



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: 6/17/2025

**= Mandatory, information must be provided*

Click or tap the boxes to enter text. If not applicable, indicate "N/A".

***Title:**

FY 2025-2026 Recommendations for Outside Agency Program – Attractions & Tourism Year One Funding

***Introduction/Background:**

The Outside Agency Program provides financial support to non-profit community agencies that collaborate with the County to provide economic development and improve and celebrate tourism and quality of life for area residents and visitors. Funding assists events, celebrations and programs which support tourism in Pima County. Prior to funding recommendations, each agency and/or program is reviewed for both programmatic and financial performance, contract compliance and potential risk. The total Outside Agency 1st-year funding recommendation for FY2025-2026 is \$427,500.00.

***Discussion:**

The Attractions & Tourism Department solicited non-profit agencies to apply for funding to be reviewed by the Outside Agency Citizen Review Committee for FY 2025-2026. The Outside Agency Citizen Review Committee convened on April 30, 2025 and May 14, 2025, and recommended 1st-year funding in the total amount of \$427,500.00.

***Conclusion:**

The Attractions & Tourism Outside Agency Program compliments and expands services provided directly by the County.

***Recommendation:**

It is recommended the Board of Supervisors approve the attached list of FY 2025-2026 Attractions & Tourism Outside Agencies funding in the total amount of \$427,500.00 for the Attractions & Tourism Outside Agency Program and authorize the Chair of the Board of Supervisors to sign funding contracts with each of the agencies listed.

***Fiscal Impact:**

General Fund and Attractions & Tourism Agency Fund

***Board of Supervisor District:**

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ All

Department: Attractions & Tourism

Telephone: 520.724.7355

Contact: Michelle Flanagan

Telephone: 520.724.7356

Department Director Signature: _____

Diana E. Escobar

Date: 5/29/2025

Deputy County Administrator Signature: _____

Corina

Date: 6/3/2025

County Administrator Signature: _____

John

Date: 6-4-2025



Memorandum

Date: May 29, 2025

To: Jan Leshar
County Administrator

From: Mr. Jess Losoya *TL*
Chair, Outside Agency
Citizen Review Committee

Via: Carmine DeBonis
Deputy County Administrator

Re: **FY 2025-2026 RECOMMENDATIONS FOR OUTSIDE AGENCY PROGRAM –
ATTRACTIONS & TOURISM YEAR ONE FUNDING**

Background

The Outside Agency Citizen Review Committee (the Committee) is a panel of six members appointed by the Board of Supervisors and County Administrator to serve as their representatives. The Community and Workforce Development (CWD) staff this Committee along with staff from the Pima County Department of Attractions & Tourism (A&T). Duties and responsibilities of the Committee are to review and make funding recommendations on A&T supported Outside Agencies (OA), which services include hospitality, attraction venues and tours, event settings, accommodations, food and beverages, souvenir sales, sporting events and community art integration for tourists and residents. Upon request, the Committee also reviews and makes recommendations for other County departments that administer and contract OA funds for Board consideration.

Discussion

Outside Agency funds are made available on a two-year funding cycle. In FY 2024-25, A&T issued the current bi-annual Request for Proposals, via the ZoomGrants online application system. Per the two-year OA process, FY 2024-25 is considered the "off cycle year" where previous year agencies do not re-apply for funding. Still, the Committee reviews the progress of all funded programs and invites specific agencies to make presentations if there are any programmatic, fiscal, or contractual issues that may require further assessment, discussion, or recommendations to staff to provide technical assistance. Pursuant to special requests or circumstances, the Committee assumed level funding for the Outside Agency Program for the Pima County FY 2025-26 Budget.

Jan Leshner, County Administrator

**Re: FY 2025-2026 RECOMMENDATIONS FOR OUTSIDE AGENCY PROGRAM –
ATTRACTIONS & TOURISM YEAR ONE FUNDING**

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For FY 2025-26 OA funds, the Committee held two open public meetings in April and May 2025. Agencies made presentations to the Committee to discuss the progress of their new or existing programs, in addition to, a review of their respective budgets and contractual obligations. A record 34 agencies applied for funding with eleven new applications over prior year requests.

FY 2025-25 OA Committee Recommendations

Currently, the Committee is recommending year one, FY 2025-26 OA funds to twenty-four (24) agencies totaling \$427,500.00.

Conclusion

The Committee employs a public process that is community based and transparent; it is an extraordinary practice. Each Committee member recognizes their individual responsibility to evaluate the community needs of Pima County to make informed, appropriate, and reasonable recommendations to the Board of Supervisors for valued Outside Agency resources. The Committee has embraced the use of the ZoomGrants online application, which has significantly improved and added efficiency to OA review and monitoring process. Finally, the Committee would like to thank the CWD and Attractions & Tourism staff for their community knowledge and expertise in supporting the OA Committee's mission and purpose.

A list of all funding recommendations by the Committee for FY 2025-26 is included as an attachment.

Outside Agency Community Advisory Committee Members

Committee Member	Representing	District
Onita Davis	Rex Scott	1
Victor Soltero	Matt Heinz	2
Trish Hastings-Sargent, Vice Chair	Jenn Allen	3
Jeannine Mortimer	Steve Christie	4
Rosalva Bullock	Andres Cantos	5
Jess Losoya, Chair	County Administrator	

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

Attachment

Attractions & Tourism		FY2025-2026 Funding Recommendations				
Target Budget		\$	427,500			
Initial Recommendations		\$	432,753			
Over/Under		\$	5,253			
		101%				
Proposed Recommendations		\$	427,500			
Total OA Over/Under		\$	-			
		100%				
No	AGENCY	PROGRAM	FY24-25 Funding \$	FY25-26 Request \$	Initial Recommendation	OA COMMITTEE Recommendations
1	African American Museum of Southern AZ	History Is On The Move!	\$ -	\$ 20,000.00	10,000	10,000
2	Arizona-Sonoran Desert Museum	Programs and Exhibits at the Desert Museum	\$ -	\$ 20,000.00	10,000	10,000
3	International Sonoran Desert Alliance	Spark! Places of Innovation in the Sonoran Desert Biosphere Region	\$ 12,500.00	\$ 15,000.00	11,875	11,875
4	Jazz in January dba Tucson Jazz Festival	Tucson Jazz Festival 25-26	\$ 21,500.00	\$ 30,000.00	21,500	21,500
5	La Frontera Mariachi Conference, Inc.	La Frontera Tucson International Mariachi Conference	\$ 21,067.00	\$ 20,000.00	20,000	20,000
6	Light Up Lives Charity Foundation dba Rockin' 4 Heroes	Light Up Lives Charity Foundation dba Rockin' 4 Heroes	\$ 10,000.00	\$ 10,000.00	10,000	10,000
7	Living Streets Alliance	Cyclovía Tucson	\$ -	\$ 40,000.00	10,000	10,000
8	Many Mouths One Stomach/MMOS	The 36th All Souls Procession Weekend	\$ -	\$ 50,000.00	10,000	10,000
9	Perimeter Bicycling Association of America, Inc	El Tour de Tucson	\$ 36,000.00	\$ 50,000.00	36,000	37,155
10	Santa Cruz Valley Heritage Alliance, Inc	Enhanced Marketing for the Santa Cruz Valley National Heritage Area	\$ 16,500.00	\$ 30,000.00	14,875	14,875
11	Southern Arizona Arts and Cultural Alliance	Oro Valley Holiday Festival of the Arts & Tree Lighting Celebration	\$ 10,000.00	\$ 10,000.00	10,000	10,000
12	Southern Arizona Blues Heritage Foundation, Inc	Blues Heritage Festival	\$ -	\$ 5,000.00	5,000	5,000
13	Southwest Folklife Alliance Inc	Tucson Meet Yourself 2025	\$ 30,000.00	\$ 40,000.00	36,250	30,000
14	TD4Tucson	Snoop Dogg Arizona Bowl	\$ 27,500.00	\$ 30,000.00	29,000	28,842
15	Tucson Bird Alliance	Southeast Arizona Birding Festival	\$ 10,000.00	\$ 10,000.00	10,000	10,000
16	Tucson Botanical Gardens	FY25-26 Programs & Exhibits at the Tucson Botanical Gardens	\$ 46,750.00	\$ 80,000.00	45,333	45,333
17	Tucson Children's Museum	Support All Kids Play Discovery Nights and Community Events	\$ 42,833.00	\$ 55,000.00	42,667	42,667
18	Tucson City of Gastronomy	Pueblos del Maiz Fiesta	\$ 15,800.00	\$ 18,000.00	15,920	15,920
19	Tucson Jewish Community Center, Inc	JCC Maccabi Games*	\$ -	\$ 25,000.00	10,000	10,000
20	Tucson Juneteenth Festival Committee	Juneteenth Festival	\$ 10,000.00	\$ 10,000.00	10,000	10,000
21	Tucson Kitchen Musicians Association	Tucson Folk Festival	\$ 10,000.00	\$ 10,000.00	10,000	10,000
22	Tucson Presidio Trust dba The Presidio Museum	Tucson Living History and Cultural Event Series	\$ 29,150.00	\$ 60,000.00	30,000	30,000
23	Tucson Rodeo Parade Committee, Inc	2025 TRPC	\$ 10,000.00	\$ 25,000.00	14,333	14,333
24	Tucson Symphony Society	TSO Special Concerts: Día de los Muertos, Holidays in Tucson, Pink Martini	\$ 10,000.00	\$ 15,000.00	10,000	10,000
TOTAL			\$ 369,600.00	\$ 678,000.00	\$ 432,753	\$ 427,500
DIFFERENCE			\$57,900.00	(\$250,500.00)	\$ (5,253)	\$ -
TARGET/PERCENTAGE DIFF			86%	159%	101%	100%