



Department of Parks and Recreation

To: Honorable Mayor, and Commissioners

From: Robert Baldwin, City Manager

By: Mark Felicetty, Director of Parks & Recreation

Date: January 23, 2015

Subject: City of Dania Beach 110th Birthday Celebration

At the July 22, 2014 Commission meeting staff was given the directive to research hosting a 110 City Birthday Celebration. City Staff has coordinated several meetings with local business owners and met with elected officials individually to solicit input. Some options discussed for the city Birthday Celebration were as follows;

Option #1

A FREE all inclusive event at the City Hall Complex. This event could have live entertainment, children's activities, free food from local restaurant, food trucks, historical photo display in the city hall atrium, and the opening of the time capsule under the City Hall Atrium floor from 1907-1957. The creation of a new time capsule 2015-2065 could also be part of the festivities.

Possible timelines discussed were late spring, or early fall due to cooler temperatures and less rain. The late spring date doesn't give the planning team a lot of time to coordinate such a big event. A rough estimated cost to host the Free all inclusive event is \$15,000.00. The funding request to host event would come from the contingency fund.

Option #2

A Black Tie Dinner for 200 people which would be totally funded through sponsorships and ticket sales (please refer to attached option #2 spreadsheet). Possible venues discussed to host the Black Tie Dinner were the Gallery of Amazing Things, Tropical Acres Restaurant, I.T. Parker Community Center, Airport Sheraton, and DCOTA.

The Gallery of Amazing Things and Tropical Acres are holding the Friday, April 24th date if the decision is made to go forward with Black Tie option in the spring. The I.T. Parker venue is booked the weekend of April 24th and all committee team participants agreed the DCOTA and Sheraton are too costly.

The planning committee also discussed incorporating the Black Tie event into the Broward County's 100th Anniversary which will consist of 100 county wide events is a great way to showcase the oldest city in Broward County and increase ticket sales and sponsorships.

City staff is seeking Commission direction on the proposed options above and possible dates the City Birthday Celebration could be held.

(Example) OPTION #1

City Hall Atrium: Historic photos on display, Video history of Dania Beach on loop tape, The Opening of 1907-1957 Time Capsule and the creation of a new Time Capsule 2015-2065.

Under City Hall Tree: Children's activities, face painting, bounce house, rock climbing wall, balloon art, Y-100's Chris Cruz providing D.J. services and coordinating activities along with Jeff Hanson coordinating live music from local bands, and performances by Dania/Collins Elementary School Choirs.

Nautilus/ C.H. Fountain Area: Food stations with either local restaurants who would be willing to participate, or Food Trucks. Parks & Recreation Staff providing BBQ hot dogs and hamburgers chips etc.

Street Closure from Mac's Way to Grampa's: Classic Car display with a vehicle from each decade from Cobra Joe's, Art Exhibit at Canterbury Square, Karate demo's from Judo/karate Studio, and Library participation and additional children's activities

OPTION#2 Pricing

FACILITY/VENUE	FOOD& ALCOHOL	BAND	CENTERPIECES	INVITATIONS	PHOTOGRAPHER	Plates Silverware	TABLE/CHAIRCOVE	FACILITY RENTAL	GRATUITY	TOTAL
GALLERY A.THINGS	\$23,400	\$2,000	\$1,450	\$2,500	\$2,000	INCLUDED	INCLUDED	\$5,000.00	INCLUDED	\$36,350
(CHEF OF DISTINCTION QUOTE)	Food \$92 BAR \$25 per	ESTIMATE	FIRM	ESTIMATE	ESTIMATE			VALET & SECURITY		
TROPICAL ACRES	\$14,400	\$2,000	\$1,450	\$2,500	\$2,000	INCLUDED	INCLUDED	NO CHARGE	\$3,500	\$26,000
	Food \$35 Bar \$37 per	ESTIMATE	FIRM	ESTIMATE	ESTIMATE					
I.T. PARKER CENTER	\$23,400	\$2,000	\$1,450	\$2,500	\$2,000	INCLUDED	\$5,000	NO CHARGE	INCLUDED	\$36,350
(CHEF OF DISTINCTION (QUOTE)	Food \$92 Bar \$25 per	ESTIMATE	FIRM	ESTIMATE	ESTIMATE		ESTIMATE			
DCOTA	\$23,400	\$2,000	\$1,450	\$2,500	\$2,000	INCLUDED	INCLUDED	\$15,000	INCLUDED	\$46,350
SHERIDAN -BOOKED	\$23,400	\$2,000	\$1,450	\$2,500	\$2,000	INCLUDED	INCUEDED	\$15,000	INCLUDED	\$46,350

ALL COST BASED ON 200 ATTENDEES