



DATE: January 4, 2012

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **APPROVAL TO ACCEPT \$17,000 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 recommends that the City Council approve acceptance of \$17,000 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 29, 2011, the City of Oceanside was selected to receive \$17,000 in grant funds to participate in The Big Read Program. The Big Read, an initiative of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services, is 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 76 organizations selected to participate in the program.

ANALYSIS

The Big Read Program will provide funding for a series of free public events designed to draw the community together as they read and discuss Zora Neale Hurston's *Their Eyes Were Watching God*. Hurston's beautiful novel and the story of her own life and struggles will inspire readers with a message of hope out of hardship. A variety of activities have been developed to capture the interest of all ages through art and quilt exhibits, reading, musical performances, a major film screening and book discussions. All programming is scheduled to take place in February 2012 during African American History Month.

The Library solicited community partners to widen the scope of the project and to engage a broader audience. Current partners are MiraCosta Community College, Oceanside Historical Society, Oceanside Senior Centers, San Diego North County NAACP, the North County African American Woman's Association, the San Diego Storytellers Association, and the Family Resource Center.

FISCAL IMPACT

The Friends of the Oceanside Public Library and the Oceanside Public Library Foundation have each pledged \$5,000 for a total of \$10,000 in support of this project. Mira Costa College will be contributing \$500 and El Camino High School will contribute \$825 for a total of \$1,325 as in kind contributions. The funds will be deposited in account number 350010101.4393.100169. Staff salaries and wages totaling \$20, 076 will come from the Library’s current budget. No additional funding is required.

The Big Read grant in the amount of \$17,000 will be deposited to revenue account 900115800274.4382 and appropriated \$3,350 to 900115800274.5310, \$1,300 to 900115800274.5335, \$1,285 to 900115800274.5345, \$4,265 to 900115800274.5355, \$4,800 to 900115800274.5455.0001 and \$2,000 to 900115800274.5455.0009.

COMMISSION OR COMMITTEE REPORT

At its meeting on July 25, 2011, 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

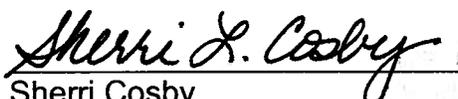
The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

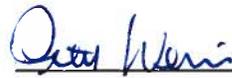
Staff recommends that the City Council approve acceptance of \$17,000 in grant funds from the National Endowment for the Arts awarded to the City of Oceanside for The Big Read Program, and approve the appropriation of these funds to the Library Department.

PREPARED BY:

SUBMITTED BY:



Sherri Cosby
Acting Library Director



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Teri Ferro, Financial Services Director





Expenses**Budgeted**

Attachment 1

Salaries	\$20,076.00
Art Exhibits	
OMA Event	\$4,000.00
Travel	\$1,285.00
Books	
400 x \$10.00	\$4,000.00
Books on CD 100 copies	\$2,000.00
Companion books	\$800.00
Venue Rental	
StarTheater	\$800.00
El Camino Theater (Truax)	\$825.00
MiraCosta College Theater	
Heritage Park	\$500.00
Contract personnel/consultants	
Sound Tech	\$500.00
Scholar Panel	\$500.00
Photographers	\$250.00
Historical Society	\$500.00
Live Music	\$500.00
Artist	\$250.00
Performers	
Lucy Hurston	\$4,000.00
Public Art Performance	\$250.00
Theatrical Group	\$1,500.00
Living History Speakers	\$300.00
Marketing	\$4,000.00
Mileage	
Brochure flyers	
Brochure flyers	
Vista Print	
North County printers	
Vista Print	
Project supplies	\$600.00
Administrative cost	\$125.00
Total Expenses	\$47,561.00

Revenue

Total Grant amount	\$17,000.00
Cash Contributions	
Salaries	\$20,076.00
Friends	\$5,000.00
Foundation	\$5,000.00
In Kind Contributions	
MiraCosta College	\$500.00
Total Revenue	\$47,576.00
Difference	\$15.00