

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

**BOARD OF DIRECTORS COMMUNICATION
JUNE 16, 2026, BOARD MEETING**

Subject:	Action Required:	Approved By:
<p>Plaza Frida Temporary Entertainment District Extension (G-25-233-B).</p> <p>Submitted by:</p> <p>Planning & Development</p>	<p>Ordinance √ Resolution</p>	<p>Delphone Hubbard, City Manager</p>
SYNOPSIS	<p>Plaza Frida is seeking board approval to extend a temporary entertainment district to honor and celebrate various aspects of Hispanic culture.</p>	
FISCAL IMPACT	<p>None.</p>	
RECOMMENDATION	<p>Pass the Ordinance.</p>	
BACKGROUND	<p>The City of Little Rock received an application for the Frida Plaza on April 17, 2026. The events will be held at Plaza Frida (4001 W. 65th 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 W. 65th Street and Scott Hamilton Drive.</p> <p>This application sets the proposed dates of Saturdays & Sundays from June 20, 2026, through September 20, 2026. The proposed times range from 11:00am to 9:00pm.</p>	