



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

**#25-0280**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** March 18, 2025

**TITLE:** Motion Approving a Sponsorship Agreement with Lauderdale Air Show, LLC, for the 2025 Fort Lauderdale Air Show - \$200,000 - **(Commission Districts 1, 2, 3 and 4)**

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**Recommendation**

Staff recommends the City Commission approve a one-year sponsorship agreement, in substantially the form attached, with Lauderdale Air Show, LLC, to be held May 3-4, 2025.

**Background**

The Lauderdale Air Show is one of the largest beachfront aviation events in the world and features the nation's top military and civilian performers. Lauderdale Air Show, LLC (FLAS) has been promoting the air show since 2012. The Air Show is a community-based event with the goal of promoting aviation and to demonstrate support for our military through aircraft exhibits, attractions, community engagement, and aerial demonstrations.

The event organizer is requesting \$200,000 (consistent with prior years amounts) from the City of Fort Lauderdale to offset the cost of the 2025 Air Show. Under the proposed Agreement, the Fort Lauderdale Executive Airport (FXE) will be branded as the "Official Airport" of the Fort Lauderdale Air Show. In addition to the FXE branding placement and on-site exhibit space, FXE shall receive the following promotional rights and opportunities:

1. Blue Angels performers based at FXE
2. Media Day at FXE with Airshow performers
3. Student Meet & Greet with Airshow performers
4. FXE in all advertising and printed promotional materials
5. FXE to be recognized as a sponsor during announcements, press releases and media coverages related to the airshow
6. FLAS will include the FXE logo/link in all email newsletters and event tickets
7. FLAS will host a "Fly In" page on the event website providing information for private aircraft owners and operators regarding sale of fuel and other aeronautical services available from fixed-base operators at FXE.

**Resource Impact**

There will be a fiscal impact to the City in the amount of \$200,000. Which will be

appropriated to the account below contingent upon the approval of the April 1, 2025, Consolidated Budget Amendment CAM 25-0093.

<b>Funds available as of February 24, 2025</b>					
<b>ACCOUNT NUMBER</b>	<b>PROJECT NAME (Program)</b>	<b>ACCOUNT/ACTIVITY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
10-468-1460-542-40-4207	Executive Airport	Other Operating/ Promotional Contributions	\$3,500,328	\$3,453,146	\$200,000
<b>TOTAL ►</b>					\$200,000

**Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Business Development Focus Area
- Goal 5: Build a beautiful and welcoming community
- Objective: Provide best-in-class regional general aviation airport amenities and services

This item advances the *Fast-Forward Fort Lauderdale Vision Plan 2035: We are Prosperous*.

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan specifically advancing:

- The Business Development Focus Area
- The Economic Development Area
- Goal 3: Recognize and include in economic development planning the role of Port Everglades and the Fort Lauderdale-Hollywood International Airport and Fort Lauderdale Executive Airports.

**Attachment**

Exhibit 1 - 2025 Fort Lauderdale Air Show Sponsorship Agreement

Prepared by: Rufus A. James, Airport Director - City Manager's Office

Charter Officer: Susan Grant, Acting City Manager