



# City of San Antonio

## Agenda Memorandum

**File Number:**16-6211

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**Agenda Item Number:** 9.

**Agenda Date:** 1/19/2017

**In Control:** City Council A Session

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**DEPARTMENT:** Convention and Sports Facilities

**DEPARTMENT HEAD:** Michael J. Sawaya

**COUNCIL DISTRICTS IMPACTED:** City-Wide

### **SUBJECT:**

Grant submission to S.C. Johnson Giving for the Carver Community Cultural Center's marketing and outreach efforts.

### **SUMMARY:**

An Ordinance authorizing the submission of a grant application in the amount of \$65,000.00 by the City of San Antonio, through the Carver Community Cultural Center ("the Carver"), to S.C. Johnson Giving for the purpose of increasing the Carver's marketing and outreach efforts.

### **BACKGROUND INFORMATION:**

The Carver is a multicultural and multi-disciplinary performing and visual arts center with an emphasis on the contributions of African and African-American artists. For decades, the Carver has sought to expose our audiences to and celebrate the diverse cultures of our world by presenting local, national and international performing and visual artists. The programming season includes performing arts presentations, visual arts exhibits, residencies, master classes and other arts education programs.

S.C. Johnson is an American multinational privately held, manufacturer of household cleaning supplies and other consumer chemicals based in Racine, Wisconsin. The company's foundation, S.C. Johnson Giving supports organizations involved with arts and culture, education, the environment, health, social services, and community development.

**ISSUE:**

The Carver is a thriving hub for educational, social and multicultural programming. Additional Marketing funds will allow the Carver to reach a greater audience that would appreciate the programming that the Carver brings to San Antonio.

**ALTERNATIVES:**

If this grant application is not submitted, the Carver will continue to utilize monies allotted for in the current budget for marketing as well as free to low cost marketing avenues such as social media.

**FISCAL IMPACT:**

The grant application will be submitted with the intention of supporting and expanding the current marketing strategy with no demands to the monies allocated to the Carver by the City.

**RECOMMENDATION:**

Staff recommends approval an Ordinance authorizing the submission of a grant application in the amount of \$65,000.00 by the City of San Antonio, through the Carver to S.C. Johnson Giving for the purpose of increasing the Carver's marketing and outreach efforts.

Grant application attached and will be submitted via an online portal, as is the requirement by the funder upon City Council approval.