



City of Port St. Lucie

Memorandum

TO: JERRY A. BENTROTT, CITY MANAGER

FROM: GREGORY J. ORAVEC, ASSISTANT CITY MANAGER

DATE: OCTOBER 18, 2011

SUBJECT: REQUEST FOR CITY SPONSORSHIP BY STRANIGAN ASKELAND & HARRIS FOR A FOOD & BLOOD DRIVE CHARITY EVENT

Please find the attached correspondence from Ms. Jeannette Weiss, Vice-President of Marketing and PR, The WSR Group, requesting an application fee waiver for, and City sponsorship of, a Food & Blood Drive charity event to be held on Saturday, November 12, 2011, at Stranigan Askeland & Harris Dentistry (SAH Dentistry) located at 421 SW Bethany Drive, Port St. Lucie.

Given that the date of the event coincides with the City's "Community Days", I believe the fee waiver can be handled administratively. As to the request for City sponsorship, it is the typical request relating to the location of special event signage within the right-of-way. As you know, pursuant to Section 155.07 of the City's Code of Ordinances, only City-sponsored special events may locate such signs within the right-of-way. Given that "sponsorship" is a policy decision of the City Council, this memorandum serves to request that this item be placed on the next City Council agenda for consideration. Pursuant to the City Council's direction of December 21, 2009, relating to these types of requests, please place this item on the Consent Agenda.

If you have any questions or require additional information, please do not hesitate to contact me.

Thank you.

Attachment

c: Jim Arnold, Neighborhood Services Director
Joel Dramis, Building Official
Ms. Jeannette Weiss, Vice-President of Marketing & PR, The WSR Group

RECEIVED

OCT 19 2011

City Manager's Office

October 11th, 2011

City of Port St. Lucie
121 SW Port St. Lucie Blvd.
Port St. Lucie, Florida 34984

Dear Mr. Oravec,

Please consider this a formal request of yourself and the City of Port St. Lucie to waive the event permit and sign fees for a charity function.

Stranigan Askeland & Harris (SAH Dentistry), a local dentist office, will be hosting a Food & Blood Drive charity event on Saturday, November 12th, 2011 from 9:00 a.m. until 3:00 p.m. at their location of, 421 SW Bethany Drive, Port St. Lucie, Florida 34986.

This event is being hosted by SAH Dentistry for two purposes. The first is for the collection of food for the Treasure Coast Food Bank general bank and for their Back Pack Program for students in the St. Lucie County School system. There are a great number of our students whose only nutritious meal is the one they receive at school Monday through Friday. Many of these students live in homes where there is no nutritious food for them to eat in the evenings or on weekends and holiday breaks from school. These children are provided back packs at school, filled with ready to eat, nutritious food, to take home to feed themselves and their siblings. They bring the back packs back to school for refilling.

The second purpose of the event is to collect blood for the Treasure Coast Blood Bank. The Blood Bank is in serious need of blood at this time and is asking the public and businesses in the area for support in hosting blood drives.

We will be asking the public to come to SAH Dentistry on the event date both to bring food and to donate blood. The cost to the public is nothing, of course. SAH Dentistry will in no way be using this event to earn money for their business. In order to keep our expenses to a minimum, and to ensure a successful event, we would like to ask you to donate the \$200 event permit fee and the \$75 sign permit fee as a part of this charitable event.

Thank you in advance for your consideration of this request and, should you have any questions, please do not hesitate to contact me at (772) 219-7525.

Regards,
Jeannette Weiss
Jeannette Weiss
Vice-President of Marketing & PR
The WSR Group