



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#19-0485

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: June 4, 2019

TITLE: Motion Approving an Application for a Temporary Beach License and
Outdoor Event Agreement with Exclusive Sports Marketing, Inc. of Florida
for Dig the Beach Volleyball Series - **(Commission District 2)**

Recommendation

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

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 day on 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.

A minimum of four volleyball courts will remain open for public play throughout the competition.

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

Event:

Applicant:	Exclusive Sports Marketing, Inc. of Florida
Event Name:	Dig the Beach Volleyball Series
Date/Time:	Saturday, Sunday June 8-9, 2019 (7:00am- 8:00pm)

Location: Saturday, Sunday July 20-21, 2019 (7:00am- 8:00pm)
 Saturday, Sunday, August 24-25, 2019 (7:00am- 8:00pm)
 Where permanent courts are located - Fort Lauderdale
 Beach Park- 1100 Seabreeze Blvd
 Set Up Date/Time: Thursday & Friday, June 6-7, 2019 (8:00am – 6:00pm)
 Thursday & Friday, July 18-19, 2019 (8:00am
 – 6:00pm)
 Thursday & Friday, August 22-23, 2019 8:00am
 – 6:00pm)
 Breakdown Date/Time: Sunday, June 9, 2019 (3:00pm – 8:00pm)
 Sunday, July 21, 2019 (3:00pm – 8:00pm)
 Sunday, August 25, 2019 (3:00pm – 8:00pm)
 Road Closing: No
 Alcohol: Yes
 Amplified Music: Yes- Saturday, Sunday June 8-9, 2019 (8:00am - 7:00pm)
 Saturday, Sunday July 20-21, 2019 (8:00am - 7:00pm)
 Saturday, Sunday, August 24-25, 2019 (8:00am - 7:00pm)
 Special Permission: Amplified Music/Extended Road Closures - No
 Insurance Required: Yes
 Banners: No
 Pending Code Violations: No
 Application Fee: \$400
 Beach Usage Fee: \$3,000

Funds available as of May 10, 2019					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB- OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charge for Service/ Non- sponsor Charges	\$165,000	\$67,579	\$3,400
TOTAL AMOUNT ►					\$3,400

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 Volleyball Application
Exhibit 1a – Dig The Beach Volleyball Site Plan
Exhibit 1b – Dig The Beach Volleyball Agreement
Exhibit 2 – June 2019 Special Event Calendar
Exhibit 3 – July 2019 Special Event Calendar
Exhibit 4 – August 2019 Special Event Calendar

Prepared by: Barbara Smith, Nighttime Economy

Department Director: Chris Lagerbloom, ICMA-CM, City Manager