



# Report

## TITLE: 2025 TOURISM ASSISTANCE GRANT – SWINGING FOR THE STARS FUNDRAISER

Meeting: Council Meeting

Meeting Date: March 12, 2025

### Background

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Attached is a Tourism Assistance Grant application from the Swinging for the Stars Fundraiser Group requesting grant funding from our Tourism Assistance Grant (Current Ongoing Initiative) for the purpose of hosting a 2-day ball tournament that raises funds for Stars Air Ambulance to be held on May 24 and 25, 2025. This event brings 14 adult ball teams to the region for the weekend and hosts a silent auction, beer gardens and a live band on Saturday evening. The event anticipates bringing over 200 people to the region for the weekend. The organization is requesting \$1,000 in funding to assist with the event costs.

On December 13<sup>th</sup>, 2023, Council approved the Tourism Assistance Grant Policy – CP 018. Policy CP018 outlines the guidelines and criteria for funding eligibility and the attached Grant Evaluation Form has evaluated the application as it applies to the outlined criteria for Council consideration.

Council approved a 2025 budget for the Tourism Assistance Grant amount of \$50,000. Currently \$17,626.30 of the tourism grant has been committed as outlined below:

Heisler Archery	\$3,000.00
Friends of the Battle River Rail	\$2,000.00
Iron Creek Flying Club	\$3,000.00
Area 53 Raceway	<u>\$9,626.30</u>
Total Committed	\$17,626.30
Available Funding	<b>\$32,373.70</b>

### Alignment with the Strategic Plan

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Flagstaff County's commitment to Economic Prosperity means we will work collaboratively with our local businesses and regional partners in the diversified growth of our economy.

### Alternatives/Options

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1. THAT after reviewing the evaluation form for the Tourism grant request from the Swinging for the Stars Fundraiser Group for the purpose of hosting a 2-day ball tournament, approve the grant in the amount of \$3,000.
2. THAT after reviewing the evaluation form for the Tourism grant request from the Swinging for the Stars Fundraiser Group for the purpose of hosting a 2-day ball tournament, approve the grant for the requested amount of \$1,000.

3. THAT after reviewing the evaluation form for the Tourism grant request from the Swinging for the Stars Fundraiser Group for the purpose of hosting a 2-day ball tournament, deny the grant request.

### **Recommendation**

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THAT after reviewing the evaluation form for the Tourism grant request from the Swinging for the Stars Fundraiser Group for the purpose of hosting a 2-day ball tournament, approve the grant for the requested amount of \$1,000.