



Cover Memorandum/Staff Report

File #: 26-0604

Agenda Date: 6/2/2026

Item #: 7.C.

TO: Mayor and Commissioners
FROM: Allie Behrman, CPRP, Special Events Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: June 2, 2026

RESOLUTION NO. 90-26: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DELRAY BEACH, FLORIDA, APPROVING AN IMPACT EVENT KNOWN AS MUSCLE ON THE BEACH CAR SHOW TO BE HELD MARCH 6, 2027 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 90-26. Approving an impact event known as Muscle on the Beach Car Show in and around the Old School Square campus.

Background:

George Walden submitted a Special Event Application on March 9, 2026 to hold the 5th Muscle on the Beach Car Show on March 6, 2027 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 the former Cabana El Rey (105 E. Atlantic) to NE 1st Street from 7am to 4pm on March 6, 2027. 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 2026 the attendance reached over 5,000 people which makes this an impact event.

Muscle on the Beach Car Show is an event that supports the Sandoway Discovery Center and raises needed funds for the facility. In 2026 the funds generated from the show were \$80,000. The car show collaborates with the ongoing Green Market and supports local businesses. The show has garnered a world wide following and attracts visitors to Delray Beach from all over the world. There will be no food vendors or alcohol at this car show. This event has gone on each year without any issues.

Muscle on the Beach Car Show was presented to the Special Event Technical Advisory Committee (SETAC) on March 26, 2026. SETAC made a recommendation to move the event forward to the Development Services Management Group (DSMG) for approval. DSMG met on April 23, 2026 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. However, the

event producer will be asking the City Commission for a sponsorship.

Timing of Request:

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