



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#17-0014

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

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

DATE: January 18, 2017

TITLE: Motion to Approve a Revised Five Year Agreement with Beach Majors
GMBH, LLC for SWATCH Beach Volleyball - Federation International de
Volleyball (FIVB) World Tour

Recommendation

It is recommended that the City Commission approve a motion for a revised five-year Agreement, in substantially the form attached, with GMBH, LLC for SWATCH Beach Volleyball – Federation International de Volleyball (FIVB) World Tour and authorize the City Manager to execute the agreement.

Authorization for the execution of this Agreement is subject to City Attorney's Office review and approval.

Background

September 29, 2015 through October 4, 2015, the FIVB, the international governing body for the Olympic sport of beach volleyball, held the inaugural SWATCH FIVB Volleyball Season Final. GMBH, LLC has notified staff that they would like to return to the City with a five year agreement to host SWATCH Beach Volleyball tournaments.

At the November 15, 2016 Commission meeting, a five year agreement was approved by Commission. The event organizer has recently notified staff of their intentions to host night games and or live band performances during event dates ending at 11:00pm (Thursday, February 9, 2017 – Saturday, February 11, 2017). Effective October 1, 2015 the City began to enforce the noise requirements outlined in Exhibit 3. The event organizer has requested a special exemption to allow amplified music for this event until 11:00pm. The 2017 schedule of events is attached as Exhibit 4.

City staff has been working closely with the event organizer regarding event topics, such as logistics, maintenance, and security. The Police Department recommends approval of the closing of City streets where appropriate and event parking has been satisfactorily arranged. When applicable, 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 City is requesting the organizer to post an amount in escrow equal to 110% of the City's estimated service costs. In addition, the City is charging an administrative fee of 10% of the actual City Service costs. The 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 vents in their areas. Specific event details are included below:

Event:

Applicant:	Beach Majors GMBH, LLC
Event Name:	SWATCH Beach Volleyball
Date/Time:	Tuesday, February 7, 2017 – Sunday, February 12, 2017
Location:	Fort Lauderdale Beach Park Volleyball Courts
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes – during event times and 2/9/17-2/11/17 (8:00am – 11:00pm)
Insurance:	Yes
Banners:	No
Pending Code Violations:	No

In addition to the dates requested above, Beach Majors GMBH, LLC will occupy the beach parking lot 14 days prior to the event dates to set up and 7 days following the event dates for tear down.

In addition, the 12 volleyball courts in Fort Lauderdale Beach Park will be re-installed to the north of the event site so there is no disruption in the opportunity for the public to play volleyball on the beach during the event dates.

Because the SWATCH Volleyball tournament and the A1A Marathon will overlap in their load in and load out days, we have attached, as Exhibit 1, a mutual agreement between Beach Majors GMBH, LLC and Exclusive Sports Marketing, Inc. for use of Fort Lauderdale Beach Park.

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 Infrastructure Cylinder of Excellence, specifically advancing:

- Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- Objective 1: Improve access to and enjoyment of our beach, Riverwalk,

waterways, parks, and open spaces for everyone.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here*.

Attachment

Exhibit 1 – Mutual Agreement between Beach Majors GMBH, LLC and Exclusive Sports Marketing, Inc.

Exhibit 2 – Site Plan

Exhibit 3 – Commission Memo #15-055

Exhibit 4 – 2017 Schedule of Events

Exhibit 5 – Revised Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation