

# AGENDA SUMMARY

## The City of Daytona Beach

<b>DEPARTMENT/DIVISION:</b> Cultural Services and Community Events Department <b>STAFF CONTACT:</b> Helen S. Riger, Cultural Services and Community Events Director <b>ITEM TITLE:</b> Resolution approving a \$15,000 ECHO grant requirement for the Midtown Cultural and Educational Facility to Ila's Diamonds LLC, dba Fresh Book Festival	<b>Meeting Date:</b> 10/18/17  First Agenda Action: 10/18/17  Second Agenda Action:
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**ACTION** (check one): Presentation  Discussion  Resolution  Ordinance   
 Resolution – PUBLIC HEARING  Ordinance on first reading – PUBLIC HEARING

**IS ITEM BUDGETED:** YES  NO  BUDGET \$ \_\_\_\_\_  
 TOTAL COST \$ 15,000

**VISION PLAN/STRATEGIC PLANNING INITIATIVE:** Establish bold, new partnerships and a diversity of recreational, artistic and cultural activities accessible to all.


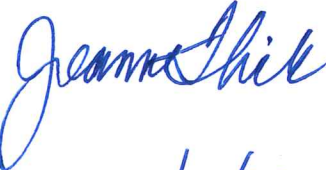


**BACKGROUND:** Resolution approving a \$15,000 grant to Ms. Donna M. Grey-Banks, President of Ila's Diamonds LLC, dba Fresh Book Festival for the 7<sup>th</sup> Annual Fresh Book workshops and festival to be held in 2018. A total of four workshops are planned throughout the year and The Book Festival is scheduled for January 19 and 20, 2018 at the Midtown Cultural and Educational Facility.

This grant supercedes and terminates the prior \$6,000 grant agreement which was approved by City Resolution No. 16-15. Over the past six years the Festival has continued to grow with additional workshops, authors, a film festival and increased usage of the entire Midtown Cultural and Educational Facility. Consequently, City fees have increased to cover the increased usage.

The \$15,000 City grant shall be applied, first, to any unpaid portion of the City permit-related fees charged pursuant to City ordinance and regulations for the event series and festival. The balance of grant funds shall be applied toward contracted costs incurred in conducting the event. Ms. Banks is pursuing other sponsorships to help cover the total cost of the events. The 2018 festival featuring a variety of authors and guest speakers will continue to pursue the Festival's goal of educating the community on the value of literacy and helps the City meet the requirements of the Echo grant which was awarded to build the Midtown Cultural Educational Facility.

**STAFF/BOARD RECOMMENDATION:** The Cultural Services and Community Events Director recommends approval

**REVIEWED BY AS REQUIRED:**

DEPT./DIVISION HEAD	PURCHASING	LEGAL	CITY MANAGER
			
DATE: <u>10/10/17</u>	DATE: <u>10/10/17</u>	DATE: <u>10/10/17</u>	DATE: _____