

**THE DR. MARTIN LUTHER KING, JR. MEMORIAL FOUNDATION, INCORPORATED –  
2025 MLK Holiday Grand Parade**

**FY 2024-2025 City Grant Proposal Term Sheet**

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**Grant Recipient:** The Dr. Martin Luther King, Jr. Memorial Foundation, Incorporated (the “Recipient”)

**Program Name:** 2025 MLK Holiday Grand Parade (the “Program”)

**City Funding Request:** \$25,000

**Contract/Grant Term:** October 1, 2024 – September 30, 2025

**Any substantial change to this FY 2024-2025 City Grant Proposal Term Sheet (the “Term Sheet”) or a budget change not within 10% of the attached Program budget line items will require City Council approval.**

**PROGRAM OVERVIEW:**

The Dr. Martin Luther King, Jr. Memorial Foundation, Incorporated of Jacksonville, Florida, was established on January 30, 1989. To honor the memory and legacy of one of the most important historical figures of the 20<sup>th</sup> century and to promote and further the ideals and philosophy of this internationally renowned leader, we coordinate annually, on the weekend of the Federal observance of Dr. King's birthday, a host of activities commemorating the history of the Civil Rights Movement. As the life of Dr. King has effectively been reduced to a single sentence (“I have a dream”), we are committed to presenting an accurate reflection of the life and works of Dr. Martin Luther King, Jr.

**PROGRAM SCOPE OF WORK:**

We undertake special projects each year that reflect Dr. King’s vision of peace, brotherhood, and equality of opportunity. These projects include food drives, historical field trips, community engagement, book fairs, and dissemination of information about Dr. Martin Luther King's life. We also support community groups that seek to empower youth groups. Our annual functions include:

- The MLK Holiday Grand Parade
- MLK Day Festivities
- MLK Memorial Candlelight Vigil
- Civil Rights History Tours
- After School Tutoring Program
- Juneteenth Freedom Walk Parade
- Miss Juneteenth Scholarship Pageant
- Amtrak to Winter Park

## **DELIVERABLES:**

The MLK Holiday Grand Parade is an exercise that reflects the “color-blind” society that politicians and legislators tirelessly promote. The Dr. Martin Luther King, Jr. Memorial Foundation, Incorporated, in partnership with local businesses, will host the 44<sup>th</sup> annual MLK Holiday Grand Parade in Downtown Jacksonville on Monday, January 20<sup>th</sup>.

## **PROGRAM COST/PAYMENT TERMS:**

City funds will be expensed in accordance with the approved budget and will be paid on a reimbursement basis upon the City’s receipt and approval of required documentation including but not limited to paid invoices, cleared checks and bank statements.

The City grant of \$25,000 will be used to procure Professional Fees and Services for the following activities and vendors for the MLK Holiday Grand Parade in 2025:

- Alpha Specialty Tees
- CP Broadcasting
- EMTs
- ASM Lot Rental
- Portable Toilets
- Photography
- Parade Permitting Application
- Street Cleanup
- CSC Security
- MLK Wreath
- Parade Trophies and Awards
- HS Marching Bands
- MLK Banners & Signs
- Acme Barricades
- Bleacher Rentals
- Prime Osborn Space Rental
- Prime Osborn MLK Entertainment
- MLK Float
- MLK Week Speaker
- Alliance Insurance Group

## **PROGRAM IMPACT & REPORTING:**

The MLK Holiday Grand Parade is an annual event that pays tribute to the enduring legacy of one of the most iconic figures in American history. Dr. King was a visionary civil rights leader who dedicated his life to advocating for justice, equality, and nonviolent social change. This inspiring parade and MLK Day festivities bring together people from all walks of life to celebrate his memory, reflect on his powerful messages, and recommit to the principles of unity and equality that he championed.

The MLK Holiday Grand Parade is more expansive and inclusive of Jacksonville residents than the MLK Breakfast, usually held on the Friday preceding the federal holiday. MLK Day in Jacksonville promotes brotherhood, understanding, and tolerance. The MLK Holiday Grand Parade in 2024 included more than 6,000 participants and another 2,500 onlookers along the parade route. MLK Day festivities at the Prime Osborn Convention Center added another 2,500 participants. (Participant numbers are derived from individual registrations and parade day headcounts.)

The Dr. Martin Luther King, Jr. Memorial Foundation, Incorporated, will provide the City with attendance statistics for the 2025 MLK Holiday Grand Parade and MLK Day Festivities as well as details on additional activities and programs performed in honor of MLK Day observance.

**ADDITIONAL GRANT REQUIREMENTS AND CONDITIONS:**

Recipient's expenditure of City funds for the Program(s) and the provision of services shall be subject to Chapter 118, Parts 1 – 5 of the *Jacksonville Ordinance Code*, and the terms and conditions of any contract entered between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. The City's Grant Administrator may amend this Term Sheet and the approved Program budget consistent with the Program needs, provided that any substantial change by this Term Sheet or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

FY 2025 City Grant - Complete Program Budget Detail

Dr. Martin Luther King, Jr. Memorial Foundation

MLK Holiday Grand Parade 2025

Agency Fiscal Year: 2024-2025

BUDGET

Categories and Line Items	Prior Year Prg Funding FY 2022-2023	Current Year Prg Budget FY 2023-2024	Total Est. Cost of Program FY 2024-2025	Funding Partners				
				Agency Provided Funding	All Other Program Revenues	City of Jacksonville (City Grant)	Federal/ State & Other Funding	Private Foundation Funding
<b>I. Employee Compensation</b>								
<b>Personnel - 01201 (list Job Title or Positions no names)</b>								
1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
4	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
9	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Subtotal MLK Parade 2025</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Fringe Benefits</b>								
Payroll Taxes - FICA & Med Tax - 02101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Health Insurance - 02304	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Retirement - 02201	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dental - 02301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Life Insurance - 02303	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Unemployment Taxes - 02501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Benefits - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total MLK Holiday Parade 2025</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>II. Operating Expenses</b>								
<b>Occupancy Expenses</b>								
Rent - Occupancy -04408	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Telephone - 04181	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance Property & General Liability - 04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Office Expenses</b>								
Office and Other Supplies - 05101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Postage - 04101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Printing and Advertising - 04801	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Publications - 05216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training - 05401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Professional Fees &amp; Services (not audit) - 03410</b>	<b>\$28,490.00</b>	<b>\$38,550.00</b>	<b>\$39,350.00</b>	<b>\$1,100.00</b>	<b>\$0.00</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$13,250.00</b>
Background Screening - 04938	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Equipment under \$1,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Travel Expenses</b>								
Local Mileage - 04021	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Equipment Expenses</b>								
Rental & Leases - Equipment - 04402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Direct Client Expenses - 08301</b>								
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Operating Expenses</b>	<b>\$28,490.00</b>	<b>\$38,550.00</b>	<b>\$39,350.00</b>	<b>\$1,100.00</b>	<b>\$0.00</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$13,250.00</b>
<b>III. Operating Capital Outlay (OVER \$1,000)</b>								
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computers & Software - 06427	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Capital Outlay</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Direct Expenses Total</b>	<b>\$28,490.00</b>	<b>\$38,550.00</b>	<b>\$39,350.00</b>	<b>\$1,100.00</b>	<b>\$0.00</b>	<b>\$25,000.00</b>	<b>\$0.00</b>	<b>\$13,250.00</b>
<b>Percent of Budget</b>	<b>-</b>	<b>-</b>	<b>100.0%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>63.5%</b>	<b>0.0%</b>	<b>33.7%</b>

Last Modified: 03/16/2023

All City Grant items listed must be included in the narrative section of the budget.

**Budget Narrative for Selected Items of Cost  
 FY 2025 City Grant Application  
 Program Budget Narrative (Max. 2 Pages)  
 Proposed Funding Period: FY 2024-2025  
 COJ Funding Only**

**Agency:** Dr. Martin Luther King, Jr. Memorial Foundation      **Program** MLK Holiday Grand Parade 2025

**EXPENSES:** Please provide narrative description for all categories listed below for which you are seeking **City Funding Only**.

We have included those required elements in the spaces below. See instructions when listing personnel expenses.

Please feel free to add additional lines as necessary to provide explanations using the line insert feature.

**I. Employee Compensation** - (not related to costs of the office of the governor of a state or the chief executive of a political subdivision)

**Salary & Wages**

**Payroll Taxes & Benefits**

**II. Operating Expenses**

**Occupancy Expenses**

**Office Expenses**

Professional Fees & Services	\$25,000		Estimated Cost
		<ul style="list-style-type: none"> <li>· Alpha Specialty Tees</li> <li>· CP Broadcasting</li> <li>· EMTs</li> <li>· ASM Lot Rental</li> <li>· Portable Toilets</li> <li>· Photography</li> <li>· Parade Permitting Application</li> <li>· Street Cleanup</li> <li>· CSC Security</li> <li>· MLK Wreath</li> <li>· Parade Trophies and Awards</li> <li>· HS Marching Bands</li> <li>· MLK Banners &amp; Signs</li> <li>· Acme Barricades</li> <li>· Bleacher Rentals</li> <li>· Prime Osborn Space Rental</li> <li>· Prime Osborn MLK Entertainment</li> <li>· MLK Float</li> <li>· MLK Week Speaker</li> <li>· Alliance Insurance Group</li> </ul>	