



AGENDA

SOUTH CAPE COMMUNITY REDEVELOPMENT ADVISORY BOARD

April 4, 2017

3:00 PM

4816 Chester Street

PLEDGE OF CIVILITY

We will be respectful of each other even when we disagree.
We will direct all comments to the issues. We will avoid personal attacks.

1. MEETING CALLED TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. ADOPTION OF AGENDA

5. APPROVAL OF MINUTES

A. March 7, 2017 Regular Meeting

6. PUBLIC INPUT

7. ORDER OF UNFINISHED BUSINESS

A. Dancing with Dolphins Design Recommendation

8. ORDER OF NEW BUSINESS

A. CRA Special Event Sponsorship Grant Application Interviews

9. REPORTS

A. South Cape Hospitality and Entertainment Associations

B. Staff

10. COMMENTS

11. TIME AND PLACE OF NEXT MEETING

A. Tuesday, May 2, 2017 at 3:00 PM at 4816 Chester Street

12. MOTION TO ADJOURN

This agenda should not be viewed as containing definitive information on matters of law with respect to ordinance and resolution summaries.

Item Number:	5.A.
Meeting Date:	4/4/2017
Item Type:	APPROVAL OF MINUTES

AGENDA REQUEST FORM
South Cape Community
Redevelopment Advisory Board



TITLE:

March 7, 2017 Regular Meeting

SUMMARY:

South Cape Community Redevelopment Advisory Board
 Minutes of the March 7, 2017 Regular Meeting

ADDITIONAL INFORMATION:

Request Motion to Approve

ATTACHMENTS:

Description	Type
☐ Minutes - March 7, 2017 Regular Meeting	Backup Material

**MINUTES OF THE REGULAR MEETING OF THE
CITY OF CAPE CORAL
SOUTH CAPE COMMUNITY REDEVELOPMENT ADVISORY BOARD
Tuesday, March 7, 2017**

4816 Chester Street, Cape Coral

3:00 p.m.

The meeting was called to order at 3:00 p.m. by Chair Lomonaco

ROLL CALL: Biondi, Keim, Lomonaco, and Pippenger were present. St. Peter, and Phillips were absent.

Also, present:

John Carioscia, CRA Chair
John Szerlag, CRA Executive Director
Michael II, Assistant City Manager
Victoria Bateman, CRA Treasurer
Brian Bartos, Assistant City Attorney
Lisa Barnes, Deputy Police Chief
Vincent Cautero, DCD Director
Paul Clinghan, Public Works Director
Stephanie Smith, PW Project Manager
Dana Brunett, Economic Development Manager
Terri Hall, Community Redevelopment Coordinator
Helen Ramey, Community Redevelopment Specialist

ADOPTION OF AGENDA

Board Member Pippenger moved, seconded by Board Member Biondi to approve the Agenda with the change of moving up agenda item 7B. Voice poll: All "ayes." 4-0 Motion carried.

**APPROVAL OF MINUTES
February 7, 2016 Regular Meeting**

Board Member Pippenger moved, seconded by Board Member Biondi to approve minutes of the February 7, 2017 meeting as presented. Voice poll: All "ayes." 4-0 Motion carried.

PUBLIC INPUT

Kevin McNamara, Cape Style Magazine presented the CRA the South Cape map artwork matted, framed and signed by the artist.

ORDER OF UNFINISHED BUSINESS
Dancing with Dolphins Discussion

Chair Lomonaco discussed moving forward with the design which would show case the special events held within the CRA district.

Discussion held.

Consensus was established to move forward with a design to present to the Board at the April meeting.

SE 47TH Terrace Streetscape Project Update

Executive Director Szerlag introduced Jeffrey Satfield of CPH. Mr. Satfield reviewed a PowerPoint presentation of the SE 47th Terrace Streetscape Improvements which included traffic analysis and traffic calming recommendations.

Discussion held on streetscape pallet.

Board Member Keim moved, seconded by Board Member Biondi to recommend approval of the pavers in Streetscape Pallet 2B.

Board members polled as follows: Biondi, Keim, Lomonaco, and Pippenger voted "Aye." 4-0 Motion carried.

Bimini Basin Project Update

DCD Director Cautero introduced Kevin Crowder Economic Development Director for Redevelopment Management Associates. Mr. Crowder introduced his staff and discussed their approach to the Bimini Basin project.

Discussion held.

CRA Chair Carioscia asked what was the timeline.

Mr. Crowder replied they were in the process of finalizing the timeline. It was originally thought to be a one year process but now they estimated a June or July timeframe.

Executive Director Szerlag stated he anticipated an RFP for a P3 for October.

ORDER OF NEW BUSINESS
NONE

REPORTS
STAFF

CRA Coordinator Hall said the legislative session had started, there were two bills pending, House Bill 13, would not allow CRAs to initiate any new projects or issue any new debt on or after October 1, 2017, permit new CRAs to be created after July 1, 2017, and requires all existing CRAs to be terminated on the expiration date provided in the CRAs charter on July 1, 2017, or on September 30, 2037, whichever is earlier.

The South Cape Hospitality and Entertainment Associations

Donna Meola, Executive Director of SCHEA stated the Celebrate Cape Coral Night Party was held on Saturday, March 4, 2017. There were 47 parade entries and it was estimated 5,000 spectators were in attendance. The South Cape St. Patrick's Day Trolley was scheduled for Friday, March 17 and the South Cape Craft Beer Trolley event would be held April 29, 2017.

COMMENTS

Board Member Keim - None

Board Member Biondi – None

Board Member LoMonaco – None

Board Member Pippenger – None

TIME AND PLACE OF NEXT MEETING

The next regular meeting was scheduled for Tuesday, April 4, 2017, at 3:00 p.m. at 4816 Chester Street, Cape Coral, Florida.

MOTION TO ADJOURN

There being no further business, the meeting adjourned at 3:56 p.m.

Submitted by,

Helen S. Ramey
Community Redevelopment Specialist

Item
Number: 7.A.
Meeting
Date: 4/4/2017
Item
Type: ORDER OF
UNFINISHED
BUSINESS

AGENDA REQUEST FORM
South Cape Community
Redevelopment Advisory Board



TITLE:

Dancing with Dolphins Design Recommendation

SUMMARY:

At the March 7, 2017 regular meeting, the Advisory Board discussed moving forward with the design which would show case the special events held within the CRA district.

Consensus was established to move forward with that design concept and to present the draft drawing to the Board at the April 4th meeting.

A NOTE FROM THE ARTIST: Tamara Rodriguez

"Please note that this is very rough in terms of color, exact placement and detail. It's impossible to get all aspects of the very large finished dolphin on an 8.5" x 11" drawing. On the actual dolphin the colors will be vivid, much more attention to detail will be given and design placement will be balanced in terms of the lower part of the dolphin. It looks a bit crowded on the drawing right now but it will be spaced appropriately on the actual life size dolphin. Also, the ocean water will of course be painted, it is only left white on the mockup drawing for visual clarity."

ADDITIONAL INFORMATION:

Action Requested

Motion to recommend the approval of the South Cape Dancing with Dolphins theme as presented.

ATTACHMENTS:

Description	Type
□ Dancing with Dolphins Design Draft	Backup Material



LOGO
PLACEMENT
ON CHEST
OF DOLPHIN

BIKE NIGHT

SILHOUETTES OF
MOTORCYCLES "WRAP"
DOLPHIN

ART FEST

TENTS, EASELS
"WRAP" DOLPHIN

FARMER'S MARKET

FLOWERS, FRUITS
& VEGETABLES

CARDBOARD BOAT
REGATTA

FUN CARDBOARD
BOATS AT BASE
OF DOLPHIN

FIREWORKS EXPLODING IN CELEBRATION FILL CAPE CORAL NIGHT SKY
CELEBRATION "WRAPS" AROUND DOLPHIN

MEMORIAL ARCH

* OCEAN WATER WILL BE PAINTED BUT LEFT WHITE ON MOCK-UP

Item Number:	8.A.
Meeting Date:	4/4/2017
Item Type:	ORDER OF NEW BUSINESS

AGENDA REQUEST FORM

South Cape Community Redevelopment Advisory Board



TITLE:

CRA Special Event Sponsorship Grant Application Interviews

SUMMARY:

Attached for your information is a memo and summary of the requests for sponsorships for FY 2018. The Agency has annually sponsored many and various events for several years. Those organizations requesting funds complete an application that must comply with the program's guidelines for eligibility.

Guidelines for Eligibility

For the purposes of community sponsorship, the Cape Coral CRA requires that:

1. Grantees deliver an event within the South Cape CRA district.
2. Special events related to the mission and principles of the CRA in that they promote economic development within the CRA district and/or benefit the residents of Cape Coral.
3. Special events benefit an identifiable population in the community redevelopment area.

All grants are awarded or denied at the discretion of the CRA Board of Commissioners

For the purposes of delineating an event, an event is defined by the CRA as:

1. Being run for the purposes of entertainment and/or raising funds
2. Delivery of instructions and/or education to a group in a highly structured, condensed format with no on-going regular schedule of occurrence.

In no event, shall the CRA make charitable donations in support of:

- General operating expenses of an organization or business.
- To fund operating salaries or positions.

While recent trends have suggested these types of uses for tax increment funds should be considered carefully, they are not disallowed by Florida Statutes 163, Part III. Sponsorships such as these are generally acceptable and used by other CRA's to assist organizations with seed money to jump start their event and at the same time support elements provided for in the CRA's Redevelopment Plan.

ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
▣ Memo - Summary statement FY 2018 applications	Backup Material
▣ Graph - Summary FY 2018	Backup Material
▣ Chamber - Holiday Festival of Lights FY 2018	Backup Material
▣ Chamber - 5K Fun Run FY 2018	Backup Material
▣ EHL Fragile X - Touch A Truck FY 2018	Backup Material
▣ Gulf Coast Symphony - At Sunset FY 2018	Backup Material
▣ Parks & Recreation Special Events FY 2018	Backup Material
▣ Rotary - Festival of the Arts FY 2018	Backup Material
▣ Rotary - Cardboard Boat Regatta FY 2018	Backup Material
▣ Excerpt -Minutes April 26, 2016 CRA Meeting	Backup Material
▣ MATRIX - FY 2018 CRA Special Events	Backup Material



March 30, 2017

The Community Redevelopment Agency has received CRA Special Event Sponsorship Grant applications for fiscal year 2018 in the amount totaling \$47,000.00. Here is the summary of the applications.

Cape Coral Chamber of Commerce Annual Sponsorship Request FY 2018

A Representative from the Chamber of Commerce will present their annual request for continued sponsorship of three special events held in South Cape during Fiscal Year 2018 in the amount of \$16,500.00

- The Holiday Festival of Lights \$12,500 First Saturday in December 2017
- Freedom 5K Run \$ 4,000 July 4, 2018

For FY 2017, the CRA Board approved \$5,000 for the Holiday Festival of Lights and \$2,000 for the Freedom 5K Run.

EHL Fragile X Foundation, Inc. FY 2018

A representative for the EHL Fragile X Foundation will present their annual request for continued CRA sponsorship of the one special event held in South Cape during Fiscal Year FY 2018 in the amount of \$5,000.

- Touch A Truck \$5,000 Spring 2018

For FY 2017, the CRA Board approved \$2,000 for this event.

Please note: For FY 2017, the applicant for Touch A Truck event was SCHEA. Because of unforeseen circumstances, Touch A Truck was not held in FY 2017 and the SCHEA proceeds were transferred to the SCHEA Celebrate Cape Coral Night Parade. For FY 2018, Touch a Truck is waiting designation for a 501(c) (3) to be known as EHL Fragile X Foundation, Inc.

Gulf Coast Symphony Annual Sponsorship Request

A Representative for the Gulf Coast Symphony will present their annual request for continued CRA sponsorship of the one special event held in South Cape during Fiscal Year 2018 in the amount of \$5,000.

- Symphony at Sunset Concert \$5,000 February 2018

For FY 2017, the CRA Board approved \$4,000 for this event.

City of Cape Coral Parks & Recreation Special Events Annual Sponsorship Request

A Representative for the City of Cape Coral Parks & Recreation Department will present their annual request for continued CRA sponsorship of the seven special events held in South Cape during Fiscal Year 2018 in the amount of \$8,500.

- Bike Night 4 x 1000 \$4000 Oct, Dec, Feb, & Apr 2018
- Veterans Day Parade \$1000 November 11, 2017
- Holiday Boat A Long \$1000 December 21, 2017
- Red, White, & Boom \$2500 July 4, 2018

The amounts requested are unchanged from last year. For FY 2017 the CRA approved the amounts as presented.

Cape Coral Rotary Club Annual Sponsorship Request

Representatives from the Rotary Club of Cape Coral will present their annual request for continued CRA co-sponsorship of the two special events they organize and produce in South Cape. These events are the Cape Coral Festival of the Arts and the Cardboard Boat Regatta.

- Festival of the Arts \$10,000 January 2018
- Cardboard Boat Regatta \$ 3,000 Spring 2018

The amounts requested are unchanged from last year. For FY 2017 the CRA approved the amounts as presented.

Historical Information

Fiscal Year	Amount Approved by CRA Board
2017	\$39,000.00
2016	\$35,000.00
2015	\$31,000.00
2014	\$31,000.00
2013	\$31,000.00

CRA Special Event Sponsorship Grant Applications FY 2018

CRA SPECIAL EVENTS SPONSORSHIP			FY 2017 Requested	FY 2017 Approved	EVENT	FY 2018 Requested	FY 2018 Recommended
EVENT	HOST	Sponsored Since	AMOUNT	AMOUNT	PROFIT	AMOUNT	AMOUNT
Holiday Festival of Lights *	Chamber of Commerce	2005	\$12,500.00	\$5,000.00	\$22,859.40	\$12,500.00	
5K Fun Run	Chamber of Commerce	2016	\$2,500.00	\$2,000.00	\$13,681.08	\$4,000.00	
Touch A Truck	EHL Fragile X Foundation	2016	\$3,000.00	\$2,000.00	\$7,715.64	\$5,000.00	
Symphony at Sunset Four Freedoms Park **	Gulf Coast Symphony	2011	\$5,000.00	\$4,000.00	\$27,831.00	\$4,000.00	
Red White and Boom July 4th	Parks and Recreation	2014	\$2,500.00	\$2,500.00	-\$32,145.00	\$2,500.00	
Four Bike Nights Oct, Dec, Feb, Apr	Parks and Recreation	2008	\$4,000.00	\$4,000.00	\$585.00	\$4,000.00	
Veterans Day Parade	Parks and Recreation	2008	\$1,000.00	\$1,000.00	-\$2,500.00	\$1,000.00	
Boat-A-Long December	Parks and Recreation	2008	\$1,000.00	\$1,000.00	-\$7,175.00	\$1,000.00	
Festival of the Arts	Rotary Club	2000	\$10,000.00	\$10,000.00	\$56,028.45	\$10,000.00	
Cardboard Boat Regatta F	Rotary Club	2010	\$3,000.00	\$3,000.00	\$4,700.00	\$3,000.00	

\$47,000.00

* Advisory Board recommended \$2,500., CRA Board Approved \$5,000.

** Symphony at Sunset netted \$27,831.00 and that amount is split 50/50 with the Chamber of Commerce of Cape Coral [\$13,915.50]



Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Thursday, March 31, 2016 for FY 2017 Sponsorships

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 x111 **Fax:** 239-549-9609

Email: annette@capecoralchamber.com

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

Contact Name/Title: Annette Siner Special Events Director

Event Name: Holiday Festival of Lights

Has this program received funding from the CRA in the past? ☒ **Yes** ☐ **No**

If yes, when? 2016 **How much?** \$ 5,000

Amount requested: \$ 12,500

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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. Please use the attached form and be sure to identify what expenses a CRA grant would fund. 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.

Annette Siner

Signature

03/12/2017

Date

Annette Siner

Printed Name

Special Events Director

Title

SOUTH CAPE CRA – SPECIAL EVENT SPONSORSHIP GRANT APPLICATION**Event Name:** Holiday Festival of Lights

As an attachment, not to exceed three pages, please provide the following:

Description of the organization/business, its mission statement and a listing of the Board of Directors (where applicable).

The Chamber of Commerce of Cape Coral was created in 1989 as a 501 (c) (6) business organization. The Chamber is made up collectively of business throughout the region. Our mission is to promote and service business and community.

2017 Board of Directors & Trustees

Trish Lassiter, Chairman - 2017
 Joseph Francioni, Chair-elect - 2017
 Ed Bolter, Treasurer - 2017
 Brett Bisbe, Past-Chairman - 2017
 Tony Constantino, Director - Financial Advisor
 Kimberly Morris, Director - Legal Advisor
 Angela Davis, Director
 Barb Adams, Director
 Beverly Black, Director
 Bill Jacob, Director
 Bill Johnson Jr., Director
 Cynthia Gallagher, Director
 Dana Brunett, Director
 Diane Everhart, Director
 Ed Ramos, Director
 Jay Johnson, Director
 Julie Ferguson, Director
 Keith Banasiak, Director
 Laura Koehn, Director
 Matthew Connar, Director
 Michelle Whitlock, Director
 Mike Quaintance, Director
 Tim Hauck, Director

Tom Hansen, Director
 Zachary Zeis, Director
 Annette Carrasquillo, Chairman Emeritus
 Christopher Spiro, Chairman Emeritus
 Don Schnell, Chairman Emeritus
 Donna Meola, Chairman Emeritus
 Elmer Tabor, Chairman Emeritus
 Heather Mazurkiewicz, Chairman Emeritus
 Joseph Mazurkiewicz, Chairman Emeritus
 Michelle Lewis, Chairman Emeritus
 Thomas Giles, Chairman Emeritus
 Thomas Shipp Jr., Chairman Emeritus
 Wayne Kirkwood, Chairman Emeritus
 Bonnie Brett, Trustee
 Brandon Deaver, Trustee
 David Owen, Trustee
 Keith Lewis, Trustee
 Lissa Craig Ford, Trustee
 Major Asselin, Trustee
 Molly Wright, Trustee
 Rana Erbrick, Trustee
 Sarah Sheffield, Trustee
 Steve Sanabria, Trustee

Description of the event that funds are being requested for, 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.

We are requesting sponsorship support for the fiscal year 2016/2017. 12/3/2016– **Holiday Festival of Lights - \$12,500 serving 20,000** in 2015-family oriented. We know that this event brings people to the CRA additionally it helps build recognition, traffic and to have measurable results for CRA businesses surrounding the event. Due to the size of this event people often have to walk from the public parking lots to reach the venue. They get exposed to many of the businesses along the way that they may not have noticed during driving. Restaurants often benefit as participants seek a place to relax, seek shelter from the weather and have an enjoyable meal. We know that the community embraces this event and the opportunity to celebrate their community. The venue is safe and affordable for all to enjoy no matter what resources are available. The CRA funding helps us cover the cost marketing just as any sponsorship that we are able to solicit. Our goal is to bring as many visitors as possible through our television, print and radio marketing to Cape Coral's downtown CRA district.

Budget of the event identifying funding sources and expenditures. Please use the attached form and be sure to identify what expenses a CRA grant would fund. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.

Summary of Event Budgets

The below budget estimates are based on previous years and historical calculations. On average the final numbers are within 10% plus or minus of estimated totals.

Holiday Festival of Lights - Budget 2016

Total Event Revenue \$51,086.60
 Total Event Expenses \$18,767.35
Total Income/Loss +\$22,859.40

Sponsorship Package Description 2016 HFOL

Newspaper & Magazine - \$6,100
 Cable TV & Radio - \$6,000
 10 x 10 sponsor tent - \$350
 Banner at event - \$99
 Chamber Newsletter - \$150
 Poster - \$150
Total Package \$12,858

VOLUNTEER HOURS: 200

VOLUNTEER RATE: \$20.85

TOTAL DONATED VALUE: \$18,785.85





Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Thursday, March 23, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: Chamber of Commerce of Cape Coral

Address: 2051 Cape Coral Parkway E.

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

Telephone: 239-549-6900 x 111 **Fax:** 239-549-9609

Email: Annette@capecoralchamber.com

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

Contact Name/Title: Annette Siner / Special Events Director

Event Name: Freedom 5K

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, How many years? 5 **How much?** \$ 2,000

Amount requested this year: \$ 4,000

As an attachment, not to exceed three pages, please provide the following:

- X** Description of the organization/business, its mission statement and a listing of the Board of Directors (where applicable).
- X** Description of the event that funds are being requested for, 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.

- X** Budget of the event identifying funding sources and expenditures. Please be sure to identify what expenses a CRA grant would fund. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.
- X** If this event was held in prior years, include results from the most recent year, including financial and actual demographical information.
- X** 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.

CRA Sponsorship grants are paid upon presentation of invoice and summary statement of event, including financial and actual demographical information, after the event is held.

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

Annette Siner

Signature

03/12/2017

Date

Annette Siner

Printed Name

Special Events Director

Title

Please return this application by the deadline date: Thursday, March 23, 2017

SOUTH CAPE CRA – SPECIAL EVENT SPONSORSHIP GRANT APPLICATION**Event Name:** Freedom 5k & Kid's Fun Run

As an attachment, not to exceed three pages, please provide the following:

Description of the organization/business, its mission statement and a listing of the Board of Directors (where applicable).

The Chamber of Commerce of Cape Coral was created in 1989 as a 501 (c) (6) business organization. The Chamber is made up collectively of business throughout the region. Our mission is to promote and service business and community.

2017 Board of Directors & Trustees

Trish Lassiter, Chairman - 2017	Tom Hansen, Director
Joseph Francioni, Chair-elect - 2017	Zachary Zeis, Director
Ed Bolter, Treasurer - 2017	Annette Carrasquillo, Chairman Emeritus
Brett Bisbe, Past-Chairman - 2017	Christopher Spiro, Chairman Emeritus
Tony Constantino, Director - Financial Advisor	Don Schnell, Chairman Emeritus
Kimberly Morris, Director - Legal Advisor	Donna Meola, Chairman Emeritus
Angela Davis, Director	Elmer Tabor, Chairman Emeritus
Barb Adams, Director	Heather Mazurkiewicz, Chairman Emeritus
Beverly Black, Director	Joseph Mazurkiewicz, Chairman Emeritus
Bill Jacob, Director	Michelle Lewis, Chairman Emeritus
Bill Johnson Jr., Director	Thomas Giles, Chairman Emeritus
Cynthia Gallagher, Director	Thomas Shipp Jr., Chairman Emeritus
Dana Brunett, Director	Wayne Kirkwood, Chairman Emeritus
Diane Everhart, Director	Bonnie Brett, Trustee
Ed Ramos, Director	Brandon Deaver, Trustee
Jay Johnson, Director	David Owen, Trustee
Julie Ferguson, Director	Keith Lewis, Trustee
Keith Banasiak, Director	Lissa Craig Ford, Trustee
Laura Koehn, Director	Major Asselin, Trustee
Matthew Connar, Director	Molly Wright, Trustee
Michelle Whitlock, Director	Rana Erbrick, Trustee
Mike Quaintance, Director	Sarah Sheffield, Trustee
Tim Hauck, Director	Steve Sanabria, Trustee

Description of the event that funds are being requested for, 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.

We are requesting sponsorship support for the fiscal year 2017. 07/04/2017– Freedom 5k 7 Kid's fun Run - \$2,500 serving 1,500 in 2016-family oriented, health & wellness, giving back to local businesses. We know that this event brings people to the CRA additionally it helps build recognition, traffic and to have measurable results for CRA businesses surrounding the event. Due to the road closure of this event people often have to walk from the public parking lots to reach the venue. They get exposed to many of the businesses along the way that they may not have noticed during driving. Restaurants often benefit as participants seek a place to relax, seek shelter from the weather and have an enjoyable meal. We know that the community embraces this event and the opportunity to celebrate their community. The venue is safe and affordable for all and allows everyone to enjoy. The CRA funding helps us cover the cost marketing just as any sponsorship that we are able to solicit. Our goal is to bring as many visitors as possible through our television, print and radio marketing to Cape Coral's downtown CRA district.

Budget of the event identifying funding sources and expenditures. Please use the attached form and be sure to identify what expenses a CRA grant would fund. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.

Summary of Event Budgets

The below budget estimates are based on previous years and historical calculations. On average the final numbers are within 10% plus or minus of estimated totals.

Freedom 5k - Budget 2016

Total Event Revenue \$31,722.00
 Total Event Expenses \$13,500.66
Total Income/Loss +\$13,681.08

Sponsorship Package Description 2016

Newspaper & Magazine - \$4,000
 10 x 10 sponsor tent - \$200
 Banner at event - \$99
 Chamber Newsletter - \$150
 Poster - \$150
Total Package \$4,599

VOLUNTEER HOURS: 160

VOLUNTEER RATE: \$20.85

TOTAL DONATED VALUE: \$4,170.00

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.

The CRA receives exposure as described in the above sponsorship package for each event.

Attendance evidence or estimates if a first-time event: Number of people in attendance from previous years.
1,000+ attendees each year

Names and related information of other committed sponsors:

All 2017 Sponsors have not yet been determined

Title Sponsor – Priority Payment Solutions

Freedom5k will be donating to the SWFL Military Foundation a portion of proceeds

Copy of Florida Beverages Commission permit (if applicable): N/A

Copy of City of Cape Coral Special Events Permit Application (if applicable): Will be available prior to event.

Copy of tent permits (if applicable): Will be available prior to event.

List of food vendors (if applicable): N/A

Event promotion/marketing plan (i.e. TV, radio, newspapers, signs, etc.) Listed in sponsorship package description.

Copy of 501-3c or business license/permit: Please see below

Map locating event: Please See below

Parking plan: In South Cape City owned lots

[illegible]

Detach and post bottom portion

CITY OF CAPE CORAL BUSINESS TAX RECEIPT

City of Cape Coral - 16146 Colinas Park Blvd. - Cape Coral, Florida 33909 - 239-574-0742
P.O. BOX 100147
CAPE CORAL, FL 33910

RECEIPT #B717-65030

CHAMBER OF COMMERCE OF CAPE CORAL, INC.
QUINCYA L. MICHAEL
P.O. BOX 100147
CAPE CORAL, FL 33910

**CLERK AT THE PLACE OF BUSINESS FOR PUBLIC INSPECTION
FAILURE TO DO SO IS CONTRARY TO LOCAL LAWS.**

THIS TAX IS NON-REFUNDABLE.

Location: 2051 CAPE CORAL HWY E
Business Phone: (239) 584-9500

Number of Employees: 8.00

Classification:
BUSINESS OFFICE:

Classification Code: 155

Issued Date: 9/22/2016

Amount: 1730.00

THE CITY OF CAPE CORAL IS A LIMITED LIABILITY CORPORATION. IT IS NOT A PARTNER IN THE BUSINESS OF ANY OF ITS MEMBERS OR EMPLOYEES. IT DOES NOT GUARANTEE THE BUSINESS OF ANY OF ITS MEMBERS OR EMPLOYEES. IT DOES NOT GUARANTEE THE BUSINESS OF ANY OF ITS MEMBERS OR EMPLOYEES. IT DOES NOT GUARANTEE THE BUSINESS OF ANY OF ITS MEMBERS OR EMPLOYEES.





Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Friday, March 24, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: EHL Fragile X Foundation, Inc.

Address: 2222 SE 20th Place

City, State: Cape Coral Zip: 33990

Telephone: 239-458-8091

Federal ID #: 82-0844169 501(c)(3)#: waiting designation

Contact Name/Title: Steve or Fran Marsino, Co-Chairpersons

Event Name: Cape Coral Touch a Truck

Has this program received funding from the CRA in the past? Yes

If yes, when? April 2, 2016
April 1, 2017

How much? \$3,000
Due to cancelation monies
were redirected to another
event.

Amount requested: \$5,000

As an attachment, not to exceed three pages, please provide the following:

- X** Description of the organization/business, its mission statement and a listing of the Board of Directors (where applicable).
- X** Description of the event that funds are being requested for, 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.

- X** Budget of the event identifying funding sources and expenditures. Please use the attached form and be sure to identify what expenses a CRA grant would fund. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.
- X** If this event was held in prior years, include results from the most recent year, including financial and actual demographical information.
- X** 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.

Steven J Marsino March 22nd 2017
Signature Date

Steven J Marsino President
Printed Name Title

Mission Statement

EHL Fragile X Foundation, Inc. a non-profit organization will promote awareness, education and inclusion in the community to enrich the lives of those affected by Fragile X Syndrome and to advocate for the rights of individuals affected by Fragile X

Board of Directors

Eric Anderson, Esq – Director
Andrew Gray - Director
Stephanie M Leighty – Vice President
Steven J Marsino – President
Jane Nodine – Director
Sandra Strausser – Director
Kenneth T Strong, CPA, PA – Treasurer
Denise Wood – Secretary

What is a Touch a Truck?

This is a family friendly event where kids of all ages can explore and ask questions about their favorite vehicles such as Cape Coral Rescue Fire Truck, Lee County Emergency Medical Ambulance, Cape Coral Police BMW Motorcycles, and the Florida Forestry Swamp Buggy just to name a few. All participants will receive a truck passport, and can visit the designated locations for a chance to win a prize. We will also be having a stage with entertainment geared toward children of all ages, health and safety exhibitors, and local vendors and sponsors such as you. Admission is free. Tickets will be available for children's activities such as a duck pond, face painting, and crafts and also for a charity basket raffle. Parent supervision is required, and cameras are highly recommended.

Why a Touch a Truck?

This event was inspired by Ethan, the 5 year old, truck loving, grandson of Steve and Fran Marsino who is affected by Fragile X syndrome. Fragile X is a genetic condition that causes intellectual disability, behavioral and mental health issues, and developmental and language delays. Net proceeds from the 2018 Cape Coral Touch a Truck event will benefit Fragile X awareness and public education, inclusion, and advocacy. Our intent is to participate in future community events, plan future community events and special needs camps/activities, and participate in national advocacy events.

Number Expected to be served

Number Attended in 2015 > 3,000 attendees
Number expected in 2016 > 5,000 attendees
Number expected in 2018 > 7,000 attendees

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

The Cape Coral Touch-A-Truck event was created to raise awareness of the genetic condition of Fragile X, to promote the small, medium, and large businesses of the Cape, and to promote public service professions. Kids of all ages from newborn infants to great grandparents came out to explore and ask questions about their favorite trucks, have a bite to eat from one of our food vendors, browse merchandise for sale by our sponsors, play kids games such as the duck pond, and watch and listen to our wonderful musical and dance performers. This event was also designed to be a special needs friendly event to promote inclusion in our community. We employ all forms of marketing to make our event successful including local television, print media, and the essential reach of social media like Facebook. There is no better event that can fully encapsulate the CRA mission like our Touch-A-Truck day. Our event day was filled with smiles and laughter that showed everyone the fun we have living, working, dining, shopping, and being entertained here in the South Cape.

- X Budget of the event identifying funding sources and expenditures. Please use the attached form and be sure to identify what expenses a CRA grant would fund. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.
- X If this event was held in prior years, include results from the most recent year, including financial and actual demographical information.

	Actual 2015	Actual 2016	Budget 2018
Income			
Sponsorships	4,043.70	7,000.00	10,000.00
Vendors	1,175.00	850.00	2,000.00
Donations	3,136.44	3,244.03	3,000.00
	8,355.14	11,094.03	13,800.00
TOTAL INCOME	8,355.14	11,094.03	15,000.00
Expenses			
Permits & Licenses	130.00	134.00	140.00
Event Insurance	0.00	0.00	2,000.00
Advertisements	201.87	1,079.00	3,500.00
T-shirts		358.29	500.00
Office Supplies	66.66	14.83	100.00
Event Day Handouts	509.84	261.50	500.00
Event supplies	455.13	1,186.97	2,000.00
Porta Potties	180.20	243.80	300.00
Entertainment needs	0.00	100.00	500.00
City Event Charges such as police, barriers, stage, etc		0.00	2,500.00
	1,543.70	3,378.39	12,040.00
Total Income (Loss)	6,811.44	7,715.64	2,960.00

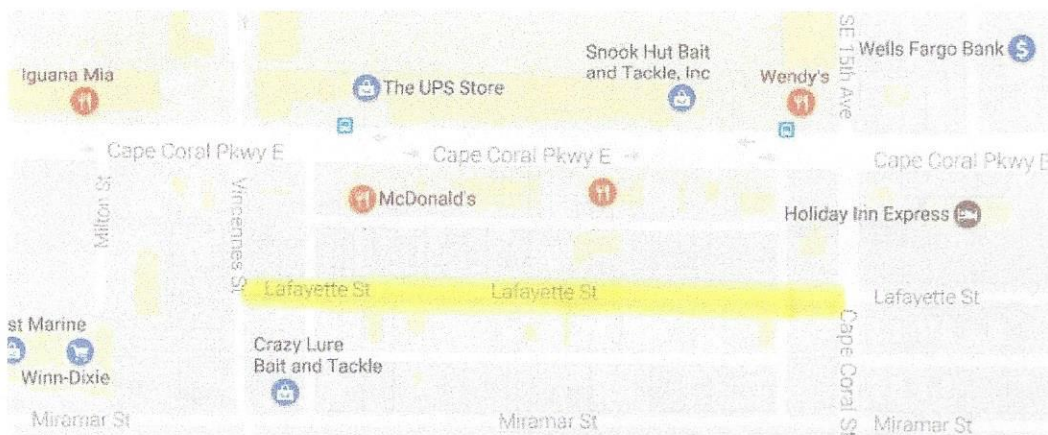
- X Description of how CRA sponsorship, if granted, would be publicly acknowledged (i.e. CRA logo to be used on printed materials, any promotional material, event brochures, etc. that may be available.

CRA Sponsorship

- Title sponsor designation
- Sponsor's Logo in a prominent position on all
 - Posters, Flyers, Facebook, Advertisements, Bridge Banners, Sponsor boards
- Business Type Exclusivity
- Sponsor mentioned in all Press Releases – publication subject to reporter and publication.
- Sponsors banner placed in prominent position near stage
- Stage announcement of sponsor – 5 minute stage time
- Facebook recognition with logo and links to sponsor's page
- One 10'x10' space at the event to promote CRA or CRA's representative. If CRA or CRA's representative will not be in attendance business or advertising materials can be handed out to participants by TAT personnel that are provided at least a week in advance of the event.
- Tent provided at the event if needed
- Sponsor's Logo on Touch-A-Truck passport if participating on day of the event. Passport is used by participants to visit our sponsor and vendor booths for a stamped acknowledgment of the participants visit resulting in a prize for their visits.
- Vehicle participation (if applicable) in the truck touching.
- (2) reserved parking places
- (10) Event T-shirts

Note: Benefits are subject to change according to the amount of grant awarded for 2018 Touch a Truck event.

Event location map: Lafayette Street between Cape Coral Street & Vincennes Street





Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Friday, March 24, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: Gulf Coast Symphony Orchestra

Address: PO Box 60878

City, State: Fort Myers, FL Zip: 33906

Telephone: 239-277-1700 Fax: 239-465-0045

Email: linda@gulfcoastsymphony.org

Federal ID #: 65-0666748 501(c)(3)#: 65-0666748

Contact Name/Title: Linda Onorevole, Managing Director

Event Name: Symphony at Sunset/Taste of the Cape

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, How many years? 2011-2017 How much? \$ 4,000 (2017)

Amount requested this year: \$ 4,000

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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. Please be sure to identify what expenses a CRA grant would fund. 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).

CRA Sponsorship grants are paid after the event is held and upon presentation of invoice. A summary statement of event, including financial, actual demographical information and documentation of how CRA grant money was spent must accompany the invoice in order to be processed for payment.

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



Signature

March 24, 2017

Date

Linda Onorevole

Printed Name

Managing Director

Title

Please return this application by the deadline date: Friday, March 24, 2017

The Gulf Coast Symphony respectfully requests \$4,000 in support for Taste of the Cape/Symphony at Sunset 2018 from the Cape Coral Community Redevelopment Agency.

Taste of the Cape/Symphony at Sunset has established itself as a cultural and culinary highlight of the season in the South Cape. Since 2014 the Gulf Coast Symphony and Cape Coral Chamber of Commerce Education Committee have co-produced Taste of the Cape. Taste of the Cape is a true partnership organized by a combined committee of Cape Coral Chamber of Commerce board, staff, and volunteers, and Gulf Coast Symphony board, staff, and volunteers. Symphony at Sunset is part of Taste of the Cape, and serves as the artistic anchor of the day.

This unique culinary and cultural event features local restaurants serving up their signature dishes and offering a range of tastes available right in Cape Coral. The day includes great food, musical performances, and juried arts and crafts for sale by local artisans. Taste of the Cape is the only free "Taste" event in the area, and there is no charge for parking or admission. The musical performances are free, and attendees may purchase food and drink tickets. Proceeds from this event are divided equally between the Gulf Coast Symphony and Cape Coral Chamber of Commerce Education Committee. In 2017 nearly \$14,000 each was raised for the Cape Coral Chamber of Commerce Education Committee to provide funds for much-needed college scholarships for Cape Coral students, and the Gulf Coast Symphony to support education programs.

2018 is a special year for Taste of the Cape and Symphony at Sunset, as it is the 5th and 10th Anniversary, respectively. Currently, the committee is in discussions with the City of Cape Coral to confirm a date that works for all parties, though it is expected that it will again be in February or March. The format will remain the same, with as many as 25 restaurants from Cape Coral participating, along with an offering of juried arts and crafts, and representation by local businesses. Musically, there will continue to be local musicians performing throughout the day, with the event culminating with the Gulf Coast Symphony performing a Symphony at Sunset concert at 4:30PM.

The first Taste of the Cape/Symphony at Sunset in 2014 saw attendance at more than 7,000 people, with approximately 2,500 attending the concert portion of the day. Since then, participation has been at approximately 10,000 annually with nearly 4,000 people at the concert. At the most recent event on February 26, 2017, overall attendance was steady at approximately 10,000 people, however the concert portion of the day had its largest attendance to-date, with nearly 5,000 people. Attendees were from Cape Coral, Fort Myers, and the surrounding areas. From toddlers to seniors, all ages, genders and races were represented.

Taste of the Cape will be marketed to: Lee County, Northern Collier County, Southern Charlotte County, Hendry County, and Glades County, with the goal of exposing these Southwest Florida communities to what the South Cape has to offer. In one day more than 10,000 people spend a part of their day in the South Cape at Four Freedoms Park, experiencing the various culinary and cultural offerings available in Cape Coral. Marketing includes social media, print ads, press releases, postcards, posters, video, and direct mail.

Taste of the Cape recognizes its sponsors by including names/logos in print materials (postcards, posters), in press releases, on signage at the event, in the GCS brochure (distribution of 50,000), within Taste of the Cape social media postings (paid and unpaid), and on the Taste of the Cape website (tasteofcapecoral.com) and the Gulf Coast Symphony website (gulfcoastsymphony.org). Taste of the Cape sponsors are also included as a season sponsor within the Gulf Coast Symphony program books, which are distributed at each concert throughout the season (15,000 printed).

REVENUE	2017 ACTUAL	2018 BUDGET
Grants*	\$4,000	\$8,000
Sponsorships	\$11,206	\$15,000
Vendor Fees (Restaurants, Artisans, Businesses)	\$7,095	\$7,500
In Kind Donations	\$31,816	\$25,000
Food & Beverage Sales	\$49,897	\$50,000
TOTAL REVENUE	\$104,014	\$105,500
EXPENSE	ACTUAL	2018 BUDGET
Equipment & Supplies	\$16,659	\$16,500
Marketing/PR (postcards, radio, printing, online)	\$24,926	\$21,500
Music/Royalties/Symphony Performance Expenses**	\$6,040	\$8,000
Audio/Video/Staging/Lighting/Stage Set-Up	\$6,233	\$6,500
Restaurant Payment Split	\$13,697	\$15,000
Logistics/Operations/Insurance	\$8,628	\$8,000
TOTAL EXPENSE	\$76,183	\$75,500
NET	\$27,831	\$30,000
50/50 Split	\$13,916	\$15,000

*Includes potential award from CRA.

**CRA grant allocated to this line.

As there is no admission charge for Symphony at Sunset or Taste of the Cape, the full expense of the event must be covered by sponsorships, grants, and food/beverage sales. Taste of the Cape is the only regional Taste event that does not charge an admission or parking fee. The cost of producing the symphony concert alone is more than \$15,000, with an additional \$43,000 necessary for the Taste of the Cape component. The concert portion requires fees and permitting costs, sound equipment rental and set-up, music rental, licensing and royalties, special event insurance, and the GCS' transportation costs for moving equipment and use of rehearsal space. **CRA funds support the Symphony at Sunset concert by the Gulf Coast Symphony.**

Compared with similar-sized communities, the City of Cape Coral remains underserved in terms of live performing arts activities. The Gulf Coast Symphony wishes to continue providing Cape Coral residents with an all-encompassing arts event, highlighted by a live symphonic performance with free admission to the public. **Supporting this free event furthers the Cape Coral Community Redevelopment Agency's mission to provide a welcoming environment with culturally enriching activities for residents and visitors alike.**

The **Gulf Coast Symphony (GCS)** is recognized for its history of active community engagement, commitment to arts education, and high-quality symphonic performances. The GCS exists to contribute to the cultural enrichment of Southwest Florida by producing and performing a broad variety of concerts, and creating a diverse, innovative, and balanced program of performances, events, and community and education projects that reach the widest public possible. GCS enjoys dynamic and deepening relationships with the stakeholders, constituencies, and communities which it serves.

Now in its 22nd season, the Gulf Coast Symphony was founded by its current Music Director and conductor, Dr. Andrew M. Kurtz. GCS membership is open to qualified musicians by audition. While the

majority of orchestra members live in Lee County year-round, there are many seasonal residents who choose to winter in Lee County, in part because of the artistic opportunity GCS provides. The Orchestra's October-to-June performance schedule has grown to more than a dozen concerts, ten of which take place at the Barbara B. Mann Performing Arts Hall at FSW (four Symphonic Pops concerts, three Classical Access concerts, October and June family concerts, and a December holiday concert), and an annual free outdoor performance in Cape Coral.

The GCS believes that music can be a source of healing and growth, and that music can change lives. In addition to the full orchestra performances listed above, GCS offers nearly 100 other activities during a season. This includes masterclasses for budding musicians, free concerts throughout Southwest Florida, collaborative programs with community partners, interactive workshops for kids, and MusicWorks!, the Gulf Coast Symphony's daily afterschool strings program in Harlem Heights. MusicWorks! uses music as an instrument for social transformation, empowering children to achieve their full potential. MusicWorks! is a partnership program with The Heights Center that includes group lessons, orchestra rehearsal, choir, music fundamentals classes, and monthly recitals. MusicWorks! has an enrollment of 42 students, who all receive full scholarships. Everyone can participate, regardless of a families' ability to pay. Next year, enrollment grows to 65 students, and the program expands to full orchestra (strings, woodwinds, percussion, and brass). In 2018, the program will also be opened up to parents who want to participate with their child.

The Gulf Coast Symphony is proud of its community focus: to share the organization's collective love of music with as many people in the Southwest Florida as possible, in a family-friendly environment, in as economically responsible manner as possible. Free tickets are provided to students and their families to Classical Access concerts, and multiple programs exist for the elderly, disadvantaged, and underrepresented to attend performances and events at a discounted cost, or complimentary.

GCS is committed to continuing, enhancing, and expanding its partnerships with community and non-profit organizations. During the 2016-2017 season, GCS is collaborating with the Alliance for the Arts, Harlem Heights Foundation, Harlem Heights Improvement Association, Lee County Library System, Lee Memorial Health System, Center for the Arts Bonita Springs, Gulf Coast Humane Society, Clewiston Public Library, Young Artists Awards, Community Cooperative, Crestwell School, and Cape Coral Chamber of Commerce.

Gulf Coast Symphony Board of Directors	
Doni Landefeld, Ph.D., President	Owner, Metamorphosis Coaching (Cape Coral)
Jack Weiss, Treasurer	Judge
Theresa Layman, Secretary	Owner, Fred's Trophies and Awards
Dr. Andrew M. Kurtz	Music & Executive Director, Gulf Coast Symphony
Chuck Bergstrom	Realtor, RE/MAX of the Islands
Matthew Connar	Owner, BOOST Creative (Cape Coral)
Sandra Corbett	Music Teacher (retired)
Karyl Davis	Lee County School District Administrator (retired)
David Harler	Owner, Maids of the Cape (Cape Coral)
Gary Hayes	Music Producer, CBC Radio (retired), Composer
Scott Layman	Professional Musician & Teacher
Ita Neymotin	Regional Counsel, Second District of Florida
Rita Szymanski	Investment Advisor, the Vanguard Group (retired)



CRA Grants FY2018

Special Events Division



Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Thursday, March 23, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: City of Cape Coral Parks and Recreation - Special Events

Address: 1015 Cultural Park Blvd.

City, State: Cape Coral , Florida **Zip:** 33990

Telephone: 239-573-3121 **Fax:** 239-573-3130

Email: tking@capecoral.net

Federal ID #: _____ **501(c)(3)#:** _____

Contact Name/Title: Todd King / Special Events Coordinator

Event Name: Cape Coral Bike Night

Has this program received funding from the CRA in the past? ☒ **Yes** ☐ **No**

If yes, How many years? 5 **How much?** \$ 4,000

Amount requested this year: \$ 4,000

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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.



CRA Grants FY2018

Special Events Division

Cape Bike Night

October 14, 2017; December 9, 2017; February 10, 2018; April 14, 2018

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 2020 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 a 4 hour street festival with vendors, biker games arena, food, and stages with live bands that takes place 4 times a year. The funds that we are requesting will help offset costs of this event and allow us to create a more friendly event with cost, attraction and display. This event serves all ages and demographics. **We expect between 15,000 – 17,000 people per event with a total of 60,000 – 68,000 people per year.** This event supports the mission of the CRA by providing large amount 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:

- Staffing - \$4,000
- Programs - \$16,025
- Outside Services - \$27,750
- Equipment Rentals - \$6,750
- Printing - \$3,600
- Advertising - \$8,250
- Other Materials - \$2,250
- Various Fees = 960

Total - \$67,885

If the City of Cape Coral was granted this CRA grant we would work with the CRA to insure that both parties were satisfied with the acknowledgement they received.

Cape Bike Night

Revenue	2016	Budgeted	CRA
Vendors Fee's	\$ 50,000.00	\$ 48,500.00	
Sponsorship	\$ 15,000.00	\$ 18,000.00	
Grants	\$ 4,000.00	\$ 4,000.00	
In Kind	\$ 2,000.00	\$ 2,000.00	
Total Revenue	\$ 69,000.00	\$ 72,500.00	

Expenditures	2016	Budgeted
Staffing	\$ 4,000.00	\$ 48,500.00
Entertainment	\$ 16,025.00	\$ 18,000.00
Outside Services	\$ 27,750.00	\$ 4,000.00
Equipment Rentals	\$ 6,750.00	\$ 2,000.00
Printing	\$ 3,600.00	\$ 4,000.00
Advertising	\$ 8,250.00	\$ 9,000.00
Other Matertials	\$ 2,250.00	\$ 2,500.00
Various Fees	\$ 960.00	\$ 1,000.00

Total Expenditures \$ 69,585.00 \$ 89,000.00

FY2018 Profit/Loss \$ 585.00

Less CRA Grant Money \$ (3,415.00)



Cape Coral Community Redevelopment Agency

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Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Thursday, March 23, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: City of Cape Coral Parks and Recreation - Special Events

Address: 1015 Cultural Park Blvd.

City, State: Cape Coral , Florida **Zip:** 33990

Telephone: 239-573-3121 **Fax:** 239-573-3130

Email: tking@capecoral.net

Federal ID #: _____ **501(c)(3)#:** _____

Contact Name/Title: Todd King / Special Events Coordinator

Event Name: Red, White, and Boom 2017

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, How many years? 2 **How much?** \$ 2,500

Amount requested this year: \$ 2,500

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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.



CRA Grants FY2018

Special Events Division

Red, White, and Boom

July 4th, 2017

This event is a 6 hour street festival celebrating the Fourth of July with vendors, food, kids areas, stages with live bands and fireworks at the end of the night. 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, attraction and display. This event serves all ages and demographics. We expect between 20,000 – 30,000 people. This event supports the mission of the CRA by providing large amount 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:

- Staffing - \$2,000
- Food & Beverage - \$11,000
- Programs - \$3,500
- Outside Services - \$63,200
- Equipment Rentals - \$13,320
- Printing - \$3,000
- Advertising - \$4,000
- Other Materials - \$1,000
- Various Fees = 10,025

Total - \$111,045

If the City of Cape Coral was granted this CRA grant we would work with the CRA to insure that both parties were satisfied with the acknowledgement they received.

RED WHITE & BOOM

Revenue	2016	Budgeted
Vendors Fee's	\$ 20,000.00	\$ 20,000.00
Sponsorship	\$ 30,000.00	\$ 25,000.00
Grants	\$ 2,500.00	\$ 2,500.00
In Kind	\$ 2,000.00	\$ 2,000.00
Food /Beverage	\$ 24,400.00	\$ 25,000.00
Total Revenue	\$ 78,900.00	\$ 74,500.00

Expenditures	2016	Budgeted
Staffing	\$ 2,000.00	\$ 48,500.00
Entertainment	\$ 3,500.00	\$ 3,500.00
Outside Services	\$ 63,200.00	\$ 4,000.00
Equipment Rentals	\$ 13,320.00	\$ 2,000.00
Printing	3000	\$ 4,000.00
Advertising	\$ 4,000.00	\$ 9,000.00
Other Matertials	\$ 1,000.00	\$ 2,500.00
Food / Beverage	\$ 11,000.00	\$ 15,000.00
Various Fees	\$ 10,025.00	\$ 10,000.00

Total Expenditures \$ 111,045.00 \$ 98,500.00

FY2018 Profit/Loss \$ (32,145.00)

Less CRA Grant Money \$ (34,645.00)



Cape Coral Community Redevelopment Agency

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Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Thursday, March 23, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: City of Cape Coral Parks and Recreation - Special Events

Address: 1015 Cultural Park Blvd.

City, State: Cape Coral , Florida **Zip:** 33990

Telephone: 239-573-3121 **Fax:** 239-573-3130

Email: tking@capecoral.net

Federal ID #: _____ **501(c)(3)#:** _____

Contact Name/Title: Todd King / Special Events Coordinator

Event Name: Veterans Day Parade

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, How many years? 4 **How much?** \$ 1,000

Amount requested this year: \$ 1,000

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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.



CRA Grants FY2018

Special Events Division

Veterans Day Parade

November 11, 2017

This event is a 4 hour parade with floats, cars, walkers and all kinds of unique ways to show our support to our past, present and future veterans. The funds that we are requesting will help offset costs of this event and allow us to create a more friendly event with cost, attraction 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 amount 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:

- Staffing - \$500
- Barricades - \$2,000
- Bleachers - \$1,000 (\$500 each)

Total - \$3,500

If the City of Cape Coral was granted this CRA grant we would work with the CRA to insure that both parties were satisfied with the acknowledgement they received.

Veterans Day Parade

Revenue	2016	Budgeted
		\$ -
		\$ -
Grants	\$ 1,000.00	\$ 1,000.00
		\$ -
		\$ -
Total Revenue	\$ 1,000.00	\$ 1,000.00

Expenditures	2016	Budgeted
Staffing	\$ 500.00	\$ 500.00
Outside Services	\$ 2,000.00	\$ 2,000.00
Equipment Rentals	\$ 1,000.00	\$ 1,000.00

Total Expenditures \$ 3,500.00 \$ 3,500.00

FY2018
Profit/Loss \$ (2,500.00)

Less CRA Grant
Money \$ (3,500.00)



Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Thursday, March 23, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: City of Cape Coral Parks and Recreation - Special Events

Address: 1015 Cultural Park Blvd.

City, State: Cape Coral , Florida **Zip:** 33990

Telephone: 239-573-3121 **Fax:** 239-573-3130

Email: tking@capecoral.net

Federal ID #: _____ **501(c)(3)#:** _____

Contact Name/Title: Todd King / Special Events Coordinator

Event Name: Holiday Boat Parade

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, How many years? 4 **How much?** \$ 1,000

Amount requested this year: \$ 1,000

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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.



CRA Grants FY2018

Special Events Division

Holiday Boat Parade

December 16, 2017

This event is a 4 hour park festival with vendors, lighted boat parade, food, and stages with community performances and a Santa craft tent for all kids. 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, attraction 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 amount 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:

- Staffing - \$1,000
- Programs - \$100
- Outside Services - \$2,650
- Equipment Rentals - \$1,925
- Advertising - \$550
- Other Materials - \$2,250

Total - \$8,475

If the City of Cape Coral was granted this CRA grant we would work with the CRA to insure that both parties were satisfied with the acknowledgement they received.

Holiday Boat-A-Long

Revenue	2016	Budgeted
Vendors	\$ 200.00	\$ 500.00
Grants	\$ 1,000.00	\$ 1,000.00
		\$ -
		\$ -
Total Revenue	\$ 1,200.00	\$ 1,500.00

Expenditures	2016	Budgeted
Staffing	\$ 1,000.00	\$ 1,000.00
Outside Services	\$ 2,650.00	\$ 2,650.00
Equipment Rental	\$ 1,925.00	\$ 1,925.00
Advertising	\$ 550.00	\$ 550.00
Other Materials	\$ 2,250.00	\$ 2,250.00

Total Expenditure: \$ 8,375.00 \$ 8,375.00

FY2018
Profit/Loss **\$ (7,175.00)**

Less CRA Grant
Money \$ (8,175.00)



Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Deadline: Friday, March 24, 2017 for FY 2018 Sponsorships

Please Type or Print Legibly

Organization/Business Name: The Cape Coral Rotary Foundation

Address: PO BOX 101346

City, State: Cape Coral, Florida Zip: 33910

Telephone: 239-699-7942 Fax: Not Applicable

Email: chair @capecoralfestivval.com

Federal ID #: 59-2301480 501(c)(3)#: 580035668

Contact Name/Title: Alison Charney Hussey, Co-Chair of The Cape Coral Festival of the Arts

Event Name: The Cape Coral Festival of the Arts

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, How many years? Since 2004 How much? \$10,000 each year

Amount requested this year: **\$10,000.00**

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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.

- X** Budget of the event identifying funding sources and expenditures. Please be sure to identify what expenses a CRA grant would fund. Budgets should be for the year funding is requested. Please feel free to attach a narrative explaining your budget.
- X** If this event was held in prior years, include results from the most recent year, including financial and actual demographical information.
- X** 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).

CRA Sponsorship grants are paid after the event is held and upon presentation of invoice. A summary statement of event, including financial, actual demographical information and documentation of how CRA grant money was spent must accompany the invoice in order to be processed for payment.

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

 _____ Signature	<u>3/24/17</u> _____ Date
--	---------------------------------

Alison Charney Hussey	Co-Chair, Cape Coral Festival of the Arts
-----------------------	---

_____ Printed Name	_____ Title
-----------------------	----------------

Please return this application by the deadline date: Friday, March 24, 2017

Rotary Club of Cape Coral/Cape Coral Rotary Foundation:

The Rotary Club of Cape Coral was chartered May 21, 1964, as our local club and membership of the global organization Rotary International. Rotary is an organization of business and professional personal united worldwide to provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace throughout the world. The Cape Coral Rotary Foundation was established in 1983 as the charitable arm of the Rotary Club of Cape Coral and since then has been providing scholarships and funding for local community projects as well as international assistance.

The main objective of Rotary is to foster the ideal of service as a basis of worthy enterprise and in so developing acquaintances with the opportunity for service, focusing on high ethical standards thereby dignifying each Rotarian with an opportunity through service. The Rotary Club of Cape Coral continues in the forefront of service of others in the Cape Coral and Lee County communities. While Rotarians represent a broad spectrum of the world's religions, cultures and political thoughts, they share in a common bond - "Service Above Self" as Rotary's call to action.

Board of Directors

Rotary Club of Cape Coral (2017-18):

President:	Erik Elsea
President Elect:	Donna Marie Clavin
Vice President:	Jim Perry
Treasurer:	John Calla
Secretary:	Steve Main

Directors:

Brian Smith
Tiffany Quorllo
Carolyn Johnson
Bill Harris
Joe Zagame
Gail Fagan
Vince Cautero
Tazkoma Burgoyne

Cape Coral Rotary Foundation:

Chairman:	Jim Colvin
Sec./Treas.:	Frank Romano

Trustees:

Steve Main
Ray Ballard
Nick Muhlenbruch
Bill Harris
Alison Hussey

Narrative for Cape Coral Festival of the Arts

The Cape Coral Festival of the Arts celebrates its 33rd year in 2018. It is a juried art festival made up of a variety of art forms including painting, pottery, jewelry, photography, mixed media and others. Prices for items range from a few dollars to the thousands making it a festival with something for everyone.

Businesses in the CRA benefit from the two day Art Festival with high volume foot traffic past and into their stores and restaurants, which directly fulfills the CRA's mission of putting "feet on the street". The festival has developed a reputation such that it attracts visitors from outside Lee County, which extends the visibility of Cape Coral and the CRA specifically. In addition to the visibility, many restaurants around the festival report much record sales during the festival even though the festival does have its own food vendors.

Attendance has grown steadily every year - both the number of artists who apply and the number of visitors who come to see and buy. Every year after the festival we begin getting calls from people who want to schedule their next year's vacation around the festival. Artists who exhibit come from all over the United States and several foreign countries. Many artists have exhibited every year since the show began, and they spread the word on the art festival circuit about the quality of the show and the people in Cape Coral.

Estimated attendance for most years is between 75,000 and 100,000. This number can, and is, affected by the weather but even the unusual cold in January 2010 and the tornado in 2016 did not keep people away entirely, and most artists still had great shows.

In 2017 the show had another banner year with over 100,000 attendees and over 300 artists exhibiting making it once again the largest event in Cape Coral, and indeed in Lee County according to the Lee County Visitor and Convention Bureau. It attracts a high quality attendee with disposable income that comes to shop. Merchants and restaurateurs along Cape Coral Parkway report their sales during the Art Festival as the highest weekend they have and some do more in the two days than they do in a month.

The Cape Coral Rotary Foundation puts this event on for two reasons. First and foremost, this is a cultural event to bring fine art to our residents and visitors and promote Downtown Cape Coral as a destination. Secondly, it is a fund raiser for the Rotary Club of Cape Coral via its charitable Foundation. The funds are used locally for scholarships, enhancing Rotary Parks, including our new community garden, distributing dictionaries to local students free of charge and other community projects.

The CRA is prominently listed on all printed materials including a full page ad distributed throughout the event. The CRA is given a booth to promote the CRA, the City, and the businesses of Cape Coral. Colorful posters and every advertisement have the CRA logo in a prominent position. The CRA has partnered with Rotary Club of Cape Coral since the event was brought to the CRA area in 2004.

Benefits for the Community Redevelopment Agency

The CRA is prominently listed on all promotional materials including a full page ad distributed throughout the event. The CRA is given a booth to promote the CRA, the City, and the businesses of Cape Coral. Colorful posters and every advertisement have the CRA logo in a prominent position. The CRA has partnered with Rotary Club of Cape Coral since the event was brought to the CRA area.

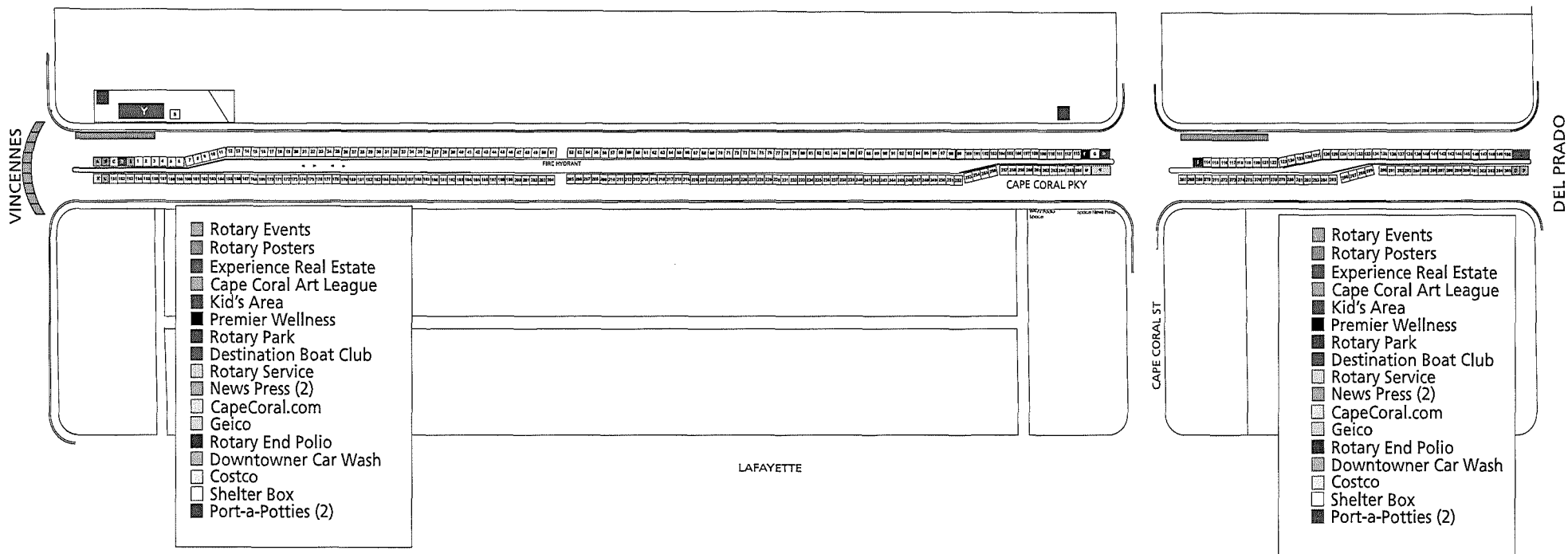
1. The CRA's name and logo listed as a sponsor in all print and broadcast advertising as well as in programs, flyers, letterhead, festival website (capecoralfestival.com) and news releases.
2. One 10' x 10' booth for CRA promotions.
3. Space to hang 8 CRA banners.
4. Full page ads in official program, as well as logo on front cover.
5. Commercial spots on television ads as sponsor.
6. Hundreds of radio spots, locally and statewide, as well as live remotes.
7. News coverage by all media including TV, radio and print media (locally and statewide).
8. Millions of impressions via radio, TV, print, online and social media.

All of the funds from the CRA are used for advertising the event. Total advertising and exposure to the CRA far exceeds the financial contribution from the City. The advertising for the event is approximately \$40,000 in actual expenditure. The event receives in-kind advertisement as well (radio and television primarily).

Economic impact is substantial. We estimate approximately one million dollars are spent in our community during the event, including food sales, hotel rooms, sales by local merchants, and etc. Not the least of which is the increased bridge tolls during the event, which are shared by inter-local agreement with the City.

The Rotary Club of Cape Coral would not be able to bring one of Lee County's largest special events, the Cape Coral Festival of the Arts, to South Cape without the continued support of the CRA.

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
CASH RECEIPTS													-
JURY & SPACE FEES	9,720.00	17,430.00	38,590.00	45,919.66	(16,110.00)	(720.00)	6,373.14						101,202.80
FOOD CONCESSIONS								9,172.64					9,172.64
SPONSOR								750.00					750.00
POSTERS & T-SHIRTS							3,002.00	100.00					3,102.00
GRANTS													-
WATER SALES							2,108.95						2,108.95
MISC							438.00						438.00
TOTAL	9,720.00	17,430.00	38,590.00	45,919.66	(16,110.00)	(720.00)	11,922.09	10,022.64	-	-	-	-	116,774.39
PREPAID	14,610.00												14,610.00
TOTAL RECEIPTS	24,330.00	38,991.00	77,381.00	117,211.66	98,968.86	92,945.86	91,472.23	78,045.94		-	-	-	131,384.39
CASH DISBURSEMENTS													
ADVERTISING	2,769.00		5,939.00	2,040.00	5,159.00	11,019.75	1,449.00	20,814.75					49,190.50
ENTERTAINMENT							3,307.20						3,307.20
PRINTING								394.14					394.14
PRIZE MONEY							7,200.00						7,200.00
POSTAGE													-
JUDGING								700.63					700.63
JURY EXPENSES													-
PART A JONES/REFUSE													-
RADIO'S							531.27						531.27
REGISTRATION		200.00	150.00	50.00									400.00
SOUND SYSTEM													-
SITE SET UP						1,600.00	6,508.97						8,108.97
SUPPLIES						700.00	665.60	60.00					1,425.60
SIGNS					144.00								144.00
SECURITY							1,392.29						1,392.29
SALES TAX													-
T- SHIRTS							2,255.00						2,255.00
TELEPHONE				42.80		42.80	85.60						171.20
WEBSITE													-
MISC						33.17	54.00	47.97					135.14
TOTAL DISBURSEM	2,769.00	200.00	6,089.00	2,132.80	5,303.00	13,395.72	23,448.93	22,017.49					75,355.94
ENDING BALANCE	21,561.00	38,791.00	71,292.00	115,078.86	93,665.86	79,550.14	68,023.30	56,028.45	-	-	-	-	56,028.45



Cape Coral Festival of the Arts Jan 14-15 2017

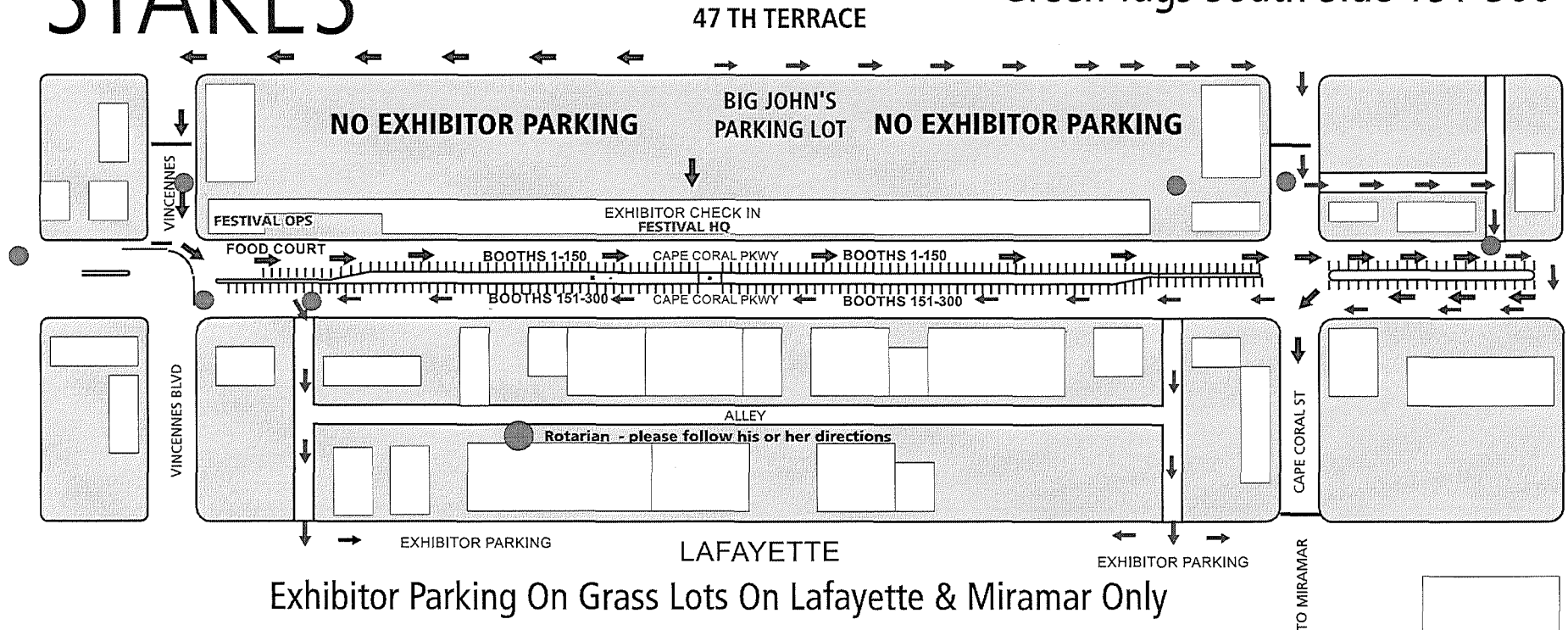
Rotary
Club of Cape Coral



TRAFFIC RUNS ON **WRONG SIDE OF STREET** TO ASSIST YOU UNLOADING FROM VANS

NO STAKES

- ➔ Red Tags - North Side 1-150
- ➔ Green Tags South Side 151-300



Unload Promptly
Do Not Block Curb Side
No Motorhomes
On Cape Coral Pkwy

Exhibitors
Must Park In Designated Vacant Lots
Paved Parking
Is Reserved For Your Customers!!

Cape Coral Parkway Reopens At 7pm On Sunday Night!



Cape Coral Community Redevelopment Agency

4816 Chester Street
Cape Coral, FL 33904
(239) 242-3737

SPECIAL EVENT SPONSORSHIP GRANT APPLICATION

Please Type or Print Legibly

Organization/Business Name: Rotary Club of Cape Coral FOUNDATION, INC.

Address: PO Box 101346

City, State: Cape Coral, FL Zip: 33910

Telephone: 239-462-2145 Email: weezer.murphy@gmail.com

Federal ID #: 59-2301480 501(c)(3) #: 59-2301480 580035668

Contact Name/Title: Weezer Murphy / Event Coordinator

Event Name: Cape Coral Cardboard Boat Regatta

Has this program received funding from the CRA in the past? ☒ Yes ☐ No

If yes, when? April 17, 2016 How much? \$ 3,000

Amount requested: \$ 3,000

As an attachment, not to exceed three pages, 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 that funds are being requested for, 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. Please use the attached form and be sure to identify what expenses a CRA grant would fund. 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.

Louise D. "Weezer" Murphy 3/24/2017
Signature Date

LOUISE D. "WEEZER" MURPHY LOGISTICS CHAIR
Printed Name Title

Description of the organization/business, its mission statement and a listing of the board of directors.

The Rotary Club of Cape Coral was chartered in 1964. In 1983 the club established it's 501 (C) (3) Foundation, the Cape Coral Rotary Foundation. The Foundation provides scholarships to Cape Coral Students and funding for local community projects, groups and charities and international projects.

Rotary's Mission & Purpose Statement: Rotary is a worldwide organization of business and professional persons. Rotarians have united to provide humanitarian service, encourage high ethical standards, build goodwill and promote peace in the world. While Rotarians represent a broad spectrum of the world's religions, cultures and political thoughts, they share a common bond in Rotary's call to action, "Service Above Self."

Rotary's Four Way Test

- Is it the Truth?
- Is it Fair to All Concerned?
- Will it Build Goodwill and Better Friendships?
- Will it be Beneficial to All Concerned?

Rotary Club of Cape Coral

President: Alison Hussey
President Elect: James Perry
Secretary: Amy Rouskey
Treasurer: Jeff Sprecher

SEE ATTACHED

Directors:

Len Brown
David Vansant
Mike Quaintance
David Keith Cramer
John Elya

John Jacobsen
Nick Muhlenbruch
Jack Martin
Jeanne Craft
David Owen

SEE ATTACHED

Description of the event:

The Cardboard Boat regatta will celebrate it's 12th year in 2016. This unique event involves businesses, schools/colleges, youth groups, clubs and families who, as a team, build a boat using cardboard. The event has seen anywhere from 30 to 50 boats participate in years past. There are different categories and different sizes of boats that come together on a Saturday in April to race their boats in **Bimini Basin at Four Freedoms Park**. The event also includes a race party the Friday evening before the race that includes vendors and live entertainment. Past events have **seen spectators up to 5000 over the course of the two days.** Since the event ends in the early afternoon on Saturday, many of the spectators visit many of the fine restaurants and retail stores in the CRA district.

THE CORALATOR

WEEKLY BULLETIN

District No. 6960
1964-2015
Meets Every
Wednesday - 8 am
at La Venezia
4646 SE 11th Place



John Germ
Ladd Waldo
Joe Cerino

Rotary International President
District Governor—District 6960
Assistant Governor—District 6960

Club Officers

President	Jim Perry
Vice President	Alison Hussey
President-Elect	Erik Elsea
Treasurer	Donna Marie Clavin
Secretary	John Calla
Sgt. At Arms	Steve Main

Club Directors

Steve Main	(2017)
David Owen	(2017)
Nick Muhlenbruch	(2017)
Brian Smith	(2018)
Tiffany Quorollo	(2018)
Carolyn Johnson	(2018)
Bill Harris	(2019)
Joe Zagame	(2019)
Gail Fagan	(2019)

Cape Coral Rotary Foundation

Chairman	Jim Colvin (2018)
Secy-Treas	Frank Romano (2018)
Trustee	Steve Main (2017)
Trustee	Ray Ballard (2017)
Trustee	Nick Muhlenbruch (2018)
Trustee	Bill Harris (2019)
Member at Large	Alison Hussey

Rotary Foundation Chair

Pat Ellendorf

Our Club ONLINE:

Like us on Facebook - www.facebook.com/CapeCoralRotary

Rotary
Club of Cape Coral



The event supports the CRA mission of putting feet on the street by bringing people to the South Capes Downtown and the CRA's Four Freedoms Park. In addition to local attendance, the event has attracted out of town guests as well. Furthermore, this event fosters and supports the CRA's transition from direct involvement in events to supporting organizations who have the ability and responsibility to operate events and activities in the CRA district.

2017 Budget Draft

CRA Grant money will be help offset promotional costs and entertainment expenses.

Income:

Sponsorships	5,000.
CRA Grant	3,000.
Beverage Sales	2,700.
Registrations	700.
T-Shirt Sales	550.
Parking	1,500.
Program Ads	2,500.
Vendors	1,600.
Boat Vendors	750.

Total 18,300.

Expenses:

Advertising	2,000.
Entertainment	2,900.
Printing	1,600.
Site Infrastructure & Equip.	3,500.
Trophies	600.
T-shirts	500.
Beverages	900.
Security	900.
Program Costs	700.

Total 13,600.

If grant is awarded, the CRA would be publicly recognized as a sponsor in all advertising to include any news-paper stories and or ads, club newsletter, sponsor flyers and or news letters, billboard advertising, club website, sponsor websites, posters, all public service announcements, Logo on T-shirts, banners, and signs, and any television and radio promotions. CRA will also be granted a boat entry into race along with a designated area to promote the CRA.



EXCERPT FROM CRA APRIL 26, 2016 REGULAR MEETING

Commissioner Stout moved, seconded by Commissioner Cosden to approve the CRA Special Event Sponsorship Grant Application itemized recommendations as presented for the total amount of \$36,500 for fiscal year 2017.

Commissioner Erbrick stated the Festival of Lights brought many people to South Cape. She asked should we consider enhancing their request for the Holiday Festival of Lights and eliminate the Holiday Tree and let them have more money to put on the event. She suggested increasing the amount they requested. She requested the motion maker to increase the amount to the Chamber of Commerce for the Holiday Festival of Lights to \$5,000.

Discussion was held.

Commissioner Stout amended her motion, seconded by Commissioner Cosden to approve the CRA Special Event Sponsorship Grant Applications itemized as presented with the exception of increasing the amount for the Holiday Festival of Lights to \$5,000.00, for the total amount of \$39,000.00 for fiscal year 2017.

Commissioners polled as follows: Burch, Carioscia, Cosden, Erbrick, Stout, and Williams voted "Aye". Leon and Sawicki voted "Nay". 6-2 Motion carried.

CRA SPECIAL EVENTS SPONSORSHIP Fiscal Year 2017		GRANT APPLICATION	FY 2017		
EVENT	HOST	Amount Requested	Recommended by Advisory Board	Approved By CRA Board	
Festival of the Arts	Rotary Club	\$10,000	\$10,000	\$10,000	
Cardboard Boat Regatta Four Freedoms Park	Rotary Club	\$3,000	\$3,000	\$3,000	
Bike Nights 4X Oct, Dec, Feb, Apr	Parks and Recreation	\$4,000	\$4,000	\$4,000	
Veterans Day Parade	Parks and Recreation	\$1,000	\$1,000	\$1,000	
Holiday Boat-A-Long December	Parks and Recreation	\$1,000	\$1,000	\$1,000	
Symphony - Taste of the Cape	Parks and Recreation	\$1,000	\$1,000	\$1,000	
Red White and Boom July 4th	Parks and Recreation	\$2,500	\$2,500	\$2,500	
Symphony at Sunset Four Freedoms Park	Gulf Coast Symphony	\$5,000	\$4,000	\$4,000	
Touch A Truck	South Cape Enter. Assoc.	\$3,000	\$2,000	\$2,000	
Holiday Festival of Lights	Chamber of Commerce	\$2,500	\$2,500	\$5,000	
Cape Coral Farmer's Market	Chamber of Commerce	\$2,500	\$0	\$0	
Holiday Festival of Lights - New Holiday Tree	Chamber of Commerce	\$10,000	\$0	\$0	
Freedom 5K Run	Chamber of Commerce	\$2,500	\$2,000	\$2,000	
Relay for Life	American Cancer Society	\$2,500	\$2,000	\$2,000	
Blind Feet Shopping the Street	Lighthouse of SW FL	\$2,500	\$1,500	\$1,500	
TOTAL		\$53,000	\$36,500	\$39,000	

CRA SPECIAL EVENT SPONSORSHIP GRANT MATRIX

FY 2018

		Points	Points	Points	Points	Points	Points	TOTAL			
EVENT	Applicant	10	20	20	20	10	20	100	Years	Ranking	Notes
Holiday Festival of Lights	Chamber of Commerce	NO									
5K Fun Run	Chamber of Commerce	NO									
Touch A Truck	EHL Fragile X Foundation	NO									
Symphony at Sunset	Gulf Coast Symphony	NO									
Four Bike Nights Oct, Dec, Feb, Apr	Parks and Recreation	NO									
Red White and Boom July 4th	Parks and Recreation	NO									
Veterans Day Parade	Parks and Recreation	NO									
Boat-A-Long December	Parks and Recreation	NO									
Festival of the Arts	Rotary Club	NO									
Cardboard Boat Regatta	Rotary Club	NO									

* Attendance	
1,000 > to <5,000	5 pts
5,000> to <10,000	10 pts
10,000 >	20 pts

Name _____

Date _____