



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-0601

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

FROM: Rickelle Williams, City Manager

DATE: August 19, 2025

TITLE: Motion Approving an Outdoor Event Agreement with K.J Marketing
Solutions LLC for the Igloo Cooler Festival on August 31, 2025, at Mills
Pond Park - **(Commission District 3)**

Recommendation

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

Background

On September 23, 2024, K.J Marketing Solutions LLC submitted an outdoor event application for the Igloo Cooler Festival to be held at Mills Pond Park on a quarterly basis throughout the year. The Igloo Cooler Festival began at Mills Pond Park in 2023. The upcoming iteration of this event is scheduled to take place on Sunday, August 31, 2025, from 3:00 p.m. to 9:00 p.m. 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 August 31, 2025, which includes the setup period, event period, and breakdown period.

The event organizers attended the June 11, 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 July 22, 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 – Igloo Cooler Festival Event Agreement

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

Department Director: Carl Williams, Parks and Recreation