



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

#25-0811

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

FROM: Rickelle Williams, City Manager

DATE: September 3, 2025

TITLE: Motion Approving an Outdoor Event Agreement with Alexiam Events LLC
for the Fort Lauderdale Margarita Festival on October 11, 2025, at Las Olas
Oceanside Park - **(Commission District 2)**

Recommendation

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

Background

On July 9, 2025, Alexiam Events LLC submitted an outdoor event application for the Fort Lauderdale Margarita Festival to be held at Las Olas Oceanside Park on Saturday, October 11, 2025 from 12:00 p.m. to 6:00 p.m. If approved, this will be the first time the festival will take place in the City of Fort Lauderdale.

The festival is a ticketed event (\$45.00 entry fee) with margarita samples from Fort Lauderdale restaurants and bars, along with market vendors showcasing and selling arts, crafts, and other merchandise. The festival estimates a maximum attendance of 1,200 with a 500-person sustained attendance. The application was submitted prior to the 90-day application deadline therefore the outdoor event application fee is \$200. The event impacts are limited to October 11, 2025, which includes the setup period, event period, and breakdown period.

The event organizers attended the July 30, 2025, outdoor events meeting to review the event details with City staff including the Parks & Recreation Department, Transportation and Mobility Department, Police Department, and Fire Department. The outdoor events meeting focuses on operational logistics, cross departmental coordination, and event organizer requirements. The event organizer is not requesting special permissions that require additional City Commission approval.

City staff invited the surrounding civic associations to the outdoor events meeting as well as shared a copy of the application and site plan. Upon approval, the City's online events calendar will be updated to reflect this 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 these agreements is included in the FY 2025 operating budget in the accounts listed below.

<i>Funds available as of August 5, 2025</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/ Nonsponsor Charges – Spec Event Fees	\$90,000	\$64,211.50	\$200
TOTAL AMOUNT ►					\$200

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.

Attachment

Exhibit 1 – Fort Lauderdale Margarita Festival Event Agreement

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

Department Director: Carl Williams, Parks and Recreation