



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Scott Morgan, Interim City Manager

THRU: Daniel Waite, Acting Recreation Director

DATE: April 3, 2025

RE: Consideration of a co-sponsorship request from Brevard Caribbean American Sports and Cultural Association (BCASCA) for the annual Caribbean Heritage Month seasonal events held in June 2025.

SUMMARY:

The Brevard Caribbean American Sports and Cultural Association (BCASCA) is requesting the City of Palm Bay's co-sponsorship for its 2025 Caribbean Heritage Month seasonal events, scheduled to be held in June. The first event, Caribbean Arts on the River, will take place on June 14th at the Captain's House from 4:00 PM to 8:00 PM. The second event, the 2nd Annual Caribbean Heritage Month Block Party, is scheduled for June 21st at the Judge Majeed Cricket Pavilion from 12:00 PM to 8:00 PM. These events will highlight the vibrant culture of the French, Spanish, and English-speaking Caribbean through diverse expressions of art, food, music, entertainment, film, fashion, and community engagement. The total estimated value of the requested in-kind co-sponsorship is \$4,045.00.

BCASCA's request meets all eligibility requirements outlined in the City's Co-Sponsorship Policy. Both events are free and open to the general public, which ensures accessibility and inclusivity for all community members. Additionally, BCASCA is a registered non-profit organization with a well-established presence in the community. The proposed events do not conflict with any existing City-sponsored programming and provide inclusive, cultural, and family-friendly experiences for residents and visitors alike.

In accordance with the evaluation criteria listed in the policy, the events serve a clear public purpose by promoting cultural understanding and celebrating the City's diversity. The costs associated with the City's in-kind contribution will support the expansion of public programming that contributes positively to community engagement and quality of life. The events align with current City programming goals by enhancing community-based recreation and cultural offerings. Furthermore, BCASCA has a demonstrated history of successfully organizing community events. As a community partner since 2016 and an active organization within Brevard County since the

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1990s, BCASCA brings a strong record of experience, performance, and collaboration with the City.

The proposed events also support multiple goals outlined in the Co-Sponsorship Policy. Specifically, they promote Palm Bay as a desirable place to live, visit, and do business by attracting residents and visitors to culturally enriching experiences. These events also enhance the overall well-being and quality of life of Palm Bay residents by offering meaningful opportunities for cultural connection. Importantly, they advance the City's commitment to being a multicultural community and foster increased cultural and artistic awareness within the City.

The requested in-kind contribution of \$4,045.00 is well within the City's co-sponsorship funding limits, which allow for up to \$12,500 per event. As such, this request is financially appropriate and feasible within the City's current co-sponsorship framework.

In summary, BCASCA's co-sponsorship request meets all eligibility, evaluation, and policy criteria established by the City of Palm Bay. Their proposed events represent an opportunity to continue a longstanding and successful community partnership while advancing the City's cultural, economic, and community goals.

REQUESTING DEPARTMENT:

Recreation

FISCAL IMPACT:

The value of this co-sponsorship is estimated to be a total of \$4,045.00, \$1,260.00 of in-kind wages for Park Maintenance (001-4525-519-14-10), and \$1,200.00 for Police, \$300.00 for Recreation staff (001-4120-519-13-10) for a total of \$2,760.00 of in-kind wages and \$1,160.00 from Recreation (lost revenue) and \$125.00 from the Fire Department (lost revenue) for a total of \$1,285.00 of (lost revenue) from equipment, rental and other fees.

STAFF RECOMMENDATION:

Motion to approve the City's co-sponsorship with the Brevard Caribbean American Sports and Cultural Association (BCASCA) for their Annual Caribbean Heritage Month seasonal events, and to authorize in-kind support valued at \$4,045.00. This includes \$2,760.00 in labor costs and \$1,285.00 in waived fees.

If approved, staff further recommends that no additional co-sponsorship requests be accepted for the remainder of Fiscal Year 2025, and that no requests for Fiscal Year 2026 be considered until a revised FY26 Co-Sponsorship Policy is formally approved by Council.

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ATTACHMENTS:

1. Co-Sponsorship Package
2. FY25 Co-Sponsorship Report