



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

#25-0699

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

FROM: Rickelle Williams, City Manager

DATE: August 19, 2025

TITLE: City-Produced Events: Sponsorships & Hospitality Areas – (**Commission Districts 1, 2, 3 and 4**)

City staff will present feedback and recommendations on City-produced events sponsorships and hospitality areas as requested by the City Commission. The objective of the presentation is to share information about the sponsorship program status and to further define the hospitality area expectations for Fiscal Year 2026.

On April 2, 2024, City staff presented at the City Commission Conference Meeting (CAM #24-0219), to create guidelines and procedures for sponsoring City events. The presentation focused on ways to enhance community engagement, cultural enrichment, and financial support for City events and initiatives. City staff received feedback to create a definitive plan to aggressively market sponsorship for City events.

On March 18, 2025, City staff presented at the City Commission Conference Meeting (CAM #25-0155), on a potential sponsorship program for City-produced events. City staff recommended that the City enhance sponsorship efforts by onboarding a third-party vendor to secure sponsorships, reducing the approval process for accepting sponsorships, and establishing hospitality area standards at City-produced events. At the conclusion of the presentation, the City Commission requested that City staff seek feedback and recommendations from the Parks, Recreation, and Beaches Advisory Board (PRBAB) to standardize the hospitality area experience and identify which events should include a hospitality area.

On May 7, 2025, the PRBAB recommended that the City should allocate up to \$1,500 per activation for the hospitality area at five (5) signature events have hospitality areas. The five (5) events include the 4th of July Extravaganza, New Year's Eve Downtown Countdown, Sistrunk Parade and Festival, Summer Jamz, and Saint Patrick's Day Parade. Staff recommends an allocation of up to \$2,000 per activation for the hospitality area with the addition of the Great American Beach Party event.

City staff plans to release a solicitation for a third-party vendor to manage the sponsorship program. The solicitation timeline aims to deliver a potential contract award for City Commission consideration by the end of 2025.

Attachment

Exhibit 1 – Presentation

Prepared by: Carolyn Bean, Assistant to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation