



## **AGENDA**

### **COMMUNITY REDEVELOPMENT AGENCY**

June 20, 2017

4:00 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. February 21, 2017 Regular Meeting

B. April 3, 2017 Special Meeting

**6. PUBLIC INPUT**

**7. CRA ADVISORY BOARD UPDATE**

**8. ORDER OF UNFINISHED BUSINESS**

A. Approval of Purchase and Design for the Dancing with Dolphins  
Public Art Project - Advisory Board Chair LoMonaco

B. Media Lighting Project on Cape Coral Parkway - Public Works  
Director

**9. ORDER OF NEW BUSINESS**

A. Approval of CRA Special Event Sponsorship Grant Application  
Recommendations - Advisory Board Chair LoMonaco

B. Adoption of CRA Resolution 2-17, FY 2018 Budget - Executive  
Director and CRA Treasurer

**10. REPORTS**

A. Staff

**11. COMMENTS**

**12. TIME AND PLACE OF NEXT MEETING**

A. Tuesday, August 15, 2017 at 4:00 PM at 4816 Chester Street

**13. MOTION TO ADJOURN**

<b>Item Number:</b>	<b>5.A.</b>
<b>Meeting Date:</b>	<b>6/20/2017</b>
<b>Item Type:</b>	<b>APPROVAL OF MINUTES</b>

## AGENDA REQUEST FORM



**TITLE:**

February 21, 2017 Regular Meeting

**SUMMARY:**

Minutes of the February 21, 2017 CRA Regular Meeting

**ADDITIONAL INFORMATION:**

Request Motion to Approve

**ATTACHMENTS:**

Description	Type
▣ Minutes - February 21, 2017 Regular Meeting	Backup Material

**MINUTES OF THE REGULAR MEETING OF THE  
CAPE CORAL COMMUNITY REDEVELOPMENT AGENCY  
TUESDAY, FEBRUARY 21, 2017**

**4816 Chester Street**

**4:00 p.m.**

Meeting called to order by Chair Carioscia at 4:00 p.m.

Roll Call: Commissioners Burch, Carioscia, Cosden, Erbrick, Sawicki, and Stout were present. Williams was excused, Leon arrived at 4:02 p.m.

**ADOPTION OF AGENDA**

***Commissioner Burch moved, seconded by Commissioner Cosden to approve the agenda as presented. Voice Poll: All "ayes". 6-0 Motion carried.***

**APPROVAL OF MINUTES  
December 12, 2016 Regular Meeting**

***Commissioner Burch moved, seconded by Commissioner Stout to approve the minutes of the CRA Regular Meeting of December 12, 2016 as presented. Voice Poll: All "ayes". 6-0 Motion carried.***

**PUBLIC INPUT**

Cape Coral Festival of the Arts Chair John Jacobsen presented the Board with the 2017 Cape Coral Festival of the Arts poster and he thanked the Board for their continued support of the event held in South Cape.

**CRA ADVISORY BOARD UPDATE**

Advisory Chair Lomonaco summarized the motions made at the February 7, 2017 Advisory Board meeting.

**ORDER OF UNFINISHED BUSINESS  
Median Lighting on Cape Coral Pkwy between Del Prado Blvd**

Public Works Director Clinghan stated the goal for today's meeting was for the Board to select what type of light to approve and the style and manner the lights would be installed.

Discussion was held that the lights should be installed on the trucks of every other tree with the lights strung in a spiral pattern. The lights could be reassessed later to see if additional lights should be added.



***Commissioner Burch moved, seconded by Commissioner Leon to approve the selection the warm string lighting which would be placed on all large trees and on every other smaller tree trunk in a spiral pattern and to authorize staff to obtain quotes to contract for services to maintain the lighting enhancements and related control systems including an alternative quote to install holiday decorations in an amount not to exceed \$30,000.***

***Commissioners polled as follows: Burch, Carioscia, Cosden, Erbrick, Leon, Sawicki, and Stout, voted "Aye" 7 "Ayes". 7-0 Motion carried.***

### **ORDER OF NEW BUSINESS CRA Resolution 1-17, FY 2017 Budget Amendment #2**

CRA Treasurer Bateman stated the purpose of this item was to amend FY2017 CRA Operating Budget as Amended on August 22, 2016.

CRA Treasurer Bateman summarized the amendment of \$561,296 represented a 16.28% change. A \$576,129 or 31.58% increase in operating fund balance. Final CRA values were \$14,833 lower than TIF revenue projections for FY 2017 resulting in a decrease in Ad Valorem taxes and General Fund transfer in to reflect Actual Receipt Value.

Discussion held to assign the funds for capital improvements.

***Commissioner Burch moved, seconded by Commissioner Stout to approve CRA Resolution 1-17 for FY 2017 Budget Amendment #2 and to allocate the funds for capital projects.***

***Commissioners polled as follows: Burch, Carioscia, Cosden, Erbrick, Leon, Sawicki, and Stout voted "Aye". 7 "Ayes". 7-0 Motion carried.***

### **Celebrate Cape Coral Night Parade Request for Sponsorship Funding**

CRA Coordinator Hall stated in the FY 2017 budget, an event was approved for South Cape Hospitality and Entertainment Associations [SCHEA] to host "Touch A Truck" in the amount of \$2,000. Because of a foreseen reason, "Touch a Truck" was cancelled, and SCHEA was requesting the \$2,000 grant be transferred to SCHEA's Celebrate Cape Coral Night Parade which would be held on Saturday, March 4, 2017.

Donna Meola, SCHEA Executive Director Meola informed the Board the celebrate Cape Coral Night Parade was held in the past from 2001 to 2006. The Grand Marshall for 2017 would be Paul Sanborn. The parade celebrates everything Cape Coral and the 60<sup>th</sup> Anniversary of the purchase of Cape Coral by the Rosen Brothers.

Discussion held.

***Commissioner Burch moved, seconded by Commissioner Stout to approve transferring \$2,000 from SCHEA's cancelled Touch A Truck to SCHEA's Celebrate Cape Coral Night Parade.***

***Commissioners polled as follows: Burch, Carioscia, Cosden, Erbrick, Sawicki, and Stout voted "Aye". Leon voted "Nay" Six "Ayes" One "Nay". 6-1 Motion carried.***

### **CRA Special Event Sponsorship Grants Policy**

CRA Coordinator Hall stated as a best practice, the subject policy was reviewed. Discussion was held regarding whether or not to make any changes to the current policy. The Board recommends continuing the program with priority to be given to new events. Direction was given for the Advisory Board to use an evaluation sheet matrix for their use during the upcoming presentations. The criteria listed on the evaluation sheet is to be included in the application packet.

Commissioner Leon recommended giving five points for events that bring 1,000 to but less 5,000, ten points for 5,000 to but less than 10,000, and twenty points for events that bring 10,000 people or more. He would like to see a halt on funding events after three to five years of their existence.

Commissioner Erbrick stated at some point the CRA was going to sunset and the sponsorship dollars would go away. We need to evaluate and start looking at caps and dwindling the funding down.

Executive Director Szerlag recommended a column be added to the matrix to ask "How many years had the applicant received funding by the CRA." It would not affect the point total but it would be good for future reference.

CRA Coordinator Hall presented the Board with the survey results for the Holiday Festival of Lights and the Cape Coral Festival of the Arts.

## **REPORTS**

### **Staff**

DCD Director Cautero stated RMA had a scope of services, and they would return to research the area March 6-10, 2017. On March 7 & 8 they would meet with staff, Council members, and stakeholders. March 9<sup>th</sup>, there would be an open house at Chester Street Resource Center.

Executive Director Szerlag stated Council had approved CPH to design the SE 47<sup>th</sup> Terrace Streetscape Project. CPH Would meet with the Advisory Board in March to obtain input and in April, the CRA Board and Council. It was anticipated the design would be finished by September 2017. The project should be completed by the Fall of 2018. He gave an update on Village Square.

Commissioner Cosden- No report

Commissioner Erbrick – Businesses in the industrial park may have an interest in creating a second CRA zone in the industrial corridor.

Commissioner Burch- Reminded everyone the golf course was in the CRA.

Commissioner Stout – No Report

Commissioner Sawicki – No Report

Commissioner Leon – No Report

Chair Carioscia - No Report

#### **COMMENTS**

**None**

#### **TIME AND PLACE OF NEXT MEETING**

The next CRA regular meeting was scheduled for Tuesday, April 18, 2017 at 4:00 PM at 4816 Chester Street, Cape Coral.

#### **ADJOURNMENT**

There being no further business, the meeting adjourned at 5:02 p.m.

Submitted by,

John Szerlag  
CRA Executive Director

<b>Item Number:</b>	<b>5.B.</b>
<b>Meeting Date:</b>	<b>6/20/2017</b>
<b>Item Type:</b>	<b>APPROVAL OF MINUTES</b>

## AGENDA REQUEST FORM



**TITLE:**

April 3, 2017 Special Meeting

**SUMMARY:**

Minutes of the April 3, 2017 CRA Special Meeting

**ADDITIONAL INFORMATION:**

Request Motion to Approve

**ATTACHMENTS:**

Description	Type
▣ Minutes - April 3, 2017 Special Meeting	Backup Material

**MINUTES OF THE SPECIAL MEETING OF THE CAPE  
CORAL COMMUNITY REDEVELOPMENT AGENCY  
MONDAY, APRIL 3, 2017**

**Council Chambers**

**3:00 p.m.**

Meeting called to order by Chair Carioscia at 3:00 p.m.

Roll Call: Commissioners Burch, Carioscia, Cosden, Erbrick, Leon, Sawicki, Stout, and Williams were present.

**PUBLIC INPUT  
None**

**NEW BUSINESS  
Approval of Design Concept for the  
Streetscape Improvements Project on SE 47<sup>th</sup> Terrace**

Executive Director Szerlag stated this was a legacy project and he was seeking approval to transform SE 47<sup>th</sup> Terrace from Coronado Parkway to Del Prado Boulevard. He introduced Jeffrey Satfield of CPH. Mr. Satfield reviewed a PowerPoint presentation of the SE 47<sup>th</sup> Terrace Streetscape Improvements which included traffic analysis and traffic calming recommendations.

Discussion held on streetscape pallet and the infrastructure would be from bottom up.

Commissioner Stout stated she supported the roundabout.

Commissioner Sawicki stated there was a need to educate the public on the benefits of roundabouts.

Commissioner Burch stated in this specific case, it will be good, safe, and aesthetically pleasing to have the roundabout.

***Commissioner Leon moved, seconded by Commissioner Williams to approve the design concept for the Streetscape Improvements Project on SE 47<sup>th</sup> Terrace as presented.***

***Commissioners polled as follows: Burch, Carioscia, Cosden, Erbrick, Leon, Sawicki, Stout, and William voted "Aye" 8 "Ayes". 8-0 Motion carried.***

**CRA Special Events Sponsorship Program Discussion**

Commissioner Leon stated discussions were held in Tallahassee about CRA issues, stating they no longer wanted to see CRA spending money on such items as special events but rather on capital projects and infrastructure. He suggested cancelling the CRA Special Event Sponsorship Grant Program.

Commissioner Burch stated more was accomplished on the county level, going to Tallahassee was good but it was important to talk to the legislators here the rest of the year.

Chair Carioscia asked if Commissioner Leon was looking for a motion to stop the funding of special events.

Commissioner Leon replied if all were in favor of continuing the program, then continue the program.

Commissioner Stout stated a very small percentage of the CRA budget went into special event sponsorships.

### **TIME AND PLACE OF NEXT MEETING**

The next CRA regular meeting was scheduled for Tuesday, April 18, 2017 at 4:00 PM at 4816 Chester Street, Cape Coral.

### **ADJOURNMENT**

There being no further business, the meeting adjourned at 3:33 p.m.

Submitted by,

John Szerlag  
CRA Executive Director

Item Number:	8.A.
Meeting Date:	6/20/2017
Item Type:	ORDER OF UNFINISHED BUSINESS

## AGENDA REQUEST FORM



Community Redevelopment  
Agency

### TITLE:

Approval of Purchase and Design for the Dancing with Dolphins Public Art Project - Advisory Board Chair LoMonaco

### SUMMARY:

#### **Dancing with Dolphins Public Art Project**

Bringing art and cultural events to South Cape is an initiative on the CRA work plan. At the October 20, 2015, CRA meeting, while discussing the Fiscal Year 2016 Work Plan, Commissioner Nesta mentioned the Dancing with Dolphins Public Art Project. Commissioner Burch stated he had met with Suzanne Sims, of the Cape Coral Art League and had discussed the Dancing with Dolphins Public Art Project.

At the June 17, 2016, Advisory Board meeting Suzanne Sims, President of the Cape Coral Art League gave the Board a presentation of the Dancing with Dolphins Public Art Project. After discussion was held, a motion was made to recommend approval of the Dancing with Dolphins Public Art Project for South Cape in the amount of \$4,000. 5-0 Motion carried.

On March 14, 2017, Chair Lomonaco and staff met with the artist Tamara Rodriguez, to determine what events they would like to see on the Dolphin statue. There were approximately 12 events that were considered, but the artist recommended if the art was too busy, the artistic emphasis would be lost. After careful consideration, it was determined to use the largest and most established South Cape events on the artwork.

At the April 4, 2017, Advisory Board meeting, the preliminary artwork was reviewed. The Board discussed moving forward with the design which would show case the special events held within the CRA district.

It was recommended the Dancing with Dolphins statue would be displayed at the Chester Street Resource Center. If it was determined that a more suitable location was found, the Dolphin could be relocated.

Discussion was held to make the artist aware of the few recommendations and to bring back a final draft of the conceptual artwork to the next Advisory Board meeting.

At the June 6, 2017, Advisory Board meeting, the Board reviewed the final conceptual artwork for the Dancing with Dolphins statue. A motion was made to recommend the purchase of the Dancing

with Dolphins statue in the amount of \$4,000.00 and to approve the conceptual design as presented. 5-0 Motion carried.  
The \$4,000 for the purchase of the dolphin is allocated in this year's budget

#### **ADDITIONAL INFORMATION:**

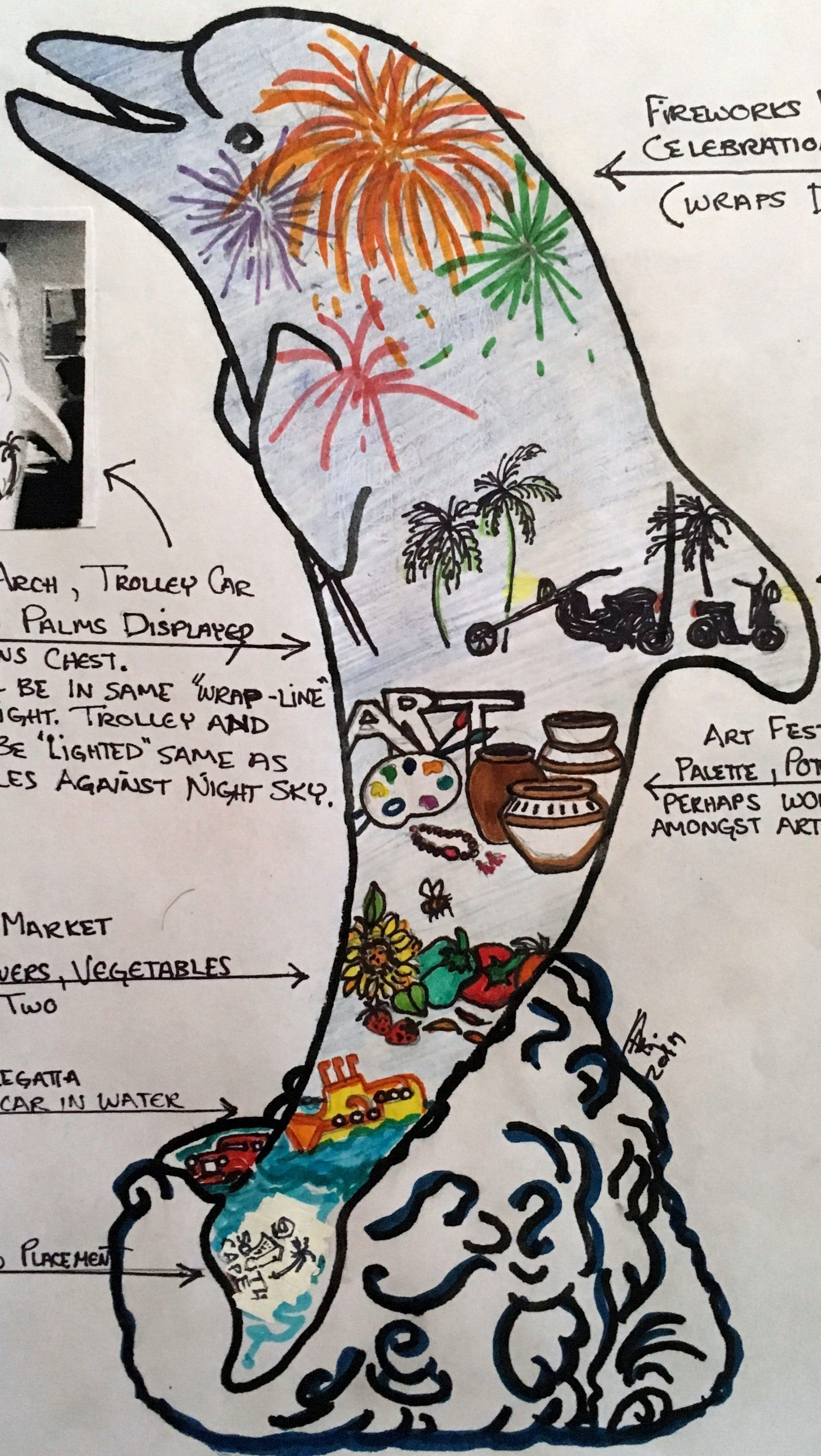
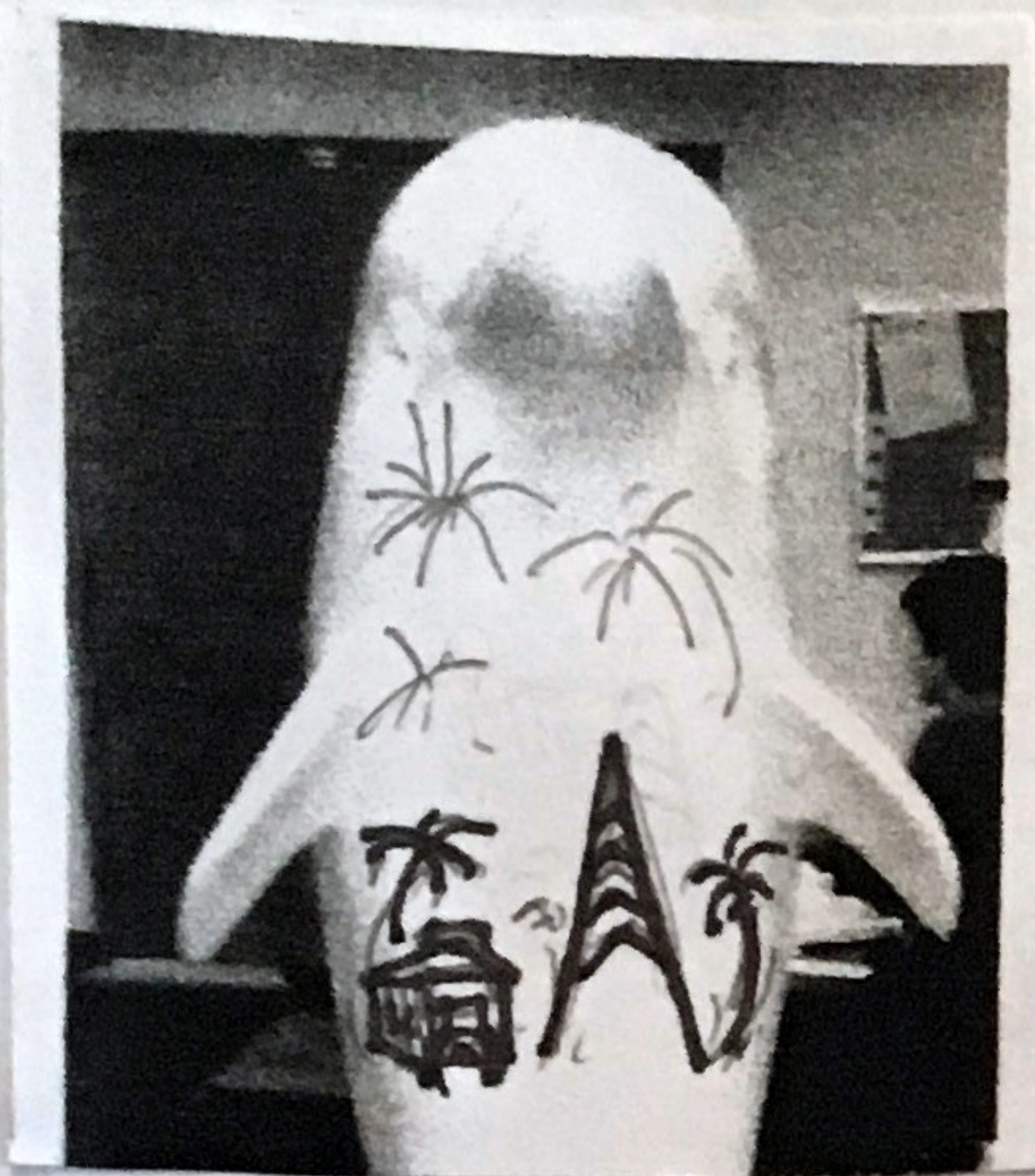
##### **Required Action:**

Motion to approve the design as presented, and purchase of the Dancing with Dolphins statue in the amount of \$4,000.

#### **ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
▣ DWD - Final Conceptual Artwork	Backup Material
▣ Dancing with Dolphins Presentation 2016-06-07	Backup Material





FIREWORKS EXPLODING IN  
CELEBRATION FILL SKY  
(WRAPS DOLPHIN)

BIKE NIGHT  
SILHOUETTE MOTORCYCLES  
W/ LIGHTED BRAKE  
& HEADLIGHTS.

ART FEST  
PALETTE, POTERY, JEWELRY ETC.  
PERHAPS WORD "ART" DEPICTED  
AMONGST ARTWORKS.

MEMORIAL ARCH, TROLLEY CAR  
& SCATTERED PALMS DISPLAYED  
ON DOLPHIN'S CHEST.  
THESE WILL BE IN SAME "WRAP-LINE"  
AS BIKE NIGHT. TROLLEY AND  
ARCH WILL BE "LIGHTED" SAME AS  
MOTORCYCLES AGAINST NIGHT SKY.

FARMER'S MARKET  
FRUITS, FLOWERS, VEGETABLES  
A BEE OR TWO

CARDBOARD REGATTA  
SUBMARINE & CAR IN WATER

SOUTH-CAPE  
LOGO PLACEMENT



**CELEBRATING 50 YEARS**



**A PUBLIC ART PROJECT  
BY THE CITY OF CAPE CORAL AND  
CAPE CORAL ART LEAGUE**

Tel: 239.772.5657 email: [ccal@capecoralartleague.org](mailto:ccal@capecoralartleague.org) web: [www.capecoralartleague.org](http://www.capecoralartleague.org)



# What is Dancing With Dolphins?



- A public arts project to promote the arts and tourism for Cape Coral and celebrate the 50<sup>th</sup> Anniversary of the Cape Coral Art League.
- Local artists have created unique designs to be painted on 72 inch fiberglass dolphins.
- Dolphins will be placed around the city at locations selected by the sponsors.
- Sponsors will select their preferred design, CCAL will coordinate the process to get them painted and placed at the site.
- A sign at each dolphin will identify the sponsor and artist.
- Dolphins can last a minimum of 8-10 years.
- There will be events associated with dolphin milestones such as:
  - Dolphins On Parade
  - Dolphin Gala and auction at the project end



# Who Are We?



- **Fifty years a group of art lovers created a place to learn, to meet friends who loved art, and provide a place for artists of all calibers to display their art, and the Cape Coral Art League was born.**
- **The city created Cultural Park to encourage all arts and our league raised funds to erect a building which now houses studios, a gallery, and gift shop.**
- **Our league is a self-sustaining non-profit that receives no funds from the city. We are facing major capital expenditures for new air conditioners and a roof.**
- **All profits realized from this project will be invested the Cape Coral Art League Endowment Funds at established at the Cape Coral Community Foundation and Southwest Florida Community Foundation for capital improvements.**
- **While we are managing the project, Dancing With Dolphins fulfills a city strategic initiative to increase Public Art.**



# About the Dolphins



- **Dolphins are made of fiberglass.**
- **They are 72 inches tall and weigh sixty-five pounds before painting.**
- **The dolphin is 31 inches front to back, and 29 inches left to right.**
- **Once painted, the dolphins will be sprayed with a clear weather proof sealant.**
- **They will be mounted on a 30x30x2 inch concrete base with bolts through flanges on each side of the dolphin.**
- **CCAL will be responsible for transporting dolphins and installing them on site.**
- **A sign at each dolphin will identify the sponsor, the name of the dolphin, and the name of the artist.**
- **CCAL will provide liability insurance and be responsible for removing dolphins if there is a hurricane alert.**



# **Why should you sponsor a dolphin? Advertising! Fun!**



- **We have beautiful, original designs and the dolphins will endure up to a decade.**
- **Your name will be on a highly visible plaque at the base of dolphin.**
- **Dolphins will draw people and families to follow a map to all the dolphins.**
  - **Your business name or logo will be on the map distributed throughout the city.**
- **Media - Your name will be listed on the Cape Coral and CCAL web page, Facebook and all advertising related to the project, beginning October 2015 and ending April 2017.**
- **Dolphin sightings and photos will be posted on the CCAL and Cape Coral web pages.**
- **A sponsor of the month will be featured on the CCAL web page and Facebook.**
- **There will be dolphin merchandise such as t-shirts and refrigerator magnets**
- **There will be activities to celebrate the dolphins' arrival and placement around the city, and a Grand Finale and Auction, projected for April 2017.**
- **It is easy to sponsor. Your sponsorship cost may be spaced out over 2 or 3 years.**
- **Share a dolphin! You may form a group to sponsor a dolphin to make it affordable.**
- **All donations are tax deductible as we are a 501(c)3 non-profit.**

# Sponsors

- Kindness Animal Hospital West, Drs. Arlyne Salcedo, Linda Morris, and Kelly Carver, 715 Cape Coral Parkway W, Cape Coral, FL
- Lobster Lady, 1715 Cape Coral Pkwy W, Cape Coral, FL
- John Michael Jewelry, 1331 Cape Coral Pkwy E, Cape Coral, FL
- Razzle Dazzle, 1335 Cape Coral Pkwy E, Cape Coral
- Cape Coral Community Foundation, 1405 SE 47th St
- Cape Coral Art League, 512 Cultural Park Blvd
- Cape Coral Hospital Auxiliary



**John Michaels**

Diamond and Jewelry Store



**First Sponsors**



# Current Status

- Two are on display: Razzle Dazzle/John Michael Jewelry, and Kindness Animal Hospital
- Two are being painted: Cape Coral Art League, Cape Coral Hospital Aux.
- One is being clear coated and will be installed by 13 June: Lobster Lady
- One is awaiting design approval: Cape Coral Community Foundation



Proposed sketch



Final photograph



# Other Designs



Kindness Animal Hospital



Razzle Dazzle – John Michael Jewelry



# Sponsorship Levels



## **LEVEL 1 \$2,500**

- One painted dolphin displayed until the Finale Gala and Auction
- Choice of artists' designs after Level 2 or use your own design
- Dolphin placement at your site or a pre-approved location
- Your logo and/or company name on a plaque in front of dolphin
- Listing on the Dancing With Dolphins web page
- Recognition and placement on the "Dancing With Dolphins" map
- Dolphin merchandise such as magnets, t-shirts

## **LEVEL 2 \$5,000**

- All Level 1 benefits plus:
- Complimentary Dolphin
- First choice from artists' designs or use your own design
- First choice of dolphin location
- Prime placement on the Dolphin web page(s)
- Your name or logo on all publicity such as ads, press releases, and photos of your dolphin at all events

## **Share A Dolphin**

Groups may share a dolphin and spread cost over 2 years. For example:

- Level 1 dolphin: Five shares result in an individual cost of \$230 (250) each year
- Level 2 dolphin: Five shares result in an individual cost of \$400 (500) each year

**To ask questions, or sponsor a dolphin, call or Suzanne Sims, 239.322.8676**

<b>Item Number:</b>	<b>8.B.</b>
<b>Meeting Date:</b>	<b>6/20/2017</b>
<b>Item Type:</b>	<b>ORDER OF UNFINISHED BUSINESS</b>

## AGENDA REQUEST FORM



**Community Redevelopment Agency**

### TITLE:

Media Lighting Project on Cape Coral Parkway - Public Works Director

### SUMMARY:

During the February 21, 2017, CRA Board Meeting staff discussed with you lighting options and future maintenance needs.

The Board approved the preferred lighting and agreed that if additional lighting was needed it could be added later.

The Board also agreed to move ahead with a maintenance agreement in an amount not to exceed \$30,000.

During the June 6, 2017, South Cape Community Redevelopment Advisory Board Meeting the Advisory Board recommended the following as it relates to the lighting enhancements:

1. Recommendation for staff to purchase and install additional string lighting to all the larger trees and up lighting on the smaller trees in the medians. The median project was completed under budget, which leaves \$32,900 available to complete the additional lighting and control systems.

Anticipating experts will provide a finished product that will have more of an impact, the Executive Director suggested getting quotes for maintaining all lighting, replacing when needed and an alternative line item to add more lighting to fronds or possibly going higher up in the trees. The Advisory Board agreed

### ADDITIONAL INFORMATION:

#### REQUESTED ACTION

1. Motion approving the purchase of additional lights and installation by staff and directing staff, in accordance with Procurement Guidelines, to request quotes to install electrical circuits needed for the additional lighting enhancements and to authorize the Executive Director to execute the contract and related documents in an amount not to exceed \$32,900.

### ATTACHMENTS:

Description	Type
☐ MEMO - CC Pkwy Lighting	Backup Material
☐ Lighting Contract for the City of Naples	Backup Material

MEMORANDUM

CITY OF CAPE CORAL  
PUBLIC WORKS DEPARTMENT

TO: John Szerlag, City Manager *JS*  
FROM: Paul Clinghan, Public Works Director *PRC*  
Stephanie Smith, Design and Construction Manager *SS*  
DATE: June 15, 2017  
SUBJECT: Cape Coral Parkway Median Landscaping and Lighting

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As part of the continual improvements to the Cape Coral Parkway median landscaping between Del Prado Boulevard and Coronado Parkway, staff proposes the removal of four existing olive trees. These trees are damaged and diseased and pose a safety concern. Upon removal, new palm trees and other plantings will be added to balance the appearance of the medians.

In addition, staff proposes the removal of six Washingtonia Palms located at the east and west end of the median between Vincennes Boulevard and Cape Coral Street. These exceptionally tall trees provide little to the aesthetics of the medians and will be replaced with new palm trees that are more visible.

The removal and replacement will occur prior to any additional lighting of trees along this section of roadway.

PC/SS:sk



# **Fifth Avenue South and Sugden Plaza Decorative Lighting & Decor Agreement**

## **SCOPE – 5<sup>th</sup> Avenue South**

### **A. Miniature White Lights on Palms**

1. Install/Maintain commercial grade miniature white lights on trunk bases of thirty-one (31) Palms along 5th Avenue South and replace once annually. Suggested that this be done in October and April.
2. Install/Maintain commercial grade miniature white lights on trunk bases and on fronds on three (3) Palms in the median at 5th Avenue South and 9th Street South.
3. One (1) time per month inspection January through November; and inspected weekly in the month of December. Any defective lights will be replaced within 48 hours of discovery or notice from City or BID staff. For any repairs outside of regular monthly repairs January through November, a sum of \$40 per manhour will apply.

### **B. Additional Palms**

1. Install miniature white lights on fifteen (15) additional Palms identified by the BID staff. *Note: Subject to approval by City of Naples.*

### **C. Spheres**

1. Install ninety (90) spheres with commercial grade white lights on Live Oaks and Tabebuia Trees beginning November 1 through May 15 (CityFest). The placement of spheres in Live Oaks and Tabebuia Trees to be determined by the BID staff.
2. All lighting will be inspected weekly in December. Any defective lights will be replaced within 48 hours of discovery or notice from City or BID staff.
4. One (1) time per month inspection November, and January through May. Any defective lights will be replaced within 48 hours of discovery or notice from City or BID staff. For any repairs outside of regular monthly repairs January through May, a sum of \$40 per manhour will apply.
5. Spheres will be removed annually and stored appropriately in vendor facilities on May 15.

### **D. Payment.**

1. Payment will be made in two installments. January 2015 and October 2015.

## **SCOPE - Sugden Plaza**

### **E. Holiday Decorations**

1. Install holiday decorations – premium lighting and décor on Baker Stage and in the Sugden Plaza by November 26, 2014.
2. Remove Same by January 15, 2015
3. Respond to requests for maintenance/repair within 24 hours of call.

## **F. Baker Stage**

- (2) Soldier standing on drum (one per side) at front of stair landing
- (2) 9 ½ prelit trees with red bows and red ribbon streaming down trees (one per side)
- (1) 15' prelit tree with elegant décor and star topper

## **G. Fountains.**

- (2) Large Santa figures (one per side)
- (10) Christmas Trees with red ribbon (five per side)
- (2) Large Ice Trees (one per side)
- (4) Large decorative C-7 light bulbs (two each side)

## **H. Midpoint of Plaza.**

- (2) Life like snowmen (one per side) – the snowmen will be placed between 8.5' trees
- (4) 8 ½ prelit trees with red bows (two per side)

## **I. Other.** Cut out holiday soldiers at Plaza Oak Trees.

## **J. Payment:**

Sugden Plaza decorative components contingent on ability of BID to raise necessary funding, as such payment will be made in two installments: December 1 and December 20, 2014.

## **Special Conditions**

1. This agreement is for a period of three years, subject to annual review by the BID Board.
2. Contract may be cancelled for non-performance.
3. In the event the BID cancels contract at any time during the three year period, for reasons other than non-performance, then \$6,000 will be payable to BradisonLLC/Trimmers on a pro-rated basis, i.e.: 2015 - \$6,000; 2016- \$4,000; 2017 - \$2,000.
4. Insurance: Proof of insurance shall be provided by Bradison LLC/Trimmers Holiday Decor prior to the start of work and each additional year of contract.
5. All lighting shall be commercial grade white - within the following temperature range: Minimum 2,700 Kelvin; Maximum 3,300 Kelvin. No twinkling or flashing light sources.
6. Vendor is responsible for any damages to pavers or other property that occur during installation, removal or replacement. No trucks are allowed on the paver area of Sugden Plaza.
7. Selections of Palms in Item 2 are to be made by the BID staff. Placement of spheres on Tabebuia and Oaks to be decided the BID staff.
8. Service to include for both Item 1 and Item 2: • Maintenance program as stated in Scope. • Respond to request of maintenance by BID within 48 hours of call. • Take down at specified date(s). • Installation/reinstallation of premium commercial grade quality lighting and décor. • Installation of commercial grade outdoor electrical cords.

- Installation/reinstallation of premium commercial grade quality lighting and décor.
  - Installation of commercial grade outdoor electrical cords.
9. Trimming of Trees for installation or repair/maintenance of lights requires City approval and is responsibility of vendor. *Palms*
10. Note: For any repairs outside of regular monthly repairs January through November on palms, and January through April on spheres, a sum of \$40 per manhour will apply.

## Cost Schedule

	Number	2015	Number	2016	Number	2017
<b>Street Lighting</b>						
<b>Existing</b>						
Spheres	90					
Palms	spheres/		90 spheres/		90 Spheres/	
Maintenance	34		49 Palms	\$18,000	49 Palms	\$20,000
Change-out	Palms	\$16,000				
<b>New</b>						
Palms	15	\$2,000	-0-	\$0.00	-0-	\$0.00
<b>Total Street Lighting</b>		<b>\$18,000</b>		<b>\$18,000</b>		<b>\$20,000</b>
<b>Plaza</b>						
Plaza		\$10,850		\$10,850		\$10,850
<b>TOTAL</b>		<b>\$28,850</b>		<b>\$28,850</b>		<b>\$30,850</b>

### Approval of Contract:

  
Bradison LLC/Trimmers Holiday Decor

*Sept. 4, 2014*  
Date

  
Fifth Avenue South BID

August 21, 2014  
Date



<b>Item Number:</b>	<b>9.A.</b>
<b>Meeting Date:</b>	<b>6/20/2017</b>
<b>Item Type:</b>	<b>BUSINESS</b>

## AGENDA REQUEST FORM



*Community Redevelopment Agency*

**TITLE:**

Approval of CRA Special Event Sponsorship Grant Application Recommendations - Advisory Board Chair LoMonaco

**SUMMARY:**

The CRA received ten Special Event Sponsorship Grant applications. The total amount of the funds requested was \$47,000.

The Advisory Board interviewed the applicants and vetted each submittal using the methodology previously approved by the CRA Board.

There were no “new event” applications received for FY 2018.

**ADDITIONAL INFORMATION:**

**Requested Action**

Motion to approve the CRA Special Event Sponsorship Grant Applications itemized as presented for the total amount of \$25,500.00 for fiscal year 2018.

**ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
☐ Memo - CRA Sponsorships - Chair Lomonaco	Backup Material
☐ Minutes Excerpt - April 4, 2017 SCCRAB	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	Backup Material
☐ Gulf Coast Symphony - At Sunset	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 -Mintes April 26, 2016 CRA Meeting	Backup Material
☐ SUMMARY	Backup Material
☐ Board Member Tally Sheet	Backup Material





## Cape Coral Community Redevelopment Agency

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

### MEMORANDUM

To: CRA Board of Commissioners  
John Szerlag, CRA Executive Director  
From: Stacy Lomonaco, Advisory Board Chair  
Date: June 14, 2017  
Re: CRA Special Events Sponsorship Grant Recommendations for Fiscal Year 2018

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After careful review and interviewing of the representatives from organizations seeking grants, the CRA Advisory Board is making the following recommendations.

#### **Cape Coral Chamber of Commerce Annual Sponsorship Request**

Donna German, President and Annette Siner, Special Events Director, for the Chamber of Commerce presented their annual request for sponsorship of two special events held in South Cape during Fiscal Year 2018 in the amount of **\$16,500**.

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

**The Advisory Board recommended the sponsorship of Holiday Festival of Lights in the amount of \$3,000.**

**The Advisory Board recommended the sponsorship of the Freedom 5K Run in the amount of \$2,000.**

#### **Touch A Truck**

Steve and Fran Marsino, Co-chairs for the EHL Fragile X Foundation -Touch A Truck presented their annual request for continued CRA sponsorship of "Touch A Truck" held in South Cape during Fiscal Year 2018 in the amount of **\$5,000**.

**The Advisory Board recommended the continued sponsorship of Touch A Truck held in South Cape in the amount of \$3,000.**

### **Gulf Coast Symphony Annual Sponsorship Request**

Linda Onorevale, Managing Director for Gulf Coast Symphony presented their annual request for continued CRA sponsorship of the Symphony at Sunset Concert” held in South Cape during Fiscal Year 2018 in the amount of **\$4,000**.

**The Advisory Board recommended the continued sponsorship of the Gulf Coast Symphony at Sunset in the amount of \$2,000.**

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

Todd King, Special Events Coordinator for the City of Cape Coral Parks & Recreation Department presented their annual request for continued CRA sponsorship of the eight 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 2017             |
| • Red White and Boom  |          | \$2500 | July 4, 2018              |

**The Advisory Board recommended the continued sponsorship of the seven special events held in South Cape in the amount of \$8,500.**

### **Cape Coral Rotary Club Annual Sponsorship Request**

Allison Hussey and John Jacobsen, Co-Chairs, the Rotary Festival of the Arts presented their annual request for continued CRA sponsorship for two special events held in South Cape during Fiscal Year 2018 in the amount of **\$13,000**.

- |                                   |           |              |
|-----------------------------------|-----------|--------------|
| • Cape Coral Festival of the Arts | \$10,000. | January 2018 |
| • Cardboard Boat Regatta          | \$ 3,000. | April 2018   |

**The Advisory Board recommended the continued sponsorship of the Festival of the Arts in the amount of \$5,000.**

**The Advisory Board recommended the continued sponsorship of the Cardboard Boat Regatta in the amount of \$2,000.**

## Summary Data

CRA SPECIAL EVENT SPONSORSHIP GRANTS FY 2018			FY 2017 Requested	FY 2017 Approved	EVENT PROFIT	FY 2018 Requested	FY 2018 Recommended
Event Name	Applicant	Sponsored Since	Amount	Amount	Amount	Amount	Amount
Holiday Festival of Lights *	Chamber of Commerce	2005	\$12,500.00	\$5,000.00	\$22,859.40	\$12,500.00	\$3,000.00
5K Fun Run	Chamber of Commerce	2016	\$2,500.00	\$2,000.00	\$13,681.08	\$4,000.00	\$2,000.00
Touch A Truck	EHL Fragile X Foundation	2016	\$3,000.00	\$2,000.00	\$7,715.64	\$5,000.00	\$3,000.00
Symphony at Sunset Four Freedoms Park **	Gulf Coast Symphony	2011	\$5,000.00	\$4,000.00	<b>\$27,831.00</b>	\$4,000.00	\$2,000.00
Red White and Boom July 4th	Parks and Recreation	2014	\$2,500.00	\$2,500.00	<b>-\$32,145.00</b>	\$2,500.00	\$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	\$4,000.00
Veterans Day Parade	Parks and Recreation	2008	\$1,000.00	\$1,000.00	<b>-\$2,500.00</b>	\$1,000.00	\$1,000.00
Boat-A-Long December	Parks and Recreation	2008	\$1,000.00	\$1,000.00	<b>-\$7,175.00</b>	\$1,000.00	\$1,000.00
Festival of the Arts	Rotary Club	2000	\$10,000.00	\$10,000.00	\$56,028.45	\$10,000.00	\$5,000.00
Cardboard Boat Regatta Fou	Rotary Club	2010	\$3,000.00	\$3,000.00	\$4,700.00	\$3,000.00	\$2,000.00
						\$47,000.00	<b>\$25,500.00</b>

\* 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]

### **CRA Special Event Sponsorship Grant Application Interviews**

CRA Specialist Ramey stated there were ten reoccurring events submitted by five applicants and all were present. These were all recurring events, there were no new event application received for FY 2018.

#### **Chamber of Commerce of Cape Coral - Holiday Festival of Lights**

Donna Germaine, President and Annette Siner, Special Events Director of the Chamber of Commerce of Cape Coral gave an overview of their event.

Board Member Biondi asked why there was a discrepancy in their budget documentation. She said when expenses were deducted from income the amount stated was not correct.

Discussion held there was a typographical error and the Chamber would provide a corrected budget document.

Discussion held.

#### **Chamber of Commerce of Cape Coral - 5K Fun Run**

Donna Germaine, President of the Chamber of Commerce of Cape Coral, gave an overview of the event which had grown to almost 1000 attendees.

Discussion held

#### **EHL Fragile X Foundation - Touch A Truck**

Steve and Fran Marsino, Co-Chairs of the EHL Fragile X Foundation, gave an overview of the event. In 2018, the event would be moved to Lafayette Street, where there would be a ¼ mile of trucks. The CRA grant would be used for expenses such as road closures, police detail, City stage, and marketing.

Discussion held

#### **Gulf Coast Symphony Orchestra - Symphony at Sunset**

Linda Onorevole, Managing Director stated Symphony at Sunset is a part of a larger event which is Taste of the Cape, she gave an overview of the event.

Discussion held.

**City of Cape Coral Parks & Recreation Special Events - Bike Nights**

Todd King, Special Events Coordinator for the City of Cape Coral Parks and Recreation Department gave an overview of the event which was held four times per year.

Discussion held.

**City of Cape Coral Parks & Recreation Special Events - Red White and Boom**

Todd King, Special events coordinator City of Cape Coral Parks and Recreation Department gave an overview of the event.

Discussion held.

**City of Cape Coral Parks & Recreation Special Events - Veteran's Day Parade**

Todd King, Special Events Coordinator for the City of Cape Coral Parks and Recreation Department gave an overview of the event.

Discussion held.

**City of Cape Coral Parks & Recreation Special Events - Boat A-Long**

Todd King, Special Events Coordinator for the City of Cape Coral Parks and Recreation Department gave an overview of the event.

Discussion held.

**Rotary - Festival of the Arts**

Alison Hussey and John Jacobsen, Rotary Co-Chairs, gave an overview of the event. Mr. Jacobsen stated the Cape Coral Festival of the Arts was the largest event held in Lee County. The CRA grant money would be spent on marketing. Proceeds from the event go for community outreach, scholarships, Rotary Park which received \$10,000, the building of the community garden, Children's Network for the children in foster care, and programs for high school, middle, and elementary. Cape Coral Festival of the Arts was the first art festival in Lee County and it was voted the "12<sup>th</sup> Best Art Festival" in the nation.

Discussion held.

**Rotary - Cardboard Boat Regatta**

Alison Hussey, former Rotary President have an overview of the event. The CRA grant funds would be used for marketing, signage radio, social media, television, the CRA is included in all advertising. Most proceeds raised stayed in the local area.

Discussion held.

Chair LoMonaco stated in the spirit of transparency and the changes in legislature. She suggested capping the events \$2000 for events with attendance greater than 10,000, and \$1000 for attendance less than 10,000.

Board Member Keim believed the CRA money could be spent on capital improvements for the streetscape project rather than special events.

Discussion held. The Board members reviewed each presentation and each stated their recommended amount of sponsorship for each event. Afterward the Board proceeded.

Event	<i>Keim Recommended</i>	<i>Biondi Recommended</i>	<i>Lomonaco Recommended</i>	<i>Pippenger Recommended</i>	<i>St. Peter Recommended</i>
Holiday Festival of Lights *	\$3,000.00	\$3,000.00	\$2,500.00	\$3,000.00	\$3,000.00
5K Fun Run	\$1,000.00	\$2,000.00	\$1,000.00	\$1,500.00	\$2,500.00
Touch A Truck	\$2,000.00	\$3,000.00	\$2,000.00	\$3,000.00	\$3,000.00
Symphony at Sunset Four Freedoms Park **	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,000.00
Red White and Boom July 4th	\$2,500.00	\$3,000.00	\$3,000.00	\$2,500.00	\$2,500.00
Four Bike Nights Oct, Dec, Feb, Apr	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
Veterans Day Parade	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Boat-A-Long December	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Festival of the Arts	\$5,000.00	\$5,000.00	\$5,000.00	\$4,000.00	\$5,000.00
Cardboard Boat Regatta Four Freedoms Park	\$2,000.00	\$2,000.00	\$1,500.00	\$2,000.00	\$3,000.00

***Board Member Pippenger moved, seconded by Board Member Biondi to recommend the continue sponsorship of the Holiday Festival of Lights in the amount of \$3,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member St. Peter moved, seconded by Board Member Biondi to recommend the continue sponsorship of the 5K Fun Run in the amount of \$2,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member Pippenger moved, seconded by Board Member Biondi to recommend the continue sponsorship of Touch A Truck in the amount of \$3,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member Pippenger moved, seconded by Board Member Biondi to recommend the continue sponsorship of Gulf Coast Symphony at Sunset in the amount of \$2,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member Pippenger moved, seconded by Board Member Biondi to recommend the continue sponsorship of Red White & Boom in the amount of \$2,500.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member Pippenger moved, seconded by Board Member Keim to recommend the continue sponsorship of Bike Night in the amount of \$4,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member Pippenger moved, seconded by Board Member Biondi to recommend the continue sponsorship of the Veterans Day Parade in the amount of \$1,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***

***Board Member Pippenger moved, seconded by Board Member Biondi to recommend the continue sponsorship of the Holiday Boat A Long in the amount of \$1,000.***

***Board members polled as follows: Biondi, Keim, Lomonaco, Pippenger, and St. Peter voted "Aye." 5-0 Motion carried.***







## 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	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 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
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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

ACORD		CERTIFICATE OF LIABILITY INSURANCE		BEST CERTIFICATE NUMBER	
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AFFECT OR IN ANY MANNER ALTER THE COVERAGE AFFORDED BY THE POLICY DESCRIBED BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER, AUTHORIZED REPRESENTATIVE OR INSURER, AND THE CERTIFICATE HOLDER.					
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policyholder must be notified. If SUBROGATION is waived, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in the absence of such endorsement.					
<b>INSURER</b> <b>BEAT - CHASAL INSURANCE</b> <b>13115 BELL TOWER DR</b> <b>PORT MYRTLE FL 33907-5944</b> <b>(352) 861-4534</b>		<b>DATE</b> <b>12/27/2017</b>		<b>EXPIRATION DATE</b> <b>12/27/2018</b>	
<b>INSURED</b> <b>Chamber of Commerce of Cape Coral, Inc.</b> <b>P.O. Box 10037</b> <b>Cape Coral, FL 33910</b>		<b>INSURANCE CLASSIFICATION</b> <b>GENERAL LIABILITY</b>		<b>CLASSIFICATION CODE</b> <b>2011</b>	
<b>CERTIFICATE NUMBER</b> <b>33PP-131-0716</b>		<b>REVISION NUMBER</b> <b>001</b>		<b>DATE OF REVISION</b> <b>12/27/2017</b>	
<b>COVERAGE</b> <b>GENERAL LIABILITY</b> <b>1. PRODUCTS AND COMPLETED OPERATIONS</b> <b>2. BODILY INJURY AND PROPERTY DAMAGE</b> <b>3. ADVERTISING INQUIRY</b> <b>4. PERSONAL AND ADVERTISING INQUIRY</b> <b>5. POLLUTION</b> <b>6. AUTOMOBILE LIABILITY</b> <b>7. FIDELITY AND BOND</b> <b>8. DIRECTORS AND OFFICERS LIABILITY</b> <b>9. EMPLOYERS LIABILITY</b> <b>10. PROFESSIONAL LIABILITY</b> <b>11. COMMERCIAL AUTOMOBILE LIABILITY</b> <b>12. AIRCRAFT AND HELICOPTER LIABILITY</b> <b>13. RAILROAD LIABILITY</b> <b>14. STEAMBOAT LIABILITY</b> <b>15. TUGBOAT LIABILITY</b> <b>16. MARINE LIABILITY</b> <b>17. PIRACY LIABILITY</b> <b>18. TRANSPORTATION LIABILITY</b> <b>19. CARGO LIABILITY</b> <b>20. FREIGHT LIABILITY</b> <b>21. SHIP LIABILITY</b> <b>22. AIRCRAFT AND HELICOPTER LIABILITY</b> <b>23. RAILROAD LIABILITY</b> <b>24. STEAMBOAT LIABILITY</b> <b>25. TUGBOAT LIABILITY</b> <b>26. MARINE LIABILITY</b> <b>27. PIRACY LIABILITY</b> <b>28. TRANSPORTATION LIABILITY</b> <b>29. 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## 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 20<sup>th</sup> 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:

- ☒ 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 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

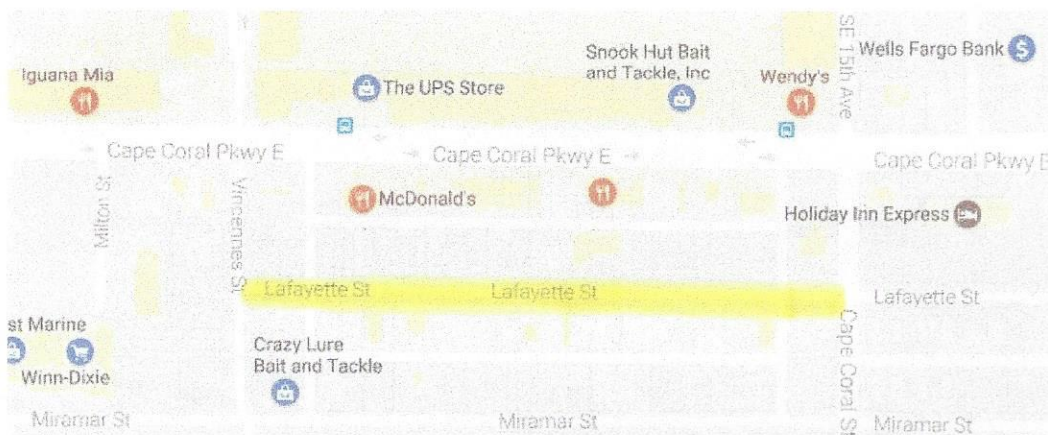
- X Description of how CRA sponsorship, if granted, would be publicly acknowledged (i.e. CRA logo to be used on printed materials, any promotional material, event brochures, etc. that may be available.

## 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 5<sup>th</sup> and 10<sup>th</sup> 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
<b>TOTAL REVENUE</b>	<b>\$104,014</b>	<b>\$105,500</b>
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
<b>TOTAL EXPENSE</b>	<b>\$76,183</b>	<b>\$75,500</b>
<b>NET</b>	<b>\$27,831</b>	<b>\$30,000</b>
<b>50/50 Split</b>	<b>\$13,916</b>	<b>\$15,000</b>

\*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.

<b>Gulf Coast Symphony Board of Directors</b>	
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

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:** 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

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:** 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
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_____ 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.

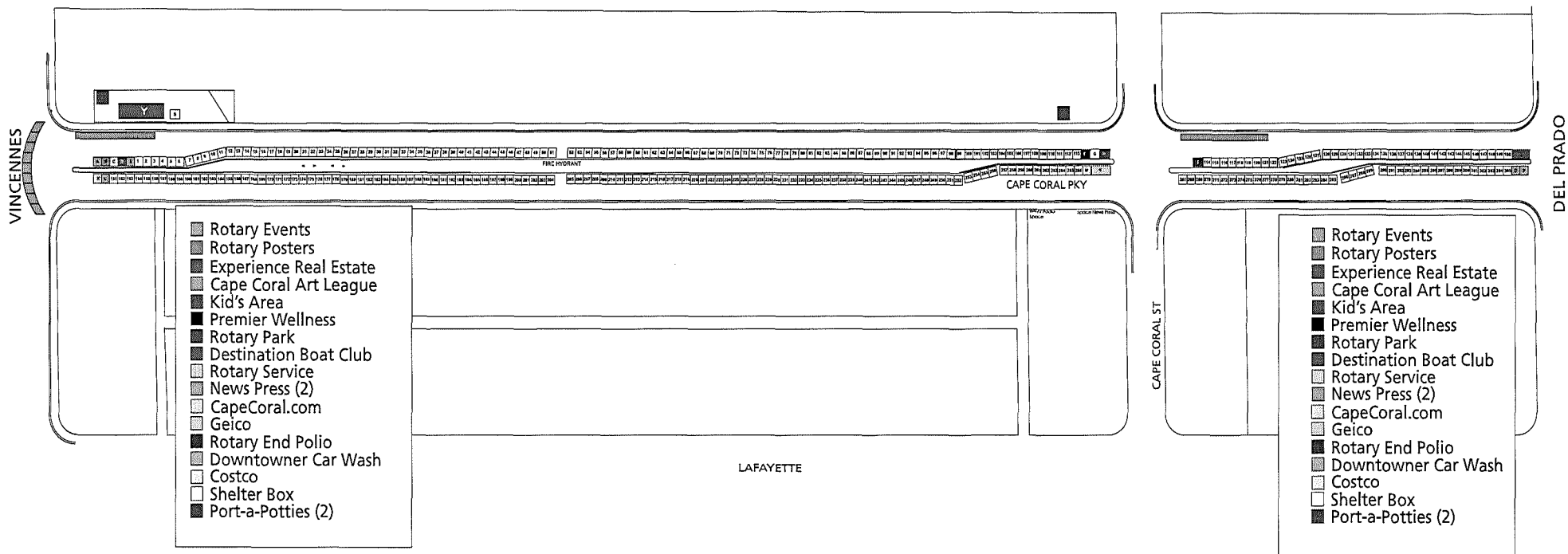
1. The CRA's name and logo listed as a sponsor in all print and broadcast advertising as well as in programs, flyers, letterhead, festival website (capecoralfestival.com) and news releases.
2. One 10' x 10' booth for CRA promotions.
3. Space to hang 8 CRA banners.
4. Full page ads in official program, 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.

[illegible]



# Cape Coral Festival of the Arts Jan 14-15 2017

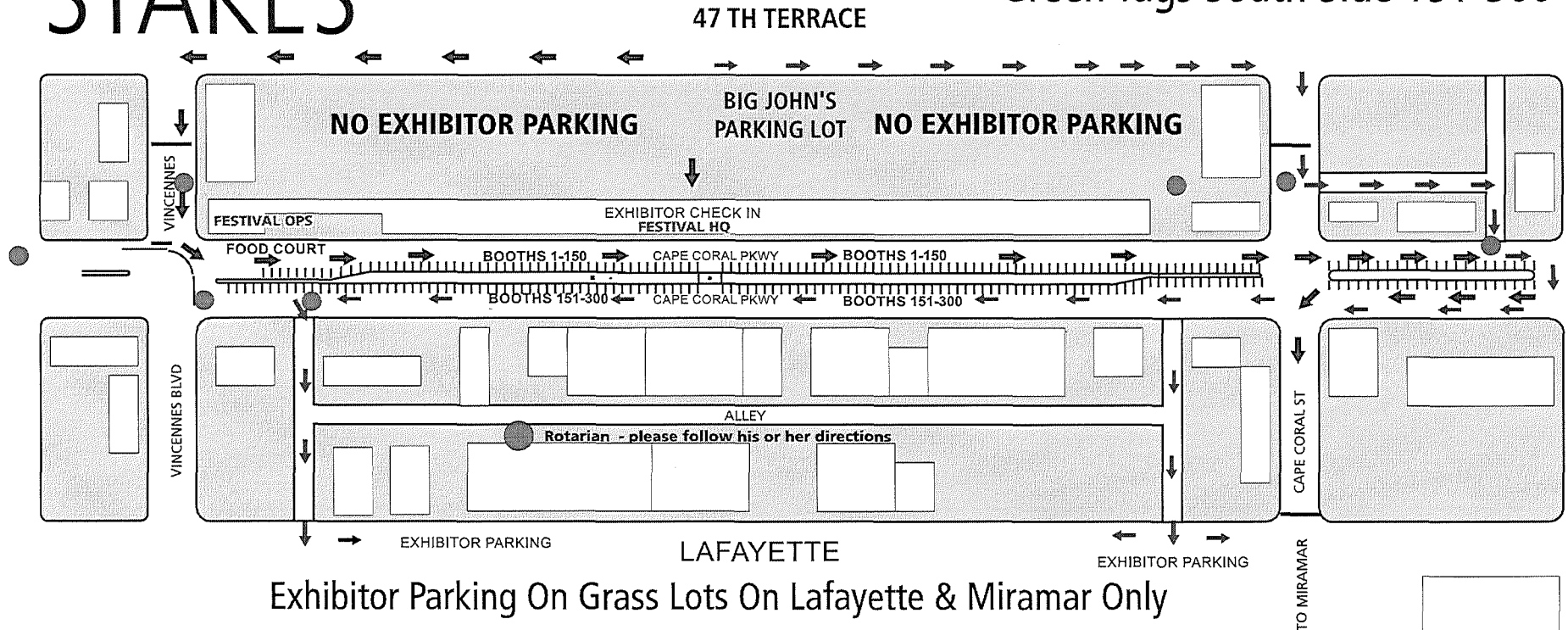
**Rotary**  
Club of Cape Coral



# 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 12<sup>th</sup> 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](http://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.

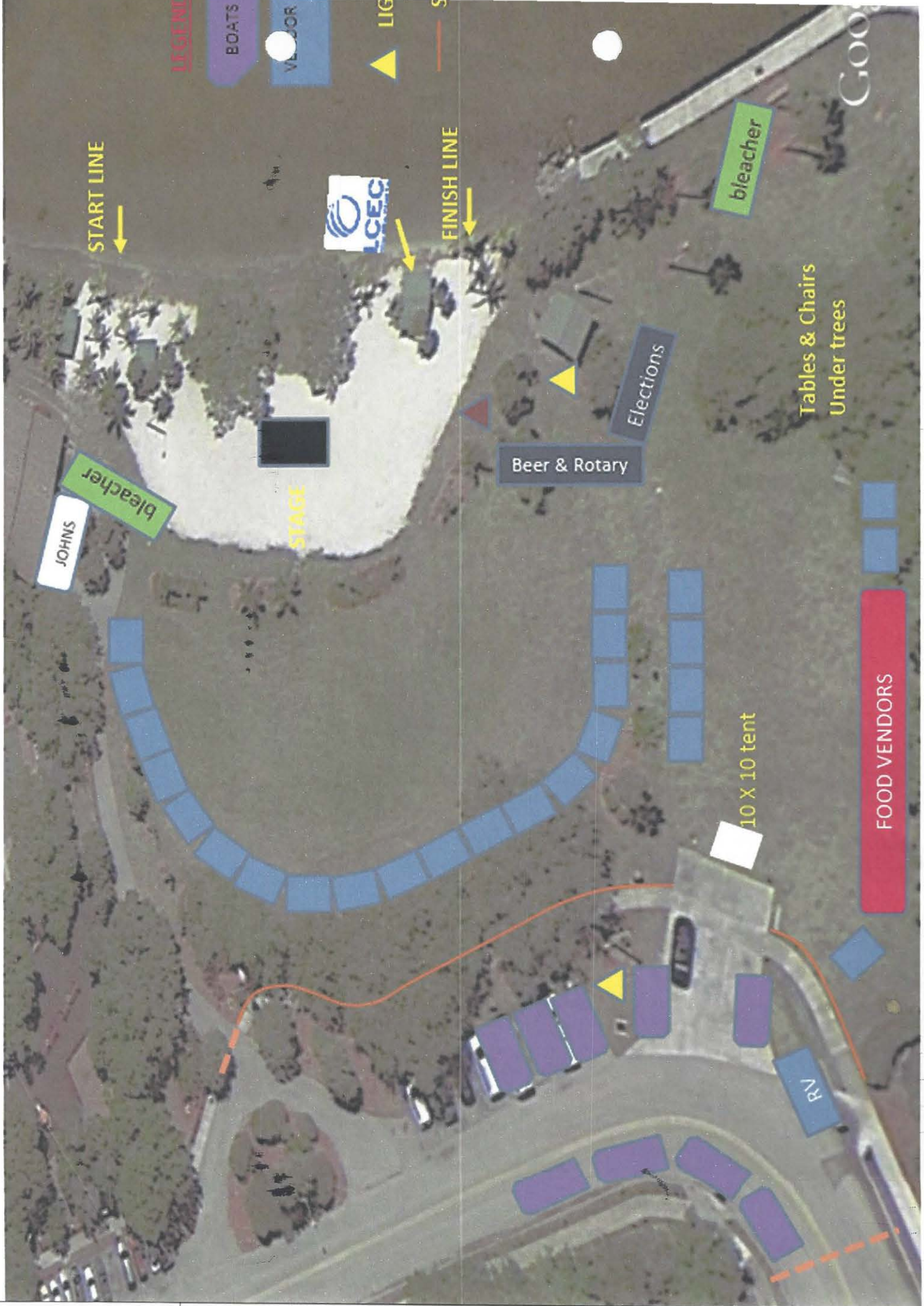
Total 18,300.

### 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 - <b>New Holiday Tree</b>	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	
<b>TOTAL</b>		<b>\$53,000</b>	<b>\$36,500</b>	<b>\$39,000</b>	

CRA Special Event Sponsorship Grant Applications FY 2018

CRA SPECIAL EVENT SPONSORSHIP GRANTS FY 2018			FY 2017 Requested	FY 2017 Approved	EVENT PROFIT	FY 2018 Requested	FY 2018 Recommended
Event Name	Applicant	Sponsored Since	Amount	Amount	Amount	Amount	Amount
Holiday Festival of Lights *	Chamber of Commerce	2005	\$12,500.00	\$5,000.00	\$22,859.40	\$12,500.00	\$3,000.00
5K Fun Run	Chamber of Commerce	2016	\$2,500.00	\$2,000.00	\$13,681.08	\$4,000.00	\$2,000.00
Touch A Truck	EHL Fragile X Foundation	2016	\$3,000.00	\$2,000.00	\$7,715.64	\$5,000.00	\$3,000.00
Symphony at Sunset Four Freedoms Park **	Gulf Coast Symphony	2011	\$5,000.00	\$4,000.00	<b>\$27,831.00</b>	\$4,000.00	\$2,000.00
Red White and Boom July 4th	Parks and Recreation	2014	\$2,500.00	\$2,500.00	<b>-\$32,145.00</b>	\$2,500.00	\$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	\$4,000.00
Veterans Day Parade	Parks and Recreation	2008	\$1,000.00	\$1,000.00	<b>-\$2,500.00</b>	\$1,000.00	\$1,000.00
Boat-A-Long December	Parks and Recreation	2008	\$1,000.00	\$1,000.00	<b>-\$7,175.00</b>	\$1,000.00	\$1,000.00
Festival of the Arts	Rotary Club	2000	\$10,000.00	\$10,000.00	\$56,028.45	\$10,000.00	\$5,000.00
Cardboard Boat Regatta Four	Rotary Club	2010	\$3,000.00	\$3,000.00	\$4,700.00	\$3,000.00	\$2,000.00
						\$47,000.00	<b>\$25,500.00</b>

\* 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]



<b>Event</b>	<i>Keim Recommended</i>	<i>Biondi Recommended</i>	<i>Lomonaco Recommended</i>	<i>Pippenger Recommended</i>	<i>St. Peter Recommended</i>	<b>FY 2018 Advisory Board</b>
Holiday Festival of Lights *	\$3,000.00	\$3,000.00	\$2,500.00	\$3,000.00	\$3,000.00	<b>\$3,000.00</b>
5K Fun Run	\$1,000.00	\$2,000.00	\$1,000.00	\$1,500.00	\$2,500.00	<b>\$2,000.00</b>
Touch A Truck	\$2,000.00	\$3,000.00	\$2,000.00	\$3,000.00	\$3,000.00	<b>\$3,000.00</b>
Symphony at Sunset Four Freedoms Park **	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,000.00	<b>\$2,000.00</b>
Red White and Boom July 4th	\$2,500.00	\$3,000.00	\$3,000.00	\$2,500.00	\$2,500.00	<b>\$2,500.00</b>
Four Bike Nights Oct, Dec, Feb, Apr	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	<b>\$4,000.00</b>
Veterans Day Parade	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	<b>\$1,000.00</b>
Boat-A-Long December	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	<b>\$1,000.00</b>
Festival of the Arts	\$5,000.00	\$5,000.00	\$5,000.00	\$4,000.00	\$5,000.00	<b>\$5,000.00</b>
Cardboard Boat Regatta Four Freedoms Park	\$2,000.00	\$2,000.00	\$1,500.00	\$2,000.00	\$3,000.00	<b>\$2,000.00</b>
<b>Total Amount Recommended FY 2018</b>						<b>\$25,500.00</b>

<b>Item Number: 9.B.</b>	
<b>Meeting</b>	<b>6/20/2017</b>
<b>Date:</b>	
<b>Item Type:</b>	<b>BUSINESS</b>

## AGENDA REQUEST FORM



*Community Redevelopment Agency*

### **TITLE:**

Adoption of CRA Resolution 2-17, FY 2018 Budget - Executive Director and CRA Treasurer

### **SUMMARY:**

Attached for your review and recommendation is the proposed FY 2018 – 2020 Budget.

Florida Statute Section 189.016 requires the governing body of each special district to adopt a budget by resolution each fiscal year.

The CRA Bylaws requires the Board of Commissioners to approve a recommended budget for the succeeding fiscal year and forward it to the City Council for adoption by June 30.

The attached is a Summary of the FY2018 Proposed Budget and estimated expenditures necessary to carry out the functions of the CRA for the Fiscal Year beginning October 1, 2017, and ending September 30, 2018.

As last year, most of the budget is proposed for capital infrastructure projects. Specifically, the Streetscape Project on SE 47th Terrace and Club Square Improvements.

### **ADDITIONAL INFORMATION:**

Action Requested

Motion to approve adoption of Resolution 2-17.

### **ATTACHMENTS:**

Description	Type
▣ Memo FY 18-20 CRA Budget	Backup Material
▣ Proposed FY 2018-2020 Budget	Backup Material
▣ CRA Resolution 2-17	Backup Material
▣ FY 2018- 2020 Budget Powerpoint	Backup Material

CITY OF CAPE CORAL  
FINANCIAL SERVICES DEPARTMENT

TO: John Szerlag, City Manager

FROM: Victoria L. Bateman, Financial Services Director, CPA, CGFM

DATE: June 5, 2017

SUBJECT: FY 18-20 CRA Budget

---

The CRA budgeted TIF revenue represents a 32%, or \$1,110,017 increase over FY 17. The major changes in the budget over FY 17 are:

- \$70,000 – (\$40,000 for Sponsorships/Special Events, \$30,000 for Incentives)
- \$30,206 lightening maintenance contract
- (\$60,000) decrease in Holiday Light Replacement program and EDO outreach/marketing
- \$100,000 increase for Charges for Services rendered by the General Fund
- \$959,448 capital increase for Club Square Enhancements and SE 47<sup>th</sup> Terrace Streetscape program

We propose any funds remaining at the end of FY 18 flow to Capital for the 47<sup>th</sup> Terrace Streetscape program.

JS:VB (FY 18-20 CRA Budget)

**CITY OF CAPE CORAL**  
**FY 2018 PROPOSED BUDGET - FUND LEVEL SUMMARY**  
**Community Redevelopment Trust Fund**

	<b>Proposed Budget</b>
<hr/>	
<b>COMMUNITY REDEVELOPMENT TRUST FUND</b>	
<u><b>SOURCES</b></u>	
Balances brought forward	\$ 2,443,223
Revenues:	
Ad Valorem Taxes	790,548
Charges for Service	-
Miscellaneous	5,700
Interfund Transfer	1,317,385
Total Community Redevelopment Trust Fund Sources	<u><u>\$ 4,556,856</u></u>
<u><b>USES</b></u>	
Personnel, Operating, Capital Expenditures	\$ 4,140,008
Debt Service	-
Transfers Out	416,848
Reserves	-
Appropriations & Reserves Community Redevelopment Trust Fund	<u><u>\$ 4,556,856</u></u>

**SUMMARY OF FY 2018 PROPOSED BUDGET  
CRA**

<b>FY 2018 Proposed Budget Ord.</b>	<b>\$ 4,556,856</b>
<b>Additional Sources/Uses</b>	<b>-</b>
<b>FY 2018 Adopted Budget Ord.</b>	<b><u>4,556,856</u></b>

**WHERE THE MONEY COMES FROM**

Additional Sources		
Balances Forward		\$ 2,443,223
New Revenue		
Ad Valorem Taxes	790,548	
Intergovernmental Funds (Grants/Shared Revenue)	-	
Miscellaneous	5,700	
Fines & Forfeits	-	
Subtotal Revenue		796,248
Other Financing Sources		
Interfund Transfers (In)	1,317,385	
Debt Proceeds	-	
Subtotal Other Financing Sources		1,317,385
Total Additional Sources FY 2018 Proposed Budget		<u><u>\$ 4,556,856</u></u>

**HOW THE SOURCES ARE DISTRIBUTED**

Additional Uses		
Expenditures		
Personnel	85,696	
Operating	268,380	
Capital Outlay	3,785,932	
Debt Service	416,848	
Subtotal Expenditures		\$ 4,556,856
Other Financing Uses		
Interfund Transfers (Out)		-
Reserves		-
Total Additional Uses FY 2018 Proposed Budget		<u><u>\$ 4,556,856</u></u>

## Special Revnue Fund - Community Redevelopment Area

Line item By Object Code	FY 2016 Actual	FY 2017 Amended	FY 2017 March YTD Actual as of 05.11.2017	FY 2018 Proposed Budget - B6	FY 2018 Requested Budget - B8	Variance FY 2018 Requested - FY 2018 Proposed	FY 2019 Proposed Budget - B3	FY 2019 Requested Budget - B5	Variance FY 2019 Requested - FY 2019 Proposed	FY 2020 Requested Budget - B2
<b>Revenue</b>										
511102 - Tax Increment-Original	\$ (165,580)	\$ (204,320)	\$ (204,320)	\$ (219,833)	\$ (230,272)	\$ (10,439)	\$ (228,626)	\$ (241,785)	\$ (13,159)	\$ (253,875)
511103 - Tax Increment-Expanded	(245,369)	(404,482)	(396,500)	(426,603)	(560,276)	(133,673)	(443,667)	(588,290)	(144,623)	(617,704)
561101 - Bank investment income	(5,528)	(700)	(3,700)	(700)	(700)	-	(700)	(700)	-	(700)
561107 - Longterm Investment Earnings	(11,507)	(5,000)	(1,575)	(5,000)	(5,000)	-	(5,000)	(5,000)	-	(5,000)
561301 - Change in Fair Value Invest	(307)	-	2,471	-	-	-	-	-	-	-
561401 - Gain (Loss) on Investment Sale	943	-	1,261	-	-	-	-	-	-	-
562101 - Rents and Royalties	(1,000)	-	-	-	-	-	-	-	-	-
569101 - Other Miscellaneous Revenue	(1)	-	-	-	-	-	-	-	-	-
569115 - Purchasing Card Rebate	(76)	-	-	-	-	-	-	-	-	-
581101 - Xfer in fr General Fund	(788,808)	(993,237)	(1,001,219)	(1,051,280)	(1,317,385)	(266,105)	(1,093,331)	(1,383,254)	(289,923)	(1,452,416)
599950 - Use of Fund Balance	-	-	-	-	-	-	-	-	-	-
599960 - Operating Fund Balance	-	(2,400,396)	-	-	(2,443,223)	(2,443,223)	-	-	-	-
<b>Total Revenue</b>	<b>\$ (1,217,233)</b>	<b>\$ (4,008,135)</b>	<b>\$ (1,603,582)</b>	<b>\$ (1,703,416)</b>	<b>\$ (4,556,856)</b>	<b>\$ (2,853,440)</b>	<b>\$ (1,771,324)</b>	<b>\$ (2,219,029)</b>	<b>\$ (447,705)</b>	<b>\$ (2,329,695)</b>
<b>Expenditures</b>										
<b>Personnel</b>										
613102 - Contract Employees Salary/Wage	\$ 57,629	\$ 60,778	\$ 28,233	\$ 63,692	\$ 61,997	\$ (1,695)	\$ 63,692	\$ 63,243	\$ (449)	\$ 65,085
621101 - FICA Taxes	4,001	3,768	1,960	3,949	3,844	(105)	3,949	3,921	(28)	4,035
621102 - Medicare Taxes	936	881	458	924	899	(25)	924	917	(7)	944
622109 - Def Comp, Other Retirement	6,916	7,293	3,388	7,643	7,440	(203)	7,643	7,590	(53)	7,811
623101 - Life,Health,Disability Insur	2,845	977	382	1,023	1,027	4	1,023	1,048	25	1,077
623102 - Self-Insured Health Plan	6,429	9,779	4,375	9,960	10,332	372	10,657	11,014	357	11,014
624101 - Workers Compensation	-	152	-	159	157	(2)	159	160	1	165
624103 - Leave Payout	-	-	-	-	-	-	-	-	-	-
<b>Total Personnel</b>	<b>78,756</b>	<b>83,628</b>	<b>38,796</b>	<b>87,350</b>	<b>85,696</b>	<b>(1,654)</b>	<b>88,047</b>	<b>87,893</b>	<b>(154)</b>	<b>90,131</b>
<b>Operating</b>										
631304 - Legal Services	-	-	-	-	-	-	-	-	-	-
631307 - Studies & Master Plans	-	120,000	-	-	120,000	120,000	-	30,000	30,000	350,000
631312 - Accounting & Auditing	183	171	85	171	171	-	171	171	-	171
631399 - Other Professional Services	-	-	-	-	-	-	-	-	-	-
634117 - CRA Programs	-	-	29,915	-	70,000	70,000	-	-	-	597,031
634120 - Outside Services	5,029	1,825	10	2,031	32,031	30,000	2,031	32,031	30,000	-
640101 - Food And Mileage (City)	25	500	121	500	500	-	500	500	-	500
640105 - Travel Costs	1,194	3,025	858	3,025	3,025	-	3,025	3,025	-	3,025
641102 - Telephone Service	439	600	188	600	600	-	600	600	-	600
641103 - Telecommunication Service	-	900	-	900	900	-	900	900	-	900
641104 - Postage & Shipping	110	100	-	100	100	-	100	100	-	100
643202 - Electric	-	144	-	144	144	-	144	144	-	144
643203 - Water & Sewer	-	76	-	76	76	-	76	76	-	76
645101 - Insurance	8,785	6,000	6,520	6,000	6,000	-	6,000	6,000	-	6,000
646109 - Facilities Charges	7,297	500	19,326	500	500	-	500	500	-	500
646109 - Facilities Charges Overhead	6,450	538	19,834	538	538	-	538	538	-	538
646109 - Facilities Charges Projects	2,681	-	3,473	-	7,500	7,500	-	7,500	7,500	7,500
647101 - Printing	-	750	150	750	750	-	750	750	-	750
648101 - Advertising	4,045	3,270	2,260	3,720	1,720	(2,000)	3,720	1,720	(2,000)	1,720
648102 - Public Relations	21,500	65,500	15,154	65,500	7,000	(58,500)	65,500	25,000	(40,500)	25,000
649103 - Various Fees	-	175	-	175	175	-	175	175	-	175
649106 - Assmt, Betterment, Impact	61	-	67	-	70	70	-	-	-	70
652101 - Office Supplies	201	300	55	300	230	(70)	300	350	50	350
652116 - Small Equipment	-	206	-	-	400	400	-	-	-	400
652121 - Computer Equip/Accessory	1,523	-	-	-	400	400	-	100	100	100
652122 - Computer Software/License	-	-	-	-	-	-	-	-	-	-
652199 - Other Operating Mat & Supplies	200	200	99	200	200	-	200	200	-	200
653101 - Roads Curbs Maintenance	-	-	1,249	-	-	-	-	-	-	-
653106 - Median Maintenance	-	-	227	-	250	250	-	250	250	250
654101 - Books Pubs Subscpt & Membrshp	1,043	1,500	1,170	1,500	1,500	-	1,500	1,500	-	1,500
655101 - Training & Seminars	1,190	3,600	840	3,600	3,600	-	3,600	3,600	-	3,600
<b>Total Operating</b>	<b>61,955</b>	<b>209,880</b>	<b>101,602</b>	<b>90,330</b>	<b>258,380</b>	<b>168,050</b>	<b>90,330</b>	<b>115,730</b>	<b>25,400</b>	<b>1,001,200</b>
<b>Capital Outlay</b>										
662601 - Improvements Other Than Bldgs	2,400	3,297,780	178,186	1,108,888	3,695,932	2,587,044	1,176,092	1,498,558	322,466	721,516
<b>Total Capital Outlay</b>	<b>2,400</b>	<b>3,297,780</b>	<b>178,186</b>	<b>1,108,888</b>	<b>3,695,932</b>	<b>2,587,044</b>	<b>1,176,092</b>	<b>1,498,558</b>	<b>322,466</b>	<b>721,516</b>
<b>Transfer Out</b>										
691101 - Xfer Out to General Fund	-	-	-	-	100,000	100,000	-	100,000	100,000	100,000
691701 - Xfer Out to 2012 Sp Oblig DS	416,848	416,847	208,424	416,848	416,848	-	416,855	416,848	(7)	416,848
<b>Total Transfer Out</b>	<b>416,848</b>	<b>416,847</b>	<b>208,424</b>	<b>416,848</b>	<b>516,848</b>	<b>100,000</b>	<b>416,855</b>	<b>516,848</b>	<b>99,993</b>	<b>516,848</b>
<b>Fund Balance</b>										
699401 - Assigned Fund Balance	-	-	-	-	-	-	-	-	-	-
<b>Total Fund Balance</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Expenditures</b>	<b>\$ 559,959</b>	<b>\$ 4,008,135</b>	<b>\$ 527,007</b>	<b>\$ 1,703,416</b>	<b>\$ 4,556,856</b>	<b>\$ 2,853,440</b>	<b>\$ 1,771,324</b>	<b>\$ 2,219,029</b>	<b>\$ 447,705</b>	<b>\$ 2,329,695</b>

## RESOLUTION 2 - 17

A RESOLUTION OF THE CAPE CORAL COMMUNITY REDEVELOPMENT AGENCY ADOPTING THE BUDGET FOR FISCAL YEAR 2018 BEGINNING OCTOBER 1, 2017 AND ENDING SEPTEMBER 30, 2018; AUTHORIZING AMENDMENTS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Executive Director of the Cape Coral Community Redevelopment Agency (the "CRA") submitted a budget for the CRA's Fiscal Year beginning October 1, 2017 and ending September 30, 2018; and

WHEREAS, the budget includes the estimated expenditures necessary to carry out the functions of the CRA for the Fiscal Year beginning October 1, 2017, and ending September 30, 2018; and

WHEREAS, the budget includes the estimated revenues to be received by the CRA during said period from all sources, including increment revenue and any amounts carried over from prior fiscal years; and

WHEREAS, the CRA Board of Commissioners examined and carefully considered the proposed budget in a duly assembled, properly noticed, public meeting.

NOW, THEREFORE, BE IT RESOLVED BY THE CAPE CORAL COMMUNITY REDEVELOPMENT AGENCY BOARD OF COMMISSIONERS:

SECTION 1. The Cape Coral Community Redevelopment Agency does hereby adopt, confirm and approve the budget, attached hereto as Exhibit "A", as the budget for the CRA for the Fiscal Year beginning October 1, 2017 and ending September 30, 2018.

SECTION 2. The CRA Board of Commissioners does hereby find that:

- (a) The budget adopted in Section 1 has been prepared in accordance with generally accepted accounting principles; and
- (b) The estimated revenues to be received by the CRA during the Fiscal Year beginning October 1, 2017, and ending September 30, 2018 from all sources, including increment revenue and any amounts carried over from prior fiscal years, equals the total of appropriations for expenditures and reserves in the budget during said period; and
- (c) The budget, as such budget may be amended from time to time, will govern expenditures of the CRA and no expenditures shall be made nor contracts for expenditures be entered into except in pursuance of budgeted appropriations; and
- (d) The budget is adopted in accordance with Section 189.016, and Chapter 163, Part III, §§ 330 thru 463, the Community Redevelopment Act, Florida Statutes.

SECTION 3. In order to effect an orderly year-end closeout of all financial books and records for the CRA, the City of Cape Coral's Finance Director (the "FINANCE DIRECTOR"), on behalf of and subject to the direction of the CRA, is hereby authorized and directed, as needed, to increase the corresponding line item appropriations in the budget to the extent of those purchase orders which shall have been issued prior to September 30, 2017, but shall not have been filled prior to that date, and is authorized and directed to pay all such purchase orders upon receipt of the goods or services therein specified from the funds so appropriated. The FINANCE DIRECTOR is hereby further authorized and directed to increase the appropriate budget line items to include any unexpended balances as of the end of business on September 30, 2017 from state, federal or other grants that were



previously authorized by the CRA, and to include any unexpended balances from the prior fiscal year's budget, as amended, whether or not encumbered, outstanding in projects as of the end of business on September 30, 2017 and all such balances shall be appropriated to the corresponding accounts in the same funds in which they were outstanding as of September 30, 2017; and the FINANCE DIRECTOR shall be authorized to expend such appropriations for the purposes approved by the CRA in connection with such state, federal or other grants and projects. Corresponding changes in the anticipated revenue accounts are hereby authorized.

SECTION 4. The FINANCE DIRECTOR shall have the authority to transfer appropriations from one line item to another line item of the budget, upon approval of the CRA Executive Director, so long as the total appropriations shall not be increased or decreased thereby. Transactions affecting total appropriations, other than those previously authorized by the CRA, shall require the prior approval of the CRA Board of Commissioners. Any such transactions are subject to any restrictive statutes or ordinances, including those authorizing the issuance of any outstanding bonds.

SECTION 5. Any changes to the budget made by the FINANCE DIRECTOR, other than correction of errors, shall be reported to the CRA Executive Director on at least a quarterly basis. Any amendments to the budget shall be made in accordance with Section 189.016, Florida Statutes.

SECTION 6. This resolution shall take effect immediately upon its adoption by the governing board of the CRA.

ADOPTED at a regular meeting of and by the Cape Coral Community Redevelopment Agency this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

CAPE CORAL COMMUNITY  
REDEVELOPMENT AGENCY

By: \_\_\_\_\_  
JAMES BURCH  
CRA Chairperson

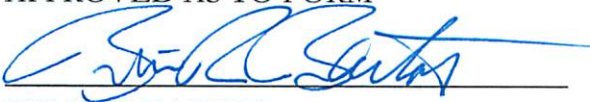
VOTE OF BOARD OF COMMISSIONERS:

BURCH	_____
CARIOSCIA	_____
STOUT	_____
LEON	_____
ERBRICK	_____
WILLIAMS	_____
CODEN	_____
SAWICKI	_____

ATTEST:

By: \_\_\_\_\_  
JOHN SZERLAG  
CRA Executive Director

APPROVED AS TO FORM



BRIAN R. BARTOS  
ASSISTANT CITY ATTORNEY  
CRABudgetFY2018

# EXHIBIT A

**CITY OF CAPE CORAL**  
**FY 2018 PROPOSED BUDGET - FUND LEVEL SUMMARY**  
**Community Redevelopment Trust Fund**

	<b>Proposed Budget</b>
<hr/>	
<b>COMMUNITY REDEVELOPMENT TRUST FUND</b>	
<u><b>SOURCES</b></u>	
Balances brought forward	\$ 2,443,223
Revenues:	
Ad Valorem Taxes	790,548
Charges for Service	-
Miscellaneous	5,700
Interfund Transfer	1,317,385
Total Community Redevelopment Trust Fund Sources	<u><u>\$ 4,556,856</u></u>
 <u><b>USES</b></u>	
Personnel, Operating, Capital Expenditures	\$ 4,140,008
Debt Service	-
Transfers Out	416,848
Reserves	-
Appropriations & Reserves Community Redevelopment Trust Fund	<u><u>\$ 4,556,856</u></u>

**SUMMARY OF FY 2018 PROPOSED BUDGET  
CRA**

<b>FY 2018 Proposed Budget Ord.</b>	<b>\$ 4,556,856</b>
<b>Additional Sources/Uses</b>	<b>-</b>
<b>FY 2018 Adopted Budget Ord.</b>	<b><u>4,556,856</u></b>

**WHERE THE MONEY COMES FROM**

Additional Sources		
Balances Forward		\$ 2,443,223
New Revenue		
Ad Valorem Taxes	790,548	
Intergovernmental Funds (Grants/Shared Revenue)	-	
Miscellaneous	5,700	
Fines & Forfeits	-	
Subtotal Revenue	<u>796,248</u>	
Other Financing Sources		
Interfund Transfers (In)	1,317,385	
Debt Proceeds	-	
Subtotal Other Financing Sources	<u>1,317,385</u>	
Total Additional Sources FY 2018 Proposed Budget		<u><u>\$ 4,556,856</u></u>

**HOW THE SOURCES ARE DISTRIBUTED**

Additional Uses		
Expenditures		
Personnel	85,696	
Operating	268,380	
Capital Outlay	3,785,932	
Debt Service	416,848	
Subtotal Expenditures	<u>\$ 4,556,856</u>	
Other Financing Uses		
Interfund Transfers (Out)		-
Reserves		-
Total Additional Uses FY 2018 Proposed Budget		<u><u>\$ 4,556,856</u></u>

Special Revnue Fund - Community Redevelopment Area

Line item By Object Code	FY 2016 Actual	FY 2017 Amended	FY 2017 March YTD Actual as of 05.11.2017	FY 2018 Proposed Budget - B6	FY 2018 Requested Budget - B8	Variance FY 2018 Requested - FY 2018 Proposed	FY 2019 Proposed Budget - B3	FY 2019 Requested Budget - B5	Variance FY 2019 Requested - FY 2019 Proposed	FY 2020 Requested Budget - B2
<b>Revenue</b>										
511102 - Tax Increment-Original	\$ (165,580)	\$ (204,320)	\$ (204,320)	\$ (219,833)	\$ (230,272)	\$ (10,439)	\$ (228,626)	\$ (241,785)	\$ (13,159)	\$ (253,875)
511103 - Tax Increment-Expanded	(245,369)	(404,482)	(396,500)	(426,603)	(560,276)	(133,673)	(443,667)	(588,290)	(144,623)	(617,704)
561101 - Bank investment income	(5,528)	(700)	(3,700)	(700)	(700)	-	(700)	(700)	-	(700)
561107 - Longterm Investment Earnings	(11,507)	(5,000)	(1,575)	(5,000)	(5,000)	-	(5,000)	(5,000)	-	(5,000)
561301 - Change in Fair Value Invest	(307)	-	2,471	-	-	-	-	-	-	-
561401 - Gain (Loss) on Investment Sale	943	-	1,261	-	-	-	-	-	-	-
562101 - Rents and Royalties	(1,000)	-	-	-	-	-	-	-	-	-
569101 - Other Miscellaneous Revenue	(1)	-	-	-	-	-	-	-	-	-
569115 - Purchasing Card Rebate	(76)	-	-	-	-	-	-	-	-	-
581101 - Xfer in fr General Fund	(788,808)	(993,237)	(1,001,219)	(1,051,280)	(1,317,385)	(266,105)	(1,093,331)	(1,383,254)	(289,923)	(1,452,416)
599950 - Use of Fund Balance	-	-	-	-	-	-	-	-	-	-
599960 - Operating Fund Balance	-	(2,400,396)	-	-	(2,443,223)	(2,443,223)	-	-	-	-
<b>Total Revenue</b>	<b>\$ (1,217,233)</b>	<b>\$ (4,008,135)</b>	<b>\$ (1,603,582)</b>	<b>\$ (1,703,416)</b>	<b>\$ (4,556,856)</b>	<b>\$ (2,853,440)</b>	<b>\$ (1,771,324)</b>	<b>\$ (2,219,029)</b>	<b>\$ (447,705)</b>	<b>\$ (2,329,695)</b>
<b>Expenditures</b>										
<b>Personnel</b>										
613102 - Contract Employees Salary/Wage	\$ 57,629	\$ 60,778	\$ 28,233	\$ 63,692	\$ 61,997	\$ (1,695)	\$ 63,692	\$ 63,243	\$ (449)	\$ 65,085
621101 - FICA Taxes	4,001	3,768	1,960	3,949	3,844	(105)	3,949	3,921	(28)	4,035
621102 - Medicare Taxes	936	881	458	924	899	(25)	924	917	(7)	944
622109 - Def Comp, Other Retirement	6,916	7,293	3,388	7,643	7,440	(203)	7,643	7,590	(53)	7,811
623101 - Life,Health,Disability Insur	2,845	977	382	1,023	1,027	4	1,023	1,048	25	1,077
623102 - Self-Insured Health Plan	6,429	9,779	4,375	9,960	10,332	372	10,657	11,014	357	11,014
624101 - Workers Compensation	-	152	-	159	157	(2)	159	160	1	165
624103 - Leave Payout	-	-	-	-	-	-	-	-	-	-
<b>Total Personnel</b>	<b>78,756</b>	<b>83,628</b>	<b>38,796</b>	<b>87,350</b>	<b>85,696</b>	<b>(1,654)</b>	<b>88,047</b>	<b>87,893</b>	<b>(154)</b>	<b>90,131</b>
<b>Operating</b>										
631304 - Legal Services	-	-	-	-	-	-	-	-	-	-
631307 - Studies & Master Plans	-	120,000	-	-	150,000	150,000	-	-	-	350,000
631312 - Accounting & Auditing	183	171	85	171	171	-	171	171	-	171
631399 - Other Professional Services	-	-	-	-	-	-	-	-	-	-
634117 - CRA Programs	-	-	29,915	-	50,000	50,000	-	315,000	315,000	282,031
634120 - Outside Services	5,029	1,825	10	2,031	32,031	30,000	2,031	32,031	30,000	-
640101 - Food And Mileage (City)	25	500	121	500	500	-	500	500	-	500
640105 - Travel Costs	1,194	3,025	858	3,025	3,025	-	3,025	3,025	-	3,025
641102 - Telephone Service	439	600	188	600	600	-	600	600	-	600
641103 - Telecommunication Service	-	900	-	900	900	-	900	900	-	900
641104 - Postage & Shipping	110	100	-	100	100	-	100	100	-	100
643202 - Electric	-	144	-	144	144	-	144	144	-	144
643203 - Water & Sewer	-	76	-	76	76	-	76	76	-	76
645101 - Insurance	8,785	6,000	6,520	6,000	6,000	-	6,000	6,000	-	6,000
646109 - Facilities Charges	7,297	500	19,326	500	500	-	500	500	-	500
646109 - Facilities Charges Overhead	6,450	538	19,834	538	538	-	538	538	-	538
646109 - Facilities Charges Projects	2,681	-	3,473	-	7,500	7,500	-	7,500	7,500	7,500
647101 - Printing	-	750	150	750	750	-	750	750	-	750
648101 - Advertising	4,045	3,270	2,260	3,720	1,720	(2,000)	3,720	1,720	(2,000)	1,720
648102 - Public Relations	21,500	65,500	15,154	65,500	7,000	(58,500)	65,500	25,000	(40,500)	25,000
649103 - Various Fees	-	175	-	175	175	-	175	175	-	175
649106 - Assmt, Betterment, Impact	61	-	67	-	70	70	-	-	-	70
652101 - Office Supplies	201	300	55	300	230	(70)	300	350	50	350
652116 - Small Equipment	-	206	-	-	400	400	-	-	-	400
652121 - Computer Equip/Accessory	1,523	-	-	-	400	400	-	100	100	100
652122 - Computer Software/License	-	-	-	-	-	-	-	-	-	-
652199 - Other Operating Mat & Supplies	200	200	99	200	200	-	200	200	-	200
653101 - Roads Curbs Maintenance	-	-	1,249	-	-	-	-	-	-	-
653106 - Median Maintenance	-	-	227	-	250	250	-	250	250	250
654101 - Books Pubs Subscrpt & Membrshp	1,043	1,500	1,170	1,500	1,500	-	1,500	1,500	-	1,500
655101 - Training & Seminars	1,190	3,600	840	3,600	3,600	-	3,600	3,600	-	3,600
<b>Total Operating</b>	<b>61,955</b>	<b>209,880</b>	<b>101,602</b>	<b>90,330</b>	<b>268,380</b>	<b>178,050</b>	<b>90,330</b>	<b>400,730</b>	<b>310,400</b>	<b>686,200</b>
<b>Capital Outlay</b>										
662601 - Improvements Other Than Bldgs	2,400	3,297,780	178,186	1,108,888	3,785,932	2,677,044	1,176,092	1,313,558	137,466	1,136,516
<b>Total Capital Outlay</b>	<b>2,400</b>	<b>3,297,780</b>	<b>178,186</b>	<b>1,108,888</b>	<b>3,785,932</b>	<b>2,677,044</b>	<b>1,176,092</b>	<b>1,313,558</b>	<b>137,466</b>	<b>1,136,516</b>
<b>Transfer Out</b>										
691701 - Xfer Out to 2012 Sp Oblig DS	416,848	416,847	208,424	416,848	416,848	-	416,855	416,848	(7)	416,848
<b>Total Transfer Out</b>	<b>416,848</b>	<b>416,847</b>	<b>208,424</b>	<b>416,848</b>	<b>416,848</b>	<b>-</b>	<b>416,855</b>	<b>416,848</b>	<b>(7)</b>	<b>416,848</b>
<b>Fund Balance</b>										
699401 - Assigned Fund Balance	-	-	-	-	-	-	-	-	-	-
<b>Total Fund Balance</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Expenditures</b>	<b>\$ 559,959</b>	<b>\$ 4,008,135</b>	<b>\$ 527,007</b>	<b>\$ 1,703,416</b>	<b>\$ 4,556,856</b>	<b>\$ 2,853,440</b>	<b>\$ 1,771,324</b>	<b>\$ 2,219,029</b>	<b>\$ 447,705</b>	<b>\$ 2,329,695</b>

# Resolution 2-17

## Intro: June 6, 2017

# FY 2018-2020 Proposed Budget

## Public Hearing: June 20, 2017

- FY 2018-2020 Proposed Operating Budget
- Summary of CRA FY 2018 Proposed Budget
  - Overall \$548,721 or 14% increase in FY 2017 Amended Budget

	FY 2018	FY 2019	FY 2020
<b>Revenue</b>			
TIF	\$ 790,548	\$ 830,075	\$ 871,579
Misc	5,700	5,700	5,700
General Fund Transfer In	1,317,385	1,383,254	1,452,416
Balance Forward	2,443,223	-	-
<b>Total Revenue</b>	<b>4,556,856</b>	<b>2,219,029</b>	<b>2,329,695</b>
<b>Expenditures</b>			
Payroll	85,696	87,893	90,131
Operating			
Studies & Master Plans	120,000	30,000	350,000
Accounting & Auditing	171	171	171
CRA Programs	70,000	-	597,031
Outside Services	32,031	32,031	-
Travel, Training & Books, Publications	8,625	8,625	8,625
Utilities	1,720	1,720	1,720
Public Relations & Advertising	8,720	26,720	26,720
Insurance	6,000	6,000	6,000
Facilities	8,538	8,538	8,538
Median Maintenance	250	250	250
Miscellaneous	2,325	1,675	2,145
Total Operating	258,380	115,730	1,001,200
Capital	3,695,932	1,498,558	721,516
Transfer Out General Fund	100,000	100,000	100,000
Transfer Out to 2012 Special Obligation	416,848	416,848	416,848
<b>Total Expenditures</b>	<b>\$4,556,856</b>	<b>\$2,219,029</b>	<b>\$2,329,695</b>

# SUMMARY OF FY 2018 PROPOSED BUDGET CRA

<b>FY 2018 Proposed Budget Ord.</b>	<b>\$4,556,856</b>
<b>Additional Sources/Uses</b>	<b>-</b>
<b>FY 2018 Adopted Budget Ord.</b>	<b><u>4,556,856</u></b>

## WHERE THE MONEY COMES FROM

Additional Sources		
Balances Forward		\$2,443,223
New Revenue		
Ad Valorem Taxes	790,548	
Intergovernmental Funds (Grants/Shared Revenue)	-	
Miscellaneous	5,700	
Fines & Forfeits	-	
Subtotal Revenue		796,248
Other Financing Sources		
Interfund Transfers (In)	1,317,385	
Debt Proceeds	-	
Subtotal Other Financing Sources		1,317,385
Total Additional Sources FY 2018 Proposed Budget		<u>\$4,556,856</u>

## HOW THE SOURCES ARE DISTRIBUTED

Additional Uses		
Expenditures		
Personnel	85,696	
Operating	258,380	
Capital Outlay	3,695,932	
Debt Service	416,848	
Transfers Out	100,000	
Subtotal Expenditures		\$4,556,856
Other Financing Uses		
Interfund Transfers (Out)		-
Reserves		-
Total Additional Uses FY 2018 Proposed Budget		<u>\$4,556,856</u>