



DATE: February 24, 2010

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **APPROVAL TO ACCEPT \$20,000 IN GRANT FUNDS FROM THE NATIONAL ENDOWMENT FOR THE ARTS AWARDED TO THE CITY OF OCEANSIDE FOR THE BIG READ PROGRAM, AND APPROVAL TO APPROPRIATE THESE FUNDS TO THE LIBRARY DEPARTMENT**

SYNOPSIS

Staff and the Library Board of Trustees recommend that the City Council approve the acceptance of \$20,000 in grant funds from the National Endowment for the Arts, awarded to the City of Oceanside for The Big Read Program, and approve the appropriation of these funds to the Library Department.

BACKGROUND

On April 14, 2009, the City of Oceanside was selected to receive \$20,000 in grant funds to participate in The Big Read Program in 2010. The Big Read is an initiative of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services designed to restore reading to the center of American culture. The Program brings together partners across the country to encourage reading for pleasure and enlightenment.

Out of thousands of grant applications received nationwide, the City of Oceanside was one of only 269 organizations selected to participate in the program.

ANALYSIS

The book The Things They Carried by Tim O'Brien was selected for its powerful portrayal of the Vietnam War era. The Library solicited community partners to participate and work with the library to engage a broad spectrum of the community. Current partners are the Oceanside Museum of Art, veterans groups, Camp Pendleton, Oceanside Unified School District, Oceanside Historical Society, Barnes & Noble, and Oceanside Chamber of Commerce.

A wide variety of activities for The Big Read have been developed to capture the interest of our diverse community. There will be five venues for book groups to meet and discuss the book, an Oceanside Museum of Art reception, a concert during Operation Appreciation featuring the New Directions Choir, and a workshop on how to write a war story. The Library's Children's Services department has created "The Little Read" for the children of

Oceanside, giving them the opportunity to write cards and letters to service members overseas and to participate in a Vietnamese festival. These activities will take place from April 21 – May 29, 2010.

The library will receive 500 copies of the book to give away, as well as publicity and promotional materials and funding for the special events and programs.

FISCAL IMPACT

Matching funds have been provided by the Friends of the Oceanside Public Library and the Oceanside Public Library Foundation, with each agency pledging \$5,000 in support for a total of \$10,000. The remaining match came from in-kind contributions of staff time and resources in the amount of \$15,590. No additional funding is required.

The Big Read grant in the amount of \$20,000.00 will be deposited to revenue account 900115800274.4382 and appropriated to 900115800274 per the attached budget worksheet.

COMMISSION OR COMMITTEE REPORT

At its meeting on April 27, 2009, the Library Board of Trustees approved the acceptance of the grant from the National Endowment for the Arts for The Big Read Program.

CITY ATTORNEY'S ANALYSIS

Does not apply.

RECOMMENDATION

Staff and the Library Board of Trustees recommend that the City Council approve the acceptance of \$20,000 in grant funds from the National Endowment for the Arts, awarded to the City of Oceanside for The Big Read Program, and approve the appropriation of these funds to the Library Department.

PREPARED BY:

SUBMITTED BY:

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REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

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Teri Ferro, Financial Services Director

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Attachment 1 – Budget Worksheet for the Big Read Grant

Expenses	Cost	Object
Salaries	\$15,590.00	
Travel	\$1,200.00	5345
Speaker Fees		5310
Tim O'Brien	\$1,000.00	
Jim Sheeler	\$1,500.00	
Art Exhibits		5335
OMA Event	\$2,000.00	
Artist - Joseph Saenz		
Historical Society	\$1,500.00	
Art Exhibit Rental (SITES)	\$1,500.00	
Books		5355
400 cpeis x \$13.00	\$5,200.00	
Book on CD 40 copies	\$1,000.00	
Venue Rental		5335
StarTheater	\$1,000.00	
Brooks	\$500.00	
Band Shell	\$900.00	
OMA	\$600.00	
Contract personnel/consultants		5310
Thomas Gomes	\$500.00	
Sound Tech	\$1,000.00	
Writers Panel	\$300.00	
OMA	\$600.00	
Performers		5310
Concerts		
Music of a Generation	\$1,000.00	
New Direction Gospel Choir	\$500.00	
Marketing	\$5,000.00	5365
Project supplies	\$1,500.00	5355
Administrative cost	\$1,700.00	5355
Total Expenses	\$45,590.00	
Revenue	Cost	
Total Grant amount	\$20,000.00	
Cash Contributions		
Salaries	\$15,590.00	
Friends	\$5,000.00	
Foundation	\$5,000.00	
Total Revenue	\$45,590.00	
Difference	\$0.00	