



The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

To: James Chisholm, City Manager
Through: Jim Morris, Deputy City Manager
From: Helen Riger, Cultural Services & Community Events Director *H. Riger*
Date: October 2, 2017
Re: Agreement Ila’s Diamonds LLC, dba F.R.E.S.H Book Festival Grant

For the past six years, Ms. Donna M. Grey-Banks, President of Ila’s Diamonds LLC, dba F.R.E.S.H Book Festival has successfully worked with community volunteers and City staff to organize and host four workshops and the F.R.E.S.H Book Festival at the City’s Midtown Cultural and Educational Facility. Additionally, a Community Film Festival was added at Bethune Cookman University. Over 1500 people attended the film and book festivals. These events have been very successful for our community and free for our children and students to attend. These community events fulfill the requirements of the Echo grant which was awarded to build the Midtown Cultural and Educational Facility.

In 2015, The City Commission approved a grant to support Ila’s Diamonds LLC, dba F.R.E.S.H Book Festival for a total of \$6,000 per year until terminated. The new proposed agreement requires that the City receive an annual report, and provides an annual grant totaling \$15,000.

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. 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 event. Beginning in FY 2018-2019, any grant funding would be contingent on budget approval by City Commission.

A total of four workshops are planned for 2018. This year’s Book Festival will feature the Magnificent 7, since it will be the 7th year and they have invited six bestselling authors from around the country to participate.

The Community Film Festival which will be held on Thursday, January 18, 2018 will feature Mr. Duane Fernandez, a local photojournalist who will present his debut documentary on the “Dozier

School for Boys Marianna Revisited.” This event will be held at the Performing Arts Center at Bethune Cookman University and all freshmen will be encouraged to attend and will receive extra credit for attending this compelling evening of history. This event will be free and open to the public.

On Friday, January 19, 2018, at the annual Authors meet and greet, The City of Daytona Beach will be recognized as a community leader in literacy. Other dignitaries and organizations will receive the F.R.E.S.H. Book Literacy Award during a ceremony to be held at the Midtown Cultural and Educational Center.

On Saturday, January 20, 2018, the book festival, which is also held at the Midtown Cultural and Educational Center and will feature the Magnificent 7, and 30 other local, national authors. There will also be a performance by the YSG Youth Repertory Theater Group and workshops given by the Magnificent 7. Local high schools are invited to attend free of charge.

The City of Daytona Beach has become a leader in its literacy efforts and this festival will continue to place Daytona Beach on the map as a City that believes that Literacy is a Legacy.

This Grant Agreement supersedes and terminates the prior Grant Agreement between the parties hereto, which was approved by City Resolution No. 16-15.

I recommend the City Commission approve the \$15,000 grant for Illa’s Diamonds, LLC, dba F.R.E.S.H. Book Festival.