



Legislation Details (With Text)

File #:	ID#20-7945	Version:	1	Name:	Co-Sponsorship Budget
Type:	Action Item	Status:	Passed		
File created:	6/23/2020	In control:	Parks & Recreation		
On agenda:	7/16/2020	Final action:	7/16/2020		
Title:	Approve co-sponsorship and waiver of requested city fees and service charges for special events including two annual city events produced by the Parks and Recreation Department, twenty-seven city co-sponsored events produced by others, and ten downtown events produced by Amplify, at an estimated General Fund cost of \$624,710 (\$104,750 cash contributions and \$519,960 in-kind contributions) and Enterprise Fund cost of \$64,970, for the purposes of Fiscal Year 2020/21 departmental budget submittals. (consent)				

Sponsors:

Indexes:

Code sections:

Attachments: 1. Co-Sponsorship Budget FY20-21.pdf

Date	Ver.	Action By	Action	Result
7/16/2020	1	City Council		
7/13/2020	1	Council Work Session		

SUBJECT/RECOMMENDATION:

Approve co-sponsorship and waiver of requested city fees and service charges for special events including two annual city events produced by the Parks and Recreation Department, twenty-seven city co-sponsored events produced by others, and ten downtown events produced by Amplify, at an estimated General Fund cost of \$624,710 (\$104,750 cash contributions and \$519,960 in-kind contributions) and Enterprise Fund cost of \$64,970, for the purposes of Fiscal Year 2020/21 departmental budget submittals. (consent)

SUMMARY:

According to City Council Policy, Item M - Special Event Fees, there shall be an annual review of City sponsored/co-sponsored events during the budget process. An agenda item approving co-sponsorship and level of support for these events will be brought before the City Council at the beginning of the budget process each fiscal year. In the event additional money is required beyond what is approved in the Fiscal Year (FY) 2020/21 budget, City Council approval will be required.

Staff recommends that cash and in-kind contributions be included in the various departmental budgets for FY 2020/21 for co-sponsored special events as detailed in Special Events Budget Estimates Chart for FY 2020/21.

Cash contributions of \$104,750 are for Jazz Holiday (\$75,000), Tampa Bay Veterans Association, Memorial and Veterans Celebrations (\$5,000), MLK Jr. Celebration (\$4,750), and the Florida Orchestra (\$20,000). This is a reduction of \$3,000 in cash contributions from 2019/20.

Overall, General Fund requests decreased by \$4,430 and Enterprise Fund costs increased by \$20,040 for a grand total increase for FY 2020/21 of \$15,610.

This increase is primarily due to the addition of two new events, Rock N Roll Marathon (approved by Council

on February 6, 2020), and 10 new downtown events produced by Amplify (approved contract with Amplify on March 16, 2020).

A new co-sponsorship selection process was developed this year to evaluate all applications for sponsorship. The committee received 38 applications for city co-sponsorship of which 30 are being recommended to Council for approval.

Of the 30 applications, 20 are renewals and 10 events are new. Of the new events, staff is recommending that only two receive first year funding, Rock N Roll Half Marathon and downtown events produced by Amplify. The application fee of \$200 for the remaining eight first time events will be waived.

Five of the new events on this list are for various runs that impact the Memorial Causeway, resulting in partial closings. With the exception of Rock N Roll Marathon, the other runs have previously been approved and held in Clearwater as private events. Staff is recommending all runs and events that impact the Memorial Causeway be included as a co-sponsored event in order for Council to review and approve rather than the Special Events Committee.

Ten previous events were removed from the list, most notably the Hispanic Heritage Festival was canceled by the radio station.

Also, included on the Special Events Budget Estimates Chart for FY 2020/21 is a list of additional events requiring limited support from the Parks and Recreation Special Events Division.

Special Events Division processed 635 special events applications during 2019, including 161 general permits, 360 wedding permits, 30 co-sponsored event permits, 39 department supported event permits, and 45 park usage permits.

APPROPRIATION CODE AND AMOUNT: N/A

USE OF RESERVE FUNDS: N/A