



## AGENDA MEMORANDUM

*Recreation Department*

City Council Meeting Date: April 1, 2025

**To:** City Council  
**From:** Andrea Miller, Recreation Director  
**Date:** March 26, 2025

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**SUBJECT:** City 50th Anniversary Workgroup Recommendations for Community Record Setting Attempt

**BACKGROUND:** At the March 18, 2025, City Council meeting, staff was directed to proceed with Guinness World Records (GWR) North America, Inc. to request a draft contract for a potential event with a one month owned media period, event day assets up to \$10,000, and rights to use the GWR logo in one video and one livestream (package #3; \$24,500). To request a draft contract, the attached questionnaire must be completed and submitted to GWR.

At the March 26, 2025, City 50<sup>th</sup> Anniversary Workgroup meeting, members discussed the event details on the attached questionnaire. The following recommendations are being put forward by the workgroup for Council consideration:

- Record Title: Most people shelling simultaneously (pending final GWR review)
- Attempt Date: Sunday, November 9<sup>th</sup> OR Sunday, November 16<sup>th</sup>
- Attempt Time: 11:00 a.m.
- Location: Bowman's Beach
- Owned Media Period: 1 month (two weeks pre-event & two weeks post-event)
- Additional event expenses to consider:
  - Travel and lodging for GWR Adjudicator
  - Event day assets (signage, t-shirts, giveaways)
  - Event refreshments
  - Professional media company for filming event, editing of video, etc.
  - Rental of bollards for record attempt area

**FUNDING SOURCE:** Potential Funding Sources: Lee Co/TDC/VCB; Corporate Lead Community Sponsor; FY25 Recreation Budget

**RECOMMENDED ACTIONS:** Review of City 50<sup>th</sup> Anniversary Workgroup contract recommendations and provide staff with direction. Discussion on funding source(s).

*Sanibel is and shall remain a barrier island sanctuary*