



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: June 23, 2020

Title: Attractions and Tourism Outside Agency Funding FY 2020-2021

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. Due to the COVID-19 pandemic, attractions are open with limited capacity and events altered to accommodate physical distancing. The total Outside Agency 2nd-year funding recommendation for FY 2020-2021 is reduced by five percent to total \$380,000.

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 1st-year funding in the total amount of \$400,000. Due to the COVID-19 pandemic, 2nd-year funding amount is reduced by five percent to total \$380,000.

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 2020-2021 Attractions and Tourism Outside Agencies funding in the total amount of \$380,000 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.

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JUN 08 2020 11:59:00 AM
OFFICE OF THE CLERK

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: Diane Frisch

Telephone: 520.724.7355

Department Director Signature/Date:

Diane Frisch 06/05/2020

Deputy County Administrator Signature/Date:

DM 6/5/2020

County Administrator Signature/Date:

C. Duckert 6/8/20




Memorandum

Date: June 4, 2020

To: Chuck H. Huckelberry
County Administrator

From: Ms. Rosalva Bullock
Chair Outside Agency Community
Advisory Committee

Via: Jan Leshner 
Chief Deputy County
Administrator

Re: FY 2020-21 Recommendations for Outside Agency Program Funding, Year Two

Background

The Outside Agency Community Advisory Committee (the Committee) is a panel of six members appointed by the Board of Supervisors and County Administrator to serve as their representatives. The Community Development & Neighborhood Conservation Department (CDNC) staff this Committee. Duties and responsibilities of the Committee are to review and make funding recommendations on nine eligible 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. Upon request, the Committee also reviews and makes recommendations for other County departments that administer and contract OA funds for Board consideration.

Discussion

Outside Agency funds are made available on a two-year funding cycle. In FY 2018, A&T issued the current bi-annual Request for Proposals, via the ZoomGrants online application system, with 9 agencies responding for first year funding. Per the two-year OA process, FY 2020-21 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 is 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 Outside Agency Program for the Pima County FY 2019-20 Budget.

For FY 2019-20 OA funds, the Committee held two open public meetings, between January and April, at the Pima County Housing Center. 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.

Pima County Attractions & Tourism

Pima County Historic Courthouse

115 North Church Avenue, Suite 221, Tucson, AZ 85701 • Phone: (520) 724-7355

FY 2020-21 OA Committee Recommendations

At this time, the Committee is recommending year two, FY 2020-21 OA funds to nine (9) agencies totaling \$380,000. This recommendation includes a 5% reduction in funding due to the COVID-19 Pandemic which impacted the attraction and tourism industry.

Conclusion

The Outside Agency 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 Board of Supervisors for valued Outside Agency 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 CDNC 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 2020-21 is included as an attachment.

Outside Agency Community Advisory Committee Members

Committee Member	Representing	District
Onita Davis	Ally Miller	1
Victor Soltero	Chairman Valadez	2
Noe Mayotte	Sharon Bronson	3
Jeannine Mortimer	Steve Christie	4
Rosalva Bullock, Chair	Betty Villegas	5
Steve Huffman	Chuck Huckelberry	County Administrator

c: Members, Outside Agency Advisory Committee

Diane Frisch, Attractions & Tourism Director

Michelle Flanagan, Attractions & Tourism

OK
C. Bullock
6/5/2020

**PIMA COUNTY - ATTRACTIONS AND TOURISM OUTSIDE AGENCIES
FY 2020-2021 - 2ND-YEAR FUNDING**

AGENCY	AMOUNT RECOMMENDED	PROGRAMS
Ajo District Chamber of Commerce	\$45,600	Ajo Visitor Center: Gateway to the Sonoran Desert
Arts Foundation for Tucson & Southern Arizona	\$115,615	Arts Organization & Artist Support for Pima County
International Sonoran Desert Alliance	\$16,625	Only in Ajo: Wayfinding Improvements for an Emerging Destination
Perimeter Bicycling Association of America, Inc.	\$33,250	El Tour de Tucson
Portable Practical Educational Preparation, Inc.	\$19,950	2020 Amado Chili Cook-Off
Southwest Folklife Alliance, Inc.	\$28,975	Tucson Meet Yourself Folklife Festival
Tucson Botanical Gardens	\$39,188	FY20-21 Programs & Exhibits at the Tucson Botanical Gardens
Tucson Children's Museum dba Children's Museum Tucson	\$53,010	3 Access for All Programs at Children's Museum Tucson & Oro Valley
Tucson Presidio for Historic Preservation	\$27,787	Living History Days
TOTAL	\$380,000	