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# MEMORANDUM

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Date: July 18, 2024

To: The Honorable Chair and Members  
Pima County Board of Supervisors

From: Jan Leshner   
County Administrator

Re: **Additional Information for August 13, 2024 Board Meeting - FY 2023-24 & FY 2024-25 Recommendations for Outside Agency Funding –Attractions & Tourism**

Please see the attached letter from the Outside Agency Citizen Review Committee Chair and Vice Chair regarding their recommendations to support one-time-only funding for two agencies through Attractions & Tourism. These recommendations will be placed for consideration on the Board's August 13, 2024 Agenda.

The [transparency webpage](#) is available to assist the public in understanding how the program works, which agencies receive funding, and to see snapshots of how these funds directly benefit constituents.

JKL/anc

Attachment

c: Carmine DeBonis, Jr., Deputy County Administrator  
Francisco Garcia, MD, MPH Deputy County Administrator and Chief Medical Officer  
Steve Holmes, Deputy County Administrator  
Diane Frisch, Director, Attractions & Tourism  
Ellen Moulton, Director, Finance and Risk Management



Date: July 12, 2024

To: Jan Leshar  
County Administrator

From: Ms. Trish Hastings-Sargent, Chair *THS*  
Outside Agency Citizen Review Committee-  
Attractions & Tourism Funding

Mr. Jess Losoya, Vice Chair *JL*  
Outside Agency Citizen Review Committee –  
Attractions & Tourism Funding

Via: Carmine DeBonis Jr.  
Deputy County Administrator

Re: Outside Agency Citizen Review Committee for Attractions & Tourism –  
Additional Funding Requests

### **Background**

The Outside Agency Community Citizen Review Committee (the Committee) is a panel of six members appointed by the Board of Supervisors and the County Administrator to serve as their representatives. The Attractions & Tourism (A&T) staff this Committee. Duties and responsibilities of the Committee are to review and make funding recommendations to the Board of Supervisors for non-profit 501(c)3 eligible A&T focused Outside Agencies (OA) which provide economic development through tourism and quality of life celebrations for both area residents and visitors. These may include attractions, sporting events, music, film, cultural and heritage programming.

### **Discussion**

On Wednesday, July 10, 2024, the Committee met with A&T staff to discuss and approve two funding requests to present to the Board of Supervisors for consideration.

Request #1: A one-time only award of \$7,500 for FY23-24 to Tucson Botanical Gardens for a new display, The Great Garden Express. The request would fund six G Scale model trains in a permanent display running throughout models of historic missions including San Xavier, Taos Pueblo and others. The entire railway and all buildings are crafted from natural materials including seeds, bark and acorns. This display will include an educational lecture series on model trains and interactive programs for children. The request was made to the Attractions & Tourism Department in late May and will use the remaining funds in the budget.

Ms. Leshar

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Request #2: FY24-25, a one-time award of \$27,500 to the Arizona Bowl for a new sponsor, Snoop Dogg Arizona Bowl presented by Gin & Juice. This is a new partnership which integrates iconic musicians, sports personalities and college football. The game will be broadcast on the CW Network on December 28, 2024, and includes 100% broadcast distribution across all media platforms. Snoop is a well-known music icon and is currently the “face” of the 2024 Summer Olympics on NBC and will be hosting the opening and closing ceremonies. He has starred and appeared in movies, been part of the Monday Night Football Intro and is a brand ambassador for several global brands. In addition, he has his own brands of cereal, syrup, pancake mix, dog food and clothing. Snoop also runs a football league in Los Angeles serving over 60,000 kids and launching many college and professional careers. Snoop has committed to participating in the game by providing color commentary, presenting the trophy and coin flip. The Arizona Bowl has contracts with six different hotels in Southern Arizona to accommodate players, coaches, spirit squads, bands, VIPs, visiting media and game officials. According to Visit Tucson, in 2023 the Bowl directly contracted over 2200 rooms with an economic impact of over \$3.7 million dollars. Funds will come from the Outside Agency Attractions & Tourism funds.

### Conclusion

The Committee is recommending funding for these two agencies.

The Committee is comprised of six members, one appointee from each Supervisor and one appointee from the County Administrator’s office. Members include:

<b>Committee Member</b>	<b>Representing</b>	<b>District</b>
Onita Davis	Rex Scott	1
Victor Soltero	Dr. Matt Heinz	2
Trish Hastings-Sargent, Chair	Dr. Sylvia Lee	3
Jeannine Mortimer	Steve Christy	4
Rosalva Bullock	Adelita Grijalva	5
Jess Losoya, Vice Chair	Jan Leshar	County Administrator

- c: Members, Outside Agency Citizen Review Committee
- Diane Frisch, Attractions & Tourism Director
- Michelle Flanagan, Attractions & Tourism