



Agenda Item Summary

File #: 24-00926

Agenda Date: 10/22/2024

Agenda Item Name:

Approve Recommended FY25 Nature and Culture Destination Enhancement Grant Program Funding Awards

Presenter:

Jessica Hurov, (352) 374-5260

Description:

Approve the FY25 Nature and Culture Destination Enhancement Grant Funding Recommendations

Recommended Action:

Approve the scoring evaluation committee funding recommendation of \$1,600,000 for the FY25 Nature and Culture Destination Enhancement Grants comprised of \$1,395,403.67 in regular funding allocations plus \$204,596.33 for 8 of the organizations who experienced state funding cuts. Accept and include the application from the Star Center Theatre which was turned in past the deadline. Approve the contract agreement template and authorize the County Manager to execute agreements with each grantee, including those where the funding recommendations exceeds \$50,000. Make the legislative factual determination that the events, venues and activities recommended for funding have as one of their main purpose of the attraction of tourists as evidenced and as set forth in their respective applications, and that each grant award, inclusive of allowable operations and marketing expenditures, is primarily related to the advancement and promotion of tourism.

Prior Board Motions:

On July 9, 2024 the Board of County Commissioners approved the grant application.

Fiscal Note:

Nature and Culture Destination Enhancement grants are funded by the third penny of Tourist Development Tax collections. The total award amount for the FY25 Grant is \$1,600,000.

Tourist Development Destination Enhancement Fund # 006.45.4540.552.82.61

OMB Note: There is sufficient budget in the fund; however, only \$1,300,000 was included for the FY25 adopted budget. The additional \$300,000 will be put into the correct account line when OMB does Carry Forward at the November BCC Meeting.

Strategic Guide:

Social and Economic Opportunity

Background:

On September 30, 2024 the grant evaluation team consisting of Gina Peebles, Mark Sexton and Carol Velasquez 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.