



## Legislation Text

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**File #:** 21-0886, **Version:** 1

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### **Agenda Item Name:**

Request Approval for Arts Association of Alachua County (Artwalk Gainesville) to Extend Previously Awarded Grant Funding

### **Presenter:**

Jessica Hurov

### **Description:**

The Arts Association of Alachua County (Artwalk Gainesville) has requested to carry forward previously awarded unused funds to support their FY22 scope of services.

ArtWalk Gainesville events are self-guided tours of participating arts and cultural venues in Downtown Gainesville on the last Friday of each month. Exhibits are independently curated by the participating galleries, and serve to familiarize participants with new artists, a variety of venues, and a diverse pallet of artistic mediums, including painting, sculpture, photography, music and more. Artwalk staff recruits venues, designs and prints a full-color venue guide map, and updates and maintains the Artwalk website. Artwalk Gainesville anticipates utilizing approximately 40% of encumbered funds for advertising, including WUFT radio and tv covering 14 counties, creation and printing of postcards and/or brochures to be distributed at the Gainesville Regional Airport, hotel lobbies, and locations frequented by visitors.

The carry forward request amount is adequate to support their upcoming FY22 marketing and programming, therefore the Arts Association of Alachua County 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 Arts Association of Alachua County 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 \$5,602.76 funding award.

### **Fiscal Consideration:**

Original FY21 award \$5,602.76 Purchase Order 2021-1274; current balance is \$5,602.76 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.