

Cyndi Permenter

From: Katha Kissman
Sent: Tuesday, October 23, 2018 4:27 PM
To: C. Amos Bussmann; Joe Duke ; Joe Ferro; John A. Papa; Marjorie Raines; Michael Brown Sr.; Michael Minton; Michael O'Reilly; Michael Toner; William Stewart
Cc: Debbie Dutton; Cyndi Permenter; Chris Jeffreys; Eileen Hanley (Ehanley@rosswayswan.com); Elizabeth Rafferty (erafferty@offroadholdings.com)
Subject: SLP Marketing
Attachments: 2018 HBOIF Sponsor Award Winners -- Framed.jpg; Kid's Tag Art -- Sponsors Choice Award HBOIF.pdf

Dear Board Members,

Attached is a photo of a CONFIDENTIAL preview of the HBOIF Sponsors Choice Award winners for the inaugural 2018 Kid's Tag Art Indian River award. We will share the winners' names and the schools they represent after the awards ceremony. Winners will be announced and presented with a special medal and gift bag (including a Gift Certificate for an HBOI Immersion Tour for 4) from us on November 13.

This photo shows the prints that Debbie has had framed. You will now see these in the Foundation Conference Room when you attend a Committee meeting or participate via zoom.

As we previously announced, as part of SLP Marketing we joined with the Indian River County Tax Collector's office to sponsor their Kid's Tag Art Program:

Tax Collector, Indian River County Commences Inaugural Kids Tag Art Program

Carole Jean Jordan, Tax Collector, focused on bringing community partners to the table to support local students

Carole Jean Jordan stated, "Kids Tag Art truly reflects the greatness of public-private partnership to benefit our local community." She continued, "we are excited to see so much interest in partnering with the Tax Collector's Office on this project from local charities and businesses."

Kids Tag Art was created in Polk County and has expanded to include twenty-two participating counties in the 2018-2019 school year. Since its inception in 2006, the Florida Tax Collectors Association reports the Kids Tag Art program has raised over \$1 million in public/private partnership funds, has provided participation opportunities for over 30,000 students, and generated over 165,000 unique student-created tag designs across 300 schools statewide.

The program fosters artistic expression from students while also teaching them about the significance of artistic work in both government and commerce. This program is designed for 5th grade students, who are given a blank canvas to create their own specialty license plate. The students' artwork is then made available for sale as front licenses plates, keychains, and other similar items and the monies from these sales are returned as supplemental funding for their school's arts department.

Each participating school will have a first and second place winner who will be featured in a traveling exhibit on display countywide. Public, private, and charter schools are invited to participate.

"We appreciate the support of our major sponsor, the Live Like Cole Foundation, as well as Harbor Branch Oceanographic Institute Foundation, Lauren's Kids, Quality Health Care & Wellness Institute, Bay Street Pharmacy, Grant Street Group, BankUnited, and CenterState Bank," Jordan said.

For more information about Kids Tag Art, visit www.irctax.com/kidstagart or please call 772-226-1745.

I will provide a comprehensive update on SLP Program and Marketing activities in my Operations Report for the Board Meeting. In the meantime, if you have any questions please let me know.

Katha

Katha Kissman | President & CEO

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