



AGENDA ITEM COMMENTARY

MEETING NAME:	City Council
MEETING DATE:	February 5, 2024
ITEM TITLE:	Consider and take appropriate action on the City of Wolfforth Library's request for funding from the Hotel Occupancy Tax Funds for the 2024 Summer Reading program.
STAFF INITIATOR:	Kimberly Brantley, Library Director

BACKGROUND:

The Library has been offering a summer reading program to the community for over 20 years, and each year the program grows and brings in more participants. This program is our largest outreach event that spans two months, June and July, and culminates with an end-of-summer party on the first Thursday of August. In 2023 we had 427 participants in the reading contests and 2,392 participants in the various programs offered in the summer months.

The attached project overview outlines the scope of the program from beginning to end and shows the total cost of the program. We are requesting the use of Hotel Occupancy Tax Funds to cover the cost of 3 presenters from outside the Lubbock area, two of which will be scheduled during regular program dates in June and July and one that will be the main performer at the end of summer party. Programs will be held at the Patterson Park Pavilion or the Community Building, depending on the weather. Additionally, we are requesting the cost of the DJ for the summer party that will be necessary to accommodate the presenter. All the presenters are well-known and have performed at libraries and schools across the country. By bringing in presenters and programs from outside of the Lubbock area, we can bring entertainment opportunities to the community that are unique and will draw people into Wolfforth and add value to the residents. During the summer months, when school is out, there are not many entertainment options that people can participate in, and the Library has regularly taken on the role of hosting programs and events for the community. By specifically bringing in performers vetted through the Texas Commission on Arts touring roster, we are providing enriching programs to both the community and visitors who will come to Wolfforth for the events. Additionally, the three performers all come from outside of Lubbock and will have the opportunity to stay in Wolfforth. The Library will utilize various forms of marketing including, but not limited to, social media, newsletters, flyers, and reaching out to local news stations to reach a larger audience.

EXHIBITS:

Wolfforth Library Summer Reading Project Overview and Budget

COUNCIL ACTION/STAFF RECOMMENDATION:

Recommend that funding be approved for the 2024 Summer Reading Program from the Hotel Occupancy Tax Funds for \$6,824.