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DATE: September 25, 2013

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 19, 2013, 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 77 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 Dashiell Hammett's *The Maltese Falcon*. Hammett's classic American private-eye novel sparked a generation of noir fiction, and set the standard by which all subsequent detective stories would be judged. A variety of activities have been developed to capture the interest of all ages through art exhibits, reading, musical performances, a major film screening and book discussions. All programming is scheduled to take place in January 2014.

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, the Oceanside Police Department, the North County LGBTQ Resource Center, the Oceanside Museum of Art and KSDS Jazz Radio.

## **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. The funds will be deposited in account number 350010101.4393.100169. Staff salaries and wages totaling \$24,043 will come from the Library's current budget. No additional funding is required. The \$27,000 of grant funding and Friends of the Library/Library Foundation support will be spent on books, exhibits, speaker fees, venue rental and publicity for the Big Read Program.

The Big Read grant in the amount of \$17,000 will be deposited to revenue account 900115800274.4382 and appropriated \$5,450 to 900115800274.5310, \$1,400 to 900115800274.5335, \$900 to 900115800274.5345, \$4,415 to 900115800274.5355, \$4,000 to 900115800274.5455.0001 and \$835 to 900115800274.5455.0009. A requirement of the grant is that it must be matched at least 1 to 1 with nonfederal funds. This is accomplished with the funding provided from the Friends of the Oceanside Public Library, Oceanside Public Library Foundation, and staff salaries and wages.

## **COMMISSION OR COMMITTEE REPORT**

At its meeting on May 20, 2013, the Library Board of Trustees approved the acceptance of the grant from the National Endowment for the Arts for The Big Read Program.

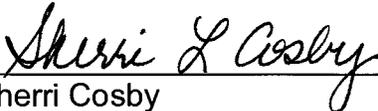
## **CITY ATTORNEY'S ANALYSIS**

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

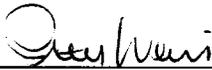
**RECOMMENDATION**

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:

  
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Sherri Cosby  
Library Director

SUBMITTED BY:

  
\_\_\_\_\_  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Michael Blazenski, Interim Financial Services Director

  
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Attachment 1 – Budget worksheet for the Big Read Grant

## Big Read Budget 2013

### Expenses

### Budgeted

<b>Salaries</b>	\$24,043.00		
<b>Art Exhibits</b>			
OMA Event	\$5,000.00		
<b>Travel</b>			
Train Fare for Walter Mosely	\$60.00		
Air Fare for Eddie Muller	\$240.00		
Hotel for speakers	\$500.00		
Meals for speakers	\$100.00		
<b>Books</b>			
350 x \$10.00	\$3,500.00		
Books on CD 100 copies	\$835.00		
Companion books	\$500.00	\$	4,835.00
<b>Venue Rental</b>			
Sunshine Brooks	\$400.00		
Star Theater	\$1,000.00		
MiraCosta College Theater	\$500.00		\$1,900.00
<b>Contract personnel/consultants</b>			
Scholar Panel	\$700.00		
Photographers/Videographer	\$500.00		
Historical Society	\$250.00		
Live Music	\$1,500.00		
Photo instructor	\$250.00		
KOCT	\$2,000.00		
California Hawking Club	\$250.00		
		\$	5,450.00
<b>Performers</b>			
Walter Mosley	\$4,000.00		
Eddie Muller	\$2,000.00		
		\$	6,000.00
<b>Marketing</b>	\$2,000.00	\$	2,000.00
Mileage			
Brochure			
Vista Print			
<b>Project supplies</b>	\$500.00	\$	500.00
<b>Administrative cost</b>	\$915.00	\$	915.00
<b>Total Expenses</b>	<b>\$51,543.00</b>		

# Big Read Budget 2013

## Revenue

<b>Total Grant amount</b>	\$17,000.00
<b>Cash Contributions</b>	
Salaries	\$24,043.00
Friends	\$5,000.00
Foundation	\$5,000.00
<b>In Kind Contributions</b>	
MiraCosta College	\$500.00
<b>Total Revenue</b>	\$51,543.00
<b>Difference</b>	\$0.00