

17. Consideration of a budget amendment for annual membership fees with Brevard Hispanic Chamber of Commerce (\$5,500).



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Suzanne Sherman, City Manager

THRU: City Manager's Office

DATE: July 18, 2024

RE: Consideration of a budget amendment for annual membership fees with Brevard Hispanic Chamber of Commerce (\$5,500).

SUMMARY:

At the April 18, 2024 Regular Council Meeting, council voted and approved an annual membership with Brevard Hispanic Chamber of Commerce (BHCC). The BHCC will promote City events and initiatives in a monthly bilingual newspaper, promote and share City content via advertising platforms, coordinate on two (free) events per year, include the City logo on the website and newspaper, six (6) complimentary tickets to Chamber events, provide letters of support and provide consulting and collaboration in attracting Latin American investors willing to invest in Palm Bay.

The annual membership fee is \$5,500 with membership dates of service as July 1, 2024 through June 30, 2025. As this was not a budgeted item, we are requesting utilization of General Fund Balance via the next available budget amendment.

REQUESTING DEPARTMENTS:

City Manager's Office

FISCAL IMPACT:

The cost is \$5,500 per year, and will be transferred on the next Budget Amendment from account 001-0000-392-1001 to account 001-1210-512-5401.

STAFF RECOMMENDATION:

Motion to approve a budget amendment in the amount of \$5,500 for the Brevard Hispanic Chamber of Commerce annual membership cost.

ATTACHMENTS:

Honorable Mayor and Members of the City Council

Legislative Memorandum

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1. Membership Invoice

Invoice



BILL TO:
Suzanne Sherman, City Manager
City of Palm Bay
120 Malabar Road
Palm Bay, FL 32907

Invoice Number: BHC-100076
Your Purchase Order Number:
City of Palm Bay

Invoice Date: 06/03/24
Due Date: 06/03/24

Cust No: 76
Terms: Check
Service: Membership

Trustee Membership:

Price: \$5,500

Duration: One Trustee Year

Benefits:

- Promotion of key City events or initiatives, at the discretion of the City, in the monthly bilingual newspaper AL DIA TODAY.
- Coordination with the CPB on two events per year, as mutually agreed upon by the City and Chamber, which will be free and open to the public (e.g., Multicultural Festival).
- Promotion of City news, events, programs, and initiatives through directly sharing the City's content (Facebook, Twitter, press releases, etc.).
- Partnership with business relations with the CPB Community & Economic Development Department.
- Inclusion of the City logo on the Chamber landing page with a link to www.pbfl.org/ced and on the Trustee page linked to your website throughout the year.
- Exhibition table with City information at our monthly networking events.
- Placement of your Company Logo on the Chamber full-color page in the monthly bilingual newspaper AL DIA TODAY.
- Six (6) complimentary admissions to Chamber Events.
- Letters of support for grants and programs.
- First right of acceptance for any new sponsorship opportunity during the year.
- Inclusion of City promotional material for upcoming events or services at monthly networking events, as needed (placed at all tables).
- Consulting and collaboration in attracting Latin American investors willing to invest in Palm Bay.
- A full page in the monthly bilingual newspaper featuring the Mayor of Palm Bay's message.

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