



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Scott Morgan, Interim City Manager

THRU: Daniel Waite, Acting Recreation Director

DATE: March 6, 2025

RE: Consideration of a co-sponsorship request from Eastwind Pentecostal Church for the Annual Easter Extravaganza to be held on April 19, 2025, at Fred Poppe Regional Park.

SUMMARY:

Eastwind Pentecostal Church, a not-for-profit organization, has requested the City of Palm Bay's co-sponsorship for its first annual Easter Extravaganza, which is scheduled to take place on Saturday, April 19th, from 9:00 AM to 1:00 PM at Fred Poppe Regional Park. The event is expected to attract up to 5,000 participants and will be supported by over 125 volunteers from the church and community. The requested co-sponsorship amount is \$8,065.00, and the applicant meets all qualifications under the City's Co-Sponsorship Policy.

This event aligns with several of the City's Co-Sponsorship Goals, particularly in enhancing the quality of life for residents, fostering a sense of unity, and promoting Palm Bay as a desirable place to live and visit. The Easter Extravaganza will provide a free and family-friendly experience for the community, demonstrating the City's commitment to supporting events that bring residents together. Additionally, this event contributes to the City's multicultural identity by encouraging inclusivity and engagement among diverse community members.

Under the Co-Sponsorship Policy's Eligibility Requirements, the event meets the necessary criteria as it is free, open to the public, and organized by a qualified non-profit organization. The City's involvement will be limited to in-kind services such as facility use, staff assistance, and public safety resources as outlined in the policy.

When evaluated against the City's Co-Sponsorship Criteria, this event demonstrates significant public benefit. The event will provide a controlled, safe, and engaging environment for families, reflecting positively on Palm Bay's reputation as a family-oriented city. Additionally, Eastwind Pentecostal Church has proven experience in hosting community events, including last year's Easter Extravaganza and the annual Outpouring Crusade at Bayside High School, both of which

have been successful in drawing strong community participation.

Financially, the requested in-kind contribution falls within the City's co-sponsorship funding limits, which allow for up to \$12,500 per event. This request also does not conflict with any existing City-sponsored events and complements Palm Bay's commitment to offering a variety of family-friendly programming.

Eastwind Pentecostal Church has expressed a long-term vision for this event, emphasizing its potential for growth and continued impact on the younger generation. They believe that creating positive experiences for families now will encourage future generations to stay in and contribute to Palm Bay. The high level of volunteer commitment from the church also reduces the City's operational burden while maximizing community engagement.

By co-sponsoring this event, the City of Palm Bay has an opportunity to reinforce its dedication to supporting high-quality, inclusive, and meaningful community events.

REQUESTING DEPARTMENTS:

Recreation

City Manager's Office

FISCAL IMPACT:

The value of this co-sponsorship is estimated to be a total of \$8,065.00, with \$1,260.00 of in-kind wages for Parks (Park Maintenance), \$4,500.00 of in-kind wages for Police (Police Wages), \$300.00 of in-kind wages for Recreation staff, \$1,880.00 in fee waivers (lost revenue) from the Recreation (Special Events) and \$125.00 in fee waivers (lost revenue) Fire Department.

STAFF RECOMMENDATION:

Motion to approve the City's co-sponsorship with Eastwind Pentecostal first annual Easter Extravaganza, approving for \$6,060.00 of in-kind wages (labor) and authorizing \$2005.00 in fee waivers.

ATTACHMENTS:

1. Co-Sponsorship Application