



Legislation Text

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TO: Margate CRA Chair and Members of the Board

FROM: Cale Curtis, CRA Executive Director

DATE: January 10, 2024

APPROVING A SPONSORSHIP AGREEMENT BETWEEN THE MARGATE COMMUNITY REDEVELOPMENT AGENCY AND MY FAMILY MATTERS FOUNDATION, INC. FOR "DOC RENO'S MEATBALL MANIA" TO BE HELD ON MARCH 9, 2024 AT THE MARGATE COVERED SPORTS FIELD

BACKGROUND: BIG 105.9 radio personality Doc Reno of iHeart Radio has once again reached out to the MCRA to request sponsorship of another event: "Doc Reno's Meatball Mania" on behalf of the My Family Matters Foundation, Inc. The My Family Matters Foundation, Inc., is a 501c3 non-profit charity organization that provides financial assistance to help families with children fighting cancer. Financial assistance helps to cover expenses associated with travel arrangements to medical facilities, rent/mortgage relief, utilities, groceries, and more. The "Doc Reno's Meatball Mania" would be held at the Covered Sports Field on Saturday, March 9, 2024 from 5:00pm-10:00pm. The My Family Matters Foundation, Inc. previously hosted "Doc Reno's WingFest" at the Covered Sports Field in June of last year.

My Family Matters Foundation, Inc. shall provide the following advertising/promotion for the event:

- 200 On-air promos on BIG 105.9 for 4 weeks with our brand name and tag line
- Forty :30 second commercials on BIG 105.9 in Feb/Mar & also on iHeart Radio app
- Digital - inclusion of MCRA logo/link on Meatball Mania splash page on iHeart Radio websites
- E-Blasts - MCRA logo inclusion on 8-eblasts to BIG 105.9 database
- Social Media - MCRA logo inclusion on 8 social media posts

Estimated advertising value is \$84,000 as specified in the attached Sponsorship Agreement.

My Family Matters Foundation, Inc. requests that the MCRA provide the following:

- Waiver of the City's rental fee for use of the Covered Sports Field -- \$1,500 value
- Waiver of the City's mobile stage fee for five hours -- \$375 value
- Cover costs for Margate Police detail required for the event -- \$5,148
- Cover costs for Margate Fire detail required for the event -- \$1,598
- Cover costs for Parks & Recreation staffing required for the event -- \$1,800

Estimated MCRA cost is \$8,546 - per attached Sponsorship Agreement.

As outlined in the MCRA Redevelopment Plan, **Part 2/Current Trends and Planned Activities - Community Engagement**, *"The MCRA will continue to invest strategically in community events, business assistance workshops, marketing campaigns, and public relations activities. The goal of these initiatives is to attract people to the downtown area and other locations within the redevelopment area, broaden support for local businesses, promote a sense of community and a sense of place, and support economic development by enhancing Margate's image as a business and entertainment destination."*

Additionally, **Part 3/Plan Goals and Objectives - Goal III, item 4** states, “*The Agency will project the image of the Redevelopment Area as a safe and exciting place to go while encouraging both business and family-oriented patronage by continuing to sponsor and hold community events, supporting the growth of art and cultural initiatives, farmers markets and other promotional activities.*”

RECOMMENDATION: For Board consideration and approval

FISCAL IMPACT: Estimated cost to the MCRA is \$8,546; Budgeted funds are available in Marketing and Promotions account #140-0510-512.31-05.

CONTACT PERSON: Cale Curtis, CRA Executive Director