



Agenda Item: Discuss and Consider Juneteenth Grant Program Applications

Background:

In order to promote the development of Juneteenth activities and attract new overnight business in Galveston, the Trustees approved \$100,000 for a Juneteenth Grantmaking Program. As a result, staff at Visit Galveston and the Galveston Park Board have developed a targeted grantmaking program designed to enhance Juneteenth activities on the island. This program represents a new opportunity to highlight Galveston's unique role in Juneteenth celebrations and the cultural history of Juneteenth on the island and draw overnight visitors to Galveston.

As part of the grantmaking process developed by staff, applications have been solicited from the community, and staff have reviewed those applicants to determine the feasibility and suitability of proposed projects. Eight (8) applications have been deemed suitable for funding by staff based on selected criteria. Those criteria include applicability to HOT statutes, proposed project, proposed marketing plan, proposed budget, expected return on investment of HOT funds, the organizer's historical record of success in executing similar projects, and applicability to the program guidelines.

Staff Recommendation:

Staff recommends the award of the accompanying grant applications in support of Juneteenth activities.

Funding Source:

\$95,700 from 7002 Contingency – Special Projects, "Juneteenth"