

M E M O R A N D U M

Date: September 29, 2015

TO: Town Commission

FROM: Dave Bullock, Town Manager

SUBJECT: Resolution 2015-24, Consideration of Funding Request from Longboat Key Chamber of Commerce for Town's 60th Anniversary Celebration

Gail Loefgren, President of the Longboat Key Chamber of Commerce, has developed a proposal for the Town's 60th Anniversary celebration. The Chamber is seeking funding assistance from the Town for this event which includes a jazz concert, fireworks, and free admission to the public.

In the event the Commission elects to provide funding assistance for this event, Resolution 2015-24 will provide a mechanism for reimbursement of eligible expenses not to exceed \$13,765.50. The Resolution also provides that no fireworks or alcohol will be funded by the Town.

The memo from the Chamber President, budget, event site plan, and Resolution 2015-24 are attached for your consideration.

MEMORANDUM

Date: September 29, 2015

TO: Town Commission
FROM: Gail Loefgren, President, Longboat Key Chamber of Commerce
SUBJECT: Longboat Key 60th Anniversary Celebration Concert & Fireworks

The Committee planning the Town's 60th Anniversary Celebration has met for the past three months to develop options for an event which includes a jazz concert at Bayfront Park, and fireworks over the Bay. During the planning process three options for the event developed.

1. An event funded by sponsors, and ticket sales which would be attended by sponsors and individuals purchasing tickets.
2. Do nothing.
3. A community event celebrating the 60th Anniversary that everyone could enjoy and would be open to the general public at no charge. This event would seek sponsors for fireworks, ticket sales for VIP tables, and food and beverage vendors. However, funding assistance from the Town would be needed to balance the costs for free public participation.

The proposal for Option 3 follows with event details, a budget, and site plan for your consideration at the October 5, 2015 Regular Meeting. In the event the Commission supports this option, Resolution 2015-24 is attached which provides a funding mechanism for reimbursable expenses.

Attendance at the Town's 60th Anniversary jazz concert and fireworks event on November 14, 2015 will be available to the public at no charge.

Anyone is welcome to bring their own food and beverages with no admission charge. Food vendors and beverage vendors will be set up for anyone who wishes to purchase a boxed picnic or beverage.

The celebration will be advertised and promoted as the Town's 60th Anniversary celebration featuring a concert by *The Jazz Project* and fireworks. No profit will be made by any organization other than, perhaps, the food/beverage vendors who will set up on site.

People who wish to purchase VIP seating (table, chairs, tablecloth, etc) can purchase tickets at \$20 per seat and enjoy a table by the seawall along the bay. A limited number of tables of 6 to 8 will be available for pre-arranged reservations. These can be made by calling the Chamber office at 383-2466.

Event Sponsor tables will be located on the balcony of the Recreation Center cost with food and beverage service provided.

The event sponsors and VIP table sales will pay the cost of the fireworks and insurance. No alcohol will be purchased by the Town for this event.

The Town's expense will be limited to eligible reimbursements up to \$13,765.50 and is detailed in the attached budget.

The Chamber fully supports Option 3. Providing for public participation at this landmark event is the preferred option and would create a community event that residents and visitors of all ages could enjoy.

Please don't hesitate to contact me if you have any questions.

Town of LBK Anniversary Celebration 11-14-15 BUDGET WORKSHEET

REVENUE

VIP Tables	20 tables of 8 @ \$20 pp	\$3,200.00
SUB TOTAL - Revenue		\$3,200.00

EXPENSES

Showmobile		\$ 1,230.50
Jazz Project	3 hours	\$ 3,000.00
Portalets	2 @ \$100 ea	\$ 200.00
Signage	3 banners	\$ 500.00
Print Advertising	5 weeks	\$ 5,250.00
Digital Advertising	5 weeks	\$ 1,650.00
Security	2 officers	\$ 240.00
Chairs		\$ 195.00
Linens		\$ 500.00
Expenses Associated with Sponsor Tables		\$ 1,000.00
SUB TOTAL Expenses		\$ 13,765.50

EXPENSES COVERED BY SPONSORS

Beer		
Wine		
Fireworks		\$10,700.00

Sar



Showmobile
Stage
The Jazz Project

Fireworks staging area

20 VIP tables at
\$20 per seat
will be set up along
the seawall

Open Seating
Available at no charge

Open Seating
Available at no charge

Food & Beverage Vendors

Sponsor tables

Port-A-Lets

Alternate Fireworks staging area

RESOLUTION 2015-24

A RESOLUTION OF THE TOWN OF LONGBOAT KEY SUPPORTING THE LONGBOAT KEY CHAMBER OF COMMERCE TO HOLD A CELEBRATION IN HONOR OF THE TOWN'S 60TH ANNIVERSARY; USING FISCAL YEAR 2015-2016 UNALLOCATED, BUDGETED FUNDS FROM "GENERAL SERVICES: COMMISSION CONTINGENCY" PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, at the September 21, 2015 Regular Workshop, the Longboat Key Chamber of Commerce (hereinafter, the "CHAMBER"), requested support for the Town's 60th anniversary celebration (hereinafter, the "EVENT"); and,

WHEREAS, participation in the EVENT supports the Core Values adopted in the Vision Plan and would, thereby, be deemed a public purpose; and,

WHEREAS, the Town Commission desires to assist with "in kind" services such as the use of Bayfront Park and Public Works staff for the EVENT; and,

WHEREAS, the Town Commission wishes to commit an amount not to exceed \$13,765.50 to offset the difference between revenues and expenses for the EVENT; and,

WHEREAS, the commitment of funds for the EVENT shall not include expenses related to alcohol or fireworks; and

WHEREAS, the CHAMBER shall provide to the Town a detailed accounting of expenses less revenues for a net reimbursement from the Town; and,

WHEREAS, the CHAMBER shall provide adequate proof of insurance naming the Town as an additional insured.

WHEREAS, the Town of Longboat Key has budgeted, in the Commission Contingency Account in General Services, unallocated funds to be used at the Town Commission's discretion to provide for unexpected costs and projects in the Town of Longboat Key; and

WHEREAS, there are available and unallocated funds in the Fiscal Year (FY) 2015-2016 budget in the Commission Contingency account; and

WHEREAS, the Town of Longboat Key, Town Charter, Article V, Section 9(d) provides for such action.

NOW, THEREFORE BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF LONGBOAT KEY, FLORIDA, THAT:

SECTION 1. The above Whereas clauses are ratified and confirmed as true and correct.

SECTION 2. The Town agrees to co-sponsor the EVENT by assisting the CHAMBER with expenses exceeding revenues, not to include costs associated with alcohol or fireworks.

SECTION 3. The Town Commission hereby authorizes the use of account 001.3000.519.9901, General Services: Commission Contingency, in the Fiscal Year 2015-2016 Budget, in an amount not to exceed Thirteen Thousand Seven Hundred Sixty-Five and 50/100 Dollars (13,765.50).

SECTION 3. If any section, subsection, sentence, clause or provision of this Resolution is invalid, the remainder of this Resolution shall not be effective.

SECTION 4. This Resolution shall become effective upon adoption in accordance with Law and the Charter of the Town of Longboat Key.

Passed by the Town Commission of the Town of Longboat Key on this 5th day of October, 2015.

Jack G. Duncan, Mayor

Attest:

Trish Granger, Town Clerk



End of Agenda Item