MEMORANDUM

Date: June 4, 2018

To: Diane Frisch, Director
Attractions and Tourism

From: C.H. Huckelberry
County Administrator

Re: **Tucson Presidio Trust for Historic Preservation Request for Economic Support of the Presidio Museum**

Attached is a May 31, 2018 letter to Board of Supervisors Chairman Richard Elías regarding the above mentioned subject.

Please review the letter and request. In Paragraph 2, the Tucson Presidio Trust Executive Director indicates funding from the City of Tucson has decreased from $60,000 to $30,000 annually.

I am willing to recommend the Board of Supervisors allocate $30,000 for Fiscal Year (FY) 2018/19, subject to an equal commitment from the City of Tucson. I would also recommend that if the City's commitment would increase to $60,000 per year, the County would match the same provided there is, and will continue to be, a direct connection between the Presidio Museum and the Visitors Center now being developed for the Historic Pima County Courthouse.

Given the late receipt of this request, it is too late to include in this year's Final Budget transmittal; however, I will recommend that when an appropriate contract funding agreement has been developed between the Presidio Trust and Pima County, subject to continued City of Tucson funding, I will place this matter on a future Board of Supervisors Agenda and allocate $30,000 from our FY 2018/19 Budget Reserve to fund the contract funding agreement.

CHH/anc

Attachment

c: The Honorable Richard Elías, Chairman, Pima County Board of Supervisors
Jan Lesher, Chief Deputy County Administrator
Linda Mayro, Director, Office of Sustainability and Conservation

Presidio
SAN AGUSTÍN
DEL TUCSON
MUSEUM

TUCSON PRESIDIO TRUST FOR HISTORIC PRESERVATION

Box 1334, Tucson, Arizona 85702-1334

President
Homer Thiel

Vice President
W. Mark Clark

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Erica Rankin

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John Bird
William Brinckerhoff
Jeanne Broome
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Caitlin Jensen

Executive Director
Amy Hartmann-Gordon

May 31, 2018

Supervisor Richard Elias
Pima County Board of Supervisors, District 5
130 W. Congress St. 11th Floor
Tucson, AZ 85701

Supervisor Elias:

As you know the Presidio San Agustín del Tucson (the Presidio Museum) is a partial reconstruction of the original Spanish fort of Tucson and considered to be the birthplace of the modern-day metropolitan area. Now in its eleventh year of operation it is becoming an important educational, cultural and tourist center in downtown Tucson. I am writing to update you on our recent accomplishments and to ask that Pima County consider being a part of the Presidio's current and future success.

In the past four years, the Presidio Museum has gone from an operating budget of $70,000 annually to $150,000. During that time, **City of Tucson funding has decreased annually from $60,000 to $30,000** and we expect it to decrease to $0. In other words, the Presidio Museum has increased its earned income and donations significantly year over year. But this trajectory is not enough. The budget is still very small and community/government support is critical. Would Pima County be able to show their commitment to this important cultural attraction by providing $60,000 this year and perhaps annually?

There are many other reasons why a show of support from Pima County makes sense. The biggest news is that **the Museum has just received a commitment, by unanimous vote of the Rio Nuevo Board, to fund $450,000 of renovation to the duplex building located at 198 N. Court** so it can be incorporated into Presidio Museum operations. (See press release below.) This building is part of the Presidio complex but was left abandoned under the original Rio Nuevo renovation project of 2007. While this is very good news for neighborhood restoration and the future of the Museum, it does not actually help current Presidio operations at all. Rio Nuevo funding will be dedicated solely to the renovation of the building.

However, the completion of this renovation will add to the **active economic development occurring in the Presidio District and the Presidio Park/Pima County Courthouse area.** In the past few years the new owner of Old Town Artisans/La Cocina has taken a near bankrupt block of businesses and turned it into a $2 million+ operation. If activity continues to increase in

the Presidio District and Pima County Court House area, this business will surely continue to grow.

Meanwhile the Presidio Museum is attracting increased visitors every year. And **with the reopening of the Court House, we expect to see increased Turquoise Trail tourists in the area, which used to reach 30,000 a year before the Court House project** (as per Visit Tucson stats). (The Turquoise Trail was also created and is still managed by the Presidio Museum.)

Another exciting development that the Presidio District has fully embraced is the area's designation as a UNESCO Creative City. **Restaurants in the Presidio District have partnered together to offer the first and only Gastronomy-History Tour**. This tour, partially sponsored by the Downtown Tucson Partnership and Visit Tucson has been consistently sold out and is bringing interested historians, food-lovers and shoppers into the area.

In short, **Pima County's support of the Presidio Museum would energize the growing business dynamic in the Court House and Presidio District area. It would highlight Pima County's multi-cultural brand** showing visitors from around the world our beautiful historic district and birthplace of Tucson.

Finally, allow me to express a hope for the future. The Presidio San Agustín del Tucson will continue to grow its attendance, membership and donor support; and part of that should include equal financial commitment from both the City of Tucson and Pima County. This important cultural center is owned by everyone in Tucson and Pima County and should be valued accordingly.

Thank you so much for your consideration of this request.

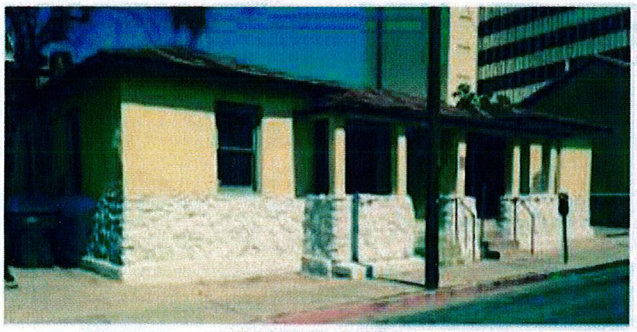
Sincerely,

Executive Director
Presidio San Agustín del Tucson Museum
amyhg@TucsonPresidio.com
www.TucsonPresidio.com

For Immediate Release
May 23, 2018
Contact: Fletcher McCusker
(520) 547-0090

Rio Nuevo Board Advances El Presidio Building Renovation, TCC Improvements for Arena Football Team

The Rio Nuevo Board voted unanimously on Tuesday to solicit proposals and take the actions necessary to renovate and activate its long-dormant and historic "Duplex" to support activities at the adjacent San Agustín del Tucson Museum.



El Presidio Duplex

This action came in response to a request from the Museum's executive director Amy Hartmann-Gordon, who advised that the Tucson Presidio Trust for Historic Preservation has obtained a liquor license and bids for approximately $450,000 for the renovation of the Duplex's 1,400 square feet so that it could be used as restaurant, retail or event rental space. Hartmann-Gordon explained that the Trust has enlisted La Cocina, El Charro, the Tucson Museum of Art and Downtown Kitchen as partners in the project.