



Cover Memorandum/Staff Report

File #: 26-1042

Agenda Date: 8/27/2026

Item #:

TO: Development Services Management Group
FROM: Allie Behrman, CPRP, Special Events Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: August 27, 2026

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "CRUISER PALOOZA" TO BE HELD ON MAY 21-22, 2027, 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 Cruiser Palooza to be held on May 21-22, 2027; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

Background:

The Cruise Baby Initiative submitted a Special Event Application on July 15, 2026 for the event Cruiser Palooza to be held on May 21-22, 2027 at Old School Square. This event has happened for the last 16 years with the most recent being held in May of 2026. This annual event is a festival with alcohol, food trucks, live music, and merchandise vendors. This event serves as a fundraiser for Cruise Bogle and for others in need in south Florida. The event will take place from 5:00pm - 10:00pm and they are expecting about 1000 people in attendance.

This event for the past 16 years has been a one day event. This year they have added a Friday night component of a short film showing. This will take place just on the amphitheater lawn and is only expecting about 50-100 for this portion of the event.

This is a ticketed event. In the past this event received a 50% discount of city soft costs due to being a 501(c)(3) non-profit. However, since this event is not free they are no longer eligible for that discount.

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 since this is a ticketed event.

Timing of Request:

The producer would like to start getting vendors in place as well as the short films and entertainment.