



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Suzanne Sherman, City Manager

THRU: Fred Poppe, Recreation Director

DATE: August 13, 2024

RE: Consideration of co-sponsorship request from United Third Bridge for its 27th Annual Puerto Rican Day Parade and Multi-Cultural Festival at Fred Poppe Regional Park to be held October 6, 2024.

SUMMARY:

United Third Bridge Inc. (UTB), a 501c3 not for profit organization, is seeking a co-sponsorship to hold the 27th Annual Puerto Rican Day Parade and Multi-Cultural Festival in Palm Bay on Sunday October 6, 2024, at Fred Poppe Regional Park. This is the longest running Puerto Rican Day Parade in the State of Florida, and typically attracts a range of 1,000-4,000 participants each year.

This event promotes the city of Palm Bay as a desirable place to live, visit and do business. UTB also promotes Palm Bay as a visitor destination, by bringing in out of county and out of state entertainment and event participants. This event enhances the quality of life for some or all residents, and it advances the City's commitment to and pride in being a multicultural community. UTB also promotes cultural and artistic awareness within the city. This event qualifies for the city's co-sponsorship policy.

Historically, based on a Memorandum of Mediated Settlement agreement, the city has provided police, traffic logistics, a staging area and an ending area for the Parade. The parade has historically been on Malabar Road, ending at City Hall, where the festival would take place. Due to the construction project of Building E, the city has worked with UTB to change the location to Fred Poppe Regional Park. The parade will take place around the inner loop of the park, and the festival will take place behind the community center. This will greatly reduce the amount of Police and Traffic changes compared to prior years.

For the co-sponsorship request, UTB is requesting consideration for the waiver of facility rentals, equipment and other fees, including: the stage rental, bleacher rental, rental of pavilions and fields to reserve the entire park for the parade and festival. Reservation of fields and pavilions will be available starting at 12 pm. UTB is requesting fee waivers for the fire inspection fee, light towers,

garbage bins, the special event fee, and the green space fee. UTB is also requesting consideration for the fees for personnel to be waived which consists of the set-up, breakdown, and delivery fees for the stage and bleachers, Parks & Facilities maintenance staff to be on site onsite to assist with event area debris pick up, trash disposal, and restroom upkeep, and Recreation staff to be onsite to have the community center open for usage of restrooms, and staging area for entertainment. The community center is normally closed on Sundays, so no community center revenues would be affected.

The total estimate of the value of this co-sponsorship request is \$7,355.00. In accordance with the City's Co-Sponsorship Policy, staff has confirmed that the event is free, open to the public, and meets the goal of advancing the City's commitment to and pride in being a multicultural community.

The 26th Annual Puerto Rican Day Parade and Multicultural Festival was last held on September 30th, 2023. This event was approved by the council to have multiple (two) co-sponsorships in FY2023 as there was no co-sponsorship or fiscal impact for FY2024. The fiscal impact for this event would be in FY2025.

REQUESTING DEPARTMENTS:

City Manager's Office
Facilities & Parks
Police
Fire
Recreation

FISCAL IMPACT:

The value of this co-sponsorship is estimated to be a total of \$7,355.00. \$1,120.00 of in-kind wages for Park Maintenance (001-4525-519-14-10), \$600.00 of in-kind wages for Recreation staff (001-4120-519-13-10), and \$3,165 for in-kind wages for PD (for the Multi-cultural event; officers for the parade inside the park and at the entrance are not included per the Memorandum of Mediated Settlement), for a total of \$4,885.00 of in-kind wages. \$2,345.00 from (lost revenue) Recreation and \$125.00 (lost revenue) from the Fire Department for a total of \$2,470.00 of (lost revenue) from equipment, rental and other fees.

STAFF RECOMMENDATION:

Motion to approve the co-sponsorship request for United Third Bridge for the 27th Annual Puerto Rican Parade and Multi-cultural Festival for an estimated value of \$2,470.00 for in-kind wages, and \$4,885.00 in fee waivers.

Honorable Mayor and Members of the City Council

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ATTACHMENTS:

1. Co-Sponsorship Application Package
2. In-Kind Costs Breakdown