



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#26-0731

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Christopher Cooper, Acting City Manager

DATE: August 18, 2026

TITLE: Motion Approving an Outdoor Event Agreement with K.J Marketing
Solutions LLC for the Igloo Cooler Festival on September 6, 2026, at Mills
Pond Park - **(Commission District 3)**

Recommendation

Staff recommends the City Commission approve an outdoor event agreement with K.J Marketing Solutions LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager or the City Manager's designee.

Background

On May 31, 2026, K.J Marketing Solutions LLC submitted an outdoor event application for the Igloo Cooler Festival to be held at Mills Pond Park on Sunday, September 6, 2026, from 3:00 p.m. to 9:00 p.m. The ticketed event allows attendees to bring their own alcohol and features music. The festival began at Mills Pond Park in 2023 and has since been held quarterly. The application was submitted more than ninety (90) days before the event, meeting the applicable filing deadline; therefore, the outdoor event application fee is \$200. Event impacts are limited to September 6, 2026, including setup, event operations, and breakdown.

The event organizer attended the June 24, 2026, outdoor events meeting to coordinate operational requirements with the Parks and Recreation, Transportation and Mobility, Police, and Fire departments. The event organizer is not requesting special permissions that require additional City Commission approval.

Surrounding civic associations were invited to the meeting and provided a copy of the application and site plan; no representatives attended. Upon approval, the City's online events calendar will be updated to reflect the event.

The event agreement defines the responsibilities of the event organizer such as covering the associated event expenses and the required certificates of insurance. The event organizer will also secure all other necessary permits and licenses that are required from other agencies. Authorization for the execution of the event agreement is contingent upon the City Attorney's Office reviewing and approving as to form all documents prior to

execution by the City Manager or designee.

Resource Impact

Revenue related to this agreement is included in the Fiscal Year (FY) 2026 Operating Budget in the account listed below.

<i>Funds available as of July 8, 2026</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITY NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-6025-574- 347-200-PKR029	Community Events	Charges for Service/ Non- sponsor Charges – Spec Event Fees	\$30,000	\$51,953.50	\$200
TOTAL AMOUNT ►					\$200

Strategic Connections

This item is a FY 2026 Commission Priority, advancing the Public Spaces and Cultural Initiatives.

This item supports the *Press Play Fort Lauderdale 2029 Strategic Plan*, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

Attachment

Exhibit 1 – Igloo Cooler Festival Event Agreement

Prepared by: Brittany Henry, Senior Administrative Assistant, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation