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CITY COUNCIL MEETING AGENDA ITEM REPORT

DATE: April 8, 2026

SUBMITTED BY: Kelly Thomas, Event Review Committee

ITEM TYPE: Special Event

AGENDA SECTION: CONSENT AGENDA

SUBJECT: Bradenton Alive 4th of July Celebration

SUGGESTED ACTION: The Event Review Committee recommends approval with compliance of all COB Special Event standards and the following stipulations:

Rossi Park Area - 4 Extra Duty Sanitation Workers and 1 BPD Extra Duty Officer (1300-1600 Setup)

Great Lawn Area - 2 Extra Duty Sanitation Workers and 1 BPD Extra Duty Officer (1300-1600 Setup)

Old Main Street Area -- 4 Extra Duty Sanitation Workers, 2 BPD Extra Duty Officers (1300-1600 Setup) and 3 Port-o-Lets Onsite

Please note: There will be on duty coverage in addition to the "extra duty" staff that will be paid for by event sponsor.

Is this item Quasi-Judicial?

No

Does this item require a public hearing?

No

EXPLANATION:

Nightlife Productions is requesting approval of their event application for Bradenton Alive: 4th of July Celebration to be held at Riverwalk Pavilion and

parking areas, Riverwalk Great Lawn and Old Main Street. They have an expectation of 5,000 in attendance. The event will feature live music at the Pavilion and Old Main Street areas, a car show at Rossi Park, children's area with inflatables and kid activities at the Great Lawn. They will offer food and beverage vendors at Riverwalk and Old Main Street.

FINANCIAL IMPACT:

N/A

ATTORNEY REVIEW/RECOMMENDATION:

N/A

SUGGESTED MOTION:

Motion to approve the Bradenton Alive 4th of July Celebration with the stipulations recommended by staff.

ATTACHMENTS:

[Bradenton Alive 4th of July Celebration Application and Site Plan](#)