

The Honorable Chair and Members, Pima County Board of Supervisors

Re: Answers to Board of Supervisors' Questions About Funding Awarded to Tucson City of Gastronomy for Tourism Recovery

February 4, 2022

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Pueblos del Maiz Event, April 28 – May 8, 2022

- Event planning and production (\$45,000)
- National-level marketing and sponsor development for the event (\$15,000)
- Fees and honoraria to event performers and presenters (\$15,000)
- Video production and photography (\$1,000)
- Graphic design for event marketing (\$7,500)
- Event accounting (\$3,000)
- Business outreach and social & digital media promotion (\$7,500)
- Event website design and development (\$9,000)
- Other services (\$2,000)

Culinary Assets Marketing Campaign

- Video production and photography (\$30,000)
- Graphic design (\$3,000)
- Project accounting (\$3,000)
- Business outreach and social & digital media promotion (\$5,000)
- Marketing and promotion (\$5,000)
- Other services (\$2,000)

The budget category for Salaries with a subtotal of \$15,000 covers TCoG staff time managing the projects and preparing the regular financial reports:

- Project management for Pueblos del Maiz event (\$7,500)
- Project Management for Culinary Assets Marketing Campaign (\$7,500)

The budget category for Travel with a subtotal of \$12,000 covers travel and lodging costs for:

- Chefs from Tucson traveling to the other three cities participating in the event (\$5,000)
- Chefs and officials visiting from the other three cities participating in the Pueblos del Maiz event, and nationally known chefs to help promote the event (\$5,000)
- Journalists from the U.S. and Mexico covering the event (\$2,000)

D. What are the indirect costs for?

The budget line for Indirect Costs with a subtotal of \$25,000 covers expenses of running the TCoG organization that are not exclusively identified with a particular project activity

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for this contract, but which are necessary for the general operation of the organization and support operations across several projects (including the two funded by this contract). Materials and supplies required for day-to-day operations are examples of indirect costs. For the \$250,000 total grant to TCoG, the amount of \$25,000 represents the federally recognized de minimus indirect cost rate of 10%, which award recipients of pass-through federal funding may charge to recover indirect expenses.

E. Is there, or will there be, support from the City of Tucson for this festival?

TCoG is applying for the City of Tucson's Special Event (SE) Grant for FY 2023, to support the second year of this event with a possible renewal for an additional year pursuant to the event's performance. It is also expected that the City will provide a variety of in-kind support for the event, such as permit fee waivers, discounted parking, use of software to calculate economic impacts, etc.

F. Why are we using county monies for this event? Does it support the region or the county as a whole?

A primary objective of the Pueblos del Maiz Fiesta is to develop a new annual culinary event which will attract national and international visitors and create positive economic impacts for Southern Arizona, including increased food tourism, business activity, and tax revenues. The projected length of the festival, involvement of multiple cities, programming designed to include all sectors of the community and benefit to food related businesses, will all be factors helping to keep the UNESCO designation and story of our food heritage relevant beyond southern Arizona.

G. Will any events and promotion be extended outside the city limits?

A variety of event experiences will take place in Pima County outside of the city limits, including a gastronomy trail that will include farms, restaurants, wineries, and other food businesses outside of the City. Target markets for promotion of the inaugural edition of Pueblos del Maiz in 2022 will be those within driving distance, including Arizona, New Mexico, southern California, and Sonora. In-person audiences will include residents of Tucson and Southern Arizona, and visitors from the target market regions. In-person events will be designed to attract families and people of all ages, food creatives, and culinary tourists. As the pandemic wanes and the event grows each year, promotion will be expanded to other national and international target markets to attract more visitors.

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c: Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Diane Frisch, Director, Attractions and Tourism