

# **SARASOTA COUNTY GOVERNMENT**

## *Planning and Development Services*

**TO:** Sarasota County Commission  
**THROUGH:** Thomas A. Harmer, County Administrator  
**FROM:** Debbie Marks, Planning and Development Services  
**DATE:** April 19, 2017  
**SUBJECT:** Englewood Beach Waterfest Update

### **RECOMMENDED MOTION(S) OR ACTION(S):**

Update on Englewood Beach Waterfest including 2016 post-event update and plans for 2017 event.

### **BACKGROUND:**

Englewood Beach Waterfest organizers Ralph Young and Ray LaBaddie will present a brief update on the successful 2016 event as well as plans for the 2017 event.

### **ATTACHMENTS:**

1. 2016 P&L
2. Presentation

# ENGLEWOOD BEACH, FL WATERFEST

## Board Members for 2017

### Officers:

**President Ray LaBadie**

**1<sup>st</sup> Vice President Ken Andresen**

**2<sup>nd</sup> Vice President Tanya Moore**

**Secretary/ Treasurer Steve Schroeder**

### Board of Directors

**Ken Kuenzie**

**Jack Donovan**

**Rick Peitz**

**Steve Gardiner**

**Jeremy Jones**

**David Lutz**

**Jim Guzowski**

# ENGLEWOOD BEACH, FL

ENGLEWOOD BEACH  
**WATERFEST**  
FLORIDA

**PADDLEFEST**





**SMART MARINE**  
SMARTMARINEBOATS.COM

**S-110**

2014 WORLD CHAMPIONS

Amara Trail

# ENGLEWOOD BEACH, FL WATERFEST

## 2017 Events:

- **PADDLEFEST – Nov. 10, 11-12**
- **DEARBORN ST. BLOCK PARTY – Nov. 17**
- **RACEFEST – Nov. 18-19**

# ENGLEWOOD BEACH, FL WATERFEST

## PADDLEFEST

- **Two Day Event – Englewood Beach**
- **Good Sponsorship**
- **Enhanced Advertising**
- **More Entries**
- **Interaction with Spectators**
- **Food and Drinks**



# ENGLEWOOD BEACH, FL WATERFEST

## RACEFEST

- **Two Day Event – Englewood Beach**
- **Block Party – Dearborn Street, Sponsor Tent (food & drinks)**
- **Sponsorship - On par with last year**
- **Enhanced Advertising – Coasters, Radio, TV, Print & Social Media**
- **Partnered with Food & Drink Vendors**
- **Revenue Streams - 50/50, Silent Auction, enforcing ticket purchase, vendors, tee shirt sales**

# ENGLEWOOD BEACH, FL WATERFEST

## Financials

- **Sponsors**
- **Savings**
  - Bus reduction / partnering with Charlotte County Transit & SCAT
  - Crane cost reduced by half
  - Partnered with both Y's Men & Sunrise Rotary for 50/50 split on beer & food
  - MAC Grant(Marine Advisory Committee)



# ENGLEWOOD BEACH, FL WATERFEST

## Summary

- Ahead of schedule in planning
- Reduced Buses & Parking Areas
- Events Growing in Attendance
- Race Village OPA Teams Excited
- Look for calm waters and blue sky
- Commissioners – thank you for your support

