



Cover Memorandum/Staff Report

File #: 25-565

Agenda Date: 6/3/2025

Item #: 7.E.

TO: Mayor and Commissioners
FROM: Allie Behrman, CPRP, Special Event Manager
THROUGH: Terrence R. Moore, ICMA-CM, City Manager
DATE: June 3, 2025

RESOLUTION 102-25: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DELRAY BEACH, FLORIDA, AUTHORIZING A SPECIAL EVENT SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$8,000.00 FOR THE SPECIAL EVENT KNOWN AS MUSCLE ON THE BEACH TO BE HELD ON MARCH 7, 2026; AUTHORIZING THE CITY MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE INTENT OF THIS RESOLUTION; AND PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Recommended Action:

Review and consider Resolution 102-25, authorizing a Special Event Sponsorship in an amount not to exceed \$8,000 for the special event known as Muscle on the Beach to be set up and held on March 7, 2026; authorizing the City Manager to take all actions necessary to effectuate the intent and for other purposes.

Background:

George Walden has submitted a request for City Sponsorship for Muscle on the Beach to be setup and held on March 7, 2026. The current cost estimate for City services is \$6,320.94. The sponsorship request is for an amount not to exceed \$8,000.00. The final sponsorship would be based on the actual cost of City services and cannot exceed \$8,000.00.

Muscle on the Beach is considered an impact event due to its attendance number being over 3,500. This impact event was heard by City commission on June 3, 2026 with resolution number 103-25.

The producer has a full application package which includes details of the event and a statement on how they believe the event meets the public benefit intent of the City. The package also includes an anticipated budget and resulting donations which show the following:

Total Proceeds: \$78,872.00
Total Expenses: \$29,505.00
Sandoway Discovery Center: \$49,367.00
Total of anticipated donations: \$49,367.00

It should be noted that this producer, George Walden, has met sponsorship requirements for this event previously in 2025. This will be the 4th year of this event. The event producer has followed all guidelines set forth for the sponsorship. Muscle on the Beach has gone on without any issues each year.

City Attorney Review:

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

Funding Source/Financial Impact:

The following is the impact on the City if this sponsorship is approved and costs do not exceed the current City cost estimate of services. These costs are estimated (by department and category) as follows :

Police Personnel - Regular \$ ----
Police Personnel - Overtime \$2671.08
Police Resources \$ 225.00
Fire Rescue Personnel - Regular \$ ---
Fire Rescue Personnel - Overtime \$957.80
Fire Rescue Resources \$145.00
Parks Maintenance Personnel - Regular \$ ----
Parks Maintenance Personnel - Overtime \$1016.32
Parks Maintenance Resources \$40.00
Public Works Personnel - Regular \$608.44
Public Works Personnel - Overtime \$ ____
Public Works Resources \$120.20
Clean & Safe Personnel - Regular \$54.84
Parking Resources \$ -----
Parking Sales Tax \$ -----
5% Overtime Administrative Fee \$232.26
Trash Boxes \$100.00
Application Fee \$150.00
Total: \$6320.94

*Please note these are estimated costs. Actual costs will be calculated after each events based on actual use of City services and updated costs.

Timing of Request:

The producer would like to know if sponsorship is approved to move forward with planning the event.