



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#20-0202

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: March 3, 2020

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.

<u>Event: Dig the Beach Volleyball Series</u>	
Applicant:	Exclusive Sports Marketing, Inc. of Florida
Date/Time:	Saturday, March 14, 2020 (7:00 am- 8:00 pm) Sunday, March 15, 2020 (7:00 am- 8:00 pm)

Location:	Where permanent courts are located - Fort Lauderdale Beach Park- 1100 Seabreeze Blvd
Set Up Date/Time:	Thursday-Friday, March 12-13, 2020 (8:00 am – 6:00 pm)
Breakdown Date/Time:	Sunday, March 15, 2020 (3:00 pm – 8:00 pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes - Saturday, March 14, 2020 (7:30 am- 8:00 pm) Sunday, March 15, 2020 (7:30 am- 8:00 pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200.00
Beach Usage Fee	\$2,000.00

Funds available as of February 5, 2020					
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	\$180,000	\$21,160	\$2,200
TOTAL AMOUNT ►					\$2,200

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community
- Objective: Offer a diverse range of recreational and educational programming

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 – March 2020 Special Event Calendar

Prepared by: Barbara Smith, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department