



Legislation Text

File #: 120064., **Version:** 0

Grant Application for Hoggetowne Medieval Faire (NB)

This item involves a request to authorize submission of an application by the Parks, Recreation and Cultural Affairs Department for a grant from the Alachua County Tourist Product Development Program for funds to provide marketing and promotion for the Hoggetowne Medieval Faire.

The Department of Parks, Recreation and Cultural Affairs wishes to submit a grant application to the Alachua County Tourist Product Development Program for funds to provide advertising and promotion of the 2013 Hoggetowne Medieval Faire. The grant request 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 grant 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 2008-2011.

No matching funds are required.

The City Commission: 1) approve the submission of a grant application to Alachua County Tourist Product Development Program; 2) authorize the City Manager to execute the application; and 3) if awarded, authorize the City Manager to execute the grant agreement and 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 submit a grant application to the Alachua County Tourist Product Program.