

## Item Cover Page

### CITY COUNCIL MEETING AGENDA ITEM REPORT

**DATE:** April 9, 2025

**SUBMITTED BY:** Corey Fortin, City Administration

**ITEM TYPE:** Agreement

**AGENDA SECTION:** CONSENT AGENDA

**SUBJECT:** Memorandum of Understanding (MOU) with ISM USA, LLC for the Bradenton Area River Regatta

**SUGGESTED ACTION:** Approval

**Is this item Quasi-Judicial?**

No

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

No

**EXPLANATION:**

For over a decade, the City of Bradenton has worked with the Manatee County Tourist Development Council (TDC) to serve as a disbursement entity for the Bradenton Area River Regatta. In the past, this event has drawn upwards of 90,000 spectators to the area. The promoter is requesting a two-year MOU with the City of Bradenton. The MOU is subject to appropriation and approval by the TDC and Manatee County Board of Commissioners.

**FINANCIAL IMPACT:**

In-kind services during the event.

**ATTORNEY REVIEW/RECOMMENDATION:**

N/A

**SUGGESTED MOTION:**

Motion to approve the MOU with ISM USA, LLC for the City of Bradenton to serve as a disbursement entity for the 2026 and 2027 Bradenton Area River Regatta.

**ATTACHMENTS:**

[MOU with ISM USA, LLC](#)