



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: 6/20/2023

*= Mandatory, information must be provided

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

***Title:**

Attractions and Tourism Outside Agency Funding FY 2023-2024

***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 FY 2023-2024 is \$400,000.00.

***Discussion:**

The Attractions and Tourism Department solicited non-profits to apply for funding to be reviewed and awarded by the Outside Agency Citizen Review Committee for FY 2023-2024. The Outside Agency Citizen Review Committee convened on May 22nd and 23rd, 2023 and recommended 1st-year funding in the total amount of \$400,000.00.

***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 2023-2024 Attractions and Tourism Outside Agencies funding in the total amount of \$400,000.00 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: Diane Frisch

Telephone: 520.724.7355

Department Director Signature: _____

Diane E. Frisch

Date: _____

6/1/23

Deputy County Administrator Signature: _____

[Signature]

Date: _____

6/2/2023

County Administrator Signature: _____

[Signature]

Date: _____

6/2/2023

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Attachment FY 23-24 Funding Recommendations

ATTRACTIONS & TOURISM		FY23-24 Funding Recommendations			
	Target Budget	\$400,000			
	Initial Recommendations				
	Over/Under	\$400,000			
	Total OA Over/Under				
		100%			
No	AGENCY	PROGRAM	FY22-23 Funding \$	FY23-24 REQUEST \$	OA Committee Initial Recommendation
1	African American Museum of Southern AZ	A Movement, Not Just A Museum	\$ 10,000.00	\$ 20,000.00	0
2	Arizona Media Arts Center	Arizona International Film Festival	\$ 10,000.00	\$ 15,000.00	10,000
3	Arts Foundation for Tucson and Southern AZ	Arts and Culture Programs	\$ 21,811.11	\$ 125,000.00	21,800
4	International Sonoran Desert Alliance (ISDA)	Wayfinding and Signage for an Emerging Destination	\$ 12,488.89	\$ 18,000.00	12,500
5	Jazz in January dba Tucson Jazz Festival	Tucson Jazz Festival 2023-2024	\$ 21,488.89	\$ 45,500.00	21,500
6	La Frontera Mariachi Conference, Inc.	La Frontera Tucson Mariachi Conference	\$ 14,822.22	\$ 10,000.00	13,167
7	Light Up Lives Charity Foundation dba Rockin' 4 Heroes	Rockin' 4 Heroes		\$ 10,000.00	10,000
8	Local First Arizona Foundation	Tucson A to Z Advance Trip Planner		\$ 100,000.00	0
9	Loft Cinema, Inc.	The Loft Cinema		\$ 75,000.00	0
10	Perimeter Bicycling Association of America, Inc.	El Tour de Tucson	\$ 35,655.56	\$ 125,000.00	36,000
11	Portable Practical Educational Preparation, Inc.	Amado Chili Cook-Off	\$ 13,155.56	\$ 15,000.00	14,000
12	Santa Cruz Valley Heritage Alliance, Inc.	Santa Cruz Valley National Heritage Area	\$ 16,488.89	\$ 36,000.00	16,500
13	Southern Arizona Arts & Cultural Alliance	Oro Valley Holiday Festival of the Arts and Tree Lighting		\$ 20,000.00	10,000
14	Southwest Folklife Alliance Inc.	Tucson Meet Yourself Folklife Festival	\$ 29,655.56	\$ 50,000.00	30,000
15	St. Patricks Day Parade of Tucson Inc.	2024 Tucson St. Patrick's Day Parade and Festival		\$ 25,000.00	10,000
16	Tucson Audubon Society	Southeast Arizona Birding Festival 2023		\$ 25,000.00	10,000
17	Tucson Botanical Gardens	FY23-24 Programs and Exhibits at the Tucson Botanical Gardens	\$ 50,488.89	\$ 75,000.00	46,750
18	Tucson Children's Museum	Museums For All, Discovery Nights and Art After Dark Programs	\$ 43,488.89	\$ 55,000.00	42,833
19	Tucson City of Gastronomy	Pueblos del Maiz Fiesta	\$ 14,822.22	\$ 125,000.00	15,800
20	Tucson Juneteenth Festival Committee	Tucson Juneteenth Festival Committee	\$ 10,000.00	\$ 20,000.00	10,000
21	Tucson Kitchen Musicians Association	Tucson Folk Festival		\$ 20,000.00	10,000
22	Tucson Pops Orchestra	Tucson Pops Orchestra 2023-2024		\$ 20,000.00	10,000
23	Tucson Presidio Trust dba The Presidio Museum	Heritage and History Events	\$ 28,488.89	\$ 60,000.00	29,150
24	Tucson Rodeo Parade Committee, Inc.	Tucson Rodeo Parade	\$ 10,000.00	\$ 32,000.00	10,000
25	Tucson Symphony Society	TSO Special Concerts - Calexico, Raiders of the Lost Ark and Verdi's Requiem	\$ 10,000.00	\$ 30,000.00	10,000
	Second Saturdays	Agency awarded funds for FY21-22 & FY22-23; did not reapply for FY23-24 funding.	\$ 13,988.89		
	Southern Arizona Attractions Alliance	Agency awarded funds for FY21-22 & FY22-23. Not qualified for FY23-24 - agency is not a 501 (c) 3.	\$ 25,000.00		
	Cienega Watershed Partnership	Awarded by BOS on 12-22-22; did not reapply for FY23-24 funding.	\$ 10,000.00		
	Tohono Chul Park	Awarded by BOS on 12-22-22; did not reapply for FY23-24 funding.	\$ 10,000.00		
	Southern Arizona Transportation Museum	Awarded by BOS on 5-16-23; did not reapply for FY23-24 funding.	\$ 15,000.00		
	Total	Total	\$ 426,844.46	\$ 1,151,500.00	\$ 400,000
		DIFFERENCE	(\$26,844.46)	(\$751,500.00)	\$ 0
		TARGET/PERCENTAGE DIFF	89%	33%	100%



MEMORANDUM

Date: June 1, 2023

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

From: Jan Leshner 
County Administrator

Re: **FY 2023-24 Recommendations for Outside Agency Program Funding Year One – Attractions and Tourism**

The Outside Agency Citizen Review Committee has provided the recommended funding to support Attractions & Tourism, Cultural and Recreational events for the FY 2023/24 Outside Agency Program Funding for Year One.

I have included the attached letter from the Outside Agency Citizen Review Committee Chair and Vice Chair for review.

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/mp

Attachment

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

Date: May 31, 2023

To: Jan Leshar
County Administrator

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

Ms. Rosalva Bullock, Vice Chair
Outside Agency Citizen Review Committee-
Attractions & Tourism Funding

Via: Carmine DeBonis Jr.
Deputy County Administrator

Re: FY 2023-24 Recommendations for Outside Agency Program Funding, Year One
– Attractions & Tourism

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 County Community & Workforce Development along with 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

Outside Agency funds are made available on a two-year funding cycle. For FY 23-24, A&T issued the bi-annual Request for Proposals, via the ZoomGrants online application system, with 26 agencies applying and 25 agencies completing applications for funding. Per the two-year OA process, FY 23-24 will be considered the first year and FY 24-25 will be 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 additional presentations during the year if there are any programmatic, fiscal or contractual issues that may require further assessment, discussion or recommendations to staff to provide technical assistance.

For FY 23-24 OA funds, the Committee held two open public meetings over Zoom on May 22 & 23, 2023 at The Historic Pima County Courthouse.

Ms. Leshner

Re: FY 2023-24 Recommendations for Outside Agency Program Funding,
Year One – Attractions & Tourism

May 31, 2023

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Twenty-three qualifying agencies made presentations to the Committee to request funding for the progress of their new or existing programs, in addition to, a review of their respective budgets and contractual obligations. Agencies are invited (not required) to present their programs for three minutes followed by Committee questions and comments garnered from their Zoom applications.

FY 2023-24 OA Committee Recommendations

At this time, the Committee is recommending year one, FY 2023-24 OA funding to 22 agencies totaling \$400,000.

Conclusion

The Outside Agency 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. Through improved out-reach the Committee reviewed eight first-time requests for funding. Finally, the Committee would like to thank the CDNC and A&T staff for their community knowledge and expertise in supporting the OA Committee's mission and purpose.

A list of all funding requests and recommendations by the Committee for FY 2023-2024 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, Chair	Sharon Bronson	3
Jeannine Mortimer	Steve Christy	4
Rosalva Bullock, Vice Chair	Adelita Grijalva	5
Jess Losoya	Jan Leshner	County Administrator

Attachment

c: Members, Outside Agency Advisory Committee
Diane Frisch, Attractions & Tourism Director
Michelle Flanagan, Attractions & Tourism