



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#26-0241

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

FROM: Rickelle Williams, City Manager

DATE: April 21, 2026

TITLE: Motion Approving a Sponsorship Agreement Between the City of Fort Lauderdale and Lauderdale Air Show, LLC, for the 2026 Fort Lauderdale Air Show – \$200,000 – **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission approve a three (3)-year sponsorship agreement with two (2) one (1)-year extensions, in substantially the form attached, between the City of Fort Lauderdale and Lauderdale Air Show, LLC, for the 2026 Fort Lauderdale Air Show to be held May 9-10, 2026. The agreement is for up to \$200,000 per year for a total of up to \$1,000,000 over the initial three (3)-year term and two (2) one (1)-year extensions.

Background

The Fort 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 (LAS) has been promoting the air show since 2012. The Fort Lauderdale Air Show is a community-based event with the goal of promoting aviation and to demonstrate support for the United States military through aircraft exhibits, attractions, community engagement, and aerial demonstrations.

LAS is requesting up to \$200,000 annually for the next three (3) years from the City of Fort Lauderdale to contribute to the cost of the Fort Lauderdale Air Show. The sponsorship agreement further provides for two (2) one (1)-year extensions of up to \$200,000 each year. The sponsorship request is consistent with funding amounts provided by the City in prior years. Under the proposed Agreement, the City's Fort Lauderdale Executive Airport (FXE) will serve as the "Official Airport" of the Fort Lauderdale Air Show. In addition, FXE-branded placement and on-site exhibit space will receive the following promotional rights and opportunities:

- All advertising and printed promotional materials designed and produced will prominently include the phrase "Flown from Fort Lauderdale Executive Airport" or "Flown from FXE."
- The official Fort Lauderdale Air Show logo will include the FXE logo or reference FXE.
- FXE will be designated as the official airport of the Fort Lauderdale Air Show.

- LAS will host a “Fly In” page on the event website promoting FXE and information about the sale of fuel at FXE and aeronautical services from FXE fixed-based operators.
- The City will use official Fort Lauderdale Air Show logos in any City initiated marketing or promotion of the event.
- Social media deliverables and display of FXE’s logo on the event’s webpages, newsletters, event tickets, official program guide, sponsor recognition materials, on site promotional materials, and event banners.
- Access to Fort Lauderdale Air Show events and experiences.

Resource Impact

There will be a fiscal impact to the City in the amount of up to \$200,000 annually. Funds for this agreement in the amount of \$200,000 are available in the FY 2026 Budget in the account listed below. Funds for the total term of the agreement will be budgeted in future years.

Funds available as of March 16, 2026					
ACCOUNT NUMBER	PROJECT NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-468-8501-542-40-4207	Executive Airport -Administration	Other Operating Expenses/ Promotional Contributions	\$3,647,227	\$3,458,077	\$200,000
				TOTAL ►	\$200,000

Strategic Connections

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

- The Infrastructure and Resilience Focus Area, Goal 4: Facilitate an efficient, multimodal transportation network
- The Business Growth and Support Focus Area, Goal 6: Build a diverse and attractive economy

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 - 2026 Fort Lauderdale Air Show Sponsorship Agreement

Prepared by: Rufus A. James, Director – Fort Lauderdale Executive Airport

Charter Officer: Rickelle Williams, City Manager