

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

**BOARD OF DIRECTORS COMMUNICATION
MAY 6, 2025 AGENDA**

Subject: A resolution to extend the Frida Plaza temporary Entertainment District. Submitted By: Little Rock Planning Commission	Action Required: Ordinance √ Resolution	Approved By: Delphone Hubbard Acting City Manager
SYNOPSIS	Plaza Frida is seeking board approval to extend a temporary entertainment district to honor and celebrate various aspects of Hispanic culture.	
FISCAL IMPACT	None determined.	
RECOMMENDATION	Approval of the resolution.	
BACKGROUND	<p>The City of Little Rock received an application for the Frida Plaza on April 15, 2025. 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 May 3, 2025, through December 28, 2025. The proposed times range from 11:00 AM to 9:00 PM.</p>	