



SMALL TOWN, BIG BEACH™

**CITY COUNCIL AGENDA ITEM**

**SUBJECT:** Large Group Activity Permit – Ballyhoo Festival of Fine Arts & Culture

**STAFF CONTACT:** Grant Brown – Director of Recreation & Cultural Affairs

**COUNCIL MEETING CYCLE:** February 16 COW/February 23 Council

**RECOMMENDED COUNCIL ACTION:**

Approve the application as presented

**BACKGROUND/SUMMARY:**

The Ballyhoo Festival is a two-day juried fine art and craft festival with an additional focus on cultural exchange, scheduled to take place on March 7th and 8th, 2026, at the Lake Shelby Picnic Grounds in Gulf State Park. Up to 100 artists from across the U.S. are included. On day one, Saturday, March 7, the culture of the federally recognized Indian tribe in Alabama, the Poarch Band of Creek Indians, will present a historical narrative and an original tribal dance in ceremonial regalia. On day two, Sunday, early Americana Appalachian music in the form of a fiddle and banjo competition will be featured. The Ballyhoo Festival also features local bands on the Ballyhoo stage, playing the same type of music.

**RELATED ISSUES:**

None

**PREVIOUS COUNCIL ACTIONS:**

This event has been approved by the City Council in previous years and has been successfully executed.

**FINANCIAL IMPACT:**

The event produced 126 room nights with an estimated economic impact of \$83,423

**KEY DATES:**

Setup: March 5-6, 2026; March 5th, Noon to 5pm, March 6th, 7am to 7pm

Event: March 7-8, 2026; 10am to 5pm

March 8, 2026; 10am to 4pm

Dismantle: March 8, 2026; 4pm to 7pm

**ATTACHMENTS:** Large Group Activity Permit Application