



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

#25-0155

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

FROM: Susan Grant, Acting City Manager

DATE: March 18, 2025

TITLE: City Event Sponsorships – (**Commission Districts 1, 2, 3 and 4**)

At the April 2, 2024, City Commission Conference Meeting, a presentation was provided to the City Commission outlining a proposed sponsorship program for City Events. The presentation today seeks feedback on the use of a third-party vendor to secure sponsorships on the City's behalf, reducing the cycle time on the approval process for accepting sponsorships, setting thresholds for City Manager and City Commission approval, and establishing hospitality areas at signature City events.

City staff will present the final recommendations for the sponsorship program and seek Commission feedback on ways to enhance funding opportunities for City Events.

Attachment

Exhibit 1 – City Event Sponsorship Presentation

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

Department Director: Carl Williams, Parks and Recreation