

MEMORANDUM

April 7, 2020

TO: Honorable Mayor and City Commissioners

VIA: Kenneth Fields, City Manager

FROM: Jennifer D'hollander, Museum Director

RE: Polk County Tourism and Development Council Grant – Pioneer Days

SYNOPSIS:

A grant application to the Polk County Tourism and Development Council Grant for \$47,870.00. The grant would require a 1:1 matching city contribution of \$47,870.00 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 45th Annual Pioneer Days Festival on October 24 & 25, 2020. Staff also recommends authorizing the City manager to sign the grant award agreement if approved.

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 accepted, the grant money will be used to underwrite the all of the marketing, artists, and rentals for the event. We will develop a major in print, radio 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 City of Lake Wales/Museum will cover the cost of the match from monies allocated towards event staffing, activities, supplies and operations in its 2020-2021 budget.

OTHER OPTIONS:

Do not apply for this grant. No appropriations needed.

FISCAL IMPACT:

Staff is requesting to host the 45th Annual Pioneer Days Festival on October 24 & 25, 2020. One half of the funds to carry out the event would come from the Polk County Tourism Development Council's Arts & Cultural grant program. \$24,193 of the funds allocated to this project will be spend on out-of-county marketing.

ATTACHMENTS:

Draft grant application
Fiscal impact statement