



# DELRAY BEACH BED RACE 2023

October 7, 2023

City Sponsorship Request

Dear City of Delray Beach Commission,



Thank you for your support in unison with our local community in establishing this community tradition. With you, Delray Concours Foundation's mission is to create community through high quality meaningful events in the City of Delray Beach and continue to evolve and improve for decades to come, in this case the Bed Race event. This event was revived from Pineapple Grove's legacy event, the famous Bed Races, and has been reborn in the underutilized area of downtown that is the never-realized (until now) southern extension of Second Avenue's Pineapple Grove's corridor and future economic development activation and revitalization.

Downtown Delray's Bed Race is an annual event that serves many public purposes that align with the City's and DDA's purpose and intentions of promoting our Downtown and evolving areas in our urban environment. Some are defined in the following. **Community welfare is promoted** through the sharing of Delray tradition via a

now 3 generation Delray local participants-involved event where then-children are now parents and some even grandparents attending a familiar beloved celebration.

**Quality of life for citizens and visitors is improved** by cheering on teams formed by local nonprofits, businesses, and families many of whom have shared this tradition with their parents who are now grandparents. Delray Bed Races, as seen in April 2023's event, now spans 3 generations in some of the racing teams and attendees.

**Sense of community is built** alongside the overwhelming support of local businesses, participants, and attendees and united efforts of longtime community leaders and Delray's caretakers all cheering on racing locals and nonprofit teams.

Celebrating the revival of a Pineapple Grove legacy family friendly event that began in 2001 and united local nonprofits, businesses, and teams in a grassroots signature



event, this continuation of the Pineapple Grove Bed Races event on Southeast 2nd Avenue from Northeast 2nd Avenue received overwhelming community support in its April 2023 rebirth.

This short yet effective and minimally impactful on city resource event brings the public to an underutilized area of town that is being revitalized in accordance with the 2019 Osceola Park Neighborhood Redevelopment Masterplan and attracts locals and visitors to explore and learn about our city blocks away from Atlantic Avenue, similarly to the reason this event was created in the first place in 2001, to bring economic development off the beaten path, blocks north of the Avenue to the newly welcoming Pineapple Grove.

Delray Concours Foundation Board members Max Zengage, Billy Himmelrich, Marc Grimes, and Kerry Filippone have combined decades of Delray event production experience to produce high quality fully envisioned events in Delray Beach and the surrounding areas. Our team produces the annual Delray Beach Concours d'Elegance and the Bed Races in Downtown Delray. Max is a participant or attendee of many if not all DDA and Downtown public events which each strengthen his ability and implementation of event planning and operation within our city. Kerry helps organize the Achievement Center events throughout the city yearround and Jessica Hall's invaluable experience was included in the core event planning and creation of the 2023 Bed Races. Southeast 2nd Ave property owner host and DDA board member Brian Rosen has helped make this event a success and financially supported through sponsorship many of the one time event expenses for years to come such as building the racing beds for last April's event.

Delray Concours Foundation, a not-for-profit Florida corporation with EIN 92-0906738 has applied for its 501c3 status but has not received its final documentation. This can take up to a year.

### **Delray Concours Foundation**

- Our goal as demonstrated in our slogan "Community, Classics, & Charity" is to produce the highest quality of events for our local and regional public residents and visitors to strengthen our sense of community legacy and tradition, inspire the next three generations of classic car and classic community tradition caretakers through accessible, family-oriented events, and raise awareness and funding for established Delray Beach Nonprofits who have years of proving measurable impacts in the city of Delray Beach. This mission is a lifelong commitment and public promise by president Max Zengage to our Delray community.
- Delray Concours Foundation and its participants, volunteers, and board members act as a Downtown Delray activation tool to enhance, beautify, and elevate the quality of public community events including but not limited to other Nonprofit events such as the Achievement Center's 20<sup>th</sup> Annual Home Tour and DDA's Art and Jazz on the Ave for 2 years now.

### **Bed Races Reborn 2023**

- Revival of one of Delray's legacy community events was praised by countless locals who shared the decade long experience with their children and now many of those children have children of their own whom they shared the Pineapple Grove tradition with in April 2023.
- Some event costs will be saved for future Bed Races as they are one time costs such as the blowup start and finish archways and construction of racing beds therefore yielding higher donation proceeds for the benefiting Delray nonprofits.
- City sponsorship was not implemented for the April 2023 Bed Race and yet our team recognized it was necessary and the right time to revive this legacy event in preparation to re-establish it as the Fall season community event for Delray. Going forward, the Bed Races will be held annually in October to launch the Halloween season in one public community gathering.
- April 2023 Winners: 1<sup>st</sup> Place - Delray Fire Benevolent, 2<sup>nd</sup> Place - EJS Project, 3<sup>rd</sup> Place - Slash Fitness

# DELRAY BEACH CONCOURS FOUNDATION

## FINANCES

### **Anticipated Income**

Sponsorship (\$4000 committed now):	\$7,000
Team Registration:	\$2,000
Attendee Donations:	\$2,000
Total Anticipated Income:	\$11,000

### **Anticipated Expenses**

**City Cost Estimate (Based on April 2023 Bed Race Event Invoice): \$2,325**

Printing & Misc	
(Zengage does not personally take funding from event):	\$500
Entertainment/Materials:	\$500
Advertising/Marketing:	\$1,500
Grimes Event Rental:	\$2,656
Total Anticipated Expenses (Including City Cost):	\$7,481

Income (11,000) – Expenses (7,481) = \$3,519

Projected City Sponsorship (Expense savings): \$2,325

Income (11,000) – Expenses without City Cost (5,156) = \$5,844

Total Net Projected Proceeds (Remainder after City Sponsorship): \$5,844

## **TOTAL ANTICIPATED DONATIONS**

Donation to Achievement Center:	\$2,922
Donation to Delray Fire Benevolent:	\$2,922

**Total Projected Donations: \$5,844**

Thank you for your consideration.

Sincerely,

**The Delray Concours Foundation Board**

Max Zengage	President
Billy Himmelrich	Vice President, Old School Bakery
Marc Grimes	Grimes Event Rental
Kerry Filippone	Achievement Center
Christopher Nicotra	Apollo Real Estate Investments
Josh Abrams	Artist Alley Developer
Gregg Weiss	Delray Nonprofit Advocate

