



MEETING MINUTES
SESSION OF THE COMMISSION WORKSHOP (COMMUNITY EVENTS)
CITY OF KISSIMMEE
CITY HALL, COMMISSION CHAMBERS
101 CHURCH STREET, KISSIMMEE, FLORIDA 34741-5054
TUESDAY, MAY 21, 2024 AT 3:00 PM

1. MEETING CALLED TO ORDER

Members Present: Mayor Olga Gonzalez, Commissioners Olga Castano, Angela Eady, Carlos Alvarez, III, Janette Martinez

Staff Present: City Manager Mike Steigerwald, City Attorney Olga Sanchez de Fuentes, Deputy City Manager Desiree Matthews, Assistant City Manager Austin Blake, City Clerk Linda Hansell

Members Absent: None

Mayor Gonzalez called the meeting to order at 3:05 PM.

2. WORKSHOP BUSINESS

2.A Parks & Recreation Department; Division updates and discussion

The Parks and Recreation Department would like to update the City Commission on new events and initiatives, policies and procedures, fees and charges, as well as seek Commission input and direction.

Steve Lackey, Parks & Recreation Director, introduced his staff and the divisions of the Parks and Recreation Department. Director Lackey reviewed the PowerPoint Presentation attached to the agenda and specifically highlighted their Mission Statement, organization, employees, and specific projects.

Director Lackey reviewed the specifics of some of the major projects handled in the Administrative Division of Parks and Recreation, which included Lancaster Ranch Park Phase 1A, Green Meadows Petting Farm, Lancaster Ranch Park Phase 2A Design Schedule, Lakefront Park Grants, amphitheater shade cover, fishing pier renovations, and the Shingle Creek Trail Sections.

City Manager Steigerwald stated the funds are coming from MetroPlan Orlando.

In response to the Commission's questions on trail security, Assistant City Manager Blake stated the trail locations have been prioritized and staff is working on the project. Commissioner Alvarez commented he would like to see more police activity within the trails; City Manager Steigerwald confirmed we have added additional funds to the Park Ranger Budget.

Director Lackey discussed the Parks & Recreation fees and charges for facility rentals and cemetery sales. He requested the Commission consider allowing the fees to be set by resolution instead of by Ordinance; the recommendation would be to allow the fees to be set by the City Manager. With staff salary increases and the minimum wage increase, our fees are lower than the actual cost for staffing events. Another consideration is the resident and non-resident fees for the cemetery; we are projected to sell out the cemetery in the next 8-10 years, so the cost of perpetual care is also under consideration.

Commissioners questioned the condition of the cemetery with mementos being left unattended for long periods of time and whether there could be something added to the policy limiting the time before removal. Staff have been discussing the best approach to make sure cemetery lot purchasers are aware of their responsibilities. A suggestion was made that families who have members buried at Rose Hill would receive a "grandfathered" rate compared to new lot owners, but this would be a challenge if pricing for existing lot owners is less than what is charged to new owners. When the City cemetery runs out of lots, there will be a need to look for an additional location.

Director Lackey introduced John Vandevere, Manager of the Parks Division and discussed a new position being funded for the Urban Forester who would oversee the care and improvements to public lands. A new initiative for Bike Concessionaire Services for trails, which would be a movable pop-up trailer that change locations as needed, and the potential Eco Tourism on Lake Toho and a new lease for the Big Toho Marina Concessionaire Service were reviewed.

Recreation & Leisure Services Division, Manager Rod Bargaineer and Assistant Manager Jeff Pon, were introduced. Director Lackey handed-out (Exhibit "A" and Exhibit "B") covering Senior and Teen Programs but did not discuss them in detail. The Leisure Services Division has many projects and new programs coming on-line. New staff was hired to enrich our programs and an additional eleven (11) new programs have been added over the last year. Leisure Services include three (3) community centers, and multiple programs throughout the City. A Community Garden is available in Chambers Park and another Garden in Quail Hollow Park. Director Lackey highlighted the Special Needs Adaptive Programs (SNAP) which had 463 participants over the past year. Summer Camp is being held at three (3) schools and the City will be hosting children from the County Marydia location with the County covering the full cost of up to 50 students. In addition to a pick-up added at Marydia, the Dream Builders program will be picking up children in that program and also The Haven on Vine. Financial Aid is available to all qualified city residents. We have transportation for pick-up and drop off of children at multiple locations. With Bond funds, the City will be completing the Community Center at Mark Durbin Park in Lakeside; it should open in late 2025.

The discussions continued which addressed safety concerns for children, vetting of parks and recreation employees and volunteers.

Events Division Manager, Kalya Rogers was introduced but Assistant Manager Maude Garrett was not in attendance. This Division runs events all year long as well as events at the Civic Center which included over 300 rentals last year. 2024 Festival & Events Series (Exhibit "C") was distributed earlier and a review of the scheduled events is available from the hand-out. It was noted that some of the big events held in the City are not advertised by the City because they are individual promoters. The RFI process used for other functions is also followed for new festival enhancements. Director Lackey highlighted Taste of Kissimmee which was well attended this year even with rain. The Juneteenth Event will be held at the Civic Center and will be both inside and out like a Block Party. Staff has done marketing for our events and grants have been acquired to fund some of the marketing. Fishing Tournaments are run through the City when they have 50 boats or more; there are requirements. The smaller tournaments run their events by working with the marina operator who gets them in touch with the City.

The Commission, City Manager, and Director Lackey discussed Signature Events being held 45 days apart and not overlapping. City Manager Steigerwald stated the policy was established when Lakefront Park was renovated because everyone was so excited about the new park and we had events on a regular basis which caused the park to suffer due to consist use, no time for maintenance, and complaints from residents about the noise and traffic. The Commission at the time did not want to overuse the parks which could lower attendance at other events. It was suggested that the City could allow events on streets off Broadway which would not require closing Broadway and would be less expensive. During the discussion, Director Lackey reminded the Commission that Lancaster Ranch might relieve some of the events that are currently being held at the Lakefront.

The Commission discussed their desire to have more multi-cultural events that do not overlap each other; for example a festival and then a fishing tournament. Staff suggested using the RFI (Request for Information) format for events or festivals so that we get experienced vendors familiar with holding those types of events.

Street closures were discussed in detail relating to parades, events, and the potential for attendance tracking software (tracks the number of cellphones in use in the park). Discussed issues with weather and fireworks and if at some point we may need to make a decision on having a set weather delay time before fireworks are cancelled and rescheduled for another date.

Further discussion took place regarding safety and security, specifically highlighting signage and costs to shut down the roads. The cost to close Broadway is approximately is \$12,000 - \$15,000 and that is all covered by the City for our events. With a recent change in the fee waivers being capped at \$3,000; the annual dollar amount will be reduced each year until it sunsets at year four (4). Signature Events do not follow that process and always get the \$3,000; with added security we have limited it to Caribbean Fusion, Boo on Broadway, Viva Osceola, and the Orlando Japan Festival. All will have the option of \$3,000 or the actual cost of public safety, whichever is greatest. Staff expressed concern if we continue to waive the fees with the added safety and security cost, the \$88,000 that is budgeted will not last. Staff explained as reference that Signature Events are qualified as events with over 5,000 in attendance for over four (4) years.

The Commission and City Manager discussed improvements to the Civic Center, including the removal of the wooden floor so the main gym is used as an arena. All updates to facilities are related to the Bond Issue which put the work out approximately two (2) years. City Manager Steigerwald commented that the goal is to get all the projects done at the same time which would require additional staff just for the projects. The Commission inquired about the addition of Splash Pads at the parks. Staff commented that the cost would be the same for each park due to the water filtration systems but this could be reviewed. A suggestion from staff was to add a mobile recreation trailer that could be moved from event to event in the community and include recreation type equipment or slip and slides.

The Commission further discussed whether more City "swag" can be distributed during events. City Manager Steigerwald clarified there are separate funds for City compared to third party events. Funds can be transferred between events as long as the bottom line is not over the budgeted amount for that year.

Director Lackey stated he would share the Event Manual with the Commission so they have the information all the information being shared.

City Manager Steigerwald requested Commission consensus on Broadway closures compared to other streets like Ruby, Monument, or Dakin for smaller festivals, Farmer's Markets, or car shows. That option would be less costly with not having to close Broadway. City Manager Steigerwald stated this could be brought back to the Commission at a later date with more detail but we would need to add funds to the budget that is being prepared for Commission Workshop review. Over the next few years we'll need to look for alternatives due to the Streetscape Project.

Commission consensus to expand usage of side streets with the opportunities being equal for all side streets and not just limited to one area.

Director Lackey thanked the Commission for their time and offered the assistance of his staff with any questions.

Comments from Commission on the fishing pier and suggested addition of boating as transportation on the lake, more adults programs, and the addition of handball and shuffleboard courts, and a location more geared to adults and less children. City Manager Steigerwald stated with the progress made by City Attorney Sanchez de Fuentes the Department of Environmental Protection may allow more options on the lakefront.

The Commission thanked Director Lackey and his staff for the presentation and all that they do for our citizens.

3. GENERAL DISCUSSION

None.

4. ADJOURNMENT

There being no further business to come before the Commission, Mayor Gonzalez adjourned the meeting at 4:55 PM.



ATTEST:

Linda S. Hansell

CITY CLERK

Olga L. Castano

for

MAYOR-COMMISSIONER

Exhibit "A"
Senior Programs in the City of Kissimmee
Comprehensive overview

Senior Programs in the City of Kissimmee: A Comprehensive Overview

Introduction

This report aims to provide an overview of the existing senior programs offered by the City of Kissimmee Parks & Recreation Department, emphasizing the diverse range of activities available for seniors within Osceola County. The report also explores new and upcoming programs, and potential ideas for future senior programs.

City of Kissimmee Parks & Recreation

The Department currently offers an array of senior programs, these include:

Current Programs	Age	Avg. Attendance
Pickleball	18+	50
Senior Softball	55+	30 (Spring, Summer, Fall) / Winter 80- 100
Quilting	55+	6
Texas Hold'Em Club	55+	7
"Peg-A-Longs" Cribbage	55+	8
Toho Friends	55+	15
Swim Lessons for all Ages	All Ages	
Quail Hollow Community Garden	All ages	
Community CPR, First Aid, AED Class	All ages	
Nutrition Education Class	18-80	
Senior's Christmas Brunch	55+	35-60
Games: Domino, Bingo, Spades	55+	

Future Program Ideas

To continue enhancing senior engagement, several program ideas have been proposed:

Facility	Proposed Programs	Target Group	Status
Chambers Park	Seasonal Brunches	Christmas, Thanksgiving, Mother's Day, Father's Day	A program proposal is to be submitted for next fiscal year's budget to run these events
	Senior Chair Exercises	Every 1st Wednesday	Seeking instructor through RFI process for this activity.
	Coffee & Conversation	Implemented in collaboration with Women Encouraging Women and the Marydia Advisory Board.	Started April 2024 Will be held every 1 st Friday
	Senior Line Dancing Fitness	Every Monday & Wednesday	Seeking instructor through RFI process for this activity

Facility	Proposed Programs	Target Group	Status
Aquatics	Water Aerobics	Attempts have been made in the past to implement program, but there has been difficulty in finding an appropriate day for classes.	Seeking instructor through RFI process for this activity.
Athletics	Senior Tennis League	Men's, Women's or Co-Ed	Program proposal to be created and submitted for next fiscal year's budget to run this program.
	Senior Pickleball League	Men's, Women's or Co-Ed	Program proposal to be created and submitted for next fiscal year's budget to run this program.
	Walking Club	Program should encourage increased physical activity and strengthened relationships amongst community members	Seeking instructor through RFI process for this activity.
	Tai Chi	To improve seniors' overall health and wellness, increase muscle strength, flexibility and balance	Seeking instructor through RFI process for this activity.
Oak Street	Craft Club	To cover all genres of crafting and enable members to present craft technique demonstrations.	To be held on Tuesdays 10am – 1pm

Community Programs

Beyond the programs facilitated by the City of Kissimmee Parks & Recreation Department, numerous community organizations offer a wide array of opportunities for seniors. Here are some notable examples:

Other Programs across Osceola County		
Provider	Programs	
YMCA	Group Exercise Programs (Virtual /F2F) Aqua Fitness (Zumba, Fit Shallow, Water Walking) Latin Dance Fitness Pilates	Cardio Dance Yoga & Yogilates BODYBALANCE Meditation Sculpt & Stretch
St. Cloud Parks & Recreation	Water Fitness Red Cross Lifeguard Class Zumba Zumba Gold	Open Gym Pickleball BINGO-cise Stepping Out Walking Club Tuning, Toning & Talking
Osceola Library	Computer Literacy Classes (<i>Online Safety, Computer Tips and Tricks, Using the Internet</i>) Crafty Crew The Kn (IT) Crowd Makers Café	Crochet Book Clubs (<i>No Pressure, NovelTea, BookLit and more</i>) Craft Classes – e.g. Crochet, Miniature Painting

Other Programs across Osceola County		
Osceola Arts Programs	Brushstrokes & Beyond: Oil Painting Ceramics: Adult Art Series Boarded Up Skateboard Art	
St. Cloud Senior Citizen Center	Fun2B Fit St. Cloud Line Dance Step by Step Line Dance Club St. Cloud Garden Club Osceola Community Orchestra	Community Crafters Patchers of Time (POT) Quilting Seniorcize Friday Night Music TOPS- Take off Pounds Sensibly
St. Cloud Shuffleboard Club	Shuffleboard	
Advance Senior Center	Silver Sneakers Exercise- Yoga, Pilates, Strength & Balance Dominos Club Bingo Club	Karaoke Dance Technology Classes Hand Craft Classes
Osceola County on Aging	Zumba Dance Class Tai Chi Art Class Stamps Club Havana Nights Annual Gala	
Humana Neighborhood Center- Kissimmee	Silver Sneakers Canvas Painting Cooking Classes Crochet Dominoes	Bingo Zumba Karaoke Craft Classes Yoga

Conclusion

The City of Kissimmee offers a diverse array of programs for seniors, covering a broad spectrum of interests and activities.

Exhibit "B"
Teen Programs in the City of Kissimmee
A Comprehensive Overview

Teen Programs in the City of Kissimmee: A Comprehensive Overview

Introduction

This report aims to provide an overview of the existing teen programs offered by the City of Kissimmee Parks & Recreation Department, emphasizing the diverse range of activities available for teenagers within Osceola County. The report also explores new and upcoming programs, grant-funded initiatives, and potential ideas for future teen programs.

City of Kissimmee Parks & Recreation

The Department currently offers an array of teen programs, catering to various interests and age groups. These include:

Current Programs	Target Group	
	Middle	High School
Homeschool PE	✓	
Let's Talk About it (Teen Mentoring) @ Chambers	✓	✓
Tennis	✓	✓
Cheerleading	✓	✓
Teen Leaders (Oak Street)		✓
Counselor in Training @ Camp Discovery		✓
Jr. Lifeguard	✓	
Teen Extreme	✓	
Magic Teen Room / Teen Lounge @ Chambers	✓	✓
Swim Lessons (N.B. Swimmers can graduate to KSA Team once they perform well)	✓	✓
Flag Football	✓	✓
Baseball	✓	✓
Soccer	✓	✓
Basketball	✓	✓
Teen Craft Club @ Chambers	✓	✓

Grant-Funded Initiative

- A Lowe's Hometown grant application has been submitted to secure funding for the establishment of a dedicated teen room at Oak Street Park Community Center, enhancing the facility's offerings for teenagers in our community.

Potential Future Program Ideas

To continue enhancing teen engagement, several program ideas have been proposed:

- Teen Room Programs
- Regular Teen Events (quarterly or semester-based)
- Establishment of a Teen Advisory Council
- Collaboration with other organizations to broaden program offerings

Facility	Proposed Programs	Target Group	Status
Chambers Park	Teen Nite Out	• Dance for Teens once a month • DJ, Light refreshments provided • Fee at the door (proof of report card for honor roll students = free/reduced entry fee)	Meeting with the Step Foundation to discuss planning and implementation.
	Year-Round Teen Camps	• Targeting teens 13+ • Inclusive of Turkey Camp, Holiday Camp, Spring Break Camp, No School Field Trip Days • Field trips will be a mixture of educational and career-focused activities as well as just for fun	A program proposal is to be submitted for next fiscal year's budget to run this program
	Gamers Nite	• Video gamers meet in a networking environment where they can compete in games e.g. Madden, NBA 2K, Fortnite and more	Started in April 2024 Will be held on last Friday of every month
	Field Day	• Teen Field Day during Spring Break	A program proposal is to be submitted for next fiscal year's budget to run this event
	Teen Events	• 1 event per quarter or semester.	A program proposal is to be submitted for next fiscal year's budget to run these events
	Teen Advisory Council	• Allowing youth to provide input regarding community matters.	Started April 2024 Will be held every Tuesday
	Teen Summit	• Event that would feature guest speakers to motivate and encourage teens.	Anticipated Start: June 2024
	Teen Craft Club	• Program that would allow teens to develop their own designs and learn from crating demonstrations	
	Programs with Other Partner Organizations	• Collaborate to deliver programming for teens	Program proposals are to be created and submitted for next fiscal year's budget to run these programs.
Oak Street	Teen Hang Out Spot	• Have a dedicated place for teens to drop in and hang out After school until closing time. • Teens would be required to sign in and hang out in dedicated area for them. Dedicated room (Gecko) has been identified • Equipment required for this room: Gaming Systems, seats for lounging, pool or foosball table, card or board game area.	Awaiting approval of Lowe's Hometown grant application to renovate and retrofit this teen room.

Facility	Proposed Programs	Target Group	Status
		Anticipated Start Date: August 2024	
	No School Field Trips & Holiday Camp	- For No School days it is proposed to have a Teen Camp 20 teens are to be targeted for this activity and they would go on Field Trips - A dedicated room (Gecko) for this group will be identified	Program proposal to be created and submitted for next fiscal year's budget to run these programs.
Aquatics	Water Polo Club Team	Previous attempts were made to implement water polo in the past targeting Middle School students, however, logistics regarding time, certification and availability of staff still have to be determined.	Seeking instructor through RFI process for this activity.
Athletics	New Sports	New sports such as Golf, Lacrosse, Roller and Field Hockey, Quadball.	Seeking instructors through RFI process
		One-Day Sports Clinics	Program Proposal to be submitted for next fiscal year's budget.

Community Programs

Beyond the programs facilitated by the City of Kissimmee Parks & Recreation Department, numerous community organizations offer a wide array of opportunities for teenagers. Here are some notable examples:

Other Programs across Osceola County		Target Group	
Provider	Program	Middle	High School
Sheriff's Office	Pal	✓	✓
	Teen Drive Challenge		✓
	Adventure Camp	✓	
Boys & Girls Club Programs	Keystone Club	✓	✓
	Diplomas2Degrees	✓	
	RBI	✓	✓
	Lyricism 101	✓	✓
YMCA	After-school Program	✓	✓
	YMCA Membership (12+)	✓	✓
	Group Exercise (11+)	✓	✓
	Youth Sports – Basketball, Volleyball, Soccer	✓	✓
	Young Life Teen Ministry Group	✓	✓
	Swimming Lessons	✓	✓
St. Cloud Parks & Recreation	Irish Step Dance	✓	✓
	Ballet	✓	✓
	Jazz	✓	✓

Other Programs across Osceola County		Target Group	
	Contemporary Dance Class	✓	✓
Osceola Library	Rebuild Yourself	✓	✓
	Teen Takeover	✓	✓
	Teens Beyond Limits	✓	✓
	Murder Mystery	✓	✓
Osceola Arts Programs	Performance Workshop	✓	✓
	A Peek Behind the Pages	✓	✓
	Boarded Up Skateboard Art	✓	✓
	Youth Art Class	✓	✓
	Artful Saturday	✓	✓
Kissimmee Youth Baseball League		✓	✓
All Stars are Bright		✓	✓
Osceola Kowboys	Youth Football League	✓	

Conclusion

The City of Kissimmee offers a diverse array of programs for teenagers, covering a broad spectrum of interests and activities. This report highlights the city's dedication to providing abundant opportunities for teen engagement and personal development by showcasing existing and upcoming programs, grant initiatives, and community partnerships.

Exhibit "C"
2024 Festival & Events Series
Calendar of Events



2024 Festival & Event Series

Dr. Martin Luther King Jr. Unity Festival

Saturday, January 13, 2024

Kissimmee Lakefront Park – Festival Lawn

The Dr. Martin Luther King Jr. Unity Festival is the City of Kissimmee's annual celebration honoring his legacy and the ideals of unity, diversity, and goodwill. Live gospel music, stage performances and the Unity Garden will highlight the continued influence of Dr. King's message through original works of art.

Taste of Kissimmee

Friday, February 23, 2024

Kissimmee Lakefront Park - Ruby Plaza

New in 2024! The Taste of Kissimmee provides local residents and tourists alike an opportunity to indulge themselves through a wide range of local Kissimmee eateries, business displays and non-stop entertainment. Taste of Kissimmee focuses on showcasing diversity of our community through a wide variety of food, drinks, and culture.

Kowtown Festival

Saturday, March 23, 2024

Kissimmee Lakefront Park – Festival Lawn

The City of Kissimmee is turning 141 years old we want to celebrate with you, our community! Kowtown Festival is our annual birthday party filled with live music from your favorite local artists, vendors, and food trucks. Bring your whole family out to enjoy the KUA Kid's Power Zone, birthday cake, and more.

Caribbean Fusion

Sunday, April 28, 2024

Kissimmee Lakefront Park – Festival Lawn

This is a highly anticipated Caribbean Festival, produced by the Caribbean and Floridian Association, Inc., features an abundance of music, art, and Caribbean food. The festival also features an assortment of multicultural entertainment center stage at the Caribbean Fusion Festival at Kissimmee Lakefront Park.

PrideFest Kissimmee

Saturday, June 1, 2024

Kissimmee Civic Center

PrideFest Kissimmee is a celebration grounded in fostering awareness and acknowledging the impactful contributions of our local LGBTQ community. This event is packed with live performances, activities, and vendors.

Juneteenth Festival

Saturday, June 15, 2024

Kissimmee Civic Center

The Kissimmee Juneteenth Festival is a celebration of community and culture that is perfect for the entire family. Juneteenth is the annual commemoration of the end to slavery in the United States and a community celebration of African American culture, including live music, delicious food, KUA Kids Power Zone and craft vendors.

Monumental Fourth of July

Thursday, July 4, 2024

Kissimmee Lakefront Park – Festival, Lighthouse, and Veterans Lawn

The annual Monumental July 4th Celebration features a live concert on the Festival Lawn, KUA Kids Power Zone and activities on the Veterans Lawn, food trucks along Lakeview Drive, and the Monumental Fireworks display over Lake Tohopekaliga to close out the night!

Fandom Kissimmee

Saturday, September 7, 2024

Kissimmee Civic Center

Fandom Kissimmee incorporates and displays various fandoms we have come to know and love. From TV, comics, film, sci-fi, anime and more. The convention will host vendors, voice and onscreen talent, local artist and authors.

Puerto Rican Parade

Sunday, September 22, 2024

Kissimmee Lakefront Park – Lakeview Drive

The Kissimmee Puerto Rican Parade, brought to you by Desfile Puertorriqueño de Osceola, is a celebration of Puerto Rican culture traveling along lakeview drive bordering the beautiful Kissimmee lakefront Park! Join locals as they honor heritage with festive floats, walking groups, and more!

Viva Osceola

Saturday, October 5, 2024

Kissimmee Lakefront Park – Veterans Lawn

Osceola County's premier Latin festival featuring entertainment, food, fun, and games for the whole family! Produced by The Osceola Chamber this event showcases local businesses and provides a platform for non-profits to connect with thousands of locals.

Boo! On Broadway

Friday, October 25, 2024

Historic Downtown Kissimmee

Boo! On Broadway is a family friendly event that is fun for all ages! Boo! brings safe, community trick or treating for all to enjoy along with music, performances and surprises. Brought to you by Kissimmee Mainstreet. Boo! On Broadway provides a platform for residents to celebrate and engage with local businesses and vendors.

Kissimmee/Orlando Japan Festival

Sunday, November 10, 2024

Kissimmee Lakefront Park – Festival Lawn

This festival showcases a wide variety of Japanese performing arts, attractions, and vendor booths and has grown to be one of the largest Asian cultural events in the area produced by the Japan Association of Orlando. The proceeds from the Festival help support local organizations and individuals in their endeavors to further the excellence of Japanese visual and performing arts, culture, and education.

Festival of Lights

Saturday, December 14, 2024

Historic Downtown Kissimmee and Lakefront Park – Veterans Lawn

City's annual parade and holiday festival celebrating the winter holiday season featuring community, business and youth group illuminated floats in downtown Kissimmee. Other activities include the Holiday Festival with free crafts, snacks, and a meet and greet with Santa, Mrs. Claus, and their elves.



To Whom It May Concern:

The City of Kissimmee is in search of promoters to host cultural, educational, music and art festivals at the Kissimmee Lakefront Park for calendar year 2024. The following months are open for potential festivals; May, August, and September of 2024. This Request for Information process will be conducted annually, and selected promoters/organizations will be placed on the Lakefront Park Events & Festivals Annual calendar (January-December). The proposal requirements & selection process are listed below. Please submit your proposal to Matt Libby at the following address or email by **5:00 p.m. on Friday, September 20th, 2023.**

Matt Libby, Assistant Director
Parks & Recreation Department
101 Church St. Suite 330
Kissimmee, FL 34741
matt.libby@kissimmee.gov

PROPOSAL REQUIREMENTS/SCOPE:

1. The name and contact information of the individual or business who shall execute the Special Events License Agreement with the City if the proposal is selected. The contact information shall include a physical address, a telephone number, and an email address.
2. A brief and concise summary of your organization/event including any previous events/festivals you have held within the City of Kissimmee or elsewhere.
3. A brief and concise summary that describes the festival details including expected number of participants, activities/entertainment, targeted age group, preferred date from available months listed above and any other pertinent information.
4. A brief summary of the events marketing plan including budget, sponsorships, social media presence, etc.
5. Provide at least three (3) professional references from industry related partners or past performance host/venues, including the name and contact information for each reference.
6. Review & agree to adhere to all safety & operating guidelines outlined in the City of Kissimmee event handbook, ([Download Handbook](#)) license agreement, fees and charges and applicable city policies and codes.

SELECTION PROCESS:

The City of Kissimmee Parks & Recreation Department shall evaluate and score each proposal that includes the above criteria. The method of scoring is listed below. The Parks & Recreation Director or designee shall make the final determination as to which promoter/company/organization will be awarded the special event license agreement for the available open time frame.

1. Organization & Experience (50 Points)

- How long has the sponsoring organization been incorporated?
- Has the sponsoring organization produced an event in the City of Kissimmee before?
- Has this specific event been produced before?
- What is the uniqueness of the event?
- How does the proposed event benefit the residents?

2. Event Revenue & Economic Impact (25 points)

- Will proposed event impact local businesses?
- Itemized budget of event.

3. Marketing (15 Points)

- How does proposed event benefit image or reputation of City of Kissimmee?
- Identify all forms of advertisement to be used and timeline.
- Budget commitment towards advertising event.

4. Collaboration (10 Points)

- We strongly encourage collaborating with other non-profit groups or local vendors to support the event. Please state the commitment of other groups.

THE CITY OF KISSIMMEE RESERVES THE FOLLOWING RIGHTS:

1. To accept and/or reject any or all proposals, to waive any minor informalities and to award based on the best interest of the City of Kissimmee.
2. The City of Kissimmee is not responsible for any costs incurred in the preparation of the proposal by interested individuals.
3. To award the contract for the 2023 calendar year.
4. To award contracts based on the diversity of events and will not award similar events within a 45 day window.