



Legislation Text

File #: 19-0071, **Version:** 1

Agenda Item Name:

Request Approval of the Local Sports Destination Enhancement Grant Program Application

Presenter:

Jessica Hurov

Description:

The Local Sports Destination Enhancement Grant Program supports local sports organizations and events which have as one of their main purposes the attraction of tourists as evidenced by the promotion of the event to tourists. The Local Sports Destination Enhancement Grant Program will broaden and supplement the County's existing investment in sports organizations and events.

The Gainesville Sports Commission Executive Board has reviewed the Local Sports Destination Enhancement Grant Application and has agreed to designate three members to be the scorers of the applications for the 2019-2020 Fiscal year.

Recommended Action:

Approve the Local Sports Destination Enhancement Grant Program Application as presented.

Prior Board Motions:

The revised Nature and Culture Destination Enhancement Grant Program application was approved at the June 25, 2019 County Commission meeting. The Local Sports Destination Enhancement Grant Program Application follows the Nature and Culture Destination Enhancement grant program guidelines, whereby the maximum grant request is based on a percentage of the organization's budget. Annual attendance figures are a major scoring criterion.

Fiscal Consideration:

The total available award amount for the FY20 Local Sports Destination Enhancement Grant is \$130,000.00. Alachua County supports sporting events through the Gainesville Sports Commission which is contracted for 99% of 22% of two pennies of Tourist Development Tax and is budgeted for \$680,821.00 (\$470,821.00 in operations and \$210,000.00 in bid pool) in FY20.

Fund# 004.45.4510.552

Background:

The Local Sports Destination Enhancement Grant Program provides support to local sports organizations and sporting events. Government and educational entities are not eligible to apply. The Gainesville Sports Commission Executive Board has reviewed the Local Sports Destination Enhancement Grant Application and has agreed to designate three members to be the scorers of the applications for the 2019-2020 Fiscal year. The names of the three scorers will be provided to the

County Manager, who will appoint the panel that will score the grants and make funding recommendations to the County Commission.