



Cover Memorandum/Staff Report

File #: 23-1185

Agenda Date: 9/5/2023

Item #: 7.E.

TO: Mayor and Commissioners
FROM: Jeffrey L. Oris, CEcD, Assistant City Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: September 5, 2023

RESOLUTION NO. 184-23: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DELRAY BEACH, FLORIDA, AUTHORIZING A SPECIAL EVENT SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$10,000 FOR THE SPECIAL EVENT KNOWN AS THE MUSCLE ON THE BEACH CAR SHOW; AUTHORIZING THE CITY MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE INTENT OF THIS RESOLUTION; AND PROVIDING FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.

Recommended Action:

Review and consider City sponsorship of the Muscle on the Beach Car Show to be held March 2, 2024 on the Old School Square Campus in an amount not to exceed \$10,000.

Background:

With the introduction of new special event policies and procedures, requests for City sponsorship of privately produced special events will now be considered by the City Commission. The following requirements were included in the final policy as guidance for sponsorship requests:

- Requests may be made by any producer whether non-profit or for profit;
- The event must be determined by the City Commission to provide a public benefit that furthers the intents of the City;
- All profits derived from the event will be donated to a Delray Beach-based non-profit organization(s);
- Anticipated donations should be equal to at least twice the amount of the value of the sponsorship;
- Sponsorship will be in the form of a waiver of the cost of City services and fees NOT including any direct cost to the City (i.e. barricades rented from others, one-time use materials such as trash boxes, rental of electronic message boards) but it can include rental fees for City facilities EXCEPT for use of the Old School Square Campus (as fees for this campus are the purview of the DDA under the interlocal agreement between the DDA and City for programming and management of the facility) ;
- Producer will list the City as a sponsor in all marketing materials including print ads, social media, and other online platforms
- Producer will provide other benefits to the City as deemed appropriate such as a vendor table at the event.

George Walden DBA Muscle on the Beach Car Show is the first sponsorship applicant utilizing the

new procedures. Mr. Walden has appeared before the Special Events Technical Advisory Committee (SETAC) and has received conditional approval for a one-day car show to be held on the grounds of the Old School Square Campus. The submitted Special Event Sponsorship Request includes a Statement of Public Purpose and other information that outlines the event will be a family-friendly event that is free for all to attend. In addition, there will be no food or beverages vendors participating in the event so as to encourage attendees to patronize local restaurants and shop. The request further states that all profits, anticipated to be \$25,000, will be donated the Delray Beach-based, non-profit, Sandoway Discovery Center. The anticipated donation amount is based on the producer's history with this event in Delray Beach and their preliminary event budget.

While the City-estimated costs are \$8,664.64, the request has been made for an amount up to \$10,000 as the event producer has requested all City service costs and fees be waived, final costs are not determined until after the event takes place and may increase if additional services are required for any reason due to adjustments to the event prior to it taking place or on the day of the event. The amount put forward is a fair and reasonable amount should there be additional service needs while also ensuring the producer remains responsible for any large, unforeseen costs that are not in the City's control, however, the City Commission is free to amend the amount up or down, and to add any conditions to the sponsorship that the Commission deems appropriate.

City Attorney Review

Approved as to form and legal sufficiency.

Funding Source/Financial Impact:

This sponsorship is estimated to impact the budgets for the following Departments in the stated amounts (mostly the departmental overtime budgets) (numbers are rounded):

- Police - \$4,709
- Fire Rescue - \$1,032
- Parks and Recreation - \$644
- Public Works - \$1,242
- Parking (lost revenue) - \$130
- General Fund (lost revenue) - \$650.00

Actual impact cannot be determined until after the event though it is anticipated to be close to the estimated amount.

Timing of Request:

Event producer would like to begin to move forward with planning the event and cannot do so without being able to better understanding his anticipated budget.