



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

**#15-0079**

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

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

**DATE:** February 3, 2015

**TITLE:** 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 City Manager 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 each 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 1:**

Applicant: Elevate Training & Fitness, LLC

Event Name: Elevate Beach Workout

Date/Time: Saturday, February 7, 2015 (9:00am-12:00pm), Saturday, March 14, 2015 (9:00am- 12:00pm), May 9, 2015 (9:00am- 12:00pm)

Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd

Road Closings: No

Alcohol: No

Amplified Music: Yes- (9:00am- 12:00pm)

Insurance Required: Yes  
Banners: No  
Pending Code Violations: No  
Application Fee: \$500.00 each event  
Exhibit: 1

Authorization for the execution of Event Agreements is contingent upon the City Attorney's Office receiving and approving a validly executed agreement

**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.

**Resource Impact**

There will be a positive fiscal impact to the City in the estimated amount of \$1,500.

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