



LEGISLATIVE MEMORANDUM

TO:	Honorable Mayor and Members of the City Council
FROM:	Suzanne Sherman, City Manager
THRU:	Fred Poppe, Recreation Director
DATE:	April 4, 2024
RE:	Consideration of a co-sponsorship request for the 16th Annual Family Christmas Extravaganza at Fred Poppe Regional Park.

SUMMARY:

The House Church of Palm Bay is hosting its 16th Annual Family Christmas Extravaganza at Fred Poppe Regional Park on December 21, 2024. This event qualifies under the Co-Sponsorship Policy as the organizer is a 501(c)3 and the event will continue to advance the City of Palm Bay's commitment to enhance the quality of life and well-being of some or all residents of the community.

The House Church of Palm Bay's 16th Annual Family Christmas Extravaganza in Palm Bay is the largest Christmas party on the Space Coast. Historically, the event attracts around 20,000 people annually. The event is free to all. Food, drinks, kid zone, face painting, petting zoo, horse rides, prizes, entertainment, and parking are offered to the citizens at no cost.

The event organizers average around \$30,000 in gifts, prizes, food, and entertainment for free to all participants. The event organization also provides nearly 300 volunteers during the event for an estimated 1,600 hours, with nearly 600 volunteer hours leading up to the event.

In the history of this event, the City has provided use of the community center, green space, use of the stage, use of the bleachers, City event and maintenance staff, police, V-cops, and an honor guard for the National Anthem. The City has historically provided set up for the additional parking area, petting zoo, horse rides, safety fencing around retention ponds and electrical for the bounce houses.

The estimated cost of in-kind services from the City totals \$11,987.50, including \$3,600 for Police (includes Honor Guard, security, and SWAT), \$5,757.50 in rental fees and fee waivers, \$2,380 for parks and facilities in-kind labor cost, and \$250 of labor from the Fire Department. These estimates are reflected for FY 2025, not current FY 2024, and may be modified pending salary changes effective October 1, 2024.

REQUESTING DEPARTMENTS:

Recreation
Facilities & Parks
City Manager's Office
Police
Fire

FISCAL IMPACT:

The value of this co-sponsorship is estimated to be a total of \$11,987.50 for FY 2025. This includes \$4,182.50 of in-kind fee waivers (lost revenue), \$1,575 in rental costs (Special Events 001-4120-572-3713) and \$6,230 of in-kind wages (\$805 from Facilities 001-4525-519-1410, \$1,575 from Park Maintenance 001-4526-519-1410, \$3,600 from Police wages 001-5012-521-1410, and \$250 from Fire wages).

STAFF RECOMMENDATION:

Motion to approve the City's co-sponsorship with the House Church for the 16th Annual Family Christmas Extravaganza, approving for \$6,230 of in-kind wages (labor) and authorizing \$5,757.50 in rental and fee waivers for FY 2025 subject to budget approval.

ATTACHMENTS:

1. Co-Sponsorship application packet