



Legislation Text

File #: 23-0209, **Version:** 1

Agenda Item Name:

Request Approval of Visit Gainesville, Alachua County Grant and Sponsorship Applications

Presenter:

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Description: Request Approval of Visit Gainesville, Alachua County Grant and Sponsorship Applications

Recommended Action:

Approve the Nature and Culture Destination Grant, Local Sports Destination Enhancement Grant, Meeting Advantage Program (Conference Grant), and Event Sponsorship applications as presented. Make the legislative factual determination that the activities funded with Tourist Development Taxes revenue via the Visit Gainesville, Alachua County grant and sponsorship programs serve a public purpose and are primarily related to promoting and advertising tourism in Alachua County. Authorize the Tourist Development Council to review and make funding determinations for the Meeting Advantage Program (Conference Grant) applications.

Prior Board Motions:

Nature and Culture Destination Enhancement Grant applications were approved on June 25, 2019, July 14, 2020, June 22, 2021, and June 28, 2022.

Conference Grant applications were approved on May 12, 2020, and August 9, 2022.

Local Sports Destination Enhancement Grant application were approved on August 27, 2019, October 27, 2020, and September 28, 2021.

Fiscal Consideration:

Funding for grant programs is available in the Visit Gainesville, Alachua County budget. Nature and Culture Destination Enhancement Grants are funded at 85% of 20% of Tourist Development Tax. Meeting Advantage Program (Conference Grants) and Local Sports Destination Enhancement Grants are funded with 15% of 20% of TDT. Visit Gainesville, Alachua County Event Sponsorships average \$150,000 in annual funding.

Nature and Culture Destination Enhancement Grants: 006.45.4540.552.82.61

Meeting Advantage Program: 005.45.4530.552.82.24

Local Sports Destination Enhancement Grant: 005.45.4530.552.82.62

Alachua County Event Sponsorships: 150.45.4510.552.48.00

Background:

Staff researched other governmental entities method of considering funding. The following language

has been added to all applications:

“In accordance with applicable law, the funding provided by way of this program or agreement may not be used in aid of a program or event whose purpose is to promote the religion of the provider, be significantly sectarian in nature, involve religious indoctrination, require participation in religious ritual, or encourage the preference of a religion.” This language is also used by the Children’s Trust in their outside agency funding applications.

In accordance with §125.0104, Florida Statutes, the County has allocated a portion of Tourist Development Tax to create and fund the Nature and Culture Destination Enhancement Grant Program, Local Sports Destination Enhancement Grant Program, Meeting Advantage Program (Conference Grants), and Event Sponsorships, the purpose of which is to promote, advertise and support activities, services, venues, and events that have as one of their main purposes the attraction of tourists to Alachua County. All funding awards provided by Visit Gainesville, Alachua County are reimbursement only for allowable expenses, including out-of-county advertising.