



MEMORANDUM

Date: March 27, 2025

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

From: Jan Leshner 
County Administrator

Re: **FY2024-2025 Outside Agency Program Additional 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 April 15, 2025 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 customers.

JKL/anc

Attachment

c: Carmine DeBonis, Jr., Deputy County Administrator
Steve Holmes, Deputy County Administrator
Diane Frisch, Director, Attractions & Tourism
Art Cuaron, Director, Finance and Risk Management



Memorandum

Date: March 25, 2025

To: Jan Leshar
County Administrator

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

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

Via: Carmine DeBonis, Jr.
Deputy County Administrator

Re: FY2024-2025 Recommendation for Returned Funding

Background

On February 25, 2025, Pima County Attractions & Tourism was notified by email that the Tucson City of Gastronomy would be returning their \$15,800 award for the Pueblos del Maiz Festival to be held in April 2025. The federal freeze on funding to nonprofits affected some of their funding streams making the event financially risky to proceed. Upon notification, Attractions & Tourism notified the Outside Agency Citizen Review Committee (OACRC) and recommended the monies be awarded to agencies with a current contract in good standing with events to be held before the end of the current fiscal year.

Discussion & Recommendation

The OACRC met with Pima County Attractions & Tourism staff on Monday, March 24, 2025, for discussion and updates and voted to re-award the funding to two agencies in good standing with events remaining in FY2025.

Ms. Leshner

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The Committee voted to award \$7,900 to La Frontera Mariachi Conference for the Tucson Mariachi event to be held April 23-26, 2025. The conference promotes awareness and fosters traditional values of Mariachi and awards scholarships to deserving students.

The committee also voted to award \$7,900 to the Tucson Kitchen Musicians Association for the Tucson Folk Festival to be held April 4-6, 2025, in multiple stages across Tucson with free admission for all.

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:

Committee Members	Representing	District
Onita Davis	Rex Scott	1
Victor Soltero	Matt Heinz	2
Trish Hastings-Sargent, Vice Chair	Jennifer Allen	3
Jeannine Mortimer	Steve Christy	4
Rosalva Bullock	Adelita Grijalva	5
Jess Losoya, Chair	Jan Leshner	County Administrator

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