



MEMORANDUM PARKS AND RECREATION DEPARTMENT

MEMORANDUM 20-A017

DATE: November 4, 2019

TO: Greg Harrison, City Manager

FROM: Mark Beaudreau, Recreation Programs Administrator *mb*

SUBJECT: Agenda Item Ordinance First Reading License Agreement with Pompano Beach Seafood Festival Corporation & The Greater Pompano Beach Chamber of Commerce, Inc.

Please place the attached ordinance for first reading on the December 10, City Commission agenda. The license agreement is with the Pompano Beach Seafood Festival Corporation and The Greater Pompano Beach Chamber of Commerce, Inc. to conduct the annual Pompano Beach Seafood Festival. The three (3) day event will be held at Pompano Community Park and Amphitheater and provide a musical and food festival in efforts to attract tourism and provide entertainment to the city's residents. The term of the agreement is for five years, and the event coordinator and city staff will agree to an event date at least nine months prior to the schedule the event(s). The City will sponsor the event by providing in-kind services (Exhibit E) up to \$75,000. The event promoter will submit certificate of insurance per Exhibit B, thirty (30) days prior to event date.

The license agreement comes under the City's Strategic Plan as follows:

Goal 3: Preferred Place to Visit

Objective 1: Expand visitor and tourism markets in partnership with Broward county

Objective 5: support growth in hotel development

If you have any questions or concerns regarding the agenda item please call me at 954-786-4191.

afh

cc: Kate Belcher, Interim Recreation Manager
Scott Moore, Recreation Manager
Kaitlyn Kerr, Recreation Manager
Antonio Pucci, Contract Manager