

1. Requested Motion:

Meeting Date: October 18, 2010

Approve the budget request in an amount up to \$8,000 and authorize open containers of alcohol at the recurring annual event titled the "24th Annual American Sandsculpting Competition" on November 10-14, 2010 in the designated area of the street festival.

Why the action is necessary:

Town Council must approve events with open containers of alcohol.

What the action accomplishes:

Allows the events to proceed and alcohol served at the sandsculpting event to be consumed by the public outdoors in public and semi public areas within the scope of the event.

2. Agenda:

- Consent
- Administrative

3. Requirement/Purpose:

- Resolution
- Ordinance
- Other

4. Submitter of Information:

- Council
- Public Works
(Special Events)

5. Background:

The "24th Annual American Sandsculpting Competition" event will be a four day sand sculpting competition to be held from November 10th to November 14th on the sandy beach from the Holiday Inn at 6890 Estero Blvd. to the Gullwing Beach Resort at 6640 Estero Blvd. The sandsculpting festival is organized by the Fort Myers Beach Chamber of Commerce and they expect about 60,000 attendees for the event. This is a recurring annual special event for which the Town Council has previously approved open containers of alcohol in public areas, as provided in Ordinance 99-15, Chapter 62, Section 5(F). The applicant requested, as part of the annual special event budget request to the Town, up to \$8,000.00 in Town funding to pay for trolley service provided by LeeTran from Summerlin Square Shopping Center to the event. Additional transportation from Lover's Key State Park to the event will be provided by the Chamber of Commerce. Please see the attached special event permit application, site plan, and budget request submitted by the Fort Myers Beach Chamber of Commerce.

6. Alternative Action:

Deny the request.

7. Management Recommendations:

Approve the budget request and authorize open containers of alcohol beverages in the designated areas of the "24th Annual American Sandsculpting Competition."

8. Recommended Approval:

Finance Director	Public Works Director	Comm. Development Director	Town Attorney	Town Manager
	CL <i>Chung</i>			

9. Council Action:

- Approved
- Denied
- Deferred
- Other



Town of Fort Myers Beach

**SPECIAL EVENT
PERMIT**

APPLICATION PROCEDURE

Name of Event: 24th Annual American Sandsculpting Competition

Location of Event: The sandy beach between the Holiday Inn (6890 Estero Blvd.) and Gullwing Beach Resort (6640 Estero Blvd.)

Date of Event: November 10th thru 12th 2010

Contact Name: FMB Chamber of Commerce – John Albion

Phone Number: Phone 454-7500 Fax 454-7910

Email Address: john@fmbchamber.com

Lee County Sheriff	X
FMB Fire District	X
Florida DEP	pending
FMB Environmental Sciences	X
Turtle Time Inc.	X
FMB Public Works	X
Department of Transportation	n/a

This permit is subject to the applicant meeting all requirements contained in Fort Myers Beach Ordinance #98-01 and #00-16 and complying with the following requirements:

1. Applicant must receive a permit from the Florida Department of Environmental Protection for this event, and the Town must be provided a copy of said permit before the event begins.

[Signature] 10-13-2010
 Town Manager Date

2523 Estero Boulevard
 Fort Myers Beach, Florida 33931
 Tel: 239/765-0202 * Fax: 239/765-0909
 www.FortMyersBeachFL.gov

**Town of Fort Myers Beach
Special Event Application**



Describe event including times, dates, activities and general overview of event.
 Master and State Sculptors will be showing their craft as they compete for the best sculpture. The event will be from Nov. 10-14, 2010 at the south end of the island. The competition will be all day each day which will entertain thousands of people. Anticipated events include a group carve event sponsor

the actual sand sculpting competition and an awards ceremony.

For special events requesting public assistance - define Public Purpose.
 As in years past, traffic has been a difficulty to overcome. The town's past participation has made this a special weekend on the island and has helped everyone; residents, motorists, event and beach goers. This event has become a signature event and an expectation for everyone. If affects the economy, quality of life and repeat customers which the towns' business very much need. The event

town's help to work as has been proven over the last number of years to help move people.

Date of Event	November 10-14, 2010
Name of Event	24th Annual American Sandsculpting Competition
Expected # of participants	60,000
Request for Public Assistance	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Organization	Fort Myers Beach Chamber of Commerce
Contact Person	John Albion, President
Contact Phone #	239-454-7500
Fax #	239-454-7910
E-mail	john@fmbchamber.com
Amount of Request	Up to \$8,000.00

This permit is subject to the applicant meeting all requirements contained in Fort Myers Beach Ordinances # 98-01 and #00-16 and compliance with all items in the Special Event Application.

**FOR GROUPS REQUESTING FINANCIAL ASSISTANCE:
 FOUR (4) COPIES OF THE APPLICATION AND ALL SUPPORTING DOCUMENTS
 MUST BE SUBMITTED TO THE FINANCE DEPARTMENT NO LATER THAN APRIL 30TH.
 THE REQUEST WILL BE CONSIDERED FOR INCLUSION IN THE NEXT FY BUDGET (OCTOBER - SEPTEMBER)**

for office use only:

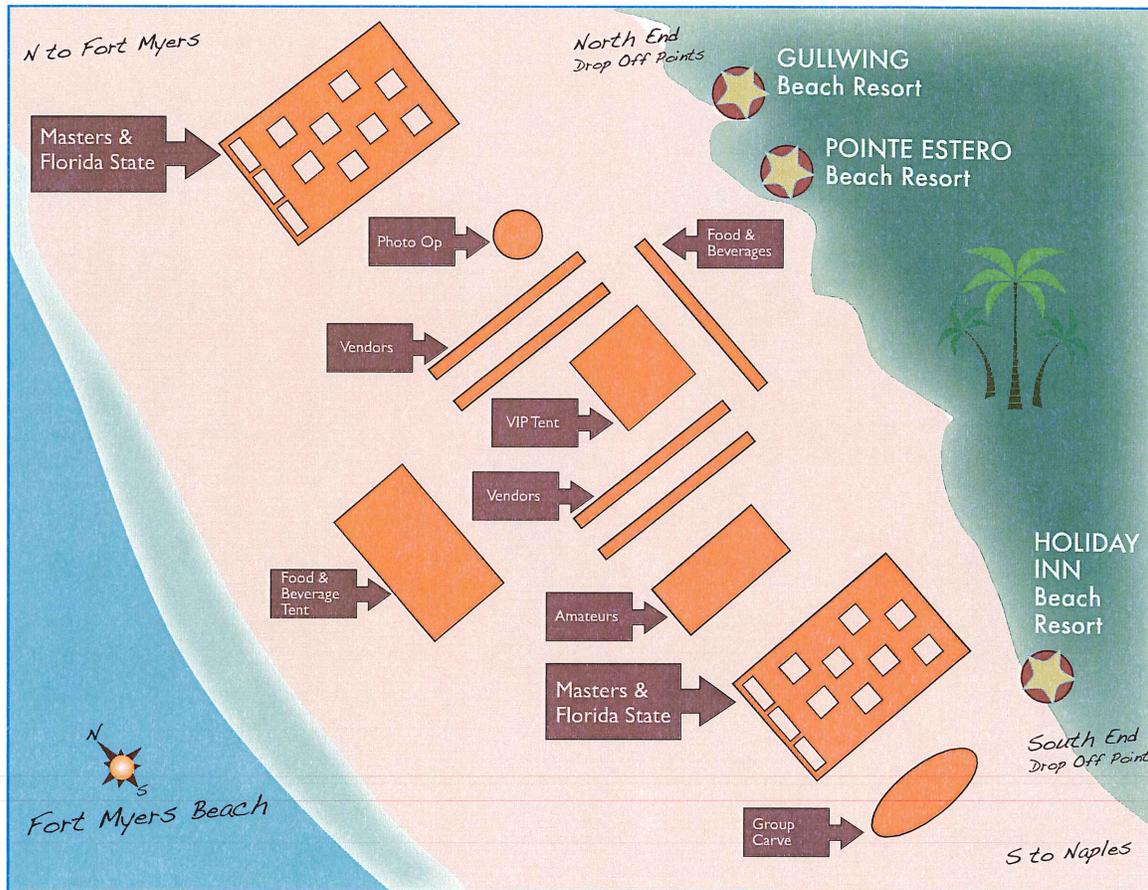
Date received: _____
 by: _____

To Council Committee: _____
 Recommendation: _____



Sandsculpting Festival

Event Map 2009



Transportation

Skip the traffic jams and jump on the trolley to fully enjoy the Sandsculpting Festival. Each of the trolleys drop passengers off directly in front of the events. Just park your car at the either of the following locations and take the trolley.

If you are coming from the Bonita/Naples:

Lovers Key State Park
8700 Estero Boulevard
Fort Myers Beach, FL 33931

If you are coming from the Ft Myers/Cape Coral:

Summerlin Square Plaza
11418 Summerlin Square Drive
Fort Myers Beach, FL 33931

Drop Off Points

South End: Holiday Inn Beach Resort

Far North End: GullWing Beach Resort
North End: Pointe Estero Beach Resort



**Town of Fort Myers Beach
Special Events Budget Request Form**

Requested Amount from the Town of Fort Myers Beach: Up to \$8,000.00

Business or Organization Name: The Greater Fort Myers Beach Area Chamber of Commerce

Address: 17200 San Carlos Boulevard
Fort Myers Beach, Florida 33931

Contact Name: John Albion

Phone: (239) 454-7500 (work); (239) 410-2234 (cell #)

Email: john@fmbchamber.com

Your Event: 24th Annual American Sandsculpting Competition & Festival

Why are you requesting funding from the Town? As in years past, dollars are needed

for trolley service (provided by LeeTran) from Summerlin Square Shopping Center to the Holiday Inn event site. Additional transportation from/to Lover's Key State Park from
by the Chamber of Commerce.

How do you think this event will benefit the residents and visitors of the Town of Fort Myers Beach? This event is a signature event for the island. This festival is important for the local economy and portrays our family friendly island is a very special way. However, the traffic is ~~usually~~ difficult on the residents and the transportation from LeeTran definitely helps.

If your business or organization has submitted similar requests in the past, please describe. The Town has helped in this exact way for years to help traffic on the island.

Have you secured any other contributors? Please list. The event costs the Chamber of Commerce pays includes transportation costs for event attendees parking at Lover's Key State Park.

There will be a fare box to reduce the cost per rider

Describe, in detail, the budget allocations for your event including anticipated costs and revenue. (May be a separate attachment):

This event is costly with a \$140,000 budget. The gate is
always a concern due to weather, competing events, and so on.

Where will the Town's money be allocated? A direct billings and payment
with Lee Trai.

Please include any other information you think would be beneficial to the Town Council as it reviews your request (Such as charitable contributions and non-profit organizations).

The Chamber of Commerce is a 501(c)6 not-for-profit
organization.

The Town's possible funding will be addressed based on a "net" event cost. Anyone requesting funding must show all anticipated revenue against the "gross" cost of the event. The Town Council prefers to limit event funding to no more than 50% of the net cost of an event. However, the Town Council reserves the right to adjust funding percentages on an event by event basis. Should the Town Council choose to fund this event; the Town of Fort Myers Beach shall be recognized as a major sponsor in all promotional material. The Town Council requests finance reports along with copies of expenditures, paid receipts and profit within 60 days following the completion of the event.

PROJECTED EXPENDITURES & REVENUES FOR THE 24TH ANNUAL SAND SCULPTING COMPETITION

Nov-10

ITEM	SUB-ITEM OR DESCRIPTION	AMOUNT
EXPENSES: SCULPTORS		
Prize Money		\$6,500.00
Show up money		\$12,000.00
Travel Money		\$8,000.00
Accommodations/Sculptors	Donation	\$7,200.00
Accommodations/Site Managers	Donation	\$900.00
Hotel for State Competitors	Donation	\$2,400.00
Food & Bev for Sculptor x6	Donation	\$6,500.00
Daytime food for FL State	Donation	\$720.00
Dinner for 18x6x45 per	Donation	\$4,860.00
Dinner for Florida State	Donation	\$540.00
SITE MANAGERS		
		\$1,000.00

SITE COSTS PAID IN PAST BY THE HOST SITES

Port-a-lets	\$210.00
Security	\$980.00
Boy Scout food costs	\$525.00
Sculptor supplies	\$250.00
Reimbursable sculptor exp	\$1,600.00
Site set-up costs	\$800.00

TAYLOR RENTAL:

\$125X50 tents for Vendors	\$6,250.00
Food area tent, tables & chairs	\$5,000.00
	\$11,250.00

SECURITY & SHERIFF'S DETAIL:

SHIRTS:

BEVERAGES: (Beer, Water, & Soda)

INSURANCE:

	\$2,000.00
	\$3,728.00
	\$5,042.00
	\$1,306.00

ADVERTISING: FLYERS \$800.00
 ADVERTISING: TDC DOLLARS FOR WEBSITE & ADVERTISING \$27,002.15
 TRANSPORTATION COSTS: \$3,800.00
 \$400.00
 OTHER COSTS: PERMITS, PRINTING, POSTAGE, COMMUNICATIONS \$10,000.00
 COMMISSIONS PAID TO QUENZEL & ASSOC ON VENDORS \$1,000.00
 DONATION TO THE BOY SCOUTS \$1,200.00
 SAND SET-UP \$1,000.00
 WATER TO THE SITES \$1,000.00
 GATE ENTRY COST INCLUDING WRISTBANDS \$5,000.00
\$101,028.15

REVENUES

VENDOR BOOTHS(50X\$500) \$25,000.00
 HOST SITE PARTICIPANTS \$4,000.00
 SPONSORSHIPS \$5,000.00
 BEVERAGES \$10,000.00
 GATE RECEIPTS @2.86PER X 12,500 \$35,750.00
 TDC MONIES \$27,002.15
 EVENT GUIDE \$2,000.00
 SHIRT SALES \$4,500.00
\$113,252.15