



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

#25-0877

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

FROM: Rickelle Williams, City Manager

DATE: October 7, 2025

TITLE: Motion Approving an Outdoor Event Agreement and Request for Road
Closures with Winterfest, Inc. for the Winterfest Family Fun Day at
Esplanade Park on November 23, 2025 - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve an outdoor event agreement and road closure request with Winterfest, Inc. in substantially the form attached, and authorize execution of the agreement by the City Manager or the City Manager's designee.

Background

On July 1, 2025, Winterfest, Inc. submitted an outdoor event application for the Winterfest Family Fun Day to be held at Esplanade Park on Sunday, November 23, 2025, from 10:00 a.m. – 3:00 p.m. This is the 27th anniversary of the Winterfest Family Fun Day event. The prior iterations of this event occurred at Huizenga Plaza and Esplanade Park. 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 November 23, 2025, which includes the setup period, event period, and breakdown period. The road closure requests include SW 2 Street and SW 4 Avenue, as further defined below and within Exhibit 1.

The event organizer attended the August 13, 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 meetings focus on operational logistics, cross departmental coordination, and event organizer requirements.

This event organizer is requesting the following special permissions that require City Commission approval:

- Road Closure - SW 2 Street from SW 4 Avenue to SW 5 Avenue
- Road Closure – SW 4 Avenue from SW 2 Street to the cul-de-sac

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 2026 operating budget in the accounts listed below.

<i>Funds available as of September 27, 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	\$27,789	\$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 – Winterfest Family Fun Day Event Agreement

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

Department Director: Carl Williams, Parks and Recreation