


MEMORANDUM
PLANNING & ZONING DEPARTMENT

TO: Chairman and Members of the Economic Development Advisory Board

FROM: Roger Clark, Senior Planner 

DATE: September 13, 2016

SUBJECT: Chalk Festival - November 11-14, 2016
Request for Sponsorship

The Chalk Festival is scheduled to take place at the airport festival grounds on November 11th-14th. This is the third year for the Chalk Festival in the City of Venice.

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 \$2,100.00 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 \$10,000.00. 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 appeared before EDAB and requested sponsorship in the amount of \$15,000.00. Due to concerns regarding availability of budgeted funds, EDAB's recommendation was to approve \$5,000.00 sponsorship but also request that the city look at contributing the additional \$10,000.00 from other funding sources to reach the \$15,000.00 requested. The applicant went forward to City Council with EDAB's recommendation and council approved sponsorship in the full amount of \$15,000.00 requested by the applicant.

2016 City Staff Cost Estimates:

Festival Grounds - \$4,800.00

Solid Waste & Recycling - \$526.00

Subtotal \$5,326.00

FOP \$2,100.00

TOTAL \$7,426.00 (50%) = \$3,713.00

Requested Action

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