



COMMUNITY REDEVELOPMENT AGENCY
FY 2025 CRA SPECIAL EVENT DISCUSSION
SEPTEMBER 11, 2024

FY 2025 CRA BUDGET – SPECIAL EVENT SPONSORSHIPS

The CRA's Special Event Sponsorship Program recognizes through a show of support those organizations and businesses whose events directly serve the citizens and visitors of Cape Coral's community redevelopment area and support the mission and principles of the CRA.

1. Two rounds of applications are accepted each year depending on funding.
 - a. Round 1: Events held between October 2024 to March 2025 – Deadline to apply July 31, 2024
 - b. Round 2: Events held between April 2025 to Sept 2025 – Deadline to apply Jan 31, 2025
2. The maximum in-kind sponsorship is \$5,000.00 per Special Event.
3. CRA Board allocated \$60,000 FY2025
4. CRA Board approved 3 Bike Night events at \$5,000 each.
 - a. \$60,000 FY25 Budget - \$15,000 Bike Night Events = **\$45,000 for other sponsorships is available.**



FY 2025 SPECIAL EVENT SPONSORSHIP PROGRAM REQUESTS – Round 1

| Event Name | Event Date(s) | Sponsorship Applicant | Amount Requested |
|--|-----------------------------|--|------------------|
| Holiday Festival of Lights | 12/7/24 | Chamber of Commerce | \$5,000 |
| 40 th Annual Cape Coral Art Festival and Market Place | 1/11/-1/12/25 (2-day event) | Rotary Club of Cape Coral/Cape Coral Rotary Foundation | \$5,000 |
| 7 th Annual Chili Cook Off | 2/16/25 | SWFL Charities Foundation, Inc. | \$4,225 |
| 7 th Annual Pride Cape Coral | 3/1/-3/2/25 (2-day event) | Pride Cape Coral, Inc. | \$5,000 |
| Free Concert in the Park | 11/7/24 | Cape Coral Parks & Recreation | \$5,000 |
| Veterans Day Parade | 11/11/24 | Cape Coral Parks & Recreation | \$5,000 |
| Music & Art Fusion (2 dates) | 11/16/24 and 3/15/25 | Cape Coral Parks & Recreation | \$10,000 |
| Holiday Boat A Long | 12/21/24 | Cape Coral Parks & Recreation | \$5,000 |
| New Year's Eve Ball Drop | 12/31/24 | Cape Coral Parks & Recreation | \$5,000 |
| TOTAL | | | \$49,225 |



FY 2025 PROPOSED CRA BUDGET – SPECIAL EVENT SPONSORSHIPS

1. Round 1 (events held Oct 2024 – March 2025): 10 events total \$49,225 requested
2. Round 2 (events held April 2025 – Sept 2025): If entire remaining budget of \$45,000 is awarded , then no applications will be accepted for Round 2
3. FY24 Round 2 event applications:
 - Red White and Boom \$5,000 (City event)
 - Concert in the Park \$5,000 (City event)
 - Cape Coral Touch-A-Truck \$1,600



Thank you

