

MEMORANDUM

April 8, 2020

TO: Honorable Mayor and City Commissioners

VIA: Kenneth Fields, City Manager

FROM: Jennifer D'hollander, Museum Manager

RE: Polk County Tourism and Development Council Grant

SYNOPSIS:

A grant application to the Polk County Tourism and Development Council Grant for \$75,000. The grant would require a 1:1 matching city contribution of \$75,000 in fiscal year 2020-2021.

STAFF RECOMMENDATION:

Staff recommends that the City Commission approve a grant application to the Polk County Tourism and Development Council for money that will be allocated to the new 2020 -2021 Exhibition Series. Staff recommends authorizing the City Manager to sign the agreement if the grant is awarded.

BACKGROUND:

The Arts and Cultural Committee (ACC) of the Tourist Development Council, is designated by the Polk County Board of County Commissioners as the official committee that oversees Arts and Cultural related marketing initiatives and makes recommendations to the TDC regarding funding for arts and culture special events and marketing initiatives.

If our application is approved, the grant money will be used to develop a changing exhibit presentation series of four exhibits from October 1, 2020 – September 30, 2021 to be held at the Lake Wales History Museum. The grant will provide funding for a major print, radio, TV and digital marketing campaign in the Central Florida region from Tampa to Orlando. These funds will promote visitation to the Lake Wales area from out-of-county and local residents.

The grant requires a minimum 1:1 match of funds. The Museum will cover the cost of the match from monies allocated towards museum staffing, facilities and programming in its 2020-2021 budget.

OTHER OPTIONS:

Do not apply for this grant. No appropriations needed.

FISCAL IMPACT:

Staff is requesting to host an Exhibition Series at the Lake Wales History Museum in 2020-2021. One half of the funds to carry out the Exhibition Series would come from the Polk County Tourism Development Council's Arts & Cultural grant program. \$48,168 of the funds allocated to this project will be spend on out-of-county marketing.

ATTACHMENTS:

Draft grant application
Fiscal impact statement