



## Agenda Item Summary

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**File #: 23-00732**

**Agenda Date: 11/14/2023**

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**Agenda Item Name:**

**Approve Recommended FY24 Nature and Culture Destination Enhancement Grant Program Funding Awards**

**Presenter:**

Jessica Hurov, (352) 374-5260

**Description:**

Approve the FY24 Nature and Culture Destination Enhancement Grant Funding Recommendations

**Recommended Action:**

Approve the twenty-seven Nature and Culture Destination Enhancement Grant funding scores and funding recommendations of the grant evaluation committee, including the application from the Star Center Theatre that was turned in past the deadline but prior to the next working day. Approve the agreement template and authorize the County Manager to execute agreements with each grantee, including those where the funding recommendations exceeds \$50,000; with all grant awards to be payable on a reimbursement basis only. Make the legislative factual determination that the events, venues and activities recommended for funding have as one of their main purposes the attraction of tourists as evidenced and as set forth in their respective applications, and that each grant award is primarily related to the advancement and promotion of tourism.

**Prior Board Motions:**

On December 13, 2022 the Board approved the grant application.

**Fiscal Note:**

Nature and Culture Destination Enhancement grants are funded by 85% of the third penny of Tourist Development Tax collections. The total award amount for the FY24 Grant is \$1,442,975.77.

Tourist Development Destination Enhancement Fund # 006.45.4540.552.82.61

**Strategic Guide:**

Social and Economic Opportunity

**Background:**

On October 27, 2023 the grant evaluation team consisting of Gina Peebles, Mark Sexton and Carol Richardson, met in a public meeting to discuss their independent scoring, resulting in the attached recommended funding levels.

In accordance with §125.0104, Florida Statutes, and in order to support and enhance Alachua County as a culturally interesting and vibrant destination, the Alachua County Board of County Commissioners has allocated a portion of Tourist Development Tax revenue to aid in the operations and promotions of nature, arts and cultural activities, services, venues, and events that have as one of their main purposes the attraction of tourists as evidenced by the advertising and marketing of the activity, service, venue or event to tourists.

The applications are available in Commission Services for viewing upon request.