



Legislation Details (With Text)

File #: 21-0887 **Version:** 1 **Name:**
Type: Consent Item **Status:** Agenda Ready
File created: 9/14/2021 **In control:** Board of County Commissioners
On agenda: 9/28/2021 **Final action:**
Title: Request Approval for the Cultural Arts Coalition to Extend Previously Awarded Grant Funding
Sponsors:
Indexes:
Code sections:
Attachments: 1. TDT PO Terms and Conditions.pdf, 2. FY21 NCDE Grant Funding Awards.pdf

| Date | Ver. | Action By | Action | Result |
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Agenda Item Name:

Request Approval for the Cultural Arts Coalition to Extend Previously Awarded Grant Funding

Presenter:

Jessica Hurov

Description:

The Cultural Arts Coalition has requested to carry forward previously awarded unused funds to support their FY22 scope of services for the marketing and operations of the Fifth Avenue Arts Festival. The Fifth Avenue Arts Festival is a well-established annual event that celebrates the strong cultural heritage of the local African-American community dating back to the mid-1800's.

The annual Fifth Avenue Arts Festival utilizes stage performances to celebrate African-American culture through visual arts, artisans, traditional African-American and modern dance, and music. This festival provides an important cultural event and appeals to a diverse community of participants, vendors, artists and performers from both inside and outside our local community. This festival celebrates and educates about under-appreciated aspects of our local history and culture, highlighting Gainesville's diversity and cultural pluralism. This unique local event helps to build pride and understanding of the importance of our historical neighborhoods and local history and culture.

The carry forward request amount is adequate to support their upcoming FY22 marketing and programming, therefore the Cultural Arts Coalition did not submit a new grant application for the FY22 Nature and Culture Destination Enhancement program, thus freeing up funding for other deserving organizations.

Recommended Action:

Approve the use of previously awarded grant funding to support the allowable marketing and operations expenses for the Cultural Arts Coalition for their October 1, 2021-September 30, 2022 event schedule. Make the legislative factual determination that these funded events and activities are related to the advancement of tourism in Alachua County, and authorize staff to carry-forward funding

originally awarded in FY21 to support activities into FY22.

Prior Board Motions:

November 10, 2020 - Approval of the \$35,184.04 funding award.

Fiscal Consideration:

Original FY21 award \$35,184.04 Purchase Order 2021-1279; balance is \$35,184.04 in the Nature and Culture Destination Enhancement 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.