



Agenda Item Summary

File #: 24-00581

Agenda Date: 7/9/2024

Agenda Item Name:

Request Approval of the FY25 Nature and Culture Destination Grant Application

Presenter:

Jessica Hurov, (352) 374-5260

Description:

Approve the FY25 Nature and Culture Destination Enhancement Grant Application

Recommended Action:

Approve the FY25 Nature and Culture Destination Grant application as presented. Make the legislative factual determination that the activities funded with Tourist Development Taxes revenue via the Nature and Culture Destination Grant program serve a public purpose and are primarily related to promoting tourism in Alachua County. Approve \$1,600,000 in funding for the program in the Tourism FY25 budget, which includes an additional one-time infusion of \$300,000 in funding from grant fund balances to support the program. Grant applications will be reviewed by a scoring committee who will make funding recommendations which will come back to the Board of County Commissioners for approval.

Prior Board Motions:

Nature and Culture Destination Enhancement Grant applications were approved on June 25, 2019, July 14, 2020, June 22, 2021, June 28, 2022, and December 13, 2022.

Fiscal Note:

FY25 Departmental budget includes \$1,600,000 to cover these grants.

Tourist Development Destination Enhancement Fund: 006.45.4540.552.82.61

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

In accordance with §125.0104, Florida Statutes, the County has allocated a portion of Tourist Development Tax to create and fund the Nature and Culture Destination Enhancement Grant Program, the purpose of which is to promote, advertise and support activities, services, venues, and events that have as one of their main purposes the attraction of tourists to Alachua County. All funding awards provided by Visit Gainesville, Alachua County are reimbursement only for allowable expenses, including out-of-county advertising.