



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

**#26-0321**

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

**FROM:** Rickelle Williams, City Manager

**DATE:** April 21, 2026

**TITLE:** Motion Approving an Increase in Contract Cost Capacity to Invitation to Bid (ITB) No. 185-1, Talent Booking Agent Pre-Qualified Pool - AEG Presents SE, LLC, Omega 14 Incorporated, and Next Weekend Productions, Inc. - \$101,250 - **(Commission Districts 1, 2, 3 and 4)**

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**Recommendation**

Staff recommends the City Commission approve an increase in contract cost capacity to Invitation to Bid (ITB) No. 185-1 for Talent Booking Agent Pre-Qualified Pool, to AEG Presents SE, LLC, Omega 14 Incorporated, and Next Weekend Productions, Inc., by \$101,250 annually, for the current and remaining one (1)-year renewal option, from an estimated renewal annual amount of \$500,000 to \$601,250, increasing the potential total contract amount from \$1,710,000 to \$1,912,500.

**Background**

The City acquires national entertainment through talent booking agencies on an annual basis for select City events. These agencies provide the City with high caliber musical acts through a pre-qualified pool established by the City.

On November 15, 2023, the City, via the Procurement Services Division, issued Invitation to Bid (ITB) No. 185-1 for Talent Booking Agent Pre-Qualified Pool. On February 20, 2024, the City Commission approved the pre-qualified pool of AEG Presents SE, LLC, Omega 14 Incorporated, and Next Weekend Productions, Inc., for Talent Booking Agent, for an initial one (1)-year term amount of \$210,000 with three (3), one (1)-year renewal options, totaling a potential contract amount of \$840,000 (CAM #24-0064).

On December 16, 2025, the City Commission approved an increase to the annual contract cost capacity by \$290,000 to \$500,000 for the first and the remaining two (2), one (1)-year renewal options, increasing the total potential contract amount to \$1,710,000 (CAM #25-1230).

The Fiscal Year (FY) 2026 Budget includes \$2,611,600 to support operational needs for special events and public space activations. These include large-scale events such as the 2026 July Fourth Spectacular Celebration of America's Semiquincentennial (250<sup>th</sup>) Independence Day, the Sistrunk Festival, and the Great American Beach Party, as well

as smaller events including, but not limited to, holiday light-up events, Fort LauderdaleBOO, and the Big Toy and Truck Extravaganza.

With more than thirty (30) planned events for 2026, the City anticipates utilizing national entertainment for four (4) events: Fourth of July, Sistrunk Festival, Summer Jamz and New Year’s Eve. The cost to acquire talent that aligns with event expectations has increased over the years. The additional contract capacity will ensure that the City can attract artists who appeal to a wide audience and help bring a sense of community and unity to the City.

Staff recommends a \$101,250 increase in contract capacity for the current and remaining one (1)-year renewal option for the Talent Booking Agent Pre-Qualified Pool to ensure access to a wide variety of national entertainment talent, genres, and musical acts at a compensation amount commensurate to their popularity and demand.

**Resource Impact**

Funds for these agreements in the amount of \$101,250 are available in the Fiscal Year (FY) 2026 Budget in the accounts listed below:

<i>Funds available as of March 25, 2026</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER / ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6025-574-30-3203-PSE001	Community Events – Fourth of July	Services/Materials / Artistic Services	\$462,300	\$352,376	\$41,250
10-001-6025-574-30-3203-PSE006	Community Events – Summer Jamz	Services/Materials / Artistic Services	\$144,830	\$113,100	\$60,000
<b>APPROPRIATION TOTAL</b>					\$101,250

**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 Space Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our City.

**Attachments**

Exhibit 1 - CAM #24-0064

Exhibit 2 - CAM #25-1230

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Prepared by: Carolyn Bean, Assistant to the Director, Parks and Recreation  
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Department Directors: Carl Williams, Parks and Recreation  
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