



Board of Supervisors Memorandum

June 18, 2019

Fiscal Year 2019/20 Recommendations by the Outside Agency Citizen Review Committee to Fund Attractions & Tourism-related Programs

Staff have been solely responsible for the development of recommendations of agencies that support the tourism industry in Pima County to the Board of Supervisors. This year, the Outside Agency Citizen Review Committee (OACRC) reviewed, evaluated and is recommending funding for the Outside Agencies in Attractions and Tourism-related Programs.

Pima County, through the Attractions & Tourism Department, issued a biannual Request for Proposal (RFP) via ZoomGrants, a web based grant management system. There were nine program applications for funding in FY 2019/20 totaling \$441,244 in grant requests with \$400,000 in funding available. The OACRC applied the same process long-utilized for the consideration of General Service categories. This process involves an open community meeting during which the OACRC reviews each application and receives presentations by each agency.

The OACAC is a panel of five members appointed by the Board of Supervisors to serve as their representatives and one member is appointed by the County Administrator. The OACRC is responsible to review and make recommendations on funding for nonprofit agencies that provide economic development and improve and celebrate tourism and quality of life for area residents and visitors. Funding provides support to events, celebrations and programs that support tourism in Pima County.

This year the OACRC reviewed and is recommending nine applications for funding, totaling \$400,000. The Committee will continue to meet to review quarterly and annual reports on qualifying agencies in the program. Attractions and Tourism staff will meet with and monitor agencies throughout the year.

Agency	Amount Received	Program
Ajo District Chamber of Commerce	\$48,000	Ajo Visitor Center: Gateway to the Sonoran Desert
Arts Foundation for Tucson & Southern Arizona	121,700	Arts Organization & Artist Support for Pima County
International Sonoran Desert Alliance	17,500	Only in Ajo: Wayfinding Improvements for an Emerging Destination
Perimeter Bicycling Association of America, Inc.	35,000	El Tour de Tucson
Portable Practical Educational Preparation, Inc.	21,000	2019 Amado Chili Cook-Off
Southwest Folklife Alliance, Inc.	\$30,500	Tucson Meet Yourself Folklife Festival

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AGS

The Honorable Chairman and Members, Pima County Board of Supervisors
Re: **Fiscal Year 2019/20 Recommendations by the Outside Agency Citizen Review
Committee to Fund Attractions & Tourism-related Programs**
June 18, 2019
Page 2

Tucson Botanical Gardens	41,250	Programs & Exhibits at the Tucson Botanical Gardens
Tucson Children's Museum dba Children's Museum Tucson	55,800	Access for all Programs at Children's Museum Tucson & Oro Valley
Tucson Presidio for Historic Preservation	29,250	Living History Days
Total		\$400,000

Recommendation

I recommend the Board approve the recommendations of the Outside Agency Citizen Review Committee for Attractions and Tourism-related Programs be accepted and the programs recommended by them be funded.

Sincerely,


C.H. Huckelberry
County Administrator

CHH/lab – June 11, 2019

c: Jan Leshar, Chief Deputy County Administrator
Diane Frisch, Director, Attractions and Tourism
Jeannine Mortimer, Chair, Outside Agency Citizen Review Committee



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: June 18, 2019

Title: Attractions and Tourism Outside Agency Funding FY 2019-2020

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 provided supports events, celebrations and programs that 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 funding recommendation for FY 2019-2020 is \$400,000.

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 2019-2020. The Outside Agency Citizen Review Committee convened on 17May2019 and recommended funding in the total amount of \$400,000.

Conclusion:

The Attractions and 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 2019-2020 Attractions and Tourism Outside Agencies funding in the total amount of \$400,000 for the Attractions and 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 and Tourism

Telephone: 520.724.7355

Contact: Diane Frisch

Telephone: 520.724.7355

Department Director Signature/Date:

Diane E. Frisch 6/11/19

Deputy County Administrator Signature/Date:

Paul 6/11/2019

County Administrator Signature/Date:

[Signature] 6/11/19

**PIMA COUNTY - ATTRACTIONS AND TOURISM OUTSIDE AGENCIES
FY 2019-2020**

AGENCY	AMOUNT RECOMMENDED	PROGRAMS
Ajo District Chamber of Commerce	\$48,000	Ajo Visitor Center: Gateway to the Sonoran Desert
Arts Foundation for Tucson & Southern Arizona	\$121,700	Arts Organization & Artist Support for Pima County
International Sonoran Desert Alliance	\$17,500	Only in Ajo: Wayfinding Improvements for an Emerging Destination
Perimeter Bicycling Association of America, Inc.	\$35,000	El Tour de Tucson
Portable Practival Educational Preparation, Inc.	\$21,000	2019 Amado Chili Cook-Off
Southwest Folklife Alliance, Inc.	\$30,500	Tucson Meet Yourself Folklife Festival
Tucson Botanical Gardens	\$41,250	FY19-20 Programs & Exhibits at the Tucson Botanical Gardens
Tucson Children's Museum dba Children's Museum Tucson	\$55,800	3 Access for All Programs at Children's Museum Tucson & Oro Valley
Tucson Presidio for Historic Preservation	\$29,250	Living History Days

TOTAL \$400,000