



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#16-0544

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

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

DATE: May 3, 2016

TITLE: Motion Authorizing The Great American Beach Party for May 28, 2016 as
a Public Purpose Special Event and Creating a Temporary Exemption
Relating to the Sale, Possession and Consumption of Alcohol at the Event

Recommendation

It is recommended that the City Commission approve a motion declaring The Great American Beach Party, scheduled for May 28, 2016, a public purpose special event, providing for a specific limited temporary exemption from Section 8-85 of the Code of Ordinances, as it relates to the sale, possession, and consumption of alcohol between the following boundaries: A1A between the southern boundary of Southeast 5th Street, the northern boundary of Sebastian Street, and the western boundary from the Intracoastal Waterway to the eastern boundary of the Atlantic Ocean.

Background

On May 1, 2012, the City Commission adopted Ordinance 12-12, 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. As the region's second-leading industry, tourism accounts for more than 114,000 jobs.

The event will take place from 10:00 am - 8:30 pm and feature live bands, family activities, beach games and contests.

The Great American Beach Party is expected to generate tremendous awareness and exposure for the City of Fort Lauderdale prior to, during, and following the event through extensive marketing, media, and public relations initiatives. It will act as a tremendous marketing tool for the City, which will strengthen Fort Lauderdale's position as a premier destination for tourism, recreation and entertainment.

As we continue to build upon positive economic momentum, it is essential for the City of Fort Lauderdale to protect the investment we have made in this event, while providing the best opportunity for its success.

To ensure the Great American Beach Party can create a one-of-a-kind experience, attract an outstanding crowd, and allow the City of 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.

As always, the Parks and Recreation Department Special Events Team and the Fort Lauderdale Police Department will work to host a fun and safe weekend for all patrons.

Resource Impact

There is no fiscal impact associated with this item.

Strategic Connections:

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 Vision Plan 2035: We are Here*.

Attachments:

Exhibit 1 – Ordinance C-12-12

Exhibit 2 – Section 8-85

Exhibit 3 – Great American Beach Party Site Plan

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation