



Legislation Details (With Text)

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

This item is for City Commission approval for the Parks, Recreation and Cultural Affairs Department to submit two applications 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.

Sponsors:

Indexes:

Code sections:

Attachments:

| Date | Ver. | Action By | Action | Result |
|-----------|------|-----------------|-------------------------|--------|
| 4/21/2016 | 1 | City Commission | Approved as Recommended | |

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

This item is for City Commission approval for the Parks, Recreation and Cultural Affairs Department to submit two applications 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 two grant applications to the Alachua County Tourist Product Development Program for funds to provide marketing and production support for the 2017 Hoggetowne Medieval Faire, and also the 2016/2017 Downtown Cultural Series. Each grant application requests \$50,000. The intent of the Tourist Product Development Program is to stimulate and encourage the development of new experiences for visitors coming into 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 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 annually since 2008.

No matching funds are required.

The City Commission: 1) approve 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; 2) authorize the City Manager to execute the grant applications, and 3) if awarded, authorize the City Manager to execute the grant award agreement(s) and other grant-related documents, subject to approval by the City Attorney as to form and legality.

