



Legislation Text

File #: 120506., Version: 1

Jest Fest Tourist Product Development Grant (NB)

This item involves the submittal of a grant application to the Alachua County Tourist Product Development Program for funds to provide marketing and promotion for a new spring festival called “Jest Fest,” which will be held at the Bo Diddley Community Plaza in April, 2013.

The Department of Parks, Recreation and Cultural Affairs submitted a grant application to the Alachua County Tourist Product Development (TPD) Program for funding to provide advertising and promotion of a new spring festival called “Jest Fest,” which is slated to occur at the Bo Diddley Community Plaza in April 2013. This new event will be held on four Saturdays in April and will provide a variety of entertainment, activities, food, music and fun for all ages. It is “Jest in April, Jest on Saturdays, Jest for Fun!” Like the Farmers Market and Downtown “Free Fridays” Concert series, one of the top goals of this fun festival is to bring local residents and out of town visitors to Downtown Gainesville.

The intent of the TPD Program is to stimulate and encourage the development of new program and event experiences for visitors to Alachua County. A condition of the grant funding is that a percentage of funds are to be spent on marketing outside of Alachua County. The remaining balance will be spent on entertainment and production. The Department received grant funding in the amount of \$20,837.13.

No matching funds are required.

The City Commission: 1) authorize the City Manager to accept the grant, and 2) authorize the City Manager to execute the grant award agreement and any other grant-related documents, subject to approval by the City Attorney as to form and legality.

Alternative Recommendation

The City Commission decline the request to accept the grant.