



Legislation Text

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TO: Margate CRA Chair and Members of the Board

FROM: Cale Curtis, CRA Executive Director

DATE: June 12, 2024

APPROVING A SPONSORSHIP AGREEMENT BETWEEN THE MARGATE COMMUNITY REDEVELOPMENT AGENCY AND MY FAMILY MATTERS FOUNDATION, INC. FOR "DOC RENO'S BACON BEER AND BBQ" TO BE HELD ON SEPTEMBER 1, 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 Bacon Beer and BBQ" 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 Bacon Beer and BBQ" would be held at the Covered Sports Field on Sunday, September 1, 2024 from 12:00pm-5:00pm. The My Family Matters Foundation, Inc. previously hosted "Doc Reno's WingFest" in June of last year at the Covered Sports Field and is due to host the same event on June 15 of this year. The Foundation also hosted "Doc Reno's Meatball Mania" in March at the Covered Sports Field.

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
- Digital - inclusion of MCRA logo/link on Bacon Beer and BBQ 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 \$74,000 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 A/C#140-0510-512.31.05

CONTACT PERSON: Cale Curtis, CRA Executive Director