



## CITY COUNCIL AGENDA ITEM

**SUBJECT:** Large Group Activity Permit – AVCA Small College Beach Volleyball Championship

**STAFF CONTACT:** Laura Waldrop - Assistant Director of Recreation & Cultural Affairs

**COUNCIL MEETING CYCLE:** March 16 COW/March 23 Council

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**RECOMMENDED COUNCIL ACTION:**

Approve the application as presented.

**BACKGROUND/SUMMARY:**

This application is submitted to request approval for the American Volleyball Coaches Association (AVCA) Small College Beach Volleyball Championship. This will be the second year Gulf Shores hosted the event, following a successful execution in 2025. A total of 37 collegiate teams from NCAA Division II, NCAA Division III, and the NAIA will compete for championships. Competition begins on April 16 and concludes with championship matches on April 19. The event is free and open to the public and is not expected to require any road closures or create significant impacts to traffic flow.

**RELATED ISSUES:**

None

**PREVIOUS COUNCIL ACTIONS:**

The City Council approved of this event in 2025 and it was successfully executed.

**FINANCIAL IMPACT:**

The event in 2025 produced 921 contract room nights with an estimated economic impact of \$609,784.00

**KEY DATES:**

Begin set up April 6, Championship runs April 16-19, 2026. Upon completion of championship, we will transition set up into NCAA Beach Volleyball Championship.

**ATTACHMENTS:**

Large Group Activity Permit Application