

**OFFICE OF THE CITY MANAGER  
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION  
OCTOBER 15, 2024 AGENDA**

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| <p><b>Subject:</b></p> <p>Creation of Plaza Frida<br/>Temporary Entertainment<br/>District.</p> <p><b>Submitted By:</b></p> <p>Planning &amp; Development<br/>Department</p>   | <p><b>Action Required:</b></p> <p style="text-align: center;">Ordinance<br/>√ <b>Resolution</b></p>   | <p><b>Approved By:</b></p> <p style="text-align: center;">Emily Cox<br/>Acting City Manager</p> |
| <p style="text-align: center;"><b>SYNOPSIS</b></p> <p style="text-align: center;"><b>FISCAL IMPACT</b></p> <p style="text-align: center;"><b>RECOMMENDATION</b></p> <p style="text-align: center;"><b>BACKGROUND</b></p> | <p>Plaza Frida is seeking board approval to create the Plaza Frida Temporary Entertainment District.</p> <p>None.</p> <p>Approval of the resolution.</p> <p>The City of Little Rock received an application for the Plaza Frida on September 4, 2024. The events will be held at Plaza Frida (4001 W. 65<sup>th</sup> Street) and aim to honor and celebrate various aspects of Hispanic Culture and local businesses through traditional music, dance, culinary experiences and community engagement. The proposed area includes the southwest corner of West 65<sup>th</sup> Street and Scott Hamilton Drive.</p> <p>This application sets the proposed dates of October 27, 2024, November 2, 2024, November 16, 2024, and November 30, 2024. The proposed times range from 11:00am to 9:00pm.</p> |   |