

Mayor and Council Communication

DATE: 01/11/22

M&C FILE NUMBER: M&C 22-0054

LOG NAME: 84LIBRARY REVENUE APPROPRIATION FOR JOHN COTTON DANA AWARD

SUBJECT

(ALL) Adopt Attached Appropriation Ordinance to Increase Estimated Receipts and Appropriations in the Library Special Revenue Fund in the Amount of \$10,000.00 for Funds Received from The H.W. Wilson Foundation Inc. in Conjunction with the John Cotton Dana Award for the Purpose of Enhancing the Library's Future Marketing Projects

RECOMMENDATION:

It is recommended that the City Council adopt the attached appropriation ordinance increasing estimated receipts and appropriations in the Library Special Revenue Fund in the amount of \$10,000.00, from revenue received from The H.W. Wilson Foundation Inc., in conjunction with the John Cotton Dana Award, for the purpose of enhancing the Library's future marketing projects.

DISCUSSION:

The purpose of this Mayor and Council Communication (M&C) is to authorize the appropriation and use of revenue the Fort Worth Library (Library) received in the amount of \$10,000.00 from The H.W. Wilson Foundation Inc. in conjunction with American Library Association's (ALA) annual John Cotton Dana Library Public Relations Award (2021). The Library received the award as a professional industry recognition of its multi-faceted marketing strategy to launch the new Amplify 817 service, a music streaming platform designed to promote City of Fort Worth (City) based musicians and make local music available for free. The marketing campaign aimed to establish brand awareness and reiterate the value and relevance of the Library.

The Amplify 817 service continues to grow and develop in its second year. The real successes have come from engaging with Fort Worth citizens who don't always think of the Library or regularly use its resources. The Library is strengthening its relationships with those in the local music industry and helping to create a stronger collaboration between artists. The Library's Strategic Service Plan includes goals to support the City's thriving art and culture scene and contributing to community vitality. The Amplify 817 service has opened new doors for the Library to engage this sector of the community. These funds will be used to enhance the Library's future marketing projects.

This project is located in ALL COUNCIL DISTRICTS.

A Form 1295 is not required because: This M&C does not request approval of a contract with a business entity.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that upon approval of the above recommendation and adoption of the attached appropriation ordinance, funds will be deposited into the Library Spec Revenue Gen Proj project within the Library Special Revenue Fund. The Library Department (and Financial Management Services) is responsible for the collection and deposit of funds due to the City. Prior to any expense being incurred, the Library Department also has the responsibility to validate the availability of funds.

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Expedited