



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#26-0022

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

FROM: Rickelle Williams, City Manager

DATE: February 3, 2026

TITLE: Motion Approving a Sponsorship Agreement with Anchor Mechanical, Inc.,
for the 2026 St. Patrick's Parade and Festival to be held on March 14, 2026
- \$1,500 - **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission approve a one (1)-year sponsorship agreement, in substantially the form attached, with Anchor Mechanical, Inc., to sponsor a portion of the hospitality area for the St. Patrick's Parade and Festival event to be held on Saturday, March 14, 2026. Anchor Mechanical, Inc. will purchase and serve alcoholic beverages and control access to the area.

Background

The annual St. Patrick's Parade and Festival is a free, outdoor event that features a parade, with over 100 participants and an Irish themed festival. The St. Patrick's Parade and Festival will be held on Saturday, March 14, 2026, from 11:00 a.m. – 7:00 p.m. The Parade will take place on Las Olas Boulevard, traveling east between Andrews Avenue and SE 9 Avenue. The festival will be held at Tunnel Top Plaza, located at Las Olas Boulevard and SE 6 Avenue. Patrons will enjoy Irish music and dance along with Irish food and beverage options. Anchor Mechanical, Inc. sponsored the hospitality area for the 2025 St. Patrick's Parade and Festival.

On August 19, 2025, City staff presented at the City Commission Conference Meeting on "City-Produced Events: Sponsorships and Hospitality Areas" (CAM #25-0699). The City Commission supported funding hospitality areas to include food and non-alcoholic beverages for the following events:

City-Produced Events with Hospitality Areas (Food and Non-Alcoholic Beverages)	
New Year's Eve Downtown Countdown	Great American Beach Party
Sistrunk Parade and Festival	4 th of July Spectacular
St. Patrick's Parade and Festival	Summer Jamz

Anchor Mechanical, Inc's sponsorship will augment the hospitality area offerings with alcoholic beverages. As part of the \$1,500 sponsorship, the City will include Anchor Mechanical, Inc.'s identification in the following marketing materials:

- Event banners and flyers

City staff recommends that the City accept Anchor Mechanical's sponsorship in the amount of \$1,500 to provide alcoholic beverages in the hospitality area for the 2026 St. Patrick's Parade and Festival.

Resource Impact

Revenue related to this agreement will be included in the Fiscal Year (FY) 2026 Operating Budget in the amount of \$1,500 in the accounts listed below contingent upon the approval of the Consolidated Budget Amendment (CAM #26-0059).

Source:

<i>Funds available as of January 2, 2026</i>					
ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-0000-000-347-900-PKR384	Other Parks Events	Service Charge - Other Cultural/Recreation Charges	\$85,000	\$4,569	\$1,500
APPROPRIATION TOTAL ►					\$1,500

Use:

ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6025-574-30-3231-PSE007	St. Patrick's Day Parade	Services/Materials – Food Services	\$38,500	\$38,500	\$1,500
APPROPRIATION TOTAL ►					\$1,500

Strategic Connections

This item supports the 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 Place specifically advancing:

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

Attachments

Exhibit 1 – Agreement

Exhibit 2 – Minutes, Parks Recreation and Beaches Board, January 29, 2025

Prepared by: Carolyn Bean, Assistant to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation