



EXECUTIVE SUMMARY

TO: City Commission

CC: Patti McLauchlin, City Manager

FROM: Todd Stoughton, Asst. City Manager

DATE: September 22, 2022

RE: Beach Weddings Ordinance introducing a fee and permit implementation

BACKGROUND:

On July 6th the City Commission passed an ordinance to the second reading regarding beach weddings. During the discussion it was mentioned that staff should consider offering a local discount to citizens that reside within City limits. The change has been made and added to the fee schedule in Attachment A.

This past year a budgeted revenue source was implemented, calling for the city to collect a fee for wedding ceremonies at Smathers Beach. The proposed ordinance will outline the regulatory rules and procedures that businesses, or individuals must comply with to hold a wedding ceremony on Smathers beach.

Demised Area: 3 Areas, as outlined in Exhibit B, on Smathers Beach. These areas have been the most popular areas for beach weddings in the past.

Fee Schedule:

- 1 - 25 People - \$150 flat fee
- 25 - 50 People - \$250 flat fee
- 51 - 100 People - \$350 Flat Fee
- Over 100 People – Use Special Events
- Local Discount – Explained in Exhibit B

This fee schedule will be determined by resolution and approval of the City Commission

FINANCIAL:

The budgeted revenue for beach weddings was \$100,000. The only cost the City will incur is the software cost that will be used to apply, book, and pay for weddings online.

CONCLUSION:

Upon approval, City staff will schedule a meeting with local wedding planners to advise them of the new procedures.

In addition, Code enforcement and licensing will need to keep a detailed list of vendors who supply beach wedding equipment and/or services, and issue warnings and potential fines for vendors ignoring the implementation of the permit and fee process going forward.

ATTACHMENTS:

Proposed Ordinance
Wedding site locations
Fee Schedule