

PORT ST. LUCIE
**PARKS &
RECREATION**

COUNCIL ITEM 7L
DATE 3/12/12

INTER-OFFICE MEMO

TO: Mr. Gregory J. Oravec, Assistant City Manager

FROM: Jay Liss, Recreation Administrator 

THROUGH: Sherman Conrad, Director 

RE: "CO-PRODUCED AGREEMENT" BY AND BETWEEN THE
FRIENDLY SONS & DAUGHTERS OF IRELAND FOR ST.
PATRICK'S DAY PARADE AND FESTIVAL 2012

DATE: March 2, 2012

Enclosed herewith please find the agreement between the City of Port St. Lucie and the Friendly Sons and Daughters of Ireland. Said Agreement provides for the parties to co-produce the 2012 St. Patrick's Day event. This agreement utilizes the same general framework that the City and other event partners have used to successfully co-produce special events.

Highlights of the proposed Agreement and the Festival include:

- ◆ The expenses of the event will be deducted from the event's gross revenue.
- ◆ Expenses include City services, most notably, event security through the Police Department, but do not include a rental fee for the use of the Martin Health System Village Square/Stage.
- ◆ The St. Patrick's Day event is a two-day event held at the Martin Health System Village Square/Stage on Friday, March 16, 2012, from 5-9 pm and Saturday, March 17, 2012, from 10 am – 8 pm
- ◆ Any revenue remaining after the payment of all expenses will be split between the co-producers 50/50

This event is made possible, in part, through the generous support of its sponsors, which include: Martin Health System, H & R Block, Captec, Shindig's, Lion's Club and Coca-Cola. Please find additional details regarding the Event enclosed for your reference, including a draft budget and draft informational flyer.

Should this Agreement meet with your approval, please advise as to whether I can move forward in requesting that this item be placed on the Council Agenda, under "New Business," for their March 12, 2012, meeting. Thank you in advance.

JL/pr

Enclosure

2195 SE Airoso Blvd.
Port St. Lucie, FL 34984
Telephone: (772) 878-2277
Fax: (772) 874-5290

CO-PRODUCED AGREEMENT

THIS AGREEMENT is made and entered into this ___ day of _____, 2012, by and between the CITY OF PORT ST. LUCIE, a municipal corporation of the State of Florida ("City"), and the Friendly Sons and Daughters of Ireland ("Event Partner"), collectively known as the "Co-producers".

WHEREAS, the Event Partner and the City have worked together to co-produce and provide for the annual St Patrick's Day event; and

WHEREAS, the St Patrick's Day event will be held at the Port St. Lucie Civic Center as an outdoor event for the 2012 year; and

WHEREAS, the City would like to continue its sponsorship of the annual St Patrick's Day Event through staff support, marketing assistance and providing the venue and other good and valuable consideration; and

WHEREAS, the City and the Event Partner have agreed to share on a 50/50 basis any profits from the Event after deduction of all expenses from the gross proceeds of the event; and

WHEREAS, the City and the Event Partner would like to enter into this Co-Produced Agreement in regards to the Civic Center facility, other operational issues and addressing of revenues and expenses.

NOW, THEREFORE, in consideration of the terms of this Agreement, dated _____, 2012, between the City of Port St. Lucie and the Friendly Sons and Daughters of Ireland, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the City and the Event Partner hereto agree to the following:

1. The Co-producers shall be responsible for the costs of providing event security exclusively through the Port St. Lucie Police Department.
2. The Co-producers shall provide the entertainment for the St Patrick's Day event and shall be responsible for all cost associated with providing the entertainment.
3. The Event Partner shall be responsible for assisting the City with various aspects of process, procedure, sponsorship and marketing required for implementation of a successful event.

4. The Co-producers shall be allowed to deduct all event expenses from the gross proceeds of the event, including any City expenses incurred for the event.
5. After deduction of all expenses from the gross proceeds, if there are remaining funds, said funds shall be split fifty/fifty (50/50) between the City of Port St. Lucie and the Event Partner.
6. The City shall be responsible for accounting of all event revenue and expenses, and shall make all such accounting available to the Event Partner.
7. It is agreed that this document contains the entire Agreement between the parties regarding the St Patrick's Day event, and this Agreement shall not be modified in any respect except in writing signed by both parties.

IN WITNESS WHEREOF, the parties hereto have set their respective hands
 this _ day of _____, 2012

CITY OF PORT ST. LUCIE, a
 Florida Municipal Corporation

By: _____
 JoAnn M. Faiella, Mayor

ATTEST:

 Karen Phillips, City Clerk

Event Organizer

By: _____
 (Event Officer)

Approved as to Form and Sufficiency

 Pam E. Booker
 Senior Assistant City Attorney

Estimated St. Patrick's Day 2012 Budget

Estimated Event Revenue		Comments	Receipt/ invoice?	Receiver/ Payer
Sponsors				
Martin Health System	\$ 2,540.00			City
H&R Block	\$ 1,000.00			City
Captec	\$ 2,500.00			FSDI
Coca-Cola	\$ 1,000.00			City
Shindig Restaurant and Pub	\$ 1,500.00			FSDI
PSL Downtown Lions Club	\$ 300.00			City
Sponsor total	\$ 8,840.00			
Event Revenue				
Beer and wine	\$ 7,262.00			City
Craft Vendors	\$ 1,993.10			City
Food Vendors	\$ 6,101.65			City
Event Revenue Total	\$ 15,356.75			
Total Revenue	\$ 24,196.75			
Anticipated Expenses				
Entertainment				
Rowdy Micks	\$ 1,500.00			FSDI
Dublin City Ramblers	\$ 3,500.00			FSDI
DJ - Hurricane Mountain Sound	\$ 1,500.00			FSDI
Palm Beach Pipe & Drum Band	\$ 1,000.00			FSDI
Kevin Brown Pipers	\$ 200.00			FSDI
Rondeau Dancers	\$ 350.00			FSDI
Horse Heaven Rescue	\$ 150.00			FSDI
Shriners Band	\$ 150.00			FSDI
PSL High School Band	\$ 500.00			FSDI
5 Honor Guard Officers	\$ -			
4 Motorcycle Officers	\$ -			
Entertainment Expenses	\$ 8,850.00			
Event Production				
Beer Supplier	\$ 1,907.50			FSDI
Wine & Coffee	\$ 220.00			FSDI
City of PSL - P&Z - Alcohol Permit	\$ 145.00			FSDI
Division of ABT	\$ 25.00			FSDI
RV Howard - Insurance	\$ 790.00			FSDI
Necklaces	\$ 64.00			FSDI
Tents - All in Fun	\$ 570.00			City
Promotions (ads & posters)	\$ 670.00			City
SLCFD-Tent Permit	\$ 134.75			City
Volunteer Ambulance	\$ 500.00			City
United Site Services (portable toilet)	\$ 84.68			City
Sponsor Plaques	\$ 150.00			City
Ice	\$ 108.00			City
Flags	\$ 237.00			City
Event Production Expenses	\$ 5,605.93			

Estimated St. Patrick's Day 2012 Budget

City Services				
City of PSL - Police Friday	\$	198.68		City
City of PSL - Police Saturday	\$	1,075.22		FSDI
City of PSL - Police Parade	\$	2,459.00		FSDI
Parks & Rec. Staff	\$	1,200.00		City
Traffic Safety	\$	350.00		City
Sponsorship Commission	\$	337.50		
City Services Total	\$	5,620.40		
Tax				
Sales Tax Beer	\$	443.22		FSDI
Sales Tax Vendors	\$	117.00		City
Tax Totals	\$	560.22		
Total Expenses	\$	20,636.55		
Profit/(Loss)	\$	3,560.20		

The City of Port St. Lucie and the Friendly Sons And Daughters of Ireland

St. Patrick's Day Festival & Parade

Presented by



Port St. Lucie Civic Center

9221 SE Civic Center Place

Friday, March 16, 5 to 9 p.m.

5 to 9 p.m. Live music by "The Rowdy Micks" Midway Carnival from 5:30 to 11 p.m.

Saturday, March 17, 10 a.m. to 8 p.m.

Parade starts at 11 a.m.

Authentic Irish dishes and drinks,
including Irish beer on tap

Live music by "Dublin City Ramblers"
and "The Rowdy Micks"

Arts and Crafts vendors,
and Kids' Zone

Free admission and parking

CO-SPONSORS

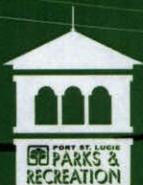


H&R BLOCK

OFFICIAL MEDIA SPONSORS



For more info, call (772) 878-2277 or go to www.cityofpsl.com



Port St. Lucie
Civic Center
Where the Research Coast Meets

**It Starts
in Parks** SM

**PORT ST. LUCIE
PARKS &
RECREATION**