



Legislation Text

File #: 21-0713, **Version:** 1

Agenda Item Name:

Request Approval of the FY22 Local Sports Destination Enhancement Grant Program Application

Presenter:

Jessica Hurov 352-374-5260

Description:

The Local Sports Destination Enhancement Grant Program supports local sports organizations and events that 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 supplements the County's existing investment in sports tourism and events via funding to the Gainesville Sports Commission.

The FY22 Local Sports Destination Enhancement Grant application has been updated to clarify applications will not be accepted from organizations who have applied for or receive Tourist Development Tax funding through the Gainesville Sports Commission, sponsorships, or other grant programs in the same year.

Recommended Action:

Approve the FY22 Local Sports Destination Enhancement Grant application as presented. Qualifying applications will be scored by a County-appointed scoring committee and will be presented to the Board for final funding award consideration and a legislative determination that they serve a public purpose and are primarily related to the promotion of tourism in Alachua County.

Prior Board Motions:

The Local Sports Destination Enhancement Grant Program Application aligns with 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. This is the third year of the Local Sports Destination Enhancement Grant program.

Fiscal Consideration:

The total available award amount for the FY22 Local Sports Destination Enhancement Grant program is \$130,000.00 from the third penny. There is sufficient funding available to support this program.

Tourist Development Grants Fund# 005.45.4530.552.82.62

Background:

In accordance with §125.0104, Florida Statutes, the County has allocated a portion of Tourist

Development Tax to create and fund the Local Sports Destination Enhancement Grant Program, the purpose of which is to promote, advertise and support activities, services and events that have as one of their main purposes the attraction of tourists to Alachua County.

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.