



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

**#16-0622**

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

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

**DATE:** June 7, 2016

**TITLE:** Motion Approving an Application for a Temporary Beach License and  
Outdoor Event Agreement with Exclusive Sports Marketing, Inc. for a  
Volleyball Competition

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**Recommendation**

It is recommended that the City Commission approve an application for a temporary beach license and outdoor event agreement and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale with Exclusive Sports Marketing, Inc. for a volleyball competition.

**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 event use of the beach. The event organizer will 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.

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

**Event:**

**Applicant:** Exclusive Sports Marketing, Inc.  
**Event Name:** Dig the Beach Volleyball Series  
**Date/Time:** Saturday, July 23, 2016 (7:00am- 7:00pm) and Sunday, July  
24, 2016 (7:00am- 8:00pm)  
**Location:** Fort Lauderdale Beach Park- 1100 Seabreeze Blvd  
**Road Closing:** No

Alcohol:	Yes
Amplified Music:	Yes- (8:00am- 7:00pm)
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200.00
Exhibit:	1

### **Resource Impact**

There will be a positive fiscal impact in the estimated amount of \$1,200.

### **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 2035 Vision Plan: We Are Here*.

### **Attachments:**

Exhibit 1 – Dig The Beach Application

Exhibit 1a – Dig The Beach Site Plan

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Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation