


MEMORANDUM
PLANNING & ZONING DEPARTMENT

TO: Chairman and Members of the Economic Development Advisory Board

FROM: Roger Clark, Senior Planner 

DATE: July 20, 2016

SUBJECT: Sun Fiesta - October 21-23, 2016
Request for Sponsorship

The Sun Fiesta, sponsored by Women's Sertoma, is scheduled to take place in Centennial Park on October 21st-23rd. This is an ongoing event that is scheduled at this time each year. The event remains consistent with past year's events.

City staff has met with the applicant to discuss the event and confirm the need for city services and required permitting. A security plan for the event has been approved by the city and will be implemented by the Fraternal Order of Police (FOP) with costs in the amount of \$2,660.00 paid by the applicant directly to the FOP. All permitting is in process and is required to be completed prior to the event.

Consistent with the process established by the Economic Development Advisory Board (EDAB) and approved by City Council, the applicant has completed the EDAB application for special event sponsorship and requests sponsorship in the amount of \$5,747.00. This request is in excess of the established formula for sponsorship which is 50% of event costs up to a maximum of \$2,000.00 and will require City Council approval upon recommendation from the EDAB.

In 2015, the applicant requested sponsorship in the amount of \$5,148.00 (100% of costs for city services) and received a recommendation from EDAB of \$3,500.00. At the time, this was the highest level of sponsorship offered by the applicant. The applicant appealed to City Council for the original request of \$5,148.00 and received approval for sponsorship in the amount of \$3,500.00, consistent with EDAB's recommendation.

2016 City Staff Cost Estimates:

Public Works Staff - \$1,799.00
Showmobile - \$125.00
Solid Waste & Recycling - \$1,028.00
Tent Permit - \$135.00

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|-----------|-----------------------------------|
| Subtotal | \$3,087.00 |
| FOP | \$2,660.00 |
| TOTAL | \$5,747.00 (50%) = \$2,873.50 |

Requested Action

The applicant respectfully requests a positive recommendation from the Economic Development Advisory Board to City Council for the sponsorship amount requested.