



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

**FROM:** Rickelle Williams, City Manager

**DATE:** March 19, 2026

**TITLE:** Motion Approving an Outdoor Event Agreement with La Familia Music Entertainment LLC for the Isla Music Festival on December 5, 2026, at Fort Lauderdale Beach Park - **(Commission Districts 2 and 4)**

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**Recommendation**

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

**Background**

On October 16, 2025, La Familia Music Entertainment LLC submitted an outdoor event application for the Isla Music Festival to be held at Fort Lauderdale Beach Park. The event is scheduled to occur on Saturday, December 5, 2026, from 3:00 p.m. to 10:00 p.m. The Isla Music Festival is a one (1)-day outdoor music festival featuring live performances from artists representing salsa, reggae, rhythm and blues (R&B), and hip-hop music genres. The event aims to celebrate varied musical cultures and create a vibrant entertainment experience for the anticipated 20,000 attendees. The specific artist line up has not yet been released.

The proposed festival footprint is comparable to the Tortuga Music Festival, including use of the entire Beach Park parking lot for five (5) days. The proposed layout accommodates a main performance stage, food and beverage vendors, sponsor activations, and attendee amenities.

If approved, this would be the first occurrence for the Isla Music Festival. While the City Commission previously relayed concerns about adding new major events on the barrier island, it should be noted that this event would replace the previously approved Oceans of Soul event, which never occurred.

The application was submitted prior to the ninety (90)-day application deadline therefore the outdoor event application fee is \$200. The event impacts will begin on Thursday, December 3, 2026, and are scheduled to end on Monday, December 7, 2026, which

includes the setup period, event period, and breakdown period.

The event organizers attended the December 3, 2025, and January 21, 2026, outdoor events meetings to review the event details with City staff including the Parks and 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. The Central Beach Alliance has been in contact with the event organizers and are in support of the event application. 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 City requires the event organizer to post an amount in escrow, or secure a bond, equal to one hundred and ten percent (110%) of the City’s estimated service costs. The agreement provides that the organizer will pay \$2,500 for five (5) days of beach use. 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 this agreement, including the \$200 application fee and \$2,500 beach sand use fee, is included in the Fiscal Year (FY) 2026 Operating Budget in the account listed below.

<b>Funds available as of February 19, 2026</b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT / ACTIVITY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$30,000	\$21,700	\$2,700
<b>TOTAL AMOUNT ►</b>					<b>\$2,700</b>

**Strategic Connections**

This item is a FY 2026 Commission Priority, advancing the Public Spaces and Cultural Initiatives.

This item supports the *Press Play Fort Lauderdale 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 – Isla Music Festival Event Agreement

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

Department Director: Carl Williams, Parks and Recreation