



SMALL TOWN, BIG BEACH™

CITY COUNCIL AGENDA ITEM

SUBJECT: Large Group Activity Permit – L.O.L. Festival

STAFF CONTACT: Laura Waldrop - Assistant Director of Recreation & Cultural Affairs

COUNCIL MEETING CYCLE: March 16 COW/March 23 Council

RECOMMENDED COUNCIL ACTION:

Approve the application as presented.

BACKGROUND/SUMMARY:

This application requests approval for the Love Our Locals Festival (L.O.L.). The event was established last year and previously held at Lake Shelby. This year it is proposed to take place at Waterway Village. The purpose of the L.O.L. Festival is to celebrate local musicians, businesses, and nonprofit organizations within our community. This 3-day, ticketed event will feature live music, food vendors, and artist tents.

RELATED ISSUES:

None

PREVIOUS COUNCIL ACTIONS:

The City Council approved of this event in 2025 and it was successfully executed.

FINANCIAL IMPACT:

The event was designed to celebrate, support, and bring locals together from across the Alabama Coastal Area.

KEY DATES:

Begin set up April 9th. Festival runs April 10-12, 2026. Dismantle will begin at the conclusion of the festival at 6pm on April 12th

ATTACHMENTS:

Large Group Activity Permit Application