

June 24, 2021

## Talking Points..... First Friday

Our goal in having a First Friday Re-set is to specifically focus and return to the origins of this City sponsored event.

The original purpose of First Friday was to benefit the core businesses that make up the Flagler Beach Community Redevelopment Agency (CRA). The event sponsored by the City and CRA is to promote and encourage people to visit and patronize the businesses located in the CRA. Such an event would comply with the CRA plan which should be our primary guide, focus and concern.

The event is NOT a Big Community Party where anything goes. The City and CRA sponsorship Has a specific objective which should be to advertise and directly benefit the small-town businesses of downtown Flagler Beach.

I promised this Commission and the community that I would explore our options and develop ways to get back to the basics of our original goals.

So, I have the following recommendations:

- 1) Now that the Pandemic is beginning to break.....we should reset our event for September 3, 2021.
- 2) That we select our key partner radio station. We can do this in a fair process in one of the following ways:

### Option #1

- We can request a written proposal from (WNZF- Flagler Broadcasting 92.7FM) and (WQFB- Surf Radio 97.3 Flagler Beach)
- Under this option a selection could be made based on the proposal submitted that best meets our criteria. (**NOTE:** Criteria outlined on Page Two)

### Option #2

- We could simply select the Partner Radio station we feel best fits the event now and have them agree to a specific set of terms.

### Another possible Option would be.....

- City staff could run the event in house with no outside partner assistance

NOTE: This may delay the event as we would need to hire staff. Not our preferred option.

## General Event Criteria.....

Under option #1 the criteria we would use to judge and select the best proposal would be:

- 75% of the event sponsors should be located in Flagler Beach (preferably within the CRA) and 25% from Flagler County. All event sponsors will be reviewed and approved by the radio partner and the City/CRA in advance of the event.
- All revenues generated by First Friday should be invested first in the event. If excess revenues are produced they should be accounted for each month and shared equally between the sponsor and the City/CRA.
- Willingness to enter a written agreement for a specified term. An agreement should be drafted requiring all projected and actual expenses associated with the event to be listed and accounted for each month.
- Children's activities will be offered free.
- Sponsors will strive to feature entertainment that favors local artists or artists that have local community ties. The City/CRA will have direct input into talent selections and costs.
- No ~~food~~<sup>vendors</sup> trucks will be allowed at the event
- First Friday will be advertised and promoted as a family friendly event. Event attendees will be encouraged to bring their own lawn chairs and/or blankets for seating to enjoy the event. No rental of chairs will be offered to patrons.
- Contests will be organized and held to promote local businesses and/or event sponsors under the 75/25 location criteria outlined above.