



Cover Memorandum/Staff Report

File #: 23-1285

Agenda Date: 9/18/2023

Item #: 7.G.

TO: Mayor and Commissioners
FROM: Jeffrey L. Oris, CEcD, Assistant City Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: September 18, 2023

RESOLUTION NO. 191-23: A RESOLUTION OF THE CITY OF DELRAY BEACH, FLORIDA, AUTHORIZING A SPECIAL EVENT SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$3,000 FOR THE SPECIAL EVENT KNOWN AS THE DELRAY BEACH BED RACE; 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 Delray Beach Bed Races to be held October 7, 2023 on SE 2nd Avenue between SE 1st and SE 2nd Streets in an amount not to exceed \$3,000.

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.

Delray Concours Foundation has submitted a request for City sponsorship in an amount not to exceed \$3,000 for their October 7, 2023 Delray Beach Bed Race. Delray Concours Foundation has appeared before the Special Events Technical Advisory Committee (SETAC) and has received conditional approval for this event to be held on SE 2nd Avenue between SE 1st and SE 2nd Streets.

It should be noted that the Producer hosting this event successfully hosted this event in spring 2023 but was not affiliated with the Bed Races held in Delray Beach in the early 2000's. The submitted Sponsorship Request Letter includes a statement about the public purpose the event serves citing:

- Community welfare promoted
- Quality of life for citizens and visitors is improved
- Sense of community is built

The letter further puts forth the event's anticipated budget which includes a City Cost estimate of \$2,325 (which was the actual billed cost for Delray Concours Bed Race event held on April 22, 2023). Further the budget anticipates that with the City's sponsorship, the event will have proceeds in the amount of \$5,844 which will enable donations of \$2,922 to the Delray Beach Fire Benevolent and \$2,922 to Achievement Center.

City Attorney Review:

City Attorney has approved the resolution as to form and legal sufficiency.

Funding Source/Financial Impact:

Based on cost estimate:

Police Dept. Overtime -	\$520.96
Fire Dept Overtime -	\$589.98
Public Works OT-	\$622.44
Public Works Resources	\$505.05
General Fund (OT admin.)	\$ 86.67

Timing of Request:

This event is scheduled for October 7, 2023, less than 3 weeks after the City Commission meeting with no other City Commission meetings before the event date.