



MEMORANDUM

Recreation Department

City Council Regular Meeting Date: May 6, 2025

To: City Council
From: Andrea Miller, Recreation Director
Date: April 25, 2025

SUBJECT: Status of Guinness World Record Contract and Funding Sources

CONTRACT STATUS: At the April 1, 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). The following event details were submitted to Guinness World Records (GWR) North America, Inc. for a draft contract:

- Record Title: Most people shelling simultaneously (pending final GWR review)
- Attempt Date: Sunday, November 16th
- 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

On April 15, 2025, staff was contacted by Guinness World Records (GWR) North America, Inc. and advised that the submitted record title, "Most people shelling simultaneously," would not be accepted due to concerns surrounding live shelling. While the City of Sanibel prohibits live shelling, the concern from GWR North America, Inc. is based on other communities that may attempt to beat the record in the future and may not have live shelling prohibitions in place. Staff submitted a revised record attempt title, "Most people beachcombing simultaneously," and received notification on April 21, 2025, the revised record attempt title would not be acceptable due to an 'implied relationship with removing items from the beach.'

On April 23, 2025, the City's 50th Anniversary Workgroup met. Staff advised the Workgroup of GWR's determination for the proposed record attempt, "Most people beachcombing simultaneously". The Workgroup recommends that the City stop pursuing a GWR attempt and focus on other remaining celebrations.

Sanibel is and shall remain a barrier island sanctuary

FUNDING STATUS: On Thursday, April 10, 2025, staff attended the monthly Tourist Development Council (TDC) meeting with Vice Mayor Smith to request funding assistance for the 4th of July fireworks display as well as for the Guinness World Record attempt contract. At the meeting, staff was directed to apply for the TDC Events Marketing Program for the Guinness funding request (the application cycle opened on April 9 and closes on May 9, 2025). Upon initial review of the TDC Events Marketing Program requirements, staff scheduled a call with Lee County staff, Alison Giesen, for clarification on the use of TDC funding from this program before completing the application. Below are the items for consideration prior to applying for the TDC Events Marketing Program:

- Funding cannot be used for:
 - Contractors, consultants, PR services, rental of equipment, etc.
 - Operating expenditures, event t-shirts, giveaways, food, etc.
 - Staff salaries, travel related expenses, etc.
- Funding can only be used for marketing purposes:
 - Creative design of advertisements
 - Media buys
 - Brochure or program creation
 - NOTE: advertising and promotion must take place in areas that are at least 140 miles outside of our area in an effort to generate room night revenue.
- Maximum award for marketing is \$25,000
- Events are required to have a 75% match with no more than 50% being in-kind contributions.

Currently, the projected expenses associated with this event are \$24,500 for GWR North America, Inc. contract as well as approximately \$25,000 in additional event-related expenses. Of the \$25,000 in additional event related expenses, there was not an allocation for 'out of market' advertising expenses. The intent was to promote the event locally within Lee County (not 140 miles or more outside of our area). In the end, by applying for the TDC Events Marketing Program, we would increase the expenses associated with this event by taking on additional advertising and promotional projects.

CONCLUSION: Based on the status updates above, staff is seeking direction regarding the following items:

- Should staff submit another revised record attempt title to GWR North America, Inc., for consideration?
- Should staff proceed with completing the TDC Events Marketing Program application knowing the restrictions for use of TDC funds and that the City would be required to provide a 75% funding match?