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

**FROM:** Rickelle Williams, City Manager

**DATE:** May 5, 2026

**TITLE:** Motion Approving a Sponsorship Agreement with Bahia Mar Holdings, LLC, to be a Sponsor for the 2026 4<sup>th</sup> of July Spectacular to be held on July 4, 2026, at Las Olas Oceanside Park and Fort Lauderdale Beach – in the amount of \$10,000 - **(Commission Districts 1, 2, 3 and 4)**

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**Recommendation**

Staff recommends the City Commission approve a sponsorship agreement, in substantially the form attached, with Bahia Mar Holdings, LLC., to be a sponsor for the 2026 4<sup>th</sup> of July Spectacular event to be held on Saturday, July 4, 2026.

**Background**

On January 6, 2026, City staff presented at the City Commission Conference Meeting on “Fireworks and Drone Show Options” (CAM #25-0702). The City Commission supported having both fireworks and a drone show for the 4<sup>th</sup> of July Spectacular event, which this year will commemorate the 250<sup>th</sup> anniversary of the United States of America.

The 4<sup>th</sup> of July Spectacular is an annual free, outdoor event featuring a national recording artist, a large kids’ zone on the beach, entertainment inside Las Olas Oceanside Park, and a fireworks show. This year the event will be expanded in recognition of the United States of America’s 250<sup>th</sup> anniversary. One (1) of the major additions to the 2026 event will be the City’s first drone show over the Atlantic Ocean. The event will be held on Saturday, July 4, 2026, from 12:00 p.m. – 9:15 p.m. at Las Olas Oceanside Park and on Fort Lauderdale Beach.

The St. Regis Resort and Residences Bahia Mar (operated by Bahia Mar Holdings, LLC) has expressed interest in sponsoring a portion of the 4<sup>th</sup> of July Spectacular in the amount of \$10,000.

Included in the \$10,000 sponsorship, the City will include the corporate identification (Bahia Mar Holdings, LLC) of St. Regis Resort and Residences Bahia Mar in the following marketing campaign:

- Inclusion in E-mail blasts;

- Social Media posts;
- Parks and Recreation website; and
- Event banners and flyers.

City staff recommends that the City Commission approve an agreement to accept the St. Regis Resort and Residences Bahia Mar sponsorship in the amount of \$10,000 to reduce the City’s cost for the enhanced 2026 4<sup>th</sup> of July Spectacular drone show.

**Resource Impact**

Revenue related to this agreement will be included in the Fiscal Year (FY) 2026 Operating Budget in the amount of \$10,000 in the accounts listed below contingent upon the approval of the Consolidated Budget Amendment (CAM #26-0563) to be considered by the City Commission on May 5, 2026.

**Source:**

<b>Funds available as of April 1, 2026</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>
10-001-0000-000-347-900-PKR384	Other Parks Events	Service Charge - Other Cultural/Recreation Charges	\$96,125	\$37,797	\$10,000
<b>APPROPRIATION TOTAL ►</b>					<b>\$10,000</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>
10-001-6025-574-30-3299-PSE001	4 <sup>th</sup> of July	Services/Materials – Other Services	\$462,300	\$382,240	\$10,000
<b>APPROPRIATION TOTAL ►</b>					<b>\$10,000</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.

**Attachments**

Exhibit 1 – Sponsorship Memo

Exhibit 2 – Agreement

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

Department Director: Carl Williams, Parks and Recreation