



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

#26-0291

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

FROM: Rickelle Williams, City Manager

DATE: April 7, 2026

TITLE: Motion Approving a Temporary Beach License and Outdoor Event Agreement with Event Hospitality Solutions LLC for an IPW Event on May 18, 2026, at Fort Lauderdale Beach Park - **(Commission Districts 2 and 4)**

Recommendation

Staff recommends the City Commission approve a temporary beach license and outdoor event agreement with Event Hospitality Solutions LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager or the City Manager's designee.

Background

On January 5, 2026, Event Hospitality Solutions LLC submitted an outdoor event application for an IPW event to be held at Fort Lauderdale Beach Park on Monday, May 18, 2026, from 5:00 p.m. to 7:30 p.m.

Greater Fort Lauderdale is the host site of 2026 U.S. Travel Association's IPW, the United States' largest driver of international tourism. From May 17-21, 2026, hundreds of international travel enthusiasts, buyers, journalists and tourism officials from over sixty (60) countries will get to know why Greater Fort Lauderdale is a vibrant destination. IPW will be held at the Broward County Convention Center and is expected to bring more than \$14.2 billion in economic impact to Greater Fort Lauderdale over the next three (3) years. Additional information regarding IPW can be found online at www.ipw.com.

The proposed first-time event is an IPW kick-off party on the sand at Fort Lauderdale Beach Park. The application was submitted prior to the ninety (90)-day application deadline therefore the outdoor event application fee is \$200. The event impacts will begin Wednesday, May 13, 2026, and are scheduled to end Wednesday, May 20, 2026, which includes the setup period, event period, and breakdown period.

The event organizer attended the February 18, 2026, outdoor events meeting to review the event details with City staff, including the Parks and Recreation Department, Transportation and Mobility Department, Police Department, and Fire Department. The

outdoor events meeting focuses on operational logistics, cross departmental coordination, and event organizer requirements.

City staff invited the surrounding civic associations to the outdoor events meeting as well as shared a copy of the application and site plan. The Central Beach Alliance association attended the meeting, provided feedback, and had no major concerns pertaining to the event application. Upon approval, the City’s online events calendar will be updated to reflect this event.

The event agreement defines the responsibilities of the event organizer such as covering the associated event expenses and the required certificates of insurance. The agreement provides that the organizer will pay \$500 per each of the eight (8) days of beach sand use (\$4,000 total). The event organizer will also secure all other necessary permits and licenses that are required from other agencies. Authorization for the execution of the event agreement is contingent upon the City Attorney’s Office reviewing and approving as to form all documents prior to execution by the City Manager or designee.

Resource Impact

Revenue related to this agreement, including the \$200 application fee and the \$4,000 beach sand use fee, for a total of \$4,200, is included in the Fiscal Year (FY) 2026 Operating Budget in the account listed below.

Funds available as of March 9, 2026					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT / ACTIVITY NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
10-001-6025-574-347-200-PKR029	Community Events	Charges for Service/ Non-Sponsor Charges – Spec Event Fees	\$30,000	\$22,600	\$4,200
TOTAL AMOUNT ►					\$4,200

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 Place specifically advancing:

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

Attachment

Exhibit 1 – IPW Event Agreement

Prepared by: Brittany Henry, Senior Administrative Assistant, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation