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# Board of Supervisors Memorandum

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July 6, 2021

**Follow up to June 22, 2021 Board of Supervisors Discussion and Action Regarding  
Addendum Agenda Item 13 - Fiscal Year 2021/22 Recommendations by the Outside  
Agency Citizen Review Committee**

Attractions and Tourism Outside Agency Funding

On June 22, 2021, the Board of Supervisors approved the recommendations of the Outside Agency Citizen Review Committee (OACRC) to 16 agencies a total of \$380,000.02. (Attachment A) During that discussion, it was noted that not all of the funding awarded by the Board of Supervisors for Fiscal Year 2020/21 had been paid to the designated non-profits. Two organizations have not received funding, as the events for which they were to receive support did not happen due to the public health response to the COVID-19 pandemic. These funds, totaling \$48,250, which include \$15,000 to the La Frontera-Tucson International Mariachi Conference and \$32,250 to the Perimeter Bicycling Association of America, Inc. for El Tour De Tucson were returned to the General Fund. In addition, invoices for a total of \$96,492.55 have not yet been received by Pima County. The funded agencies have until July 15, 2021 to submit invoices or those funds that are not spent will return to the General Fund. A Memorandum from the Attractions and Tourism Department delineating the funds awarded, spent or not spent by agency is provided as Attachment B.

Funding for the Arts Foundation for Tucson and Southern Arizona

As noted in prior Memorandums to the Board of Supervisors, prior to 2019 staff made the decisions and the funding was allocated to not only agencies supporting Attractions & Tourism-related programs but to other agencies that are important non-profit partners to Pima County. This list included the Arts Foundation for Tucson and Southern Arizona (formerly Tucson Pima Arts Council), which is the organization that Pima County partners with on a myriad of public arts projects. The OACRC noted in their recommendation that while the Committee supported funding for the Arts Foundation it does not recommend that such be considered related to Attractions and Tourism. The OACRC recommended that Pima County fund the Arts Foundation to allow the agency to fulfill its mission in partnership with the County.

Recommendation

The Board of Supervisors may wish to authorize payment to those agencies that were recommended for financial support in Fiscal Year 2020/21 but did not receive all or some funding since they did not meet the contractual obligations of the individual contracts.

The Honorable Chairman and Members, Pima County Board of Supervisors  
Re: **Follow up to June 22, 2021, Board of Supervisors Discussion and Actions Regarding  
Addendum Agenda Item 13 – Fiscal Year 2021/22 Recommendations by the Outside  
Agency Citizen Review Committee**

July 6, 2021

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I recommend that the Board of Supervisors allocate an additional \$125,000 from the General Fund Balance to fund the Arts Foundation for Tucson and Southern Arizona.

Sincerely,



C. H. Huckelberry  
County Administrator

CHH/sp – June 24, 2021

Attachments

A: FY 2021-22 Recommendations for Outside Agency Program Funding, Year One  
– Attractions & Tourism

B: Memorandum of June 23, 2021 from Attractions and Tourism Director Diane Frisch

c.: Jan Leshar, Chief Deputy County Administrator  
Diane Frisch, Director, Attractions & Tourism  
Rosalva Bullock, Chair, Outside Agency Citizen Review Committee  
Steve Huffman, Vice Chair, Outside Agency Citizen Review Committee

# ATTACHMENT A



# Board of Supervisors Memorandum

June 22, 2021

## Fiscal Year 2021/22 Recommendations by the Outside Agency Citizen Review Committee to Fund Attractions & Tourism-related Programs

### Background

In Fiscal Year 2019, Outside Agencies that support Attractions & Tourism-related efforts began the process of being reviewed and evaluated by the Outside Agency Citizen Review Committee (OACRC). Prior to Fiscal Year 2019, staff were solely responsible for the development of recommendations and the selection of agencies to be funded. Using the OACRC provides both enhanced transparency and oversight by the Board of Supervisors of this important funding.

On April 8, 2021 the Attractions & Tourism Department issued a biannual Request for Proposal and received proposals from 17 agencies. Following public review by the OACRC, the Committee is recommending 16 agencies receive grants totaling \$380,000.02 (Attachment A).

These recommendations are:

<b>PIMA COUNTY - ATTRACTIONS AND TOURISM OUTSIDE AGENCIES FY 2021-2022</b>		
<b>AGENCY</b>	<b>AMOUNT RECOMMENDED</b>	<b>PROGRAMS</b>
Arizona Media Arts Center	\$10,000.00	30th Arizona International Film Festival
Arts Foundation for Tucson & Southern Arizona	\$21,811.11	Powering the Future with Imagination
Children's Museum Tucson	\$43,488.89	Museums For All, Discovery Nights and Generation Creation Program
International Sonoran Desert Alliance	\$12,488.89	Wayfinding and Signage for an Emerging Destination
Jazz in January dba Tucson Jazz Festival	\$21,488.89	Tucson Jazz Festival 2022-2023
La Frontera Mariachi Conference, Inc.	\$14,822.22	Tucson International Mariachi Conference
Perimeter Bicycling Association of America, Inc.	\$35,655.56	El Tour de Tucson
Portable Practical Educational Preparation, Inc.	\$13,155.56	Amado Chili Cook-Off and Randy Estes Classic Car and Motorcycle Show
Santa Cruz Valley Heritage Alliance, Inc.	\$16,488.89	Santa Cruz Valley National Heritage Area
Second Saturdays, Inc.	\$13,988.89	2nd Saturdays
Southern Arizona Attractions Alliance, Inc.	\$25,000.00	Attractions Economic Development Restart
Southwest Folklife Alliance, Inc.	\$29,655.56	Tucson Meet Yourself Folklife Festival

The Honorable Chair and Members, Pima County Board of Supervisors  
 Re: **Fiscal Year 2021/22 Recommendations by the Outside Agency Citizen Review  
 Committee to Fund Attractions & Tourism-related Programs**  
 June 22, 2021  
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TD4Tucson	\$38,155.56	The Arizona Bowl
Tucson Botanical Gardens	\$40,488.89	FY21-22 Programs & Exhibits at the Tucson Botanical Gardens
Tucson City of Gastronomy	\$14,822.22	Tucson City of Gastronomy
Tucson Presidio for Historic Preservation	\$28,488.89	Heritage and History Events
<b>TOTAL</b>		<b>\$380,000.02</b>

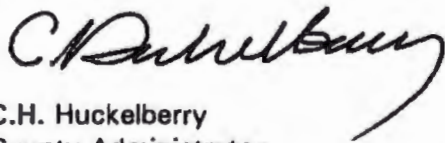
As noted previously, prior to 2019 staff made the decisions and the funding was allocated to not only agencies supporting Attractions & Tourism-related programs but to other agencies that are important non-profit partners to Pima County. This list included the Arts Foundation for Tucson and Southern Arizona (formerly Tucson Pima Arts Council), which is the organization that Pima County partners with on a myriad of public arts projects. The OACRC noted in their recommendation that while the Committee supported funding for the Arts Foundation it does not recommend that such be considered related to Attractions and Tourism. The OACRC recommends that Pima County fund the Arts Foundation to allow the agency to fulfill its mission in partnership with the County.

Recommendation

I recommend the Board of Supervisors approve the recommendations of the Outside Agency Citizen Review Committee to fund 16 Attractions & Tourism-related programs totaling \$380,000.02.

I further recommend that the Board of Supervisors allocate an additional \$125,000 from the General Fund Balance to fund the Arts Foundation for Tucson and Southern Arizona.

Sincerely,



C.H. Huckelberry  
 County Administrator

CHH/anc – June 10, 2021

Attachment

- c: Jan Leshar, Chief Deputy County Administrator
- Diane Frisch, Director, Attractions & Tourism
- Rosalva Bullock, Chair, Outside Agency Citizen Review Committee
- Steve Huffman, Vice Chair, Outside Agency Citizen Review Committee



**PIMA COUNTY**  
ATTRactions AND TOURISM

Date: June 9, 2021

To: Chuck H. Huckelberry  
County Administrator

From: Ms. Rosalva Bullock  
Chair  
Mr. Steve Huffman  
Vice Chair  
Outside Agency Citizen Review  
Committee – Attractions & Tourism  
Funding

Via: Jan Leshner   
Chief Deputy County  
Administrator

Re: FY 2021-22 Recommendations for Outside Agency Program Funding, Year One  
– Attractions & Tourism

### **Background**

The Outside Agency Citizen Review Committee (OACRC) is a panel of six members appointed by the Board of Supervisors and the County Administrator to serve as their representatives. The County Community & Workforce Development along with Attractions & Tourism staff this Committee. Duties and responsibilities of the Committee are to review and make funding recommendations to the Board of Supervisors for non-profit eligible Attractions & Tourism focused Outside Agencies (OA) which provide economic development through tourism and quality of life celebrations for both area residents and visitors. These may include attractions, sporting events, music, film, cultural and heritage programming.

### **Discussion**

Outside Agency funds are made available on a two-year funding cycle. Attractions & Tourism issued the FY21-22 bi-annual Request for Proposals, via the ZoomGrants online application system, with 17 agencies responding for first year funding.

The committee held one open public meeting on May 25, 2021 at Abrams Public Housing Center during which OACRC reviewed each application and received presentations by each agency.

### **FY 2021-22 OA Committee Recommendations**

At this time, the Committee is recommending year one, FY 2020-21 OA funds to sixteen (16) agencies totaling the budgeted \$380,000.02. The committee also made two additional recommendations:

- 1) Additional Funding be provided to the Arts Foundation for Tucson and Southern Arizona outside of the \$380,000.02 provided under the Attractions & Tourism funding program to fulfill their mission of Arts & Artist support within Pima County. Previous funding has been in the \$100,000– \$125,000 range.

- 2) Additional funding for TD4Tucson for the AZ Bowl be considered through a partnership with another funding organization.

### **Conclusion**

The OACRC employs a public process that is community based and transparent; it is an extraordinary practice. Each Committee member recognizes their individual responsibility to evaluate the community needs of Pima County to make informed, appropriate and reasonable recommendations to the Board of Supervisors for valued Outside Agency resources. The OACRC has embraced the use of the ZoomGrants online application, which has significantly improved and added efficiency to OA review and monitoring process

A list of all funding recommendations by the Committee for FY 2021-22 is included as an attachment.

### **Outside Agency Community Advisory Committee Members**

<b>Committee Member</b>	<b>Representing</b>	<b>District</b>
Onita Davis	Rex Scott	1
Victor Soltero	Matt Heinz	2
Trish Hastings-Sargent	Chair Bronson	3
Jeannine Mortimer	Steve Christy	4
Rosalva Bullock, Chair	Adelita Grijalva	5
Steve Huffman, Vice Chair	Chuck Huckelberry	County Administrator

- c: Members, Outside Agency Citizen Advisory Committee  
Diane Frisch, Director – Attractions & Tourism  
Michelle Flanagan, Attractions & Tourism

**PIMA COUNTY - ATTRACTIONS AND TOURISM OUTSIDE AGENCIES FY 2021-2022**

AGENCY	AMOUNT RECOMMENDED	PROGRAMS
Arizona Media Arts Center	\$10,000.00	30th Arizona International Film Festival
Arts Foundation for Tucson & Southern Arizona	\$21,811.11	Powering the Future with Imagination
Children's Museum Tucson	\$43,488.89	Museums For All, Discovery Nights and Generation Creation Program
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Tucson City of Gastronomy	\$14,822.22	Tucson City of Gastronomy
Tucson Presidio for Historic Preservation	\$28,488.89	Heritage and History Events

**TOTAL                    \$380,000.02**



# ATTACHMENT B



Memorandum

Date: June 23, 2020

To: Chuck H. Huckelberry  
County Administrator

From: Ms. Diane Frisch *DF*  
Director, Attractions & Tourism

Via: Jan Lesher  
Chief Deputy County Administrator

Re: **Fiscal Year 2020/2021 Attractions & Tourism Second Year Funding**

As requested by the Board of Supervisors at the June 22<sup>nd</sup> meeting, following is a recap of the Attractions and Tourism previously awarded funding to Agencies in 2020/2021 – Year Two. COVID restrictions in place throughout the year prevented two agencies from holding large attendance events for which monies had been awarded. These events were cancelled and monies not awarded remained in the General Fund.

**PIMA COUNTY ATTRACTIONS & TOURISM OUTSIDE AGENCIES  
FY2020-21 YEAR TWO FUNDING**

AGENCY - PROGRAM	AMOUNT AWARDED BY BOS	AMOUNT SPENT	* AMOUNT NOT SPENT
Ajo District Chamber of Commerce - Ajo Visitor Center: Gateway to the Sonoran Desert	\$ 45,600.00	\$ 42,713.78	\$ 2,886.22
Arts Foundation for Tucson and Southern Arizona - Arts Organization and Artist Support for Pima County	\$ 115,615.00	\$ 48,165.00	\$ 67,450.00
International Sonoran Desert Alliance (ISDA) - Only in Ajo: Wayfinding Improvements for an Emerging Destination	\$ 16,625.00	\$ 3,100.52	\$ 13,524.48
** La Frontera - Tucson International Mariachi Conference (TIMC) - <b>EVENT CANCELLED DUE TO COVID</b>	\$ 15,000.00	\$ -	** Returned to General Fund \$ 15,000.00
** Perimeter Bicycling Association of America, Inc. - El Tour de Tucson - <b>EVENT CANCELLED DUE TO COVID</b>	\$ 33,250.00	\$ -	** Returned to General Fund \$ 33,250.00

Pima County Attractions & Tourism

**Pima County Historic Courthouse**

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Portable Practical Educational Preparation, Inc - 2019 Amado Chili Cook-Off	\$ 19,950.00	\$ 10,333.37	\$ 9,616.63
Southwest Folklife Alliance Inc.- Tucson Meet Yourself	\$ 30,500.00	\$ 30,500.00	\$ -
Tucson Botanical Gardens - FY19-20 Programs & Exhibits	\$ 39,188.00	\$ 38,366.32	\$ 821.68
Tucson Children's Museum DBA Children's Museum Tucson - 3 Access For All Programs at Children's Museum Tucson/Oro Valley	\$ 53,010.00	\$ 50,816.46	\$ 2,193.54
Tucson Presidio Trust for Historic Preservation - Living History Days	\$ 27,787.00	\$ 27,787.00	\$ -

\* (Agencies have until July 15, 2021 to submit final invoices for payment. Any funds not spent will be returned to the General Fund.)

At the June 22<sup>nd</sup> BOS meeting, funding in the amount of \$380,000 was approved for Outside Agencies for FY 2021-22 as recommended by the Outside Agency Citizen Review Committee. In addition to that award, the OACRC had also recommended additional funding of \$125,000 be allocated from the General Fund Balance to fund the Arts Foundation for Tucson and Southern Arizona.

c: Jan Leshar, Chief Deputy County Administrator