



Legislation Text

File #: 121084., Version: 1

Grant Applications for Hoggetowne Medieval Faire and the Downtown Cultural Series (NB)

This item involves a request for the City Commission to authorize submission of two applications by the Parks, Recreation and Cultural Affairs Department for grants from the Alachua County Tourist Product Development Program for funds to provide marketing and production support for the Hoggetowne Medieval Faire and the Downtown Cultural Series.

The Parks, Recreation and Cultural Affairs Department wishes to submit grant applications to the Alachua County Tourist Product Development Program for funds to provide marketing and production support for the 2014 Hoggetowne Medieval Faire and the 2014 Downtown Cultural Series (this includes Jest Fest, “Free Fridays” Concert Series, The Downtown Festival and Art Show, Downtown Countdown New Year’s Eve Celebration and Holiday Tree Lighting Celebration). Two separate grant applications will be submitted. The grant request for the Hoggetowne Medieval Faire is for the sum of \$50,000 and the grant request for the Downtown Cultural Series is for the sum of \$50,000. The intent of the Tourist Product Development Program is to stimulate and encourage the development of new experiences for visitors to Alachua County. A condition of the grant funding is that a percentage of funds is to be spent on marketing outside of Alachua County. The grants will pay for advertising and promotion in daily and monthly print publications, and will include radio and television broadcasts. The remaining balance will be spent on entertainment and production. The Department has received grant funding from the Alachua County Tourist Product Development Fund in Fiscal Years 2008-2013.

No matching funds are required.

The City Commission: 1) approve the submission of two grant applications to Alachua County Tourist Product Development Program; 2) authorize the City Manager to execute the applications; and 3) if awarded, authorize the City Manager to execute the grant agreement(s) and other grant-related documents subject to approval by the City Attorney as to form and legality.