

**Tammy Verchereau**

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**From:** Elaine Hardy  
**Sent:** Wednesday, December 21, 2022 3:44 PM  
**To:** Ron Bacon  
**Subject:** mlk talking points  
**Attachments:** Document1.docx

- The Annual MLK Day of Celebration brings good will for both cities
- The City of East Lansing is fully committed to the Dr. Martin Luther King Jr Commission of mid Michigan
- currently the city of East Lansing supports the Commission by hosting all of their monthly meetings as well as their monthly committee meetings
- we have staff dedicated to creating organizing and producing the 125 page full color program and advertisement book which amounts to about 60 staff hours annually
- our communications team works to produce collateral and material for Commission press events as well as design ticket posters etcetera for up approximately another 20 staff hours
- we dedicate a portion of our DI directors time towards management as the a liaison for the MLK Commission
- as well we are also a cash sponsor of at least 5000 we have given up to 10,000 we are partners in this cultural historic event because of its economic impact in our region it is currently the largest luncheon event in the country honoring Dr king hosted by an Emmy award-winning Commission that is also one of the longest established continuously operating commissions in the nation
- historically under past Lansing city administrations we were full partners the city of Lansing although was not typically able to make a \$10,000 contribution due to budget constraints they always provide some financial support and lend the influence of the mayors office to generate additional partners
- our hope is that this would continue moving forward -luncheon tables do not produce sponsorships for the Commission it is actually opposite if we were to charge per ticket the cost to the Commission to deliver the luncheon tickets for the event would run about \$85 per person
- Sponsorships help subsidize the luncheon so that we can keep tickets affordable for the general public
- as with the mayors Ramadan unity dinner we have vetted this event through our legal channels and have no concern that it meets with the criteria outlined with the MML that would allow it to be a suitable use for taxpayer funds
- if you still not agree that this is an acceptable use of taxpayer funds perhaps the city of Lansing could receive an invoice to pay for expenses related to the Lansing center like the carpet used in the exhibit hall that is about \$17,000 expense that could probably be charged to the city of Lansing