



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

#18-0182

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

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

DATE: February 20, 2018

TITLE: Motion Approving a Revocable License Agreement with Beach Majors
GMBH, LLC for the Construction of a Temporary Beach Statue

Recommendation

It is recommended that the City Commission approve a motion to authorize execution of a Revocable License with Beach Majors GMBH, LLC, in substantially the form attached, for the construction of a temporary beach statue at Las Olas Boulevard and A1A.

Background

The inaugural SWATCH Beach Volleyball tournament was held on Fort Lauderdale Beach from September 29, 2015 to October 4, 2015. At the November 15, 2016 Commission meeting, a five-year agreement was approved for the return of SWATCH Beach Volleyball. This agreement was revised on January 20, 2017 to allow for live music entertainment. In addition, event dates for 2018 were approved at the January 23, 2018 Regular City Commission Meeting. In 2018, games will run from Tuesday, February 27 to Sunday, March 4. As part of the organizer's efforts to promote the volleyball tournament, they have requested to place a beach statue, attached as Exhibit 1, on A1A and Las Olas Boulevard from Wednesday, February 21 to Monday, March 5. The requested approval does not apply to any signage on the statue.

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*.

Attachments

Exhibit 1 – SWATCH Beach Statue

Exhibit 2 – Revocable License Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation