

COB - BOSAIR FORM

05/22/2026 3:01 PM (MST)

Submitted by Michelle.Flanagan@pima.gov



BOARD OF SUPERVISORS AGENDA ITEM REPORT (BOSAIR)

All fields are required. Enter N/A if not applicable. For number fields, enter 0 if not applicable.

Award Type:	Agenda Item
BOSAIR Activity:	Board Meeting Request
Requested Board Meeting Date:	06/23/2026
Project Title / Description:	Attractions & Tourism Outside Agency Funding FY 2026-2027

Agenda Item Report

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. The total Outside Agency 2nd-year funding recommendation for FY 2026-2027 is \$427,500.00.
Discussion:	The Attractions & Tourism Department solicited non-profits to apply for funding to be reviewed and awarded by the Outside Agency Citizen Review Committee for FY 2025-2026. The Outside Agency Citizen Review Committee convened on April 30, 2025, and May 14, 2025, and recommended 1st-year funding in the total amount of \$427,500.00.
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 2026-2027 Attractions & Tourism Outside Agencies' 2nd-year funding in the total amount of \$427,500.00 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.
Fiscal Impact:	General Fund and Attractions & Tourism Agency Fund
Support of Prosperity Initiative:	N/A
Provide information that explains how this activity supports the selected Prosperity Initiative	N/A

Board of Supervisor District:

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Department: Attractions & Tourism

Name: MICHELLE FLANAGAN

Telephone: 520.724.7356

Department Director Signature: DIANE FRISCH Date: 6/5/2026 | 11:50 AM MST

Deputy County Administrator Signature: Chad Kosmer Date: 6/5/2026 | 1:50 PM MST

County Administrator Signature:  Date: 6/5/2026 | 2:47 PM MST



Memorandum

Date: May 20, 2026

To: Jan Leshner
County Administrator

From: Mr. Jess Losoya, Chair
Outside Agency Citizen
Review Committee

Via: Chad Kasmar
Deputy County Administrator

Re: **FY 2026-2027 RECOMMENDATIONS FOR OUTSIDE AGENCY PROGRAM –
YEAR-TWO FUNDING**

Background

The Outside Agency Citizen Review Committee (the Committee) is a panel of six members appointed by the Board of Supervisors and County Administrator to serve as their representatives. Community and Workforce Development (CWD) staff this Committee along with staff from the Pima County Department of Attractions & Tourism (A&T). Duties and responsibilities of the Committee are to review and make funding recommendations on A&T supported Outside Agencies (OA), which services include hospitality, attraction venues and tours, and events settings, accommodations, food and beverages, souvenir sales, sporting events and community art integration for tourists and residents. 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 2025-2026, A&T issued the current bi-annual Request for Proposals, via the ZoomGrants online application system. Per the two-year OA process, FY 2026 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 are 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 2025-26 Budget.

Jan Leshar, County Administrator

Re: **FY 2026-2027 Recommendations for Outside Agency Program –
Year-Two Funding**

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For FY 2025 OA funds, the Committee held two open public meetings in May and April 2025. 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.

FY 2026-27 OA Committee Recommendations

Currently, the Committee is recommending year two, FY 2026-27 OA funds to twenty-four (24) agencies totaling \$427,500.00.

Conclusion

The Outside Agency Citizen Review 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 OA 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 CWD staff for their community knowledge and expertise in supporting the Committee’s mission and purpose.

A list of all funding recommendations by the Committee for FY 2026-27 is included as an attachment.

Outside Agency Citizen Review Committee Members

Committee Member	Representing	District
Hank Peck	Rex Scott	1
Victor Soltero	Dr. Matt Heinz	2
Trish Hastings-Sargent, Vice Chair	Jennifer Allen	3
Jeannine Mortimer	Steve Christy	4
E. Liane Hernandez	Andrés Cano	5
Jess Losoya, Chair	Jan Leshar	County Administrator

c: Members, Outside Agency Citizen Review Committee
Diane Frisch, Attractions & Tourism Director
Michelle Rae Flanagan, Attractions & Tourism

Attachment

**PIMA COUNTY - ATTRACTIONS & TOURISM OUTSIDE AGENCIES
FY 2026-2027 | YEAR-TWO**

AGENCY	PROGRAM	RECOMMENDED FUNDING AMOUNT
African American Museum of Southern Arizona	History is On The Move!	\$ 10,000.00
Arizona -Sonoran Desert Museum	Programs and Exhibits at the Desert Museum	\$ 10,000.00
International Sonoran Desert Alliance (ISDA)	Promoting Places of Innovation: the Sonoran Desert Biosphere Region	\$ 11,875.00
Jazz in January dba Tucson Jazz Festival	Tucson Jazz Festival 2027	\$ 21,500.00
La Frontera Mariachi Conference, Inc.	La Frontera Tucson International Mariachi Conference	\$ 20,000.00
Rockin' 4 Heroes, Inc	Rockin' 4 Heroes, Inc	\$ 10,000.00
Living Streets Alliance	Cyclovia Tucson	\$ 10,000.00
Many Mouths One Stomach/MMOS	The 37th All Souls Procession Weekend	\$ 10,000.00
Perimeter Bicycling Association of America, Inc.	El Tour de Tucson	\$ 37,155.00
Santa Cruz Valley Heritage Alliance, Inc.	Enhanced Marketing for the Santa Cruz Valley National Heritage Area	\$ 14,875.00
Southern Arizona Arts & Cultural Alliance	Oro Valley Holiday Festival of the Arts and Tree Lighting Celebration	\$ 10,000.00
Southern Arizona Blues Heritage Foundation, Inc.	Blues Heritage Festival	\$ 5,000.00
Southwest Folklife Alliance Inc.	Tucson Meet Yourself 2026	\$ 30,000.00
TD4Tucson	Snoop Dogg Arizona Bowl	\$ 28,842.00
Tucson Bird Alliance	Southeast Arizona Birding Festival	\$ 10,000.00
Tucson Botanical Gardens	FY27 Programs and Exhibits at the Tucson Botanical Gardens	\$ 45,333.00
Tucson Children's Museum	All Kids Play, Discovery Nights and Community Events	\$ 42,667.00
Tucson City of Gastronomy	Pueblos del Maiz Fiesta	\$ 15,920.00
Tucson Jewish Community Center Inc	Tucson J International Film Festival	\$ 10,000.00
Tucson Juneteenth Festival Committee	Juneteenth Festival	\$ 10,000.00
Tucson Kitchen Musicians Association	Tucson Folk Festival	\$ 10,000.00
Tucson Presidio Trust dba The Presidio Museum	Tucson Living History and Cultural Event Series	\$ 30,000.00
Tucson Rodeo Parade Committee, Inc.	2027 TRPC	\$ 14,333.00
Tucson Symphony Society	TSO Special Concerts - Latin Sizzle, Rhapsody in Blue: Gershwin and the Jazz Age, Joshua Bell	\$ 10,000.00

TOTAL **\$ 427,500.00**