



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

#18-0831

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

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

DATE: September 4, 2018

TITLE: Motion Approving 2019 Event Dates of the Agreement with Beach Majors USA, LLC for Fort Lauderdale Major 2019 to be held on Fort Lauderdale Beach, February 5 – February 10, 2019

Recommendation

It is recommended that the City Commission approve a motion for 2019 Event Dates of the Agreement with Beach Majors USA, LLC for Fort Lauderdale Major 2019 to be held on Fort Lauderdale Beach.

Background

The FIVB, the international governing body for the Olympic sport of beach volleyball, held the inaugural SWATCH FIVB Volleyball Season Final from September 29, 2015 through October 4, 2015.

At the November 15, 2016 Commission meeting, a five year agreement was approved by Commission. The event organizer submitted the attached Letter of Intent to host Fort Lauderdale Majors 2019 from Tuesday, February 5, 2019 – Saturday, February 10, 2019. The event organizer has notified staff of their intentions to host night games and or live band performances during event dates ending at 11:30 pm (Tuesday, February 5, 2019 – Saturday, February 10, 2019).

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 11:30pm. The 2019 schedule of events is attached as Exhibit 8.

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 events in their areas. Specific event details are included below:

Event:

Applicant: Beach Majors USA, LLC
Event Name: Fort Lauderdale Major 2019
Date/Time: Tuesday, February 5, 2019 & Wednesday, February 6, 2019 (9:00am – 10:00pm); Thursday, February 7, 2019 (9:00am – 11:30pm); Friday, February 8, 2019 (9:00am – 11:30pm); Saturday, February 9, 2019 (9:00am – 11:30pm); Sunday February 10, 2019 (9:00am – 11:00pm)
Location: Fort Lauderdale Beach Park, 1140 Seabreeze Blvd.
Set Up Date/Time: Thursday, January 17 – Monday, February 4, 2019 (7:00am - 10:00pm)
Breakdown Date/Time: Monday February 11 – Tuesday February 21, 2019 (7:00am-10:00pm)
Road Closing: No
Alcohol: Yes
Amplified Music: Yes (9:00am- 11:30pm)
Special Permission: Amplified Music/Extended Road Closure - Yes
Insurance Required: Yes
Banners: No
Pending Code Violations: No

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.

This year, the Fort Lauderdale Major 2019 overlaps with the 2019 Fort Lauderdale A1A Marathon/Half Marathon event. A Mutual Agreement is attached (Exhibit 5) for use of Fort Lauderdale Beach Park and the South Beach Parking Lot from January 17, 2019 through February 21, 2019.

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*.

Resource Impact

There is no financial impact associated with this item.

Attachments

Exhibit 1 – 2019 Letter of Intent (LOI)

Exhibit 2 – Agreement (CAM 17-0014)

Exhibit 3 – Special Event Application

Exhibit 4 – Site Plan

Exhibit 5 – Mutual Agreement between GMBH, LLC and Exclusive Sports Marketing, Inc.

Exhibit 6 – 2019 Schedule of Events

Exhibit 7 – January 2019 Special Event Calendar

Exhibit 8 – February 2019 Special Event Calendar

Prepared by: Barbara Smith, City Manager's Office

Department Director: Lee Feldman, City Manager