



EXECUTIVE SUMMARY

TO: City Commission

CC: Patti McLauchlin, City Manager
Todd Stoughton, Asst. City Manager

FROM: Michael Henriquez Jr, Senior Property Manager

DATE: June 23, 2022

RE: Beach Weddings Ordinance introducing a fee and permit implementation

BACKGROUND:

The topic of implementing a fee schedule for beach weddings has been on the minds of current and past commissioners for years. 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 businesses, or individuals must comply with in order to correctly hold a wedding ceremony on Smathers beach.

Demised Area: 3 Areas, as outlined in Exhibit A, 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

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

FINANCIAL:

The budgeted revenue for beach weddings was \$100,000. That is roughly 667 small weddings the city would need to match the anticipated amount. There will be no cost to community services for implementing this policy.

CONCLUSION:

If the commission would like to implement this ordinance going forward, the information will need to be sent out to various news sources, and the possibility of a community workshop may help ease the public. Considering the importance of the day for the individuals, it is best to use discretion when enforcing this policy. Staff recommends treading lightly in this move and allowing vendors, and individuals some time to get acquainted to this policy.

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 / fee process going forward.

ATTACHMENTS:

Proposed Ordinance

Wedding site locations

Fee Schedule