



Legislation Details (With Text)

File #: RES-2024-18
Type: Resolution
Status: Passed
File created: 2/21/2024
In control: City Council
On agenda: 3/19/2024
Final action: 3/19/2024
Title: Adopt Resolution 2024-18 to allow alcoholic beverage sales (beer, wine, and liquor) as part of the Margaritaville Block Party held in the downtown event zone Sunday, April 28, 2024, from 3 p.m. to 7 p.m. (Quasi-Judicial)

Sponsors:

Code sections:

Attachments: 1. Margaritaville Block Party Map

Date	Ver.	Action By	Action	Result
3/19/2024	1	City Council	Adopted	Pass

Submitted By: Tye Chighizola

Presentation By: Tye Chighizola

Department: Growth Management

STAFF RECOMMENDATION (Motion Ready):

Adopt Resolution 2024-18 to allow alcoholic beverage sales (beer, wine, and liquor) as part of the Margaritaville Block Party held in the downtown event zone Sunday, April 28, 2024, from 3 p.m. to 7 p.m. (Quasi-Judicial)

OCALA'S RELEVANT STRATEGIC GOALS:

Quality of Place, Economic Hub

PROOF OF PUBLICATION:

N/A

BACKGROUND: The Ocala Civic Theater (OCT) will host a block party on SW Broadway Street and SW First Avenue to kick off their theatrical production of Jimmy Buffett's Escape to Margaritaville. The event will occur Sunday, April 28, 2024, 3 p.m. to 7 p.m., featuring Jimmy Buffett songs performed by Gary Roland and The Landsharks Band. The event zone will require the closing of SW Broadway Street from South Magnolia to SW Second Avenue and SW First Avenue from SR 40 to 130 feet north of Fort King Street (see Exhibit A).

The event will require the purchase of a ticket from OCT. The patrons will enter through O'Malley's Alley on South Magnolia Avenue to receive their pass to enter the event zone. All ticket holders will exit in the rear of O'Malley's Alley and proceed through the Brick City Center for the Arts courtyard to SW Broadway. OCT is

partnering with Agapanthus, The Lodge, O'Malley's Alley, Stella's Modern Pantry, The District, and Black Sheep on Broadway to sell alcohol in a designated cup in the event zone.

OCT will provide a Certificate of Liability insuring the City of Ocala. OCT is working with the Ocala Police Department and other city departments regarding security measures, event layout, and the process for selling alcoholic beverages during the event.

FINDINGS AND CONCLUSIONS: Section 6-9 of the Code of Ordinances, City of Ocala, Florida, provides an exception to allow for possession and consumption of alcoholic beverages on streets, sidewalks, and public parking facilities, inside the downtown event zone during the event times. This shall only include alcohol sales by on-premises licensed vendors located within the downtown event zone. Section 6-9 states that such special events must be recognized and approved by resolution of the City Council at a public hearing.

The following vendors are either outside the Margaritaville event zone or are not participating in the event: Sushi Bistro, Mark's Prime, Katya Vineyards, Buzz & Grind, Bank Street Patio Bar, Big Hammock Brewery, Harry's Seafood, Hilton Garden Inn, Topsy Skipper/Mutiny Ocala, Ivy on the Square, Marion Theatre, Mellow Mushroom, Sipping Grounds, Sayulita Taqueria, Downtown Billiards, Symmetry Coffee, Soleil Bakery, La Cuisine, Marion Cultural Alliance, Brick City BBQ, and Cantina.

FISCAL IMPACT: The proposed block party proceeds will help with improvements to the Ocala Civic Theater. The event will occur at a time when most retail businesses in the area are closed. The street closures will not impact the businesses fronting the square.

PROCUREMENT REVIEW: N/A

LEGAL REVIEW: This agenda item will be reviewed by City Attorney, William E. Sexton.

ALTERNATIVE:

- Approve with changes
- Deny
- Table

RESOLUTION 2024-18

A RESOLUTION OF THE CITY OF OCALA, FLORIDA, PROVIDING FOR APPROVAL BY THE OCALA CITY COUNCIL FOR THE POSSESSION AND CONSUMPTION OF ALCOHOLIC BEVERAGES (BEER, WINE, AND LIQUOR) FOR THE MARGARITAVILLE BLOCK PARTY ON SUNDAY, APRIL 28, 2024, FROM 3:00 PM TO 7:00 PM HELD IN DOWNTOWN OCALA

WHEREAS, Section 6-9 of the Code of Ordinances, City of Ocala, Florida, provides an exception to allow for the possession and consumption of alcoholic beverages on streets, sidewalks, and public parking facilities for special events within the downtown event zone; and

WHEREAS, Section 6-9 states that such special events must be recognized and approved by resolution of City Council at a public hearing; and

WHEREAS, the Margaritaville Block Party will take place in downtown Ocala on Sunday, April 28, 2024, from 3:00 pm to 7:00 pm; and

WHEREAS, the event zone for the Margaritaville Block Party will include street closures from SW Broadway from South Magnolia Avenue to SW 2nd Avenue and SW 1st Avenue from SR 40 to 130 feet north of Ft. King Street; and

WHEREAS, a list of all on-premises licensed vendors in the event zone who will be participating and who will not be participating is provided below; and

WHEREAS, the Ocala Police Department has reviewed this request for alcoholic beverages and has determined that officers will be on-site to provide security throughout the event; and

WHEREAS, the Margaritaville Block Party is the second of 12 downtown events allowed by Section 6-9 in 2024.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF OCALA, FLORIDA, in regular session as follows:

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF OCALA, FLORIDA, in regular session as follows:

The on-premises licensed vendors that will sell beer, wine, and liquor for consumption in the event zone (see Exhibit “A”) on Sunday, April 28, 2024, from 3:00 pm to 7:00 pm are: Agapanthus, The Lodge, O’Malley’s Alley, Stella’s Modern Pantry, The District, and Black Sheep on Broadway

The following vendors are either outside the Margaritaville event zone or not participating in the event: Sushi Bistro, Mark’s Prime, Katya Vineyards, Buzz & Grind, Bank Street Patio Bar, Big Hammock Brewery, Harry’s Seafood, Hilton Garden Inn, Topsy Skipper/Mutiny Ocala, Ivy’s on the Square, Marion Theater, Mellow Mushroom, Downtown Billiards, Soleil Bakery, La Cuisine, Marion Cultural Alliance, Brick City BBQ, Sipping Grounds, Sayulita Taqueria, and Symmetry Coffee, and Cantina.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF OCALA, FLORIDA, in regular session duly assembled as follows:

This resolution adopted this _____ day of _____, 2024.

ATTEST:

CITY OF OCALA

By:
Angel B. Jacobs
City Clerk

By:
Barry Mansfield
President, Ocala City Council

Approved as to form and legality:

By: _____

William E. Sexton

City Attorney