



City of San Antonio

Agenda Memorandum

File Number: 16-6212

Agenda Item Number: 10.

Agenda Date: 1/19/2017

In Control: City Council A Session

DEPARTMENT: Convention and Sports Facilities

DEPARTMENT HEAD: Michael J. Sawaya

COUNCIL DISTRICTS IMPACTED: City-Wide

SUBJECT: Grant submission to PVBLIC (pronounced “Public”) Foundation to receive in kind media and marketing services valued up to \$15,000 for the Carver Community Cultural Center’s marketing and outreach efforts.

SUMMARY:

An Ordinance authorizing the submission of a grant application to PVBLIC Foundation by the City of San Antonio, through the Carver Community Cultural Center (“the Carver”) 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.

The PVBLIC Foundation is an innovative non-profit media organization that harnesses the power of media to drive social change. PVBLIC works strategically to pair media space with key non-profits at the local, national and global levels.

ISSUE:

The Carver is a thriving hub for educational, social and multicultural services, however due to increased costs

associated with current methods of marketing it is difficult to reach audiences 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 of an Ordinance authorizing the submission of a grant application to PVBLIC Foundation by the City of San Antonio, through the Carver for the purpose of increasing the Carver's marketing and outreach efforts.

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