



CITY OF PORT ST. LUCIE

COUNCIL ITEM 7H
DATE 1/9/12

.....
"A CITY FOR ALL AGES"

Memorandum

TO: JERRY A. BENTROTT, CITY MANAGER

FROM: GREGORY J. ORAVEC, ASSISTANT CITY MANAGER

DATE: JANUARY 4, 2012

SUBJECT: REQUEST BY THE FRIENDS OF THE PORT ST. LUCIE BOTANICAL GARDENS FOR CITY SPONSORSHIP OF ITS BOTANICA GARDENS FESTIVAL

Attached, please find correspondence from Ms. Stephanie Alessandrini-Giarraffa, President, Friends of the Port St. Lucie Botanical Gardens, seeking City sponsorship of its Botanica Gardens Festival scheduled for February 11 and 12, 2012. The Festival will be held at the Port St. Lucie Botanical Gardens located at 2410 SE Westmoreland Blvd., Port St. Lucie, FL 34952. The request is for the sole purpose of locating temporary signage regarding the event within the City's rights-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 City's rights-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:

Correspondence dated December 29, 2011, from Stephanie Alessandrini-Giarraffa, President, Friends of the Port St. Lucie Botanical Gardens

c: Joel Dramis, Building Official
Ms. Stephanie Alessandrini-Giarraffa, Friends of the Port St. Lucie Botanical Gardens

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JAN 04 2012

City Manager's Office



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Assistant City Manager's Office

Greg Oravec, Asst. City Manager
City Hall
121 SW Port St. Lucie Blvd.
Port St. Lucie, FL 34984-5099

December 29, 2011

Dear Mr. Oravec,

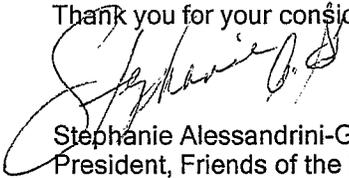
As you know, the Friends of the Port St. Lucie Botanical Gardens will be hosting the **Botanica Gardens Festival** February 11 and 12, 2012. This is the largest botanical event in St. Lucie and Martin Counties, bringing in over 2000 visitors per day to Port St. Lucie. There will be over 60 vendors in addition to our own offerings.

This event will benefit not only the Gardens, but will bring in visitors from all over Florida and other states who will stay in hotels and patronize local businesses. This is a great opportunity to showcase our city and show that we have more to offer than Spring Training.

We would like the City to co-sponsor the promotion of the **Botanica Gardens Festival**. We would like to have signs in all the right-of-ways all over the city, and would like to have banners flying promoting the event. We are asking your help in co-sponsoring Botanica Gardens Festival by allowing us to place approximately 175 signs at all entrances to the City and throughout the city without requiring the permit process. We would also like about six banners strategically placed at key intersections, such as Airoso and Port St. Lucie Blvd., Bayshore and Prima Vista, Walton and US1, etc. These signs and banners would be up no sooner than one week prior to the event and removed within 2 days of the event. In return we will include the City as a co-sponsor in all advertising and promotions of Botanica Gardens Festival.

The Gardens has worked hard to be a positive presence in the City of Port St. Lucie. We hope the City recognizes our efforts and will support us for our biggest event of the year.

Thank you for your consideration,



Stephanie Alessandrini-Giarraffa
President, Friends of the Port St. Lucie
Botanical Gardens

2410 SE Westmoreland Blvd.
Port St. Lucie, FL 34952
Tel: 772-337-1959

www.pslbotanicalgardens.org

mailbox@psigardens.com

The Friends of Port St. Lucie Botanical Gardens is a Florida non-profit corporation, and is recognized by the Internal Revenue Service, as a public charitable tax-exempt non-profit organization under Section 501(c)(3) of the Internal Revenue code. All donations are tax deductible to the fullest extent permitted by law.