



## Cover Memorandum/Staff Report

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**File #:** 24-1523

**Agenda Date:** 11/14/2024

**Item #:**

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**TO:** Development Services Management Group  
**FROM:** Allie Behrman, CPRP, Special Event Manager  
**THROUGH:** Jeff Oris, CEcD, Assistant City Manager  
**DATE:** November 14, 2024

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "CRUISER PALOOZA" TO BE HELD ON MARCH 22, 2025, AT THE OLD SCHOOL SQUARE; AND TO AUTHORIZE THE SPECIAL EVENTS MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE SPECIAL EVENT PERMIT

**Recommended Action:**

Special Events Technical Advisory Committee (SETAC) recommends the Development Services Management Group (DSMG) approve the special event known as Cruiser Palooza to be held on March 22, 2025; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

**Background:**

The Cruise Baby Initiative submitted a Special Event Application on October 21, 2024 for the event Cruiser Palooza to be held on March 22, 2025 at Old School Square. This event has happened for the last 15 years with the most recent being held in April of 2024. This annual event is a festival with alcohol, food trucks, live music, and merchandise vendors. This event serves as a fundraiser for Cruise Bogle and for others in need in south Florida. The event will take place from 5:00pm - 10:00pm and they are expecting about 1500 people in attendance.

The Cruise Baby initiative is not considered a non-profit entity by definition according to the Special Event Policy. A non-profit must be based in the City of Delray Beach and serve the community in Delray Beach in order to receive the non-profit discount. Cruise Baby Initiative is base based outside of Delray Beach and donates to individuals in Miami.

**Special Event Technical Advisory Committee (SETAC):**

SETAC recommends DSMG approve the event.  
No special conditions are recommended by SETAC

**Funding Source/Financial Impact:**

There will be no financial impact to the city as all costs will be billed to the event producer. Based on the Special Event policy the event producer is not recognized as a non-profit because the organization is not based in the City of Delray Beach, nor does it serve the residents of Delray Beach. Therefore does not receive the non-profit discount of 50%.

**Timing of Request:**

The event producer would like to start getting vendors in place.

