



Cover Memorandum/Staff Report

File #: 24-1610

Agenda Date: 1/7/2025

Item #: 6.B.

TO: Mayor and Commissioners
FROM: Allie Behrman, CPRP, Special Event Manager
THROUGH: Terrence R. Moore, ICMA-CM, City Manager
DATE: January 7, 2025

RESOLUTION NO. 16-25: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DELRAY BEACH, FLORIDA, APPROVING AN IMPACT EVENT KNOWN AS THE 63RD ANNUAL DELRAY AFFAIR TO BE HELD APRIL 4-6, 2025; AUTHORIZING THE CLOSURE OF ATLANTIC AVENUE AND SWINTON AVENUE AS MORE SPECIFICALLY DESCRIBED HEREIN; AUTHORIZING THE CITY MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE INTENT OF THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Recommended Action:

Review and consider Resolution 16-25, approving an Impact Event known as the 63rd Annual Delray Affair to be held April 4-6, 2025 and authorizing the closure of Atlantic Avenue and Swinton Avenues for the event.

Background:

The Delray Beach Chamber of Commerce has submitted a special event application for an event known as the 63rd Annual Delray Beach Affair to be held April 4th through April 6th 2025. The application was reviewed by the City's Special Event Technical Advisory Committee on June 27, 2024 at which time it was found that the event met two of the criteria which define the event as an "Impact Event" requiring City Commission approval:

1. The application indicated that 110,000 persons are anticipated to attend the event over three days thus exceeding the criteria that the event is reasonably anticipated to attract 3,500 people or more on at least one calendar day;
2. The application also requests the closure of two major roadways for the event (Atlantic Avenue from NW/SW 2nd Avenue to NE/SE 6th Avenue and Swinton Avenue from Atlantic Avenue to NE 1st Street for the event.

SETAC recommended this event move forward for approval on November 14, 2024. The application was then reviewed by the Development Service Management Group (DSMG) on December 12, 2024 and has recommended approval for this impact event.

This event is a signature event in the City and it has been held 62 times previously. City staff is familiar with the event as held in the past and is familiar with the methods to re-route traffic for the requested road closures. Staff also understands the level of City-staffing for other aspects of the event as all aspects of such have been covered and addressed with the event producer.

The Special Event Application and the current site plan for the event are included in the agenda back-up.

The Delray Affair event was originally reviewed by SETAC in June of 2024 and by DSMG in July. While going before commission on November 4, 2024, the event producer spoke of extending the event to the 500 block of Atlantic Ave. Because there was an addition to what had already been reviewed, it was stated that the event application and site map would have to be amended and go back through the process for new approval.

City Attorney Review:

City Attorney has approved the resolution document as to form and sufficiency.

Funding Source/Financial Impact:

As the Chamber of Commerce is a non-profit organization per the 2023 Special Event Policy, they are entitled to a 50% discount on city services for the event (which excludes hard costs to the City). The current estimate for this event will have the following impact on the indicated departmental budgets:

Police Personnel \$ 25,258.00
Police Resources \$ 1,480.50
Fire Rescue Personnel \$ 12,611.40
Fire Rescue Resources \$ 2,566.50
Public Works Personnel \$ 2,787.80
Public Works Resources \$ 825.53
Parking \$ 3,517.80
5% Administration on Overtime \$1,876.50

TOTAL ESTIMATED COSTS TO CITY: \$50,924.03*

This is just an estimate of costs. Final cost will be calculated after the event.

Timing of Request:

The Chamber of Commerce would like certainty of approval so they can solicit sponsors and begin full-scale marketing of the event.