



Legislation Text

File #: ID#21-10013, **Version:** 1

SUBJECT/RECOMMENDATION:

Request funding approval of Intercultural Advocacy Institute Holiday Event 2021 in the amount of \$4,655.75.

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 Holiday Event 2021 in Station Square Park in the amount of \$4,655.75

Annually, the ICAI's Hispanic Outreach Center hosts a celebration with their clients and families to bring them the joy of the Christmas Season. Due to COVID-19, the HOC will have their annual event in Station Square Park and open their event to the community to celebrate with them. The Hispanic Holiday Event 2021 will take place on December 9, 2021, from 3:30 PM to 8:30 PM. The event will showcase local Hispanic artisan crafts with a movie night, games, children's activities, music, food, holiday decorations, and a ornament craft session. The event is expected to attract a minimum of 150 people, including the HOC's client families along with visitors and employees to Downtown Clearwater.

The total cost for the Holiday Event 2021 is \$7,506. The funding request of \$4,655.75 will be used to support operational and marketing expenses incurred for hosting a holiday event in Station Square Park, including but not limited to city permitting fees, security, live music, equipment, and decorations.

Staff recommends funding for the HOC's Hispanic Holiday Event 2021. 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 and create a more welcoming downtown by activating Station Square Park to generate pedestrian traffic to local businesses.

Pending approval, the HOC will complete a grant agreement that outlines the details of their event and the marketing benefits for the DDB.

APPROPRIATION CODE AND AMOUNT:

Funds for this grant are available in the Marketing Category line item 1829411-558600 for the DDB's 21/22 budget. Per the DDB's funding policy, the request of \$4,655.75 is below \$75,000, which is 30% of the DDB's \$250,000 Marketing Category.