



Agenda Item Summary

File #: 24-00032

Agenda Date: 2/13/2024

Agenda Item Name:

Request to Approve Funding Awards for Non-Profit Cultural Facilities Projects that Promote Tourism

Presenter:

Jessica Hurov, Tourism Development Director, 352-374-5260 ext. 2496

Description:

Request to approve funding awards for Non-Profit Cultural Facilities Capital Projects that Promote Tourism

Recommended Action:

Approve two Non-Profit Cultural Facilities Capital Projects that Promote Tourism funding awards in amount not to exceed \$500,000 for Dance Alive National Ballet and \$172,000 to the Cade Museum for Creativity, for the selected projects, and authorize the Chair to execute agreements with each grantee; with all grant awards to be payable for eligible expenses paid on a reimbursement basis subject to terms of the grant. Approve the attached budget amendment to allocate the budget into the correct accounts to enable the payments.

Make the legislative factual determination that the selected Non-Profit Cultural Facilities Capital Projects that Promote Tourism program funded with revenue from Tourist Development Taxes (TDT) serves a public purpose and are primarily related to promoting and advertising tourism in Alachua County, and that the development of capital cultural facilities spotlights Alachua County as a desirable place to visit by promoting the positive qualities and numerous cultural, artistic, historic, natural and other tourist-related attributes and activities available in Alachua County for visitors to enjoy.

Prior Board Motions:

On June 27, 2023 the Board approved the grant application criteria.

Fiscal Note:

The Board approved \$1.0 million from Tourism operating reserves in Fund 150 to fund this capital program. Recommended grant awards total \$672,000 for two applicants: \$500,000 to Dance Alive National Ballet for the Dance Alive National Ballet (DANB) Cultural Arts Center and \$172,000 to the Cade Museum for Creativity and Invention for the Cade Museum Expansion Project.

Budget Amendment 2024-1259 shifts budget in Tourism reserves, which had been set aside for this purpose, into the needed expenditure account: 150.45.4510.552.82.99

Strategic Guide:

Social and Economic Opportunity

Background:

The Non-Profit Cultural Facilities Capital Projects Grant scoring committee convened in a public meeting on January 4, 2024 resulting in the recommended funding awards. The opportunity was advertised via media release by Alachua County Communications and Visit Gainesville, Alachua County convened a community information session at the Downtown Library focusing on how non-profit organizations, attractions, special event producers, and hospitality-focused businesses can partner with Visit Gainesville, Alachua County to promote tourism.

Complete copies of the applications are available in Commission Services for review.