



**INDIAN RIVER COUNTY, FLORIDA  
AGENDA MEMORANDUM  
DEPARTMENT OF GENERAL SERVICES  
PARKS & RECREATION DIVISION**

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**Date:** August 3, 2023  
**To:** The Honorable Board of County Commissioners  
**Through:** John Titkanich, Jr., County Administrator  
**From:** Michael Zito, Deputy County Administrator  
Beth Powell, Acting General Services Director  
**Subject:** Route 60 Hyundai and The Chiarenza Agency Parks & Recreation Sponsorship

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Staff is pleased to announce a generous one-year Parks and Recreation Sponsorship from Route 60 Hyundai and The Chiarenza Agency totaling \$24,000. The Deputy County Administrator, Michael Zito, and the owner of the two local businesses, Mr. Chiarenza, met to discuss their mutual interest in furthering and expanding the County's Recreation mission and efforts to provide high quality recreation facilities and programming for the benefit of County residents. Route 60 Hyundai had previously been a sponsor of County Recreation programs before the COVID-19 pandemic. The local dealership and in-house Allstate Chiarenza Insurance Agency is committed to enhancing the lives of Indian River County residents.

The Sponsorship Agreement provides a month to month sponsorship allocation of \$2,000 per month with the ability for cancellation with a 30-day notice. Funds will be deposited into the Donation Recreation Account 004038-366104 and expenses will be charged to project account 23044 - special events, athletics, and other operating supplies. Per the sponsorship agreement, funds will be used toward printing/development of the Fall/Winter Parks and Recreation Brochure, sponsorship of uniforms, recreation supplies and equipment, team/league underwriting, and other recreation specific costs that further the mission of the division.

To recognize the sponsorship, the Parks and Recreation Division will feature Route 60 Hyundai and The Chiarenza Agency through marketing efforts on marquees, signs/banners, digital content, and on jerseys of ten youth basketball teams. They will also be featured in the Fall Parks and Recreation Brochure. Social media posts will also acknowledge the sponsorship throughout the year.

**RECOMMENDATION:**

No action by the Board is necessary, informational purposes only.

**APPROVED AGENDA ITEM FOR AUGUST 15, 2023**