



Cover Memorandum/Staff Report

File #: 25-435

Agenda Date: 4/10/2025

Item #:

TO: Development Services Management Group
FROM: Allie Behrman, CPRP< Special Event Manager
THROUGH: Jeff Oris, CEcD, Assistant City Manager
DATE: April 10, 2025

MUSCLE ON THE BEACH CAR SHOW : RECOMMENDATION OF THE DEVELOPMENT SERVICES MANAGEMENT GROUP OF THE CITY OF DELRAY BEACH, FLORIDA, TO THE CITY COMMISSION FOR AN IMPACT EVENT KNOWN AS "MUSCLE ON THE BEACH CAR SHOW" TO BE HELD ON MARCH 7, 2026, ON OLD SCHOOL SQUARE AND NE 2ND AVE.

Recommended Action:

The Development Services Management Group (DSMG) is asked to make a recommendation to the City Commission regarding the Impact Event known as Muscle on the Beach Car Show to be held on Saturday , March 7, 2026. This event is deemed an Impact Event due to the attendance being an anticipated 5,000 people.

Background:

Muscle on the Beach submitted a Special Event Application on March 7, 2025. This car show has happened for the last 3 years consecutively at Old School Square without issue. Each year growing in size. In 2025 attendance was at or above 5,000 people, making this an Impact Event moving forward. The footprint of the event has not changed from the previous years. This classic car show features 60's, 70's and 80's muscle cars, trucks and motorcycles for the viewing pleasure of the attendees. There is about 150 vehicles on display. No alcohol or food vendors. The event takes place from 10:00am - 3:00pm.

Special Events Technical Advisory Committee (SETAC) Review:

SETAC reviewed and recommended approval of the event.

No special conditions beyond the standard permits were recommended by SETAC.

Funding Source/Financial Impact:

Anticipated city costs to event producer are to be determined.

Timing of Request:

This is an impact event and must go before commission.