



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 (Attachment A).

These recommendations are:

| 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 |
| 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 |
| TOTAL | \$380,000 | |

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.

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

ATTACHMENT A



Memorandum

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 Lesher 
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. The committee also made two additional recommendations:

- 1) Additional Funding be provided to the Arts Foundation for Tucson & Southern Arizona outside of the \$380,000 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

| Committee Member | Representing | District |
|---------------------------|---------------------|----------------------|
| 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

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TOTAL \$380,000