

TAB 2

POINT PAPER
TOMATO FESTIVAL - NOVEMBER 22 – 23, 2008
September 22, 2008

Issue: City Commissioners would like a workshop to discuss the specific plans for the 2008 Tomato Festival.

Background: City Commission approved a FY 07-08 budget that included funding for the preparation of the 2008 Tomato Festival. Anticipated start-up costs included advertisements as required to get vendors and down payments on any appropriate acts or equipments. Staff was able to replicate much of the material that was utilized at the Tomato Festival in past years. A new flyer was provided to City Commission, and then distributed for the first time at the Manatee County Fair.

We have received vendor fees from five (5) food vendors and five (5) craft vendors as of September 15th, and have commitments from other vendors. We have commitments from Farm City Week and Pepsi. We are supplementing paid entertainment with local talent from schools and dance studios, which not only saves money, but also increases attendance. Parts of the Historic Park will be available for a few hours during the festival.

Line 690-559-5271 of the current adopted budget (08-09) includes \$8,500 for the Festival. Originally, \$11,000 was requested. City Commission reduced this amount, so staff has eliminated some advertisement, the T-shirts, and events such as the 5K race and tomato cook-off, along with those associated prizes.

Attached is a spreadsheet delineating estimated costs and potential offsets, as well as the special function permit application.

Staff hopes that this will be a fully self-funded festival in the future. Note, however, that advertisement is essential to attract participants and sponsors for the various events. Additional promotion would have allowed for the recruitment of even more craft vendors and sponsors. We will seek contestants with flyers at local day-care centers and schools, in lieu of print advertising unless we gain a media sponsor.

Note that there are NO sponsorships or income to be derived from soft drinks and rides included in the estimates, so after the event, we will have additional income.

Alternatives: Approve or deny special function permit

Recommendation: Move item forward to 7:00 PM agenda and approve Special Function Permit.

Budget Impact: \$8,500 or less, per budget



SPECIAL FUNCTION PERMIT APPLICATION

EVENT NAME: Torato/Founders Day Festival
APPLICANT: City of Palmetto
ADDRESS: 600 17th Street West, Palmetto
CONTACT: Groff Seger

EVENT DATE: Nov. 22-23, 2009
EVENT TIME: 10:00 AM - 10:00 PM / 10:00 AM - 6:00 PM
PHONE: 721-2138
PHONE: _____

DETAILS OF FUNCTION: LOCATION, PARADE ROUTE, ETC.: Sutton/Lamb Park. Close 10th Ave between 6th & 7th Streets

CITY SERVICES REQUIRED:

POLICE: Streets Blocked: Traffic Control: _____ Security:
PUBLIC WORKS: Barricades: Clean-up: Set-up: Other: 2 officers to patrol event.
Other: _____

If a temporary restroom is utilized for a period greater than five (5) days, a Temporary Use Permit is required. Application is available at City Hall.

TEMPORARY RESTROOM FACILITIES: # of units: 6 # of days: 2
Proposed location(s): NW Corner of Sutton Park.

INSURANCE REQUIREMENT: Organized events open to the public require insurance naming the City of Palmetto as an "Additional Insured" and the insurance policy must be provided to the City Clerk ten (10) days prior to the event. If you have entered into a rental agreement for a City facility for a private event, no insurance is required. **Please review Exhibit A for insurance coverage requirements.**

The Special Function Permit Application must be submitted to City Commission for approval at least 30 days prior to the event. Sale or consumption of alcoholic beverages on City property is strictly prohibited. If your event will include the use of loudspeakers, you may be required to apply for a Special Permit Exception to the City's Noise Ordinance (See Chapter 5-Amusements, of the City of Palmetto Code of Ordinances).

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EVENT: Tomato/Founder's Day Festival

Event Date: 11/22-23/08

INDEMNITY

_____ (Permittee) agrees to defend, indemnify, and hold harmless the CITY OF PALMETTO, its officers, agents, employees, and volunteers from all loss, cost, and expense arising out of any liability or claim or liability for personal injury, bodily injury to persons, contractual liability and damage to property sustained or claimed to have been sustained arising out of activities of the Permittee or those of any of its officers, agents, employees, licensees, or invitees, whether such act is authorized by this permit or not; and Permittee shall pay for any and all damage to the property of the CITY OF PALMETTO, or loss or theft of such property, done or caused by such persons. CITY OF PALMETTO assumes no responsibility whatsoever for any property placed on the premises. Permittee further agrees to waive all rights of subrogation against CITY OF PALMETTO. The provisions of this paragraph clause do not apply to any damage or loss caused solely by the negligence of the CITY OF PALMETTO or any of its agents or employees.

I HAVE READ AND UNDERSTAND THE ABOVE SPECIAL FUNCTION PERMIT APPLICATION CONDITIONS AND INDEMNITY.

Permittee

CITY APPROVAL:

Public Works Director _____	Date _____
Planning & Zoning _____	Date _____
Risk Management _____	Date _____
Parks Department <u>Geoffrey T. Selzer</u>	Date <u>9/15/08</u>
Police Department _____	Date _____
North River Fire _____	Date _____
APPROVED BY COMMISSION: _____	Date _____

Internal use only
Date Received: _____

**TOMATO/FOUNDER'S DAY FESTIVAL
 NOVEMBER 22 & 23, 2008
 SUTTON & LAMB PARKS**

EXPENSES

Entertainment (bands)	4,000.00	Saturday evening/close of festival - local schools/dance studios throughout the day
Entertainment (shows)	4,900.00	Paul Bunyon Lumberjack Show
Port-o-lets	540.00	2 handicapped; 4 regular
Bails of hay	285.00	60 @ \$4.75
Ice	360.00	100 bags @ \$3.00 plus \$60.00 freezer/delivery
Contest Prizes		
Little Miss/Mr Tomato	200.00	ribbons/trophies
Tomato Contest	200.00	ribbons/trophies
Car/Truck Show	200.00	trophies/dash plates
Salsa Contest	200.00	ribbons/trophies
Tomato Fight	115.00	safety goggles

TOTAL EXPENSES

11,000.00

POTENTIAL OFFSETS

Sponsors		
Food Vendors	800.00	8 @ \$100.00
Craft Vendors	1,000.00	20 @ \$50.00
Little Miss/Mr Entry Fee	100.00	20 @ \$5.00
Tomato Fight Entry Fee	500.00	100 @ \$5.00
Tomato Contest Entry Fee	100.00	100 @ \$1.00 (50 each category Largest/Smallest/Ugliest/Most Perfect)

TOTAL

2,500.00

COVERED EXPENSES/INCOME

Pepsi/Water	profit on each bottle sold
Carnival Rides	10% of revenue
Vertical Climb	10% of revenue

OVERTIME (separate account)

Overtime/flex hours (Parks Dept)	2,355.00	will reduce by using flex hours
Overtime (Police)	900.00	2 officers @ \$25/hr (12:00-11:00 Saturday - 12:00 - 7:00 Sunday)