

## **Item Cover Page**

### **CITY COUNCIL MEETING AGENDA ITEM REPORT**

**DATE:** July 23, 2025

**SUBMITTED BY:** Kelly Thomas, Event Review Committee

**ITEM TYPE:** Special Event

**AGENDA SECTION:** CONSENT AGENDA

**SUBJECT:** Bradenton Alive New Year's Eve Celebration

**SUGGESTED ACTION:** Event Review Committee recommends approval with the following stipulations: four Bradenton Police Department Extra Duty Officers, four Public Works Extra Duty Staff, Port-o-Lets onsite, barricade fencing around VIP section and compliance of all COB Special Event Standards.

**Is this item Quasi-Judicial?**

No

**Does this item require a public hearing?**

No

**EXPLANATION:**

Nightlife Productions has submitted an application for Bradenton Alive New Year's Eve Celebration. The event will be held 8 p.m.-12:30 a.m. on December 31, 2025, at the Riverwalk Pavilion area. They have an expectation of 2,000 in attendance. The event will feature live music, food trucks, merchandise vendors, VIP section, ball drop, and fireworks.

**FINANCIAL IMPACT:**

N/A

**ATTORNEY REVIEW/RECOMMENDATION:**

N/A

**SUGGESTED MOTION:**

Motion to approve the Bradenton Alive New Year's Eve Celebration with the stipulations recommended by staff.

**ATTACHMENTS:**

Bradenton Alive New Year's Eve Celebration Application and Site Plan