



MEMORANDUM

Date: June 28, 2022

To: The Honorable Chair and Members
Pima County Board of Supervisors

From: Jan Leshner
County Administrator

Re: **Arizona Office of Tourism – 2nd Round of Grant Funding**

On Tuesday, June 21, 2022, the Arizona Office of Tourism released details on the second round of funding available to assist the Arizona Travel and Tourism Industry through continued recovery from the effects of the COVID-19 pandemic. Four grants are available under the following categories:

- VAI Partnership Grant: Supports productions that directly support jobs in the travel and hospitality sectors and increase Arizona tourism.
- VAI Marketing Grant: Supports efforts to execute targeted tourism marketing plans to bring visitors to destinations across the state.
- VAI Outdoor Recreation Revitalization Grant: Provides funding for entities to engage in marketing, implement sustainability efforts, and/or make infrastructure improvements to help accelerate industry recovery.
- VAI Legacy Golf Course Revitalization Grant: Assists older courses in making water-saving and sustainability-focused changes.

Availability of these grants from the state was sent out by the Pima County Attractions & Tourism Department (A & T) to outside agencies, non-profit organizations, leased properties and also posted on the A & T Facebook page for wider outreach within the community. Some require partnership with a Designated Marketing Organization (in our case that is Visit Tucson) and some require matching funding from the applicant.

Details and FAQ's for each grant may be found at the following link: <https://tourism.az.gov/grants/>

JKL/anc

c: Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Diane Frisch, Director, Attractions & Tourism