

**1. Requested Motion:**

**Meeting Date:** December 6, 2010

Approve request for the "Town Birthday Party" Special Event on December 31<sup>st</sup>, 2010 to be held at Fort Myers Beach Times Square, and provide funds in the amount of \$2,500 to the Fort Myers Civic Association for anticipated costs of the special event.

**Why the action is necessary:**

Town Council must approve distribution of funds to Fort Myers Beach Civic Association for anticipated costs.

**What the action accomplishes:**

Council provides direction to staff for this event.

**2. Agenda:**

- Consent
- Administrative

**3. Requirement/Purpose:**

- Resolution
- Ordinance
- Other –

**4. Submitter of Information:**

- Council
- Town Staff - Public Works
- Town Attorney

**5. Background:**

The Fort Myers Beach Civic Association is a non-profit organization that sponsors this event annually in the spirit of civic celebration and as a family friendly compliment to the evening's fireworks and New Year's celebration. Attached for reference is the staff memo to the Town Manager, the special event permit and application.

**6. Alternative Action:**

Council directs staff to deny the event.

**7. Management Recommendations:**

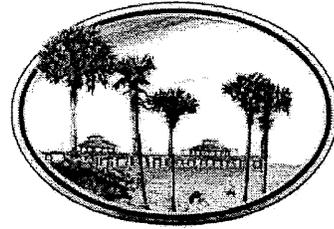
This is policy decision for the Town Council.

**8. Recommended Approval:**

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						

**9. Council Action:**

- Approved
- Denied
- Deferred
- Other



## *Town of Fort Myers Beach*

# Memo

**To:** Terry Stewart, Town Manager  
**Cc:** Cathie Lewis, Public Works Director *CL*  
**From:** Paul Rapp, Interm Public Services Supervisor  
**Date:** 11-17-10  
**Re:** Town Birthday Party Special Event

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Staff recommends the approval of the Town's 15<sup>th</sup> Birthday Party to take place December 31<sup>st</sup>, 2010 from 1pm-3pm. This will be the 15<sup>th</sup> Town Birthday Party event that has been thrown by the Fort Myers Beach Civic Association. Their budget request of \$2,500 was approved by the Council and their anticipated costs for the event include live entertainers, tent and table rentals, novelties and give-aways, and t-shirts for the event.



*Town of Fort Myers Beach*

**SPECIAL EVENT  
PERMIT**

APPLICATION PROCEDURE

Name of Event: FMB Civic Assoc. – Town’s 15<sup>th</sup> Birthday Party

Location of Event: Fort Myers Beach Times Square

Date of Event: Dec. 31<sup>st</sup>, 2010

Contact Name: Kathleen Cameron

Phone Number: Phone 765-9003 Fax

Email Address: neelhtak210@aol.com

Lee County Sheriff	X
FMB Fire District	X
Florida DEP	N/A
Lee County Environmental Sciences	N/A
Turtle Time Inc.	N/A
FMB Public Works	X
Lee County Special Event Permit	X

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:

 11-22-2010  
Town Manager Date

*Emelyn W.  
Finance*

TOWN OF  
FORT MYERS BEACH

**SPECIAL EVENT REQUESTS**

NOV - 3 2010

RECEIVED BY

Town of Fort Myers Beach FY 2011 Annual Budget Special Event Funding Requests		
Organization	Event	Requested Amount
Fort Myers Beach Fireworks Team	New Years Eve Fireworks	\$ 12,500
Fort Myers Beach Fireworks Team	4th of July Fireworks	18,000.00
Island Arts Foundation	Annual Seaside Soul Serenade - Blues on the Green	7,500.00
Fort Myers Beach Chamber of Commerce	1st Annual FMB Spring Sandsculpting Festival	8,000.00
Fort Myers Beach Chamber of Commerce	24th Annual American Sandsculpting Competition & Festival	8,000.00
Fort Myers Civic Associaton	Town Birthday Party	2,500.00
Fort Myers Beach Art Association	FMB Art Association Student Scholarship Show	1,000.00
		\$ 57,500.00

The deadline for applications was April 30, 2010 to be considered in the 2011 budget.



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

Requested Amount from the Town of Fort Myers Beach: 2,500.

Business or Organization Name: FMB Civic Assoc.

Address: PO Box 2356  
Fort Myers Beach

Contact Name: Kathleen Cameron

Phone: 239 765-9003

Email: NEELHTAK210@AOL.COM

Your Event: Town's 15<sup>th</sup> Birthday Party

Why are you requesting funding from the Town? \_\_\_\_\_

How do you think this event will benefit the residents and visitors of the Town of Fort Myers Beach? 2 hrs. of entertainment  
free cupcakes & party favors for all

If your business or organization has submitted similar requests in the past, please describe. every yr since incorporation

Have you secured any other contributors? Please list. Publix  
Topps & Civic Members

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

<u>Anticipated costs - Live</u>	
<u>Entertainment</u>	\$ 350.00
<u>tent &amp; table rentals</u>	200.00
<u>novelties and give-aways</u>	500.00
<u>cake refurbishing &amp; Decorations</u>	100.00
<u>Cupcakes</u>	750.00
<u>T-Shirts (15yrs as a Town)</u>	600.00

Where will the Town's money be allocated? to actual receipted cash expenditures (reimbursement)

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).

As a non-profit organization, the FMB Civic Association sponsors this event annually in the spirit of Civic Celebration and as a family-friendly complement to the evening's fireworks and New Year's celebration.

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.

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



Describe event including times, dates, activities and general overview of event.  
*Town Birthday Party - 15th Annual  
 Dec. 31 1-3pm Times Square  
 Music, distribution of donated  
 cupcakes & goodies for the kids*

Requesting waiver of Special Event Fee  
 For special events requesting public assistance - define Public Purpose.

Date of Event	<i>Dec. 31, 2010</i>
Name of Event	<i>Town Birthday Party</i>
Expected # of participants	<i>1000</i>
Request for Public Assistance	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
Organization	<i>FMB Civic Assoc.</i>
Contact Person	<i>Kathleen Cameron</i>
Contact Phone #	<i>239-765-9003</i>
Fax #	
E-mail	<i>NEELHTAK210@AOL.COM</i>
Amount of Request	<i>\$ 2,500.</i>

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: *4-26-10*  
 by: \_\_\_\_\_

To Council Committee: \_\_\_\_\_  
 Recommendation: \_\_\_\_\_