



Cover Memorandum/Staff Report

File #: 26-0193

Agenda Date: 2/26/2026

Item #:

TO: Development Services Management Group
FROM: Allie Behrman, CPRP< Special Events Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: February 26, 2026

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "SUNDAY FUNDAY" TO BE HELD ON APRIL 19, 2026, AT THE WATERWAY EAST PLAZA PARKING LOT - 900 E. ATLANTIC AVENUE; 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 Sunday Funday to be held on April 19, 2026; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

Background:

Let's Talk Mortgages/John Digges submitted a Special Event Application on January 16, 2026, for the event Sunday Funday to be held at the Waterway East Plaza Parking Lot - 900 E. Atlantic Avenue on April 19, 2026. This is the first time this event is being held. This is a family friendly event that will feature fitness, crafts, vendors, small inflatables, live music and more. The producer is expecting about 300 people in attendance. They have an agreement in place with the Seagate valet for parking. This event is taking place on a Sunday and all but one of the shops in the plaza are closed. The one that is open is participating in the event. There will be no alcohol or cooking on site. The event will take place from 9am - 1pm.

Special Event Technical Advisory Committee (SETAC):

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

Funding Source/Financial Impact:

There is no financial impact to the city as the producer will be billed for all costs.

Timing of Request:

The event is approaching and the producer would like to advertise and put vendors in place.