



## Cover Memorandum/Staff Report

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**File #:** 24-762

**Agenda Date:** 6/13/2024

**Item #:**

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**TO:** Development Services Management Group  
**FROM:** Allie Behrman, CPRP, Special Event Manager  
**THROUGH:** Jeff Oris, CEcD, Assistant City Manager  
**DATE:** June 13, 2024

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "JULY 4TH CELEBRATION" TO BE HELD ON JULY 4, 2024 AT A1A; AND TO AUTHORIZE THE SPECIAL EVENTS MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE SPECIAL EVENT PERMIT.

**Recommended Action:**

Special Events Technical Advisory Committee (SETAC) recommends the Development Services Management Group (DSMG) make a motion to approve the special event known as July 4th Celebration to be held on July 4, 2024; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

**Background:**

Caffe Luna Rosa submitted a Special Event Application on April 7, 2024 for the Annual 4th of July event. Luna Rosa has been doing this event for over 30 years and last did the event on July 4, 2023 with no issues. The event takes place while A1A is closed for the City's 4th of July Celebration and Fireworks, thus it is not considered an impact event as it takes advantage of the City's closure of the road, thus in and of itself does not require the road closure. . Luna Rosa will fence in an area to contain any alcohol within the footprint and put tables in the street. The event will take place from 5pm-10pm with set up beginning at 2pm. Luna Rosa expects about 300 people in attendance.

**Special Event Advisory Committee (SETAC):**

SETAC recommends DSMG approve the event.  
No special conditions are recommended by SETAC

**Funding Source/Financial Impact:**

There is no financial impact to the city, all costs will be billed to event producer.

**Timing of Request:**

The event date is quickly approaching and event producer would like to start advertising.