



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

**#15-0011**

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

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

**DATE:** February 3, 2015

**TITLE:** Approving an Application for a Temporary Beach License and Outdoor  
Event Agreement with Koncept Events, 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 an agreement on behalf of the City of Fort Lauderdale with Koncept Events, 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 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. Event details are included in the event application as attached.

**Event 1:**

Applicant: Koncept Events

Event Name: William Grant & Sons Afternoon Beach Party

Date/Time: Thursday, February 12, 2015 (1:30pm-4:30pm)

Location: Fort Lauderdale Beach Park- 1100 Seabreeze Blvd

Road Closing: No

Alcohol: Yes

Amplified Music: Yes (1:30pm- 4:30pm)

Insurance Required: Yes

Banners: No

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Pending Code Violations: No  
Application Fee: \$100.00  
Exhibit: 1

**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.

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

**Resource Impact**

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

Attachments:

Exhibit 1 – Application

Exhibit 1a – Site Plan

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Prepared by: Carolyn Bean, Administrative Assistant

Department Director: Phil Thornburg, Parks and Recreation