



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: 12/20/2022

*= Mandatory, information must be provided

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

***Title:**

One-Time-Only Outside Agency Award Request for Attractions & Tourism Department

***Introduction/Background:**

Board of Supervisors and/or County Administrator received requests for one-time-only funding in the FY22-23 Outside Agency Program funding cycle.

***Discussion:**

On Tuesday, November 29, 2022, the Pima County Outside Agency Citizen Review Committee held a meeting to discuss the funding requests received from the following agencies: Tucson Botanical Gardens, the African American Museum of Southern Arizona, Tohono Chul, Tucson Rodeo Parade Museum and Cienega Watershed Partnership.

***Conclusion:**

The Outside Agency Citizen Review Committee voted unanimously to approve funding of \$10,000 to each agency. All requesting agencies are 501-C3 organizations and have proper paperwork to sign a contract for a one-time only award. Monies are available in the Outside Agency funding for these awards.

***Recommendation:**

It is recommended by staff that the Board of Supervisors approve funding to these agencies.

***Fiscal Impact:**

Funding is currently available in Outside Agency budget allocation.

***Board of Supervisor District:**

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒ All

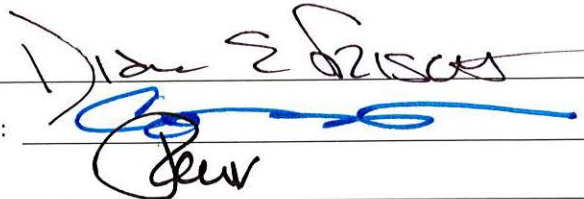
Department: Attractions & Tourism

Telephone: 520.724.7355

Contact: Diane Frisch

Telephone: 520.724.7353

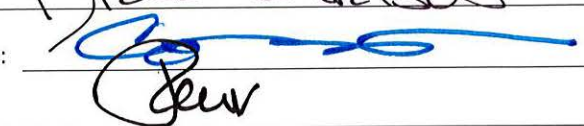
Department Director Signature: _____



Date: _____

12/5/22

Deputy County Administrator Signature: _____



Date: _____

12/5/2022

County Administrator Signature: _____



Date: _____

12/5/2022



MEMORANDUM

Date: December 5, 2022

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

From: Jan Leshner
County Administrator

Re: **One-Time-Only Outside Agency Award Requests for Attractions & Tourism**

Background

On Tuesday, November 29, 2022, the Pima County Outside Agency Citizen Review Committee held a meeting. Diane Frisch, Director of Attractions & Tourism advised the committee that the following requests for funding had come either to Supervisors and/or the County Administrator for consideration for one-time funding in the FY22-23 funding cycle. In addition, the committee recommended funding for the Cienega Watershed educational and outreach program. The Committee has moved forward requests for the following agencies.

All requesting agencies are 501-C3 organizations and have proper paperwork to sign a contract for a one-time only award. Monies are available in the Outside Agency funding for these awards.

Purpose:

Tucson Botanical Gardens: One-time-only funding to go toward costs associated with "Lights UP", the Start of a New Tucson Holiday Tradition. Lights Up!, a Festival of Illumination presented by NOVA Home Loans and illuminated by The Stonewall Fund at the Community Foundation of Southern Arizona on Friday, November 25th through Sunday, January 15th, 2023, running for 44 nights, 6 nights a week, 5:30pm - 9:30pm. The gardens have purchased the lights and with the help of volunteers have installed what will become a yearly tradition. Award Request: \$10,000

The African American Museum of Southern Arizona: The Museum will be opening in January 2023 with the goal of enhancing tourism and benefiting local residents with presentations, displays and the history and contributions of African Americans in Southern Arizona. We hope to educate visitors regarding unique Southern Arizona history such as the Buffalo Soldiers, Quincie Douglas Center, Coach Fred Snowden Exhibit, the Crown Act and more. Admission to the Museum will be free and run by volunteers. Our goal is to welcome over 5,000 visitors within the first year. Monies will be used to provide rack cards, advertising and general awareness of the Museum. Award Request: \$10,000

Tohono Chul: Tohono Chul showcases the diverse culture of Tucson and the Sonoran Desert by providing a place for artists to work and showcase their art, host special events, concerts and trunk shows along with educational offerings of classes, lectures, workshops and travel opportunities. In January 2023, the Children's Museum of Oro Valley will relocate to Tohono Chul. Together, children and families will be able to engage in a wide variety of fun activities and educational programming designed to stimulate young minds and foster an appreciation for the Sonoran Desert. Award Request: \$10,000

The Honorable Chair and Members, Pima County Board of Supervisors
Re: **Attractions & Tourism Outside Agency Additional Funding**
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Tucson Rodeo Parade Museum: Located in the historic Tucson Rodeo Grounds and includes over 100 vehicles in four display buildings. The Museum process a monthly series "History Relived" with topics such as Buffalo Soldiers, wagons used in movies, rails in the gardens and Wyatt Earp & Doc Holiday. The Museum is preparing for the parade's 100th anniversary in 2025. Award Request: \$10,000

Cienega Watershed Partnership: CWP will develop a series of educational and outreach materials designed to inform local citizens and visitors on the importance of watershed and develop a virtual tour app site for use. The virtual tour will be used with visitors to drive or walk to selected sites throughout the watershed. Award Request: \$10,000

The Committee voted in favor of these requests.

Recommendation:

It is recommended by staff that the Board of Supervisors approve funding to these agencies.

JKL/

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