



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

**#21-0676**

---

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** July 6, 2021

**TITLE:** Motion Approving an Application for a Temporary Beach License and  
Outdoor Event Agreement with WMEG, INC., for Bears in Lauderdale  
Beach Party – **(Commission Districts 2 and 4)**

---

**Recommendation**

Staff Recommends the City Commission approve an application for a temporary beach license and outdoor event agreement, and authorize the City Manager to execute the agreement on behalf of the City with WMEG, INC., for Bears in Lauderdale Beach Party

**Background**

City staff has been working closely with the event organizer regarding event topics, such as logistics, maintenance, and security as detailed below. The Police Department recommends approval of the closing of the 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 organizer will pay for all event costs and submit the required certificates of insurance. The agreement provides that the organizer will pay \$500 per day for use of the beach. The event 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. Event details are included in the event application as attached.

Where applicable, the City Commission authorizes amplified music for the events listed below.

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

<b>Event 1: Bears in Lauderdale Beach Party</b>	
Applicant:	WMEG, INC.
Date/Time:	Saturday, September 4, 2021 (1:00pm – 7:00pm)
Location:	Fort Lauderdale Beach – right next to B Ocean
Set Up Date/Time:	Friday, September 3, 2021 (7:00am – 6:00pm) Saturday, September 4, 2021 (7:00am – 12:30pm)
Breakdown Date/Time:	Saturday, September 4, 2021 (7:00pm – 8:30pm)
Road Closing:	No
Alcohol:	Yes
Amplified Music:	Yes – Saturday, September 4, 2021 (1:00pm – 7:00pm)
Special Permission:	Amplified Music/Extended Road Closure - No
Insurance Required:	Yes
Banners:	No
Pending Code Violations:	No
Application Fee:	\$200 paid
Beach Fee:	\$1000 (\$500 x 2 days)

### **Resource Impact**

There will be a positive fiscal impact in the estimated amount of \$1200.

<b><i>Funds available as of June 24, 2021</i></b>					
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	\$147,000	\$42,012	\$1,200
<b>TOTAL AMOUNT ►</b>					<b>\$1,200</b>

### **Strategic Connections**

This item is a 2021 Top Commission Priority advancing the Parks and Public Places initiative.

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*.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

### **Attachments**

Exhibit 1 – Bears in Lauderdale Beach Party Application

Exhibit 1a – Bears in Lauderdale Beach Party Site Plan

Exhibit 1b – Bears in Lauderdale Beach Party Agreement

Exhibit 2 – September 2021 Special Events Calendar

---

Prepared by: Brittany Henry, Parks and Recreation, Special Events Coordinator

Department Director: Phil Thornburg, Parks and Recreation