




TO : Honorable Mayor and Members of the City Commission
FROM : Audria V. Moore, Special Projects Coordinator 
RE : Arts and Culture Advisory Board Recommendations
DATE : February 28, 2025

Sponsorship Request for the Zora Experience Festival 2025

The Board recommends approving a sponsorship request from the Zora Neale Hurston Florida Education Foundation for the Zora Experience Festival 2025, in an amount not to exceed \$15,000.

After careful review of the proposed budget, the Board suggests the funds be allocated as follows:

- \$4,715 for venue accessories
- \$3,450 for musical entertainment
- \$2,000 for tables and chairs
- \$1,250 for the Children's Corner supplies and face painting
- \$1,335 for Marketing and Publicity
- \$1,000 to purchase books written by Zora Neale Hurston for giveaways to festival attendees
- \$450 for the honorarium
- \$800 for the van for tours

These funds will be provided through the Arts in Public Places Trust Fund, which has a balance of approximately \$129,230.

Additionally, the Board recommends that any nonprofit organization seeking funding from the Arts in Public Places Trust Fund be required to submit a written report, based on suggested reporting requirements, within 90 days of the event's conclusion.

The Zora Neale Hurston Florida Education Foundation organizes this annual event, which offers an excellent opportunity to educate and commemorate the life and legacy of Zora Neale Hurston while celebrating her impact on the Fort Pierce community.

These recommendations align with the following City goals: **Goal 5: Enjoy our community – Value the arts and culture as a community asset.**