



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

#19-0811

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 15, 2019

TITLE: Motion Approving an Application for a Temporary Beach License and
Outdoor Event Agreement for Brews at the Beach - **(Commission District
2)**

Recommendation

It is recommended that the City Commission approve a n application for a temporary beach license and outdoor event agreement and authorize the City Manager to execute the agreement on behalf of the City of Fort Lauderdale with Brews at the Beach, Inc.

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 organizers will pay for all event costs and submit the required certificates of insurance. The agreement provides that the organizers will pay \$500 for each event use of the beach. The event organizers 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.

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

Event 1: Brews at the Beach

Applicant: Brews at the Beach, Inc.
Date/Time: Saturday, December 7, 2019 (11:00am – 5:00pm)
Location: The beach at A1A and Sunrise Blvd. North to Birch State
Park
Set Up Date/Time: Saturday, December 7, 2019 (7:00am – 11:00am)
Breakdown Date/Time: Saturday, December 7, 2019 (5:00pm – 8:00pm)
Road Closing: No

Alcohol: Yes
 Amplified Music: Yes - Saturday, December 7, 2019 (11:00am – 5:00pm)
 Special Permission: Amplified Music/Extended Road Closure - No
 Insurance Required: Yes
 Banners: No
 Pending Code Violations: No
 Application Fee: \$200
 Beach Usage Fee: \$500

<i>Funds available as of October 1, 2019</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
001-PKR033401-K029	Community Events	Charge for Service/ Non- sponsor Charges	\$185,000	\$700	\$700
TOTAL AMOUNT ►					\$700

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 – Brews at the Beach Application
 Exhibit 1a – Brews at the Beach Site Plan
 Exhibit 1b – Brews at the Beach Agreement
 Exhibit 2 – December 2019 Special Event Calendar

Prepared by: Barbara Smith, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department