



Cover Memorandum/Staff Report

File #: 24-729

Agenda Date: 6/18/2024

Item #: 7.D.

TO: Mayor and Commissioners
FROM: Allie Behrman, CPRP, Special Event Manager
THROUGH: Jeff Oris, CEcD, Assistant City Manager
DATE: June 18, 2024

RESOLUTION 123-24 : A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DELRAY BEACH, FLORIDA, APPROVING AN IMPACT EVENT KNOWN AS MUSCLE ON THE BEACH TO BE HELD MARCH 1, 2025 IN AND AROUND THE OLD SCHOOL SQUARE CAMPUS; 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 No 123-24 . approving an impact event known as Muscle on the Beach in and around the Old School Square campus.

Background:

Muscle on the Beach Car Show submitted the Special Event Application on March 12, 2024 to hold the 3rd Muscle on the Beach Car Show on March 1, 2025 on the Old School Square Campus. The event will also close NE 2nd Avenue in Pineapple Grove from just north of the alley way behind Cabana El Rey to NE 1st Street from 7am to 3pm on March 1, 2025. This is a classic car show with cars, trucks and motorcycles from the 1960's, 1970's and 1980's. The event has grown in attendance each year. In 2024 the attendance reached 5,000 people which now makes this an impact event.

Muscle on the Beach car show is an event in support of the Sandoway Discovery Center and raises needed funds for the facility. In 2024 the funds generated from the show were in excess of \$45,000 a 3 times increase over 2023. The car show collaborates with the ongoing Green Market and supports local businesses having a world wide following and attracting visitors to Delray Beach from all over the world. There will be no food vendors or alcohol at this car show.

Muscle on the Beach Car Show was presented to the Special Event Technical Advisory Committee (SETAC) on April 4, 2024. After discussing the 2025 event, SETAC made a recommendation to move the event forward to the Development Services Management Group (DSMG). DSMG met on May 9, 2024 and made a recommendation to have the City Commission approve this event.

City Attorney Review:

The City Attorney has found the resolution legally sufficient.

Funding Source/Financial Impact:

This event has no financial impact on the city. Event producer will be billed for all costs. .

Timing of Request:

The event producer would like to start to obtain rare muscle cars from all over.