



CONSENT AGENDA

INDIAN RIVER COUNTY, FLORIDA
AGENDA ITEM
Assistant County Administrator /
Department of General Services/
Parks Division

Date: March 28, 2017

To: The Honorable Board of County Commissioners

Thru: Jason E. Brown, County Administrator

From: Michael C. Zito, Assistant County Administrator

Subject: Approval of License Agreement for Beach Town Music Festival with Beachtown, LLC.

DESCRIPTION AND CONDITIONS:

On June 14, 2016, the Board of County Commission approved a License Agreement with Beachtown, LLC, a limited liability company organized under the laws of the State of Iowa and a wholly owned subsidiary of Basis Marketing, Inc., dba Basis Entertainment Inc. (the "Applicant"). Due to Hurricane Matthew on October 6, 2016, the applicant canceled the event under license agreement to hold a two day concert event featuring country music star, Jake Owen.

ANALYSIS & ALTERNATIVES:

Staff and the Applicant propose a revised and updated agreement for the event to occur on December 8th and 9th, 2017. This event agreement contemplates adding the Agricultural Pavilion and reducing the number of days used for the same fee negotiated for the October 2016 Event. The Event will be open to the public on Friday, December 8th from noon to 11:30 p.m. and Saturday December 9th from noon to 11:30 p.m. The proposed License Agreement is a negotiated agreement and does not fall under the template license agreement approved by the Board of County Commissioners on March 15, 2016; therefore, it will require Board approval. The proposed License Agreement is attached and summarized below:

SUMMARY OF AGREEMENT

- 2 day music event seeking Fairgrounds Use Permit and Alcohol Permit
 - Concert, stage, ticketed sales for admission
 - Vendor sales
 - Alcohol sales
 - On site amusement activities
 - On-site parking
 - No on-site primitive camping will be offered to the public. (The Fairgrounds routinely offers RV camping for performers and those directly associated with events reserving the 48 existing campsites at the Fairgrounds).
 - VIP Receptions in the Expo Building
 - All outdoor music to cease by 11pm

- Utilization of the entire fairgrounds – including all acreage, buildings and amenities for the License Agreement Duration of December 6, through December 11, 2017.
- Pre-paid Flat fee of \$20,000 plus 7% sales tax paid to County for license Duration –
 - County has retained fees from canceled agreement and applied to new agreement.
- Applicant shall also pay the County two dollars (\$2.00) per ticket sold to the Event in lieu of the standard alcohol permit fee.
- County has collected a \$5,000 damage deposit.
- Applicant is responsible for all additional costs associated with the event production including traffic control, sanitation, and security.

RECOMMENDATION:

Staff respectfully recommends the Board approve the Indian River County Fairgrounds License Agreement with Beachtown, LLC, and authorize Chairman to sign.

ATTACHMENTS:

Indian River County Fairgrounds License Agreement with Beachtown, LLC

DISTRIBUTION:

Beachtown, LLC

David Fleetwood, Parks Division Superintendent