



## Legislation Text

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**File #:** ID#24-0301, **Version:** 1

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### **SUBJECT/RECOMMENDATION:**

Request approval of a special event grant funding request for Food from the Soul Festival produced by KVJINC PR/ETI Foundation in an amount not to exceed \$25,000.

### **SUMMARY:**

The purpose of this item is to request approval of funding for KVJINC PR/ETI Foundation's Food for the Soul Festival in an amount not to exceed \$25,000. The event will take place on November 2, 2024, in Coachman Park with an estimated attendance of 1500-2000.

Food from the Soul Food Festival and Competition will be a family fun-filled day that will feature various cuisines including caterers, food trucks, restaurants, and start-ups.

KVJINC PR/ETI Foundation estimates that the total budget cost for this event will be \$200,000. Their contribution will be \$60,000 and are asking the Downtown Development Board for \$140,000 to cover costs associated with media buy/marketing, talent, and additional production expenses.

Based on DDB funding policy staff recommends funding the event in an amount not to exceed \$25,000, which will cover up to \$15,000 in marketing expenses, \$5,000 for entertainment, and \$5,000 for city fees (which are highlighted on the budget spreadsheet).

The applicant has submitted a special event application with Clearwater Park & Recreation.

Pending board approval, KVJINC PR/ETI Foundation will complete a grant agreement that outlines the details of their event and the marketing benefits for the DDB as part of their grant agreement.

### **APPROPRIATION CODE AND AMOUNT:**

Funds for this grant will be available in the Marketing Category Line items 1829411-558600 for the DDB's FY 24/25 budget.