

**COUNCIL ACTION FORM**

**SUBJECT: SPONSORSHIP OF 2021 SYMPOSIUM ON BUILDING INCLUSIVE ORGANIZATIONS EVENT**

**BACKGROUND:**

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 wish to continue to partner together to host the **fourth “Symposium on Building Inclusive Organizations”** event to educate, raise awareness, and provide tools and resources for the leaders and organizations in our community in support of inclusiveness.

The first three events were a deemed a major success with over approximately 250 participants from the community. This year’s event will be held one half day on November 10<sup>th</sup> from 7-Noon. The event will be hosted in person at the Gateway Hotel and Conference Center.

Each primary partner is being asked to contribute \$5,000 towards the cost of hosting the event which will help cover Speaker Fees, Virtual Events Coordination, Event Sponsor Recognition, and Marketing & Promotion. **The \$5,000 contribution will come from the following:**

| <b>Source</b>  | <b>Amount</b> |
|--|---------------|
| City Council Budget (approved as a donation in FY 2020/21 budget)  | \$1,500       |
| Council Contingency (current balance of \$113,479)                 | \$2,500       |
| Ames Human Relations Commission (approved at May 27, 2021 meeting) | \$1,000       |

With the \$5,000 sponsorship, the City will receive 12 tickets. A \$45 general attendance registration fee will be required for other attendees. There is also the opportunity for other community sponsorship levels at \$1,000 and \$500.

**ALTERNATIVES:**

1. Authorize the expenditure of \$5,000 (\$1,500 City Council budget, \$2,500 Council Contingency, and \$1,000 AHRC) in support of the 2021 Symposium on Building Inclusive Organizations event.
2. Do not authorize City funds to be used to sponsor this event.

**CITY MANAGER'S RECOMMENDED ACTION:**

City staff, along with the AHRC, feel that continuing this event gives the City an opportunity to educate, continue dialogue with, 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 \$5,000 (\$1,500 Council budget, \$2,500 Council Contingency, and \$1,000 AHRC).