances, allowing the City Commission, by motion, to provide for a limited temporary exemption from Section 8-85 of the Code of Ordinances as it relates to the sale, possession, and consumption of alcohol.

The City of Fort Lauderdale's economic sustainability is directly tied to tourism, which in turn is greatly enhanced by attracting visitors to major special events.

To help ensure the Great American Beach Party, May 27, 2023 (11:00am – 6:30pm), can create a one-of-a-kind experience, attract an outstanding crowd, and allow Fort Lauderdale to capitalize on the full economic development potential of this public purpose special event, staff recommends a temporary exemption from Section 8-85 of the Code of Ordinances relative to open containers of alcoholic beverages in specified entertainment and recreational areas of the city.

**Resource Impact**

There is no fiscal impact associated with this item.

**Strategic Connections:**

This item is a 2022 Top Commission Priority, advancing the Parks and Public Places 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 – Section 5.3, Fort Lauderdale Code of Ordinances

Exhibit 2 – Section 8-85, Fort Lauderdale Code of Ordinances

Exhibit 3 – The Great American Beach Party Site Plan

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Prepared by: Carolyn Bean, Assistant to the Director, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation