



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-0269

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

FROM: Rickelle Williams, City Manager

DATE: April 15, 2025

TITLE: Motion Approving a Sponsorship Agreement with Bank of America Corporation, for the 2025 Starlight Musical series held at Holiday Park from June 6, 2025, through August 8, 2025 - \$20,000 - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve a one-year sponsorship agreement, in substantially the form attached, with Bank of America Corporation, to be the title sponsor for the Starlight Musical series, to be held at Holiday Park, from June 6th through August 8th, 2025.

Background

The Starlight Musical series is a long-standing event that attracts 10,000 – 15,000 locals and tourists to Fort Lauderdale annually. It features a weekly concert at Holiday Park with a mix of musical genres during the summer months. Bank of America has been the title sponsor for over twenty (20) years and has agreed to sponsor \$20,000 toward the 2025 event.

This item was presented to the Parks, Recreation and Beaches Advisory Board on February 26, 2025. After review and discussion, a motion was made to recommend approval of the Bank of America sponsorship. The motion was approved 10-0.

Resource Impact

Revenue related to this agreement in the amount of \$20,000 was contingently approved as part of the April 1, 2025, consolidated budget amendment (CAM #25-0093).

Source:

Funds available as of April 1, 2025					
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	\$74,350	\$4,689	\$20,000

	APPROPRIATION TOTAL ►	\$20,000
--	------------------------------	----------

Use:

ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6025-574-30- 3203-PSE009	Starlight Musicals	Services/Materials - Artistic Services	\$62,000	\$62,000	\$20,000
APPROPRIATION TOTAL ►					\$20,000

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 – Parks Recreation and Beaches Advisory Board, February 26, 2025, Meeting Minutes

Exhibit 2 – Agreement

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

Department Director: Carl Williams, Parks and Recreation