



Legislation Text

File #: ID#21-9735, **Version:** 1

SUBJECT/RECOMMENDATION:

Request funding approval of Intercultural Advocacy Institute's Hispanic Heritage Month celebration event in the amount of \$5,550.

SUMMARY:

The purpose of this item is to request the approval of funding for the Intercultural Advocacy Institute (ICAI) dba Hispanic Outreach Center (HOC) Hispanic Heritage Month event at Station Square Park in the amount of \$5,500.

The HOC will kick-off the celebration of Hispanic Heritage Month, which runs from September 15 to October 15 with a Proclamation from the City of Clearwater's Mayor Hibbard. In addition, the HOC will recognize contributions, talents, and the successes of the city's local Hispanic Community by showcasing local artisans, having musical performances and dances, and recognizing/awarding individuals and partner agencies who have supported the HOC. The event is being held in collaboration with the Downtown Clearwater's Merchants Association's Dine Out for a Difference, with proceeds going to the Gabe Cazares Memorial Scholarship for first-generation Hispanic students to attend St. Petersburg College.

The funding request will be used to support operational expenses incurred for hosting an event in Station Square Park, including but not limited to permitting fees, security, live music, audiovisual equipment, and table and chairs.

Staff recommends full funding for the Hispanic Heritage Month event. The HOC's grant request aligns with the Downtown Development Board 20/21 Work Plan to fund the production and marketing of various special events throughout the DDB District. Pending approval, the HOC will complete a grant agreement that outlines the details for each event and the marketing benefits for the DDB as part of their grant agreement.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available in the Marketing Category line item 1829411-55600 for the DDB 20/21 budget. Per the DDB's funding policy, the request of \$5,500 is below \$75,000, which is 30% of the DDB's \$250,000 Marketing Category.