



Cape Coral Community Redevelopment Agency
1231 Lafayette Street
Cape Coral, FL 33904
(239) 242-3737

CRA SPECIAL EVENT SPONSORSHIP APPLICATION

Please Type or Print Legibly

Organization/Business Name: Chamber of Commerce of Cape Coral

Address: 2051 Cape Coral Pkwy E

City, State: Cape Coral, FL **Zip:** 33904

Telephone: 239-549-6900 **Fax:** 239-549-9609

Email: maria@capecoralchamber.com

Federal ID #: 65-0120687 **501(c)(3)#:** 35-2809476

Contact Name/Title: Maria Ortiz - Special Events Director

Event Name: Holiday Festival of Lights

Date(s) of Event: December 7, 2-24

Has this event been held the CRA in the past? **Yes** **No**

If yes, How many years? 30+

1. **State the service(s) or product(s) being requested (i.e. performance stage, off-duty police detail, traffic barriers):** _____

Police Detail, Emergency Services and/or Fire Services

2. **Cost for service(s) or product(s) requested:** \$ 5,000 **Please attach** a copy of the logistical needs and costs provided by the City of Cape Coral Parks and Recreation Special Events Committee.

3. **Are you receiving funding or support sponsorship from the City of Cape Coral Parks and Recreation?** **Yes** **No** **If yes, How much?** trade agreement -\$3,055 @96 volunteer hours **Please attach** a copy of the Community Support Event Fee Waiver itemized list provided by the City of Cape Coral Parks and Recreation Special Events Committee.

Total reimbursement requested from CRA (not to exceed \$5,000) \$ 5,000

As an attachment, please provide the following:

- Description of the organization/business, its mission statement, and a listing of the Board of Directors (where applicable).
- Description of the event, including demographic that is being served, number expected to be served, and benefit derived by the community. Identify how the event supports the mission of the CRA.
- Budget of the event identifying funding sources and expenditures. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.
- If this event was held in prior years, include results from the most recent year, including financial and actual demographical information.
- Description of how CRA sponsorship, if granted, would be publicly acknowledged (i.e., CRA logo to be used on printed materials, any promotional material, event brochures, etc. that may be available).

I certify that, to the best of my knowledge, the information contained in this application is accurate and true.

Michelle Russ

7/18/24

Signature

Date

Michelle Russ

Special Events Director

Printed Name

Title

Application Deadlines

1. Events held between October 2024 to March 2025 - Applications must be received by July 31, 2024
2. Events held between April 2025 to September 2025 - Applications must be received by January 31, 2025.



CRA SPECIAL EVENT SPONSORSHIP



Chamber of Commerce of Cape Coral:

MISSION

Champion FOR BUSINESS & Advocate FOR COMMUNITY

CHAMBER Vision

Sustaining a business-friendly environment through the Chamber's vision, leadership and fellowship.

CHAMBER Values

Teamwork: By teaming effectively with the business community, we will enhance the success of area businesses.

Innovation: We will continually develop innovative programs, to stay on the cutting edge of business developments.

Responsiveness: We respond to ever-changing business conditions and educate our members on emerging trends that impact their business.

Integrity: We value truth, honesty and fairness in all dealings with our members, local government and the community at large.

CHAMBER HISTORY

As a major contributor to the growth and progress of the community, the Chamber of Commerce of Cape Coral strives to make Cape Coral a great place to live and work. With more than 700 members, the Chamber actively supports the growth of business in Southwest Florida. As promised in its mission statement "Champion for Business and Advocate For Community," this not-for-profit 501 (c) (6) organization uses the membership's investments to operate two welcome centers and implement programs related to business advocacy, growth, recruitment and community promotion.

Board of Directors:

Dusty Shelton, Chair, It's IT

Jay Johnson, Chair Elect, Bubba's Roadhouse and Saloon

Julie Ferguson, Past Chair, Cape Coral Caring Center

Mick Sheldrake, Treasurer, Guardian Angels for Special Pops
Stephanie Ramirez, Financial Advisor, Assured Bookkeeping Plus
Bill Johnson, Jr, Member at Large, Lee County Horizon Foundation
Matthew Connar, Director, Boost Creative
Jenell Dolan, Director, Lee County Electric Cooperative
Kurt Godwin, Director, Discovery Maps
Eric Gundersen, Director, Drones SWFL
Bill Jones, Director, WastePro USA
Jeff Justin, Director, Lee County Electric Cooperative
Barry Kadel, Director, The Westin Cape Coral
Rachel Kaduk, Director, Sanibel Captiva Community Bank
Toni Mueller, Director, FineMark National Bank
Lorri Philbin, Director, Lee Health
Jay Santos, Director, Busey Bank
Molly Scott, Director, Chris-Tel Construction
Nancy Travis, Director, Lee Health
Chuck Warren, Director, Coral Ridge Funeral Home, Cemetery and Cremation
Samara Weidner, Director, Technology at Work
Nita Whaley, Director, CC Real Estate Services
Molly Wright, Director, Suncoast Beverage
Vanessa Chaviano, Trustee, LIV Digital Marketing
Susanne Noriega, Trustee, Individual Member
Tracy Sicard, Trustee Fastsigns Cape Coral
Michelle Richard, Trustee, Semper Home Loans



CRA SPECIAL EVENT SPONSORSHIP



Holiday Festival of Lights:

For over 30 years the southwest Florida holiday season officially begins on the first Saturday of December when over 20,000 people gather for the largest celebration between Tampa and Miami. The Holiday Festival of Lights is a Cape Coral heritage event. The Holiday Festival of Lights is the FEEL-GOOD event of the year held on Cape Coral Parkway in Downtown Cape Coral. It's over 3/4 of a mile of holiday attractions, performances, vendors, food, and refreshments to ring in the season. The stars of the event are the official lighting of the city Christmas tree and the arrival of Santa Claus. Dignitaries and major sponsors are included in the tree lighting ceremony, Santa then arrives to light the tree and meet the children that includes FREE pictures with Santa. Throughout the 3/4-mile event will be 3 Holiday performance stages with local dance troupes, schools, choirs and others performing their holiday programs. The Holiday Festival of Lights will have a variety of sponsors and vendors that will line the Parkway, many offering FREE gifts and registration for prizes, along with food vendors providing a multitude of festival food to everyone in attendance. The Holiday Festival of Light is the "biggest small-town holiday celebration" in the country and should not be missed.

Demographic that is being served: All Inclusive

Number expected to be served: 20,000+

Benefit derived by the community and how the event supports the mission of the CRA:

Showcases local businesses through vendor opportunities, sponsorships and onsite publicity. Known as the largest holiday festival in SWFL. **Free event for the community.**

Budget of the event identifying funding sources and expenditures

Funding sources: Sponsorships from local businesses, in-kind sponsorships from community partners, vendor booth space from local businesses.

Expenditures: Tiny Tot Train, Portable Restrooms, Light Towers, Boom Lift, Generators, Santa, Photographer, Tents, Tables, Chairs, Snow Machines, Event Insurance, Beer, Snow Drift Company, Hay, Stairs for Slide, Stage and event signs, Road Closure.

Results from the most recent year, including financial and actual demographical information:

2023 Finances:

Sponsorship Total, \$45,896 Expenses Total, \$39,899.02

Demographic Total, 23,000+ attendees, all demographics served.

Description of how CRA sponsorship, if granted, would be publicly acknowledged:

CRA listed in The News-Press Ad (text), The Daily Breeze Ad (text), Event Poster (Small Logo), Trend Ads (2 Months-text), E-Trend Ads (4 Weeks-text), Luncheon Slide (text), Logo on Event Emails, Mention on Performance Stages, Mention at Tree lighting ceremony, 10x10 space at event with electrical access and Banner hung in event.

City of Cape Coral P&R Partnership Application

Row 5

Generate Document | |**Status** ●**Date of Application** 07/01/24**Organization Legal Name** Chamber of Commerce of Cape Coral**Address** 2051 Cape Coral Pkwy E**Contact Person** Michelle Russ**Phone #** +1 (239) 549-6900**E-mail** michelle@capecoralchamber.com

Brief Description and Purpose of Organization We are a business organization that provides support, communication, networking and business training opportunities to our members. We operate the city's only Welcome Center that greets over 35,000 annual visitors and maintain this website with more than 2,000,000 annual visitors. We are advocates for business with local and state government and support the symbolic relationship between business and community as both are equally dependent on each other for their success.

Name of Event/Program/Service Holiday Festival of Lights**Date of Event** 12/07/24**Location** 4731 Vincennes Blvd, Cape Coral, FL 33904**Time** 4pm - 10pm**Estimated Event Attendance** 20,000+**Primary Audience** All Inclusive**Current Budget Expense for Events**

Description of Event/Program/Service For more than 30 years, this holiday celebration has been a shining example of community support, holiday spirit and fun for the whole family! All attractions are FREE to the public,

Including pictures with Santa, a 20 Ton Snow Drift Slide, Tiny Tots Train around Snowcap Square and more!!!

**Will the Event/Program
require City
Personnel?** Yes

Equipment/Resources 100' Cable w/hubble 50 amps 50' Cable w/hubble 50 amps
Delivery/Personnel Fee per hour Distribution Boxes Stage
(For Non-profit)

**Stage (For Commercial
Use) Qty**

**Stage (For Commercial
Use) Total** \$0.00

**Stage (For Non-profit)
Qty** 1

**Stage (For Non-profit)
Total** \$2,000.00

**Stage Set-up for City-
Supported Events Qty**

**Stage Set-up for City-
Supported Events
Total** \$0.00

Distribution Boxes Qty 10

**Distribution Boxes
Total** \$250.00

Distribution HUB Qty

Distribution HUB Total \$0.00

Blue Trash Barrels Qty

**Blue Trash Barrels
Total** \$0.00

Trussing 10' Qty

Trussing 10' Total \$0.00

**Crowd Control
Barricade Qty**

**Crowd Control
Barricade Total** \$0.00

**Distribution RV 30
AMP Qty**

Distribution RV 30 AMP	\$0.00
50' Cable w/hubble 50 amps Qty	10
50' Cable w/hubble 50 amps	\$250.00
100' Cable w/hubble 50 amps	10
100' Cable w/hubble 50 Total	\$450.00
Bleacher Qty	
Bleacher Total	\$0.00
Electrical Cable Ramp (Per 3ft piece) Qty	
Electrical Cable Ramp (Per 3ft piece) Total	\$0.00
Delivery/Personnel Fee per hour	3
Delivery/Personnel Fee per hour Total	\$105.00
Total Amount	\$3,055.00

Other Comments:

Which criteria below best describes your Event

Benefits the City through the exchange of in-kind services as a result of the partnership. The benefit must exceed the value increases recognition of Cape Coral attributes in a favorable manner on a Regional, State, National or International Level Promotes good will, pride, spirits and/or community health benefiting community at large Provides significant direct economic benefit to the community at large in a measurable way Supports or positively impacts unserved/ underserved with essential services

Do you plan on making a profit? Yes

Profit Amount

Will there be a registration or entrance fee? No

Registration Amount

Will there be a vendor or booth fee? Yes

Vendor Amount \$99.10

Total Volunteer Hours Pledged 96.07

Volunteer Hourly Rate \$31.80

Total Value of Hours \$3,055.03

Total Value (Yearly)

Assigned To

Todd King - Special Events Supervisor Approval Approved

Kelth Locklin - Recreation Superintendent Approval Approved

Joe Petrella-Parks & Recreation Director Approval Approved

Signature of Organization President Donna S. Germain
Donna s. Germain (Jul 18, 2024 08:42 EDT)

Signature Date