



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

**FROM:** Rickelle Williams, City Manager

**DATE:** July 2, 2026

**TITLE:** Motion Approving a Sponsorship Agreement with Bank of America Corporation, for the 2026 Starlight Musical event series held at Holiday Park from June 5, 2026, through August 14, 2026 - \$20,000 - **(Commission District 2)**

**Recommendation**

Staff recommends the City Commission approve a one (1)-year sponsorship agreement, in substantially the form attached, with Bank of America Corporation, to be the title sponsor for the Starlight Musical series, to be held at Holiday Park, from June 5, 2026, through August 14, 2026.

**Background**

The Starlight Musical series is a free, annual long-standing concert series held at Holiday Park that attracts 10,000 – 15,000 locals and tourists to Fort Lauderdale annually. It features a weekly concert with a mix of musical genres during the summer months on Fridays between June 5, 2026, through August 14, 2026, from 7:00 p.m. – 10:00 p.m.

Bank of America has been the title sponsor for over twenty (20) years and has agreed to sponsor \$20,000 toward the 2026 event. The additional funds for this event will go towards the overall event planning (bands, sound system, etc.) and will also be applied towards hosting a Bank of America Night which includes a cookout during one (1) of the concerts.

Starlight Musicals has an operating budget of \$63,800. On August 19, 2025, City staff presented at the City Commission Conference Meeting on “City-Produced Events: Sponsorships and Hospitality Areas” (CAM #25-0699). The City Commission supported the proposed sponsorship tiers as follows:

<b>Sponsorship Tier</b>	<b>Cost of Sponsorship</b>
Title Sponsor	25% of total event budget
Gold Sponsor	15% of total event budget
Silver Sponsor	10% of total event budget

Pursuant to the sponsorship tiers, the Title Sponsor cost for the Starlight Musicals is \$15,050 (\$63,800 x 25%), making their sponsorship amount of \$20,000 greater than the required twenty-five percent (25%) to be a title sponsor.

**Resource Impact**

Revenue related to this agreement in the amount of \$20,000 will be included in the Fiscal Year (FY) 2026 Operating Budget in the accounts listed below. This item is contingent upon approval of the Consolidated Budget Amendment (CAM #26-0593).

**Source:**

<b><i>Funds available as of June 11, 2026</i></b>					
<b>ACCOUNT NUMBER</b>	<b>PROJECT NAME (Program)</b>	<b>ACCOUNT/ACTIVITY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
10-001-6025-574-347-900-PKR384	Other Parks Events	Service Charge - Other Cultural/Recreation Charges	\$106,125	\$77,777	\$20,000
<b>APPROPRIATION TOTAL ►</b>					<b>\$20,000</b>

**Use:**

<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>
10-001-6025-574-30-3203-PSE009	Starlight Musicals	Services/Materials - Artistic Services	\$63,800	\$5,460	\$20,000
<b>APPROPRIATION TOTAL ►</b>					<b>\$20,000</b>

**Strategic Connections**

This item is a FY 2026 Commission Priority, advancing the Public Spaces and Cultural Initiatives.

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

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City.

**Attachment**

Exhibit 1 – Agreement

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

Department Director: Carl Williams, Parks and Recreation