



Date: April 2, 2012

To: Thomas J. Bonfield, City Manager
Through: Theodore L. Voorhees, Deputy City Manager
From: Rhonda B. Parker, Director, Parks and Recreation
Subject: Acceptance of Donation from Cricket Communications

Executive Summary

Cricket Communications, has offered a donation of \$5,000.00 to the Durham Parks and Recreation Department (DPR) as a Presenting Sponsor of the award winning Bimbé Cultural Arts Festival. This donation supports existing general fund allocations budgeted for this festival and will allow DPR to aggressively promote the festival and likely increase patronage. This is the 44th year of the Bimbé Cultural Arts Festival. In the fall of 2011 DPR was presented with the Dorothy Mullen Cultural Arts Award from the National Park and Recreation Festival for the Bimbé Cultural Arts Festival.

Recommendation

The Administration recommends that the City Council accept the donation by Cricket Communication of \$5,000.00 for the Bimbé Cultural Arts Festival.

Background

The Bimbé Cultural Arts Festival has a great history within the Durham Community. It is a annual reunion for the community – celebrating the great cultural traditions of the African American community within Durham. Each year, in late May Durham gathers together to celebrate in music, dance, spoken word, arts and craft the historical and modern contributions of African Cultural to our community as a whole. 2012 will be the forty-fourth Bimbé Cultural Arts Festivals

Issues/Analysis

This donation allows DPR to provide and promote a meaningful festival within downtown Durham that attracts a wide audience from children to senior citizens. The sponsorship will assist with the marketing and promotions of the festival. In exchange for this generous sponsorship Cricket Communication will receive the opportunity to have its logo attached to marketing materials, and will have exhibit space at the festival.

Alternatives

The City Council could choose not to accept this donation and DPR would produce the 2012 Bimbé Cultural Arts Festival without sponsorship from Cricket Communication.

Financial Impact

This donation significantly impacts the programming that DPR provides the community by offering the opportunity to more aggressively market the festival, thereby attracting increased patronage.