



CRA Grants FY2025

Special Events Division

New Year's Eve

December 31, 2024

This organization is a government municipality for the City of Cape Coral, under the Parks and Recreation Department.

"To establish a plan that meets the diverse recreational and social needs of Cape Coral citizens as individuals and as part of larger groups. This plan shall establish a vision through the year 2010 that protects and enhances the quality of life for ourselves today and our families of tomorrow."

The above mission statement must be maintained in harmony with the City of Cape Coral Comprehensive Plan and vice versa. The spirit of future Plan amendments should be reflective of the central goals expressed in the mission statement.

This event is free to the community and will feature a ball drop, street entertainers, live music, food trucks and more! The funds that we are requesting will help offset costs of this event and allow us to create a more family friendly event with cost, attractions, and display. This event serves all ages and demographics. We expect between 3,000 – 5,000 people to attend this event. This event supports the mission of the CRA by providing large amounts of people into our South Cape area to support the businesses and allow people to see how beautiful our South Cape area is.

The budget for the Special Events Division for this event would be:

- Entertainment - \$50,000.00
- Sound & Lighting - \$14,000.00
- Staffing - \$ 3,000.00
- Licenses/Inspections - \$685.00
- Equipment Rentals - \$8,000.00
- Marketing - \$1,700.00
- Police/Security - \$9,000.00

Total - \$94,885.00

If the City of Cape Coral was granted this CRA grant we would work with the CRA to ensure that both parties were satisfied with the acknowledgement they received. Stage banner presence, radio ads, and Facebook recognition.