

COUNCIL ACTION FORM

SUBJECT: REQUEST TO SPONSOR SYMPOSIUM ON BUILDING INCLUSIVE ORGANIZATIONS

BACKGROUND:

As cities across the country continue to see and be impacted by incidents of racism, vandalism, and violence against humanity, in particular to persons from various ethnic groups and religious sects, we know that Ames/Story County has not been immune from these types of issues or situations. Our community has been fortunate to have peaceful demonstrations occur rather than violent riots. Therefore, the City of Ames, the Ames Human Relations Commission (AHRC), the Ames Chamber of Commerce, and the Iowa State University Office of Diversity, Equity and Inclusion desire to continue partnering to host the **third** “Symposium on Building Inclusive Organizations” event to educate, raise awareness, and provide tools and resources for the leaders and organizations in our community. The first two events were deemed a major success with over approximately 250 participants from the community.

This year’s event will be held virtually via Zoom over two half days on November 12th from 1:00-5:00pm and November 13th 8:00am-Noon. The preliminary budget for the event is approximately \$16,500.

Each primary partner is being asked to contribute \$2,500 towards the cost of hosting the event which will help cover Speaker Fees, Virtual Events Coordination, Event Sponsor Recognition, and Marketing & Promotion. A general attendance registration fee in the amount of \$45 will be required along with the opportunity for other sponsorship levels at \$1,000 and \$500. The \$2,500 contribution will include 15 tickets for each contributing organization.

ALTERNATIVES:

1. The City Council can authorize the expenditure of \$2,500 (\$1,500 Council Contingency and \$1,000 AHRC budget allocation) in support of the 2020 Symposium on Building Inclusive Organizations event in partnership with the Ames Chamber of Commerce, and the Iowa State University Office of Diversity, Equity and Inclusion.
2. The City Council can choose to not provide for a \$2,500 sponsorship (\$1,500 Council Contingency and \$1,000 AHRC budget allocation) in support of the 2020

Symposium on Building Inclusive Organizations event in partnership with the Ames Chamber of Commerce, and the Iowa State University Office of Diversity, Equity and Inclusion.

CITY MANAGER'S RECOMMENDED ACTION:

Continued financial support for this event gives the City an opportunity to educate, dialogue, and partner with other groups and organizations around these important topics for our community.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing the expenditure of \$2,500 in support of the Symposium on Building Inclusive Organizations event from the sources identified above.