



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

#18-0886

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

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

DATE: September 25, 2018

TITLE: Motion Approving a Revocable License Agreement with Beach Majors
USA, 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 USA, LLC, in the 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 year, games will be held from Tuesday, February 5, 2019 – Sunday, February 10, 2019. As part of the organizers efforts to promote the volleyball tournament, event organizers have requested to place a beach statue, attached as Exhibit 1, on A1A and Las Olas Boulevard from January 7, 2019 to February 14, 2019. The statue is the same as approved by Commission last year.

The event organizer, Beach Majors USA, LLC, did not execute an Agreement before holding its previous event in the city. Staff will work closely with the Event Organizer to ensure that the proposed Agreement is timely executed prior to the requested event.

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 – Beach Statue

Exhibit 2 – Revocable License Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation