



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

#26-0473

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

FROM: Rickelle Williams, City Manager

DATE: June 2, 2026

TITLE: Motion Approving an Outdoor Event Agreement with K.J Marketing
Solutions LLC for the Igloo Cooler Festival on July 5, 2026, at Mills Pond
Park - **(Commission District 3)**

Recommendation

Staff recommends the City Commission approve an outdoor event agreement with K.J Marketing 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 April 12, 2026, K.J Marketing Solutions LLC submitted an outdoor event application for the Igloo Cooler Festival to be held at Mills Pond Park on Sunday, July 5, 2026, from 3:00 p.m. to 9:00 p.m. The Igloo Cooler Festival began in Mills Pond Park in 2023 and continues to be held on a quarterly basis each year. The application was submitted within the ninety (90)-day application deadline therefore the outdoor event application fee is \$1,000. The event impacts are limited to Sunday, July 5, 2026, which includes the setup period, event period, and breakdown period.

The event organizer attended the May 13, 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. The event organizer is not requesting special permissions that require additional City Commission approval.

City staff invited the surrounding civic associations to the outdoor events meeting as well as shared a copy of the application and site plan. No representatives from the surrounding or affected civic associations were present at the meeting. 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 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 is included in the Fiscal Year (FY) 2026 Operating Budget in the account listed below.

Funds available as of May 4, 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/ Nonsponsor Charges – Spec Event Fees	\$30,000	\$38,353.50	\$1,000
TOTAL AMOUNT ►					\$1,000

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 – Igloo Cooler Festival Event Agreement

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

Department Director: Carl Williams, Parks and Recreation