INFORMATIONAL
BCC Meeting 02-25-2025

INDIAN RIVER COUNTY, FLORIDA
AGENDA ITEM
Parks, Recreation & Conservation Department
Recreation Division

Date: **January 27, 2025**

To: **The Honorable Board of County Commissioners**

Thru: **John A. Titkanich, Jr., County Administrator**
Michael C. Zito, Deputy County Administrator
Beth Powell, Parks Recreation & Conservation Director

From: **Gustavo Vergara, Parks, Recreation & Conservation Assistant Director**

Subject: **Route 60 Hyundai and The Chiarenza Agency Parks & Recreation Sponsorship**

Background:
Staff is pleased to announce the second year of a generous one-year 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 in 2023 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 funds will be used toward printing/development of the Fall/Winter Parks and Recreation Brochure, sponsorship of uniforms, recreation supplies and equipment, food for special events and programs, team/league underwriting, and other recreation specific costs that further the mission of the Department.

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, special event t-shirts, digital content, and jerseys of youth basketball, baseball and flag football teams. They will also be featured in the Spring/Summer 2025 Parks and Recreation Brochure. Social media posts will also acknowledge the sponsorship throughout the year.

Funding:
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 starting in March 2025. Funds will be made available in the MSTU Fund/Recreation/Special Events/Route 60 Hyundai Donation account, number 00410872-041110-23044, via budget amendment.

Account Number	Account Name	FY25 Amount	FY26 Amount
00410872-041110-23044	MSTU Fund/Recreation/Special Events/Route 60 Hyundai Donation	$14,000	$10,000

APPROVED AGENDA ITEM FOR FEBRUARY 25, 2025