



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#26-0021

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 Core Construction Services of Florida, LLC. to be the Title Sponsor for the 2026 St. Patrick's Parade and Festival to be held on Saturday, March 14, 2026 – in the amount of \$9,625 - **(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 Core Construction Services of Florida, LLC to be the title sponsor for the St. Patrick's Parade and Festival to be held on Saturday, March 14, 2026.

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. Core Construction Services of Florida, LLC sponsored the 2025 St. Patrick's Parade and Festival.

The St. Patrick's Parade and Festival has a budget of \$38,500. 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 the proposed sponsorship tiers as follows:

Sponsorship Tier	Cost of Sponsorship
Title Sponsor	25% of total event budget
Gold Sponsor	15% of total event budget
Silver Sponsor	10% of total event budget

Pursuant to the sponsorship tiers, the Title Sponsor cost for the St. Patrick's Parade and Festival is \$9,625 (\$38,500 x 25%).

The Title Sponsor package includes Core Construction Services of Florida, LLC's corporate identification in the following marketing campaign:

- Inclusion on FLTV;
- E-mail blasts;
- Social Media posts;
- Parks and Recreation website;
- Stage announcements during the event; and
- Event banners and flyers.

City staff recommends that the City accept Core Construction Services of Florida LLC's sponsorship in the amount of \$9,625 as the Title Sponsor for the 2026 St. Patrick's Parade and Festival. City staff will utilize the funds to reduce the City's operational expenditures for the event, which includes out-of-state pipe and drum bands.

Resource Impact

Revenue related to this agreement will be included in the Fiscal Year (FY) 2026 Operating Budget in the amount of \$9,625 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	\$9,625
APPROPRIATION TOTAL ►					\$9,625

Use:

ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6025-574-30-3203-PSE007	St. Patrick's Day Parade	Services/Materials - Artistic Services	\$38,500	\$38,500	\$9,625
APPROPRIATION TOTAL ►					\$9,625

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

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

Department Director: Carl Williams, Parks and Recreation