



Legislation Details (With Text)

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Title:	Request Approval for the Harn Museum of Art to Reallocate Previously Awarded Grant Funding				
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Attachments:	1. HarnMuseum-NatureCultureGrant-ChangeRequest.pdf, 2. HarnMuseum-Grantbudget-Revised3-3-21.pdf				

Date	Ver.	Action By	Action	Result
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Agenda Item Name:

Request Approval for the Harn Museum of Art to Reallocate Previously Awarded Grant Funding

Presenter:

Jessica Hurov

Description:

The Harn Museum of Art has requested adjustments to its Nature and Culture Destination Grant programming to publicize two new exhibitions.

In their FY2021 grant application, the Harn requested funding to promote the exhibition titled "Text and Image." Subsequently, the Harn received a large gift of art depicting Florida, "A Florida Legacy," and the museum's exhibition schedule changed to postpone the "Text and Image" exhibition.

The two new exhibits are:

"A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers" February 26 - August 1, 2021. This inaugural exhibition celebrates the transformative gift from Samuel and Roberta Vickers who formed one of the world's most extensive collections of Florida-themed art. "A Florida Legacy" features nearly 170 paintings, watercolors and drawings representing 125 artists who drew inspiration from Florida's history, landmarks and natural attractions.

"Shadow to Substance" July 27, 2021-January 2, 2022. This exhibition creates a chronological arc from the past to the present and into the future using historical photographs from the Harn and UF Smathers Library collections and the lens of Black photographers working today. It pictures histories of enslavement, Jim Crow Florida, the Great Migration, the Civil Rights Movement and Black Lives Matter through images that expand ideas around healing, myth, intimacy, joy, resistance and rebirth. The exhibition, and its attending programs, will create a space for visitors to see and identify with uplifting narratives shaped by an invigorated portrait of Black life.

The advertising strategy remains the same. The works in “A Florida Legacy” and “Shadow to Substance” provide opportunities for Alachua County to support our tourism-generating cultural institutions, and provides a unique opportunity for Visit Gainesville, Alachua County to market timely new exhibits to visitors.

Recommended Action:

Approve the previously awarded grant funding to support the marketing and allowable operations expenses of “A Florida Legacy” and “Shadow to Substance.” Accept the revised budget and exhibit proposal as backup to Purchase Order #1294. Make the legislative finding that said use of TDT funds is primarily related to the advancement and promotion of tourism in Alachua County.

Prior Board Motions:

On November 10, 2020 the Board of County Commissioners approved a \$15,608.42 grant award for the Harn Museum of Art and authorized staff to issue the Purchase Order with additional terms.

On July 14, 2020 the Board of County Commissioners approved the Nature and Culture Destination Enhancement Grant application.

Fiscal Consideration:

\$15,608.42 was previously approved as an award for FY21 and remains available in fund 006.45.4540.552.82.61

Background:

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 the Tourist Development Tax revenue to aid in the operations and promotions of arts, cultural, and nature events that have, as one of their main purposes, the attraction of tourists as evidenced by the promotion of the event to tourists through the Nature and Culture Destination Enhancement Grant program.