



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: 6/18/2024

**= Mandatory, information must be provided*

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

***Title:**

Attractions & Tourism Outside Agency Funding FY 2024-2025

***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 2nd-year funding recommendation for FY 2024-2025 is \$400,000.00.

***Discussion:**

The Attractions & 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*.

*Board of Supervisors awarded a one-time-only \$20,000 request from the African American Museum of Southern Arizona increasing the initial award of \$400,000.00 to \$420,000.00.

***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 2024-2025 Attractions & Tourism Outside Agencies' 2nd Year 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: Michelle Rae Flanagan

Telephone: 520.724.7356

Department Director Signature:

Diane E. Susser

Date:

5/13/2024

Deputy County Administrator Signature:

[Signature]

Date:

5/15/2024

County Administrator Signature:

[Signature]

Date:

5/15/24



Memorandum

Date: May 10, 2024

To: Jan Leshar
County Administrator

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

Via: Carmine DeBonis
Deputy County Administrator

Re: **FY 2024-25 RECOMMENDATIONS FOR OUTSIDE AGENCY PROGRAM –
YEAR-TWO FUNDING**

Background

The Outside Agency Citizen Review Committee (the Committee) is a panel of six members appointed by the Board of Supervisors (BOS) 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 BOS consideration.

Discussion

Outside Agency funds are made available on a two-year funding cycle. In FY 2023-24, 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 OA Program for the Pima County FY 2023-24 Budget.

Jan Leshar, County Administrator

Re: **FY 2024-25 Recommendations for Outside Agency Program – Year-Two Funding**

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For FY 2023-24 OA funds, the Committee held two open public meetings in May 2023. 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. Special requests, as appropriate, are also considered. Such was the case when the BOS awarded a one-time-only \$20,000 request from the African American Museum of Southern Arizona.

FY 2024-25 OA Committee Recommendations

Currently, the Committee is recommending year two, FY 2024-25 OA funds to twenty-two (22) agencies totaling \$400,000.00.

Conclusion

The Outside Agency Citizen Review 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 BOS for valued OA 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 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 2024-25 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	Sylvia Lee	3
Jeannine Mortimer	Steve Christie	4
Rosalva Bullock	Adelita Grijalva	5
Jess Losoya, Vice Chair	County Administrator	

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

Attachment

PIMA COUNTY - ATTRACTIONS & TOURISM OUTSIDE AGENCIES YEAR-TWO - FY2024-2025		
AGENCY	RECOMMENDED CONTRACT AMOUNT	PROGRAM
Arizona Media Arts Center	\$ 10,000.00	Arizona International Film Festival
Arts Foundation for Tucson and Southern AZ	\$ 21,800.00	Arts and Culture Programs
International Sonoran Desert Alliance (ISDA)	\$ 12,500.00	Wayfinding and Signage for an Emerging Destination
Jazz in January dba Tucson Jazz Festival	\$ 21,500.00	Tucson Jazz Festival 2023-2024
La Frontera Mariachi Conference, Inc.	\$ 13,167.00	La Frontera Tucson Mariachi Conference
Light Up Lives Charity Foundation dba Rockin' 4 Heroes	\$ 10,000.00	Rockin' 4 Heroes
Perimeter Bicycling Association of America, Inc.	\$ 36,000.00	El Tour de Tucson
Portable Practical Educational Preparation, Inc.	\$ 14,000.00	Amado Chili Cook-Off
Santa Cruz Valley Heritage Alliance, Inc.	\$ 16,500.00	Santa Cruz Valley National Heritage Area
Southern Arizona Arts & Cultural Alliance	\$ 10,000.00	Oro Valley Holiday Festival of the Arts and Tree Lighting
Southwest Folklife Alliance Inc.	\$ 30,000.00	Tucson Meet Yourself Folklife Festival
St. Patricks Day Parade of Tucson Inc.	\$ 10,000.00	2024 Tucson St. Patrick's Day Parade and Festival
Tucson Audubon Society	\$ 10,000.00	Southeast Arizona Birding Festival 2023
Tucson Botanical Gardens	\$ 46,750.00	FY23-24 Programs and Exhibits at the Tucson Botanical Gardens
Tucson Children's Museum	\$ 42,833.00	Museums For All, Discovery Nights and Art After Dark Programs
Tucson City of Gastronomy	\$ 15,800.00	Pueblos del Maiz Fiesta
Tucson Juneteenth Festival Committee	\$ 10,000.00	Tucson Juneteenth Festival Committee
Tucson Kitchen Musicians Association	\$ 10,000.00	Tucson Folk Festival
Tucson Pops Orchestra	\$ 10,000.00	Tucson Pops Orchestra 2023-2024
Tucson Presidio Trust dba The Presidio Museum	\$ 29,150.00	Heritage and History Events
Tucson Rodeo Parade Committee, Inc.	\$ 10,000.00	Tucson Rodeo Parade
Tucson Symphony Society	\$ 10,000.00	TSO Special Concerts - Calexico, Raiders of the Lost Ark and Verdi's Requiem
TOTAL	\$ 400,000.00	