



City of Racine, Wisconsin
Agenda BRIEFING MEMORADUM

AGENDA DATE:

July 07, 2025

SUBJECT:

Communication sponsored by Alder Land, on behalf of the Finance Dept. Financial Empowerment Center, requesting permission to apply for and accept a \$2,500 donation from Landmark Credit Union for the purpose of funding a kid's calendar art contest administered by the Financial Empowerment Center (FEC) (Grant Control #00644).

PREPARED BY:

Dina Knibbs, Financial Empowerment Center Coordinator

EXECUTIVE SUMMARY:

The FEC Coordinator (Dina Knibbs) was hired in 2023 to provide oversight of the Financial Empowerment Center and work with our contracted partner to promote the services of the FEC. She has been working on a strategic plan that outlines several initiatives we intend to pursue to bring more visibility to the FEC. The Student Art Calendar is one of those initiatives. It provides an opportunity for us to partner with Racine Unified Schools District, while also bringing exposure to the FEC. The contest runs through December 2025. Selected artwork along with important financial dates will be featured in the 2026 calendar. The calendar will be available to the public. The requested funds will cover the cost of producing the calendars.

BUDGETARY IMPACT:

Expected grant of \$2500. No match required.

RECOMMENDED ACTION:

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