



City of Racine, Wisconsin
Agenda BRIEFING MEMORADUM

AGENDA DATE:

May 28, 2024 – Finance and Personnel Committee

SUBJECT:

Communication sponsored by Alder McCarthy requesting permission to apply for, and if granted, accept a \$2,500 grant from Landmark Credit Union for the purpose of funding a kid's calendar contest administered by the Financial Empowerment Center (FEC) (Grant Control #00575).

PREPARED BY:

Crystal Moore, Assistant Finance Director

EXECUTIVE SUMMARY:

The FEC Coordinator (Dina Knibbs) was hired in late November 2023 to provide oversight of the Financial Empowerment Center and work with our contracted partner to push the agenda of the FEC forward. Since being hired, she has been working on a strategic plan for 2024 that will outline several initiatives we intend to pursue by year-end. The kids calendar art contest is one of those initiatives, which provides an opportunity for us to partner with Racine Unified School District, while also bringing exposure to the FEC. The contest goes through December 2024, after which time selected artwork from elementary students will be published in a 2025 calendar. The calendar will then be available to the public. This request for funds will cover the cost of producing the calendars.

BUDGETARY IMPACT:

Expected grant of \$2,500. No match required.

RECOMMENDED ACTION:

Staff recommendation is that permission to apply and accept be granted.