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City of Palmetto Agenda Item

Meeting Date

12/14/10

Presenter: **Jeff Burton**

Department: **CRA**

Title:
Martin Luther King Event

BACKGROUND:

The CRA budgets for the promotion of the Agency through a number of annual events. The Martin Luther King Parade, which is held in the CRA Area is one. Last year the CRA created a one-of-a-kind t-shirt (1450 units) for the parade and wishes to do so again this year.

PROCEDURE:

Funds are budgeted for the Martin Luther King Event (\$10,000).

The item expense will fall under the maximum dollar amount (\$10,000) of the City Purchasing Policy, but staff desires that expense be managed through the public process.

In the future this item will be covered by the Public Art CCNA, but at this time the CCNA has not been enacted.

The shirt front image will be an original Martin Luther King portrait by a local Palmetto area talent who is currently enrolled at Ringling School of Art. The image will also incorporate text from students at Palmetto Elementary in the background.

The colors will include Grey and Blue, colors associated with King's Southern Christian Leadership Conference.

The shirt back will be text and will promote the Agency and its activities, such as "residential rehabilitation" and "Employment Incentives".

\$5,868.88 - 1,000 shirts.
\$7,979.90 - 1,500 shirts.

All shirts were distributed last year (1,450).

Remainder of budget funds will pay for tables at MLK Dinner.

A portion of the shirts will be held in reserve for distribution at the parade.

Advisory Board recommendation
CRA Board vote

FUNDING:

Funds are in the budget for this program.

Budgeted Amount: \$10,000.00 **Budget Page No(s):** xx **Available Amount:** \$10,000.00 **Expenditure Amount:** \$0.00

Additional Budgetary Information:

Money is budgeted

Funding Source(s): Yes No **Sufficient Funds Available:** Yes No **Budget Amendment Required:** Yes No **Source:** FY 11

City Attorney Reviewed: Yes No N/A **Advisory Board Recommendation:** For Against N/A **Consistent With:** Yes No N/A **FS 163 CRA Plan**

Potential ADVISORY - Move to recommend approval of the funds to purchase 1,000 or 1,500 MLK

**Motion/
Direction
Requested:**

T-Shirts.

Staff Contact:

Jeff Burton	CRA Director	
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Attachments:

PAC Esitmates



ART CENTER

Creating Community™

PAC | Palmetto Art Center
907 5th Street West
Palmetto, FL 34221
PalmettoArtCenter.com

Prepared for:
CRA I Community Redevelopment Agency
715 4th Street West
Palmetto, FL 34221
(941) 723 - 4988

Job : CRA.017E.MLK
Date: December 7, 2010
Contact : Gretchen Leclezio

Description

**MLK
Promotional
Shirts**

800 s - xl 100% preshrunk cotton tees
100 xxl 100% preshrunk cotton tees
100 xxxl 100% preshrunk cotton tees
1,000 shirts total

Project administration:
Management of original art work.
Design and layout of shirt.
Coordination of public art project with
Palmetto Elementary.
Assistance with CRA social media,
photographs and press release.

Total :	\$5868.88
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Job : CRA.018E.MLK
Date: December 7, 2010
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Description

**MLK
Promotional
Shirts**

1300 s - xl 100% preshrunk cotton tees
100 xxl 100% preshrunk cotton tees
100 xxxl 100% preshrunk cotton tees
1,500 shirts total

Project administration:
Management of original art work.
Design and layout of shirt.
Coordination of public art project with
Palmetto Elementary.
Assistance with CRA social media,
photographs, and press release.

Total :	\$7979.90
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