

Agenda Item: 2.e

Meeting Date: October 23, 2025

MEMORANDUM

To: City Commission

Through: Jennifer K. Bramley, City Manager

From: Jorie Peterson

Date: 2025-10-10

Subject: Dunedin Wines the Blues Festival Revocable License Agreement 2025

Presenter(s): Janette Donoghue, Interim President, The Greater Dunedin Chamber of Commerce; and Jorie Peterson, Special Events Coordinator

Staff Recommendation: Staff recommends approving the Dunedin Wines the Blues Revocable License Agreement 2025

Strategic Themes: Community Amenities

Boards & Committees: Community Redevelopment Agency

Budget Impact: \$150 License Fee to the City, and all related City expenses to be paid by the Dunedin Chamber of Commerce.

Past Action: 1.) The Dunedin Wines the Blues event has been approved for the past thirty-one (31) + years; and
2.) On September 18, 2025, the Commission approved the Dunedin Chamber of Commerce 'Wines the Blues' Road Closure as part of the Temporary Blanket Road Closure List.

Next Action: City staff to coordinate with the Chamber of Commerce.

Attachments: [A. 2025 Dunedin Wines the Blues Celebration - Revocable License Agreement.pdf](#)
[B. Temporary Blanket Road Closure List \(2025-2026\).pdf](#)

Background: For the past thirty-one (31) plus years, the Downtown Dunedin Merchants Association, Inc., (DDMA) held a "Dunedin Wines the Blues" Celebration in downtown Dunedin. In the Spring of 2025, the DDMA discontinued operations after 35 years. The Greater Dunedin Chamber of Commerce, Inc., has agreed to absorb the DDMA and continue its mission moving forward. Over the years, the "Wines the Blues" event has become very popular and has

grown into one of Dunedin's signature special events.

In order to be consistent with other special events promoted by private organizations which involve the closure of a public right-of-way, the Dunedin Wines the Blues Celebration will operate under the terms of a City of Dunedin Privately Sponsored Event Revocable License Agreement.

The event date and time will be on Saturday, November 8, 2025, from 12:00 PM to 8:00 PM. It will be held in John R. Lawrence Pioneer Park, as well as along Main Street, from Broadway to Highland Avenue, with all sales and entertainment ceasing at 8:00 PM. The road closure previously approved in the Blanket Road Closure List request will commence at 6:00 AM, Saturday, November 8, 2025, and continue until 11:00 PM that evening. The remaining road closure times are necessary to accommodate the associated set-up, break down, and cleanup activities.

Staff will meet with representatives of the Promoter, as well as the Pinellas County Sheriff's Office (PCSO), the Dunedin Fire Department, the Public Services Division, and the Parks Division regarding event layout, security, clean-up and other related issues to ensure a smooth and safe event. The PCSO's deputies will extend their shifts until 10:00 PM, two (2) hours past the end of the event, to ensure that all patrons leave the downtown area in an orderly fashion. All reasonable efforts will be made to address the concerns of businesses and residents affected by the event.

Based on the attached Revocable License Agreement, the Greater Dunedin Chamber of Commerce, Inc., will pay the City all costs related to the event for traffic control, clean up and any other incurred City costs, as well as be required to pay \$150 licensed fee in addition to a \$1,000 damage and clean up deposit. The Greater Dunedin Chamber of Commerce, Inc., will also provide a liability insurance policy in the amount of \$2,000,000, including liquor liability in the amount of \$500,000 naming the City of Dunedin as an additional insured.

City Attorney, Jennifer Cowan, has reviewed this Agreement and has "Approved As To Form".

Staff hereby recommends the Commission approve this Revocable License Agreement between the Greater Dunedin Chamber of Commerce, Inc., and the City of Dunedin for the Dunedin Wines the Blues 2025 Celebration, as noted herein.