



Legislation Text

File #: ID#19-6651, **Version:** 1

SUBJECT/RECOMMENDATION:

Approve a 5-year Revocable License Agreement, from September 1, 2019 through August 31, 2024, between the City of Clearwater and Sunsets at Pier 60 Society, Inc. (Agency) to provide a nightly festival at Pier 60 Park to promote tourism to Clearwater and Clearwater Beach and authorize the appropriate officials to execute same. (consent)

SUMMARY:

Sunsets at Pier 60 Society, Inc. (Agency) entered into a trial agreement with the City on March 2, 1995 to provide the nightly festival known as "Sunsets at Pier 60." The event met with great success and the Agency has been providing the festival for the past 24 years.

The current agreement with Sunsets was approved by Council on June 4, 2009. On September 1, 2011, an amendment was approved to establish a clearly defined "License Area" and to strengthen and clarify language in regard to Sunsets being responsible for vendor and performer selection.

The Agreement was renewed according to the terms of the original agreement on July 1, 2014 and expired on June 30, 2019. It has since been operating on a month-to-month basis.

Since the beginning, the nightly festivals have grown to include not only events on Pier 60 but also a portion of Beachwalk and Pier 60 Park to promote events throughout the year, including Sugar Sand and Sunsets Cinema.

Weather permitting, the Agency is responsible to provide a nightly Festival at Pier 60 Park from 2 hours before sunset until 2 hours after sunset. The Festival may include activities such as arts and crafts vendors, music, concerts, dance, entertainers, and special events and activities.

The agreement spells out the appropriate uses of Pier 60, Pier 60 Park, and Beachwalk as well as the maintenance and insurance requirements of the Agency. Also, the amended language of September 1, 2011 has been included in this agreement.

The City will provide the following funding and in-kind services:

- An operational grant from the parking fund of \$22,900 has been provided for in the past; however, staff is recommending that the grant be reduced to \$18,000 for Fiscal Year 2019/20 and eventually be eliminated by Fiscal Year 2022/23. Grants for future years are subject to annual budget approval by the City Council.
- Beach, lawn, and landscape maintenance for all areas on and around Pier 60 and Pier 60 Park.
- Maintenance for all major capital components of Pier 60, Pier 60 Park, and Beachwalk.
- Use of existing furnishings on site, i.e. chairs, tables, PA system etc.

APPROPRIATION CODE AND AMOUNT:

Funds are budgeted in Parking Operations cost code 4351333-582000, aid to private organizations, to fund the fiscal year 2019/20 contribution. Future year funds will be requested in the annual budget process as outlined in the agreement.

USE OF RESERVE FUNDS: N/A