



FOR: Mayor and Board of Commissioners
VIA: Robin Gomez, City Manager
FROM: Jay Hatch, Recreation Director
MEETING: August 13, 2025
SUBJECT: Special Event Agreement – ROC Park – Drop Dead Beach Bash

Background

Staff is seeking approval of a proposed agreement between the City of Madeira Beach and ROC Park, Inc. for the planning and execution of the annual Drop Dead Beach Bash. The agreement, if approved, would be valid for the 2025 event occurrence, scheduled to take place at the Madeira Beach Recreation Complex from September 26-28, 2025.

The proposed contract outlines ten terms and conditions for both parties to follow. These include requirements related to host sponsor recognition, marketing and media rights, staffing and cost recovery, insurance and indemnification, and coordination with emergency services.

Key terms of the proposed agreement include:

The City of Madeira Beach would be recognized as the official Host Sponsor and would waive all fees related to the use of City recreational facilities for the event.

ROC Park would reimburse the City for any staffing costs incurred due to City personnel working during the event.

ROC Park would be required to provide general liability insurance naming the City as an additional insured, and submit a certificate of insurance no later than 30 days prior to the event.

ROC Park would coordinate with appropriate emergency service agencies to ensure proper safety planning.

The event application has already been completed and is included in the meeting packet as required by City ordinance.

If approved, the initial event under this agreement is scheduled as follows:

Event: Drop Dead Beach Bash

Dates: September 26-28, 2025

Location: ROC Park

Event Hours:

September 26: 6:00 PM - 11:00 PM

September 27: 4:00 PM - 10:00 PM

September 28: 10:00 AM - 3:00 PM

The Drop Dead Beach Bash is a music festival benefiting ROC Park and is intended to become an annual event pending successful execution and compliance with the agreement. Upon Commission approval, the agreement will be executed and preparations for the 2025 event will proceed in accordance with its terms.

Fiscal Impact

\$550.00 (\$50 per hour, Resident Rate) – Field and Stage Rental for Event – Waived

\$450.00 (\$90 per hour, Resident Rate) - Patio Rental – Waived

\$1,440.00 - Room Rental – Waived

\$50.00 Per Day (x2) – Bar Trailer

\$250.00 Per Day (x2) – Restroom Trailer

\$683.50 (10 Trash Cans x 2 Days, Dumped Each Day) – Sanitation Dump Fee

Waived – \$2,440.00

To Be Invoiced - \$1,283.50

Recommendation

Staff recommend approval of the proposed contract.

Attachments

Proposed Contract

Special Event Application