



City-Produced Events: Sponsorships & Hospitality Areas

CITY COMMISSION CONFERENCE MEETING
AUGUST 19, 2025



City-Produced Events Overview

Signature Events	Community Events
Fourth of July Extravaganza	Carter Park Jamz
Great American Beach Party	Fort Lauderdale
Jazz Brunch	Light Up Sistrunk
Starlight Musicals	Light Up the Galt
New Year's Eve Downtown Countdown	Light Up the Beach
Sistrunk Parade and Festival	Labor Day Festival
Summer Jamz	Get Lit - Riverwalk
King Holiday Parade & Multicultural Festival	Viernes Musicales
St. Patrick's Day Parade	Diwali
The Parks & Recreation Department produces approximately 60 events annually	

Sponsorship Program Overview

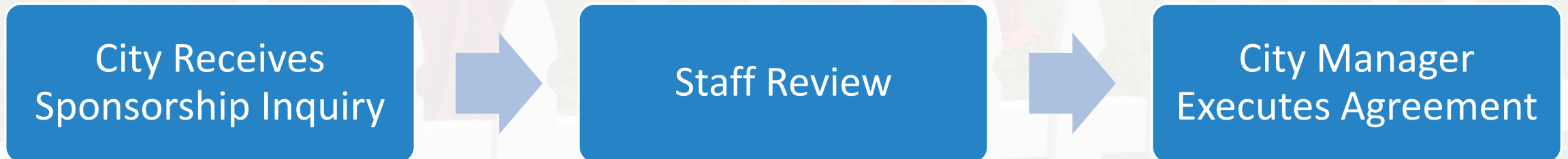
- **Outsourcing Sponsorship Program:**
 - Advertise for a Sponsorship Consultant
 - Proactive Approach
 - Leverage Industry Experts & Relationships
 - Anticipate vendor onboarding in January 2026
- **Delegate Authority to City Manager for:**
 - Agreements less than \$100,000
 - Agreements limited to one year
- **Commission Approval for:**
 - Agreements over \$100,000
 - Multi-year Agreements
 - Agreements would come before PRBAB for recommendation

Sponsorship Approval Processes

Agreements over \$100,000 and/or multi-year agreements



Agreements less than \$100,000 and single-year agreements



Hospitality Area Amenities

Commission Direction from March 18, 2025, City Commission Conference Meeting:

1. Seek a recommendation from the Parks, Recreation, and Beaches Advisory Board (PRBAB) to standardize the hospitality area experience for 50 attendees:

❖ PRBAB Recommended Hospitality Experience:

- Food, assorted beverages, and a cash bar (\$1,500 budget per activation). Tents, tables, and chairs to be provided by the City.

* Alcoholic beverages included only if a sponsor is identified. If a sponsor is not identified, a cash bar is recommended.

Hospitality Area Events

2. Seek a recommendation from the Parks, Recreation, and Beaches Advisory Board (PRBAB) to identify which events should include a hospitality area.

- ❖ PRBAB recommends the following events:
 1. New Year's Eve Downtown Countdown
 2. Sistrunk Parade and Festival
 3. St. Patrick's Day Parade
 4. 4th of July
 5. Summer Jamz

City Staff Recommendations

1. Hospitality Area Amenities

- Budget of \$2,000 per event

2. Hospitality Area Events

- Add sixth event - Great American Beach Party
- Hospitality Area Events Approval Process
 - Annual Budget
 - Formal Commission Action (with funding)

Seeking Commission Feedback

	PRBAB Recommendations	City Staff Recommendations
Hospitality Area Amenities	<ol style="list-style-type: none">1. \$1,500 Budget2. Cash Bar Option	<ol style="list-style-type: none">1. \$2,000 Budget2. Cash Bar Option
Hospitality Area Events	<ol style="list-style-type: none">1. New Year's Eve2. Sistrunk Parade and Festival3. St. Patrick's Day Parade4. 4th of July Extravaganza5. Summer Jamz	<ol style="list-style-type: none">1. New Year's Eve2. Sistrunk Parade and Festival3. St. Patrick's Day Parade4. Great American Beach Party5. 4th of July Extravaganza6. Summer Jamz
Hospitality Area Approval Process	(Not Discussed with PRBAB)	<ol style="list-style-type: none">1. Annual Budget2. Formal Commission Action