



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#26-0116

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

FROM: Rickelle Williams, City Manager

DATE: February 3, 2026

TITLE: Motion Approving an Outdoor Event Agreement and Request for Road
Closures with Redline Media Group, LLC for March for Cancer on March 7,
2026, at Las Olas Oceanside Park - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve an outdoor event agreement and request for road closures with Redline Media Group, LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager or the City Manager's designee.

Background

On March 14, 2025, Redline Media Group, LLC submitted an outdoor event application for March for Cancer to be held at Las Olas Oceanside Park. The event is scheduled from 5:00 a.m. to 11:30 a.m. on Saturday, March 7, 2026. The event began in 2011 and continues to be held annually. The application was submitted prior to the ninety (90)-day application deadline therefore the outdoor event application fee is \$200. The event impacts begin on Friday, March 6, 2026, and are scheduled to end on Saturday, March 7, 2026, which includes the setup period, event period, and breakdown period. The road closure request includes State Road A1A and Seabreeze Boulevard as defined within Exhibit 1.

The event organizer is requesting the following special permission that requires City Commission approval:

- Road Closures –
 - One (1) northbound lane on State Road A1A from SE 5 Street to Sunrise Boulevard;
 - One (1) southbound lane on State Road A1A from Sunrise Boulevard to Seville Street; and
 - One (1) southbound lane on Seabreeze Boulevard from Alhambra Street to Las Olas Boulevard.

The event organizers attended the January 14, 2026, outdoor events meeting 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.

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 Fiscal Year (FY) 2026 Operating Budget in the account listed below.

<i>Funds available as of January 6, 2026</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	\$30,000	\$0	\$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 – March for Cancer Event Agreement

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

Department Director: Carl Williams, Parks and Recreation