

# Memorandum

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**To:** City Council

**From:** John Holic 

**Date:** August 4, 2014

**Re:** Chalk Festival

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I had a meeting with Denise Kowal, founder of the Sarasota Chalk Festival, as she and her group put the finishing touches on that festival. One of the last things the group does is solicit support from the community for expenses incurred to bring in the artists from around the world; this is done through sponsorships and several other fund raising methods.

I will be a participant in a soon to be held fund raiser but I think it would be appropriate for the City to be a sponsor of the event at some appropriate level. We, as a City, stand to receive substantial tax revenue from the projected crowd. The number of people estimated to attend this 4 day event is 200,000 based on prior year projections – I will be happy with half that. Our sponsorship should not be not be considered as spending ad valorem dollars, but rather a portion of the sales tax dollars that we will receive. Being a sponsor is a form of the City putting skin in the game and I will address alternative accounting of non ad valorem revenues in my report toward the end of the meeting.

As chair, I will either accept a motion from another Council Member for sponsorship or I will pass the gavel and make the motion myself to have the City of Venice commit to a sponsorship level in the Chalk Festival in the amount of \$XXXXX.