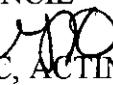




CITY OF PORT ST. LUCIE

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

Memorandum

TO: MAYOR & CITY COUNCIL
FROM: GREGORY J. ORAVEC,  ACTING CITY MANAGER
DATE: MARCH 16, 2012
SUBJECT: REQUEST BY CHRISTOPHER T. MORHARDT, EVENT CHAIRMAN, FOR SPONSORSHIP OF THE 2012 TREASURE COAST BUSINESS SUMMIT

At the request of Bonnie Cruz, Administrative Assistant for City Council, this memorandum serves to present the enclosed letter of March 8, 2012, from Christopher T. Morhardt, Event Chairman of the Treasure Coast Business Summit, for your formal consideration at the City Council Meeting of March 26, 2012. As you will note, Mr. Morhardt's letter makes two key requests of the City: 1) The approval of a partnership to jointly host the 2012 Treasure Coast Business Summit scheduled for May 11, 2012, at the Civic Center; and 2) Support of the City's Communication Department for video coverage, audio/visual support and promotional assistance of their event.

If you have any questions or I can be of assistance, please do not hesitate to contact me.

Thank you.

Enclosures:

Letter of March 8, 2012, from Christopher T. Morhardt, Event Chairman
E-mail from Bonnie Cruz of February 08, 2012

c: Joel Dramis, Building Code Administrator
Edward Cunningham, Director, Communications Department
Christopher T. Morhardt, Event Chairman, 2012 TCBS

TCBS

TREASURE COAST BUSINESS SUMMIT
Formulas For Success

March 8, 2012

Mayor & City Council
City of Port St Lucie
121 S.W. Port St Lucie Blvd
Port St. Lucie, FL 34984-5099

RECEIVED

MAR 08 2012

Assistant City Manager's Office

Dear Mayor & City Council Members,

On behalf of the Treasure Coast Business Summit, we wish to extend an invitation to the City of Port St Lucie to join Pharus Group, LLC and DLF Media as host partners of the 2012 Treasure Coast Business Summit. This partnership will once again allow the City an opportunity to spotlight the "Business Friendly" environment and promote a spirit of cooperation between the City of Port St. Lucie and the local business community. The event is scheduled for May 11, 2012. We have reserved the Civic Center again and anticipate over 1000 business owners and managers to be in attendance for the full day program. We have an exciting agenda of business leaders, and speakers coming together to provide a wealth of information for the attendees and will feature an enlarged business exposition area to showcase local small businesses in the community. As in years prior, we look forward to the support of the City Communications Department for video coverage, promotion and Audio Visual support.

The mission of the event is to "Educate and Motivate" business owners in the Treasure Coast region (Martin County / St. Lucie County / Okeechobee County / Indian River County) by providing valuable information and resources to develop successful entrepreneurs and stimulate economic development in the area.

We are excited to offer this event to the City of Port St. Lucie for the **fourth** time as an annual business summit designed to help bolster the economy by delivering a positive message in a time of uncertainty for many. Our organization will also be donating a portion of the proceeds to the St Lucie County Boy's and Girl's Club.

On behalf of the Treasure Coast Business Summit we sincerely appreciate your interest in this community driven program and respectfully submit this request for your consideration of:

- Approval of joint host partnership of the 2012 Treasure Coast Business Summit along with Pharus Group LLC. and DLF Media Consultants.

As part of the host partnership, the City will also have display space at the event to attract potential business prospects and showcase the resources provided to local businesses. If you have any questions please call me directly at 772.708.9431. We greatly appreciate your support in making this event a success!

Sincerely,

Christopher T. Morhardt

Christopher T. Morhardt
Event Chairman

453 NW Prima Vista Blvd Port St Lucie FL 34983

Telephone: 772-708-9431

Patty Lipp

From: Bonnie Cruz
Sent: Thursday, March 08, 2012 8:13 AM
To: 'Chris Morhardt'; Mayor Faiella; Linda Bartz; Michelle Berger; Shannon Martin; Jack Kelly; Greg Oravec
Cc: 'David Bernstein'; Yvette Cruz; Patty Lipp; Edward Cunningham
Subject: RE: Treasure Coast Business Summit
Attachments: City Council Letter2012.pdf

Thank you for your request that I am forwarding to Mr. Oravec for placement on a future council meeting agenda.

Bonnie R. Cruz
Administrative Assistant, City Council
121 SW Port St. Lucie Blvd.
Port St. Lucie, FL 34984
772-871-5159
Fax: 772-871-7382
E-Mail: BonnieC@cityofpsl.com
Website: www.cityofpsl.com

From: Chris Morhardt [<mailto:chris@pharusgroup.com>]
Sent: Wednesday, March 07, 2012 5:15 PM
To: Bonnie Cruz
Cc: 'David Bernstein'
Subject: Treasure Coast Business Summit
Importance: High

Good Afternoon Bonnie,

I have attached a letter to the City Council for consideration in participating in the 2012 Treasure Coast Business Summit.

Please forward to the Mayor and City Council members and a copy to Mr. Oravec for inclusion on the agenda for upcoming Council meeting.

Thank You,

Christopher T. Morhardt
President

Pharus Group LLC.
453 NW Prima Vista Blvd.
Port St Lucie, FL 34983

Tel. (772) 223-3344
Fax: (772) 293-9536
Email: chris@pharusgroup.com

Resources for Successful Business Management
www.pharusgroup.com

Patty Lipp

From: Patty Lipp
Sent: Tuesday, March 13, 2012 10:46 AM
To: 'chris@pharusgroup.com'
Cc: MaryAnn Verillo; Tonya Taylor; Edward Cunningham
Subject: Request for City partnership re: 2012 Treasure Coast Business Summit

Mr. Morhardt,

Per my phone message, I am drafting a letter for Mr. Oravec to present to City Council at their March 26th meeting. May I have a complete list of items that you are requested as part of City Sponsorship/partnership for the 2012 Treasure Coast Business Summit?
Thank you in advance for your time.

Patricia A. Lipp
Administrative Assistant for
Gregory J. Oravec, Assistant City Manager /CRA Director
City of Port St. Lucie
Phone: 772-344-4042
Fax: 772-871-5248
plipp@cityofpsl.com