



Cover Memorandum/Staff Report

File #: 25-1607

Agenda Date: 12/11/2025

Item #:

TO: Development Services Management Group
FROM: Allie Behrman, CPRP, Special Events Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: December 11, 2025

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "PALM BEACH REGGAE MUSIC AND ARTS FESTIVAL" TO BE HELD ON MARCH 21 - MARCH 22, 2026, AT THE OLD SCHOOL SQUARE; AND TO AUTHORIZE THE SPECIAL EVENTS MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE SPECIAL EVENT PERMIT

Recommended Action:

Special Events Technical Advisory Committee (SETAC) recommends the Development Services Management Group (DSMG) approve the special event known as Palm Beach Reggae Music and Arts Festival to be held on March 21 - March 22, 2026; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

Background:

The Spady Museum submitted a Special Event Application on October 23, 2025 for the event Palm Beach Reggae Music and Arts Festival to be held on March 21 - March 22, 2026 at Old School Square. This is the first time this event is being held. This festival will feature recognized recording artists from Palm Beach County, the Caribbean and Latin America. The festival will provide a cultural and educational experience for Palm Beach County residents and visitors. It will also provide opportunities for arts, culture and music practitioners in Palm Beach County. This event will include alcohol, food trucks, live music and merchandise vendors. The producers are expecting 500 attendees per day for a total of 1,000 for the weekend. The event will take place from 3:00pm - 9:00pm both days.

Special Event Technical Advisory Committee (SETAC):

SETAC recommends DSMG approve the event.

No special conditions are recommended by SETAC

Funding Source/Financial Impact:

There is no financial impact to the city as the producer will be billed for all costs.

Timing of Request:

The event producer would like to start getting acts and vendors in place to begin advertising.