



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#25-1230

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

FROM: Rickelle Williams, City Manager *Rickelle Williams*

DATE: December 16, 2025

TITLE: **WALK-ON** - Motion Approving an Increase in Contract Cost Capacity for Talent Booking Agent Pre-Qualified Pool - AEG Presents SE, LLC, Omega14 Incorporated, and Next Weekend Productions, Inc. - \$290,000 - **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission approve an increase in contract cost capacity for the Talent Booking Agent Pre-Qualified Pool, to AEG Presents SE, LLC, Omega14 Incorporated, and Next Weekend Productions, Inc., for the current and remaining two (2), one (1)-year renewal options, by \$290,000, from an estimated renewal annual amount of \$210,000 to \$500,000, increasing the potential total contract amount from \$840,000 to \$1,710,000.

Background

The City acquires national entertainment and talent from booking agencies on an annual basis for select City events. These agencies provide the City with access to 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) Event No. 185-1 for Talent Booking Agent Pre-Qualified Pool. On February 20, 2024, the City Commission passed a motion approving awards for Talent Booking Agent Pre-Qualified Pool - AEG Presents SE, LLC, Omega14 Incorporated, and Next Weekend Productions, Inc. for an initial one (1)-year term amount of \$210,000 with three (3) one (1)-year renewal options, for a potential total contract amount of \$840,000 (CAM #24-0064).

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 Fourth of July, Sistrunk Festival, and the Great American Beach Party, as well as, smaller events including, but not limited to, holiday light up events, Fort LauderBOO, and the Big Toy and Truck Extravaganza.

With over thirty (30) planned events in FY 2026, the City anticipates utilizing national

entertainment and talent for four (4) events - Fourth of July, Sistrunk Festival, Summer Jamz, and New Year's Eve, with the New Year's Eve celebration anticipated to provide an elevated entertainment experience. The cost to acquire talent that aligns with event expectations has increased over the years. While funding for these additional costs was included in the budget, the contract capacity with the booking agencies has remained the same.

Staff recommends a \$290,000 increase in contract capacity for the current and remaining two (2), one (1)-year renewal options for the Talent Booking Agent Pre-Qualified Pool to ensure access to a wide pool 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 \$290,000 are available in the FY 2026 Budget in the accounts listed below:

Funds available as of February 5, 2024					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-6025-574-30-3203-PSE010	Community Events – Downtown Countdown – New Year's Eve	Services/Materials / Artistic Services	\$403,200	\$232,827	\$160,000
10-001-6025-574-30-3203-PSE001	Community Events – Fourth of July	Services/Materials / Artistic Services	\$462,300	\$462,300	\$70,000
10-001-6025-574-30-3203-PSE006	Community Events – Summer Jamz	Services/Materials / Artistic Services	\$113,100	\$113,100	\$30,000
10-001-6025-574-30-3203-PSE005	Community Events – Sistrunk Festival	Services/Materials / Artistic Services	\$113,605	\$79,060	\$30,000
TOTAL AMOUNT ►					\$290,000

Strategic Connections

This is a 2026 Commission Priority, advancing the Public Places initiative.

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 and 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 – Commission Agenda Memo #24-0064

Prepared by: Carl Williams, Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation
Glenn Marcos, Procurement Services