

Lee County Board Of County Commissioners
Agenda Item Summary

Blue Sheet No. 20031387

1. REQUESTED MOTION:

ACTION REQUESTED: Approve \$52,500 for the Edison-Ford Estates and \$100,000 for the Alliance of the Arts under the Tourist Development Council Attractions Marketing Program.

WHY ACTION IS NECESSARY: This Approval will allow the Visitor & Convention Bureau to distribute these funds, utilizing the current purchasing system.

WHAT ACTION ACCOMPLISHES: This Approval will allow non-profit organizations under the TDC Attractions Marketing Program to advertise and promote local attractions so as to attract visitors and to enhance their visit to Lee County.

CIA

3. MEETING DATE:

12-09-2003

4. AGENDA:

- CONSENT
- ADMINISTRATIVE
- APPEALS
- PUBLIC
- WALK ON
- TIME REQUIRED:

5. REQUIREMENT/PURPOSE:
(Specify)

- STATUTE
- ORDINANCE
- ADMIN. CODE
- OTHER

6. REQUESTOR OF INFORMATION:

- A. COMMISSIONER
- B. DEPARTMENT VCB
- C. DIVISION
- BY: D.T. Minich, Executive Director

7. BACKGROUND:

The TDC Attractions Marketing Program is part of a competitive process that allows not-for-profit organizations and local government agencies to request Tourist Development Council funds to promote attractions in Lee County in order to generate overnight stays in Lee County accommodations. On September 5, 2003, Tourist Development Council members approved the marketing plan of The Alliance of the Arts and its request for \$100,000 to provide a funding mechanism for Lee County non-profit arts and attractions organizations. Council also approved a \$52,500 request and its marketing plan for the Edison-Ford Estates at its November 7, 2003 meeting.

Funds are available in HB55202117400 – TDC Attractions Marketing Program.

8. MANAGEMENT RECOMMENDATIONS:

9. RECOMMENDED APPROVAL:

A Department Director	B Purchasing or Contracts	C Human Resources	D Other	E County Attorney	F Budget Services				G County Manager
<i>[Signature]</i> 11-25-03				<i>[Signature]</i> 11/25/03	OA <i>[Signature]</i> 11/25/03	OM <i>[Signature]</i> 11/25/03	Risk <i>[Signature]</i> 11/25/03	GC <i>[Signature]</i> 11/15/03	<i>[Signature]</i> 11-25-03

10. COMMISSION ACTION:

- APPROVED
- DENIED
- DEFERRED
- OTHER

Rec. by CoAtty
 Date: 11/24/03
 Time: 8:28 AM
 Forwarded To:
 Budget
 11/24/03 9:35 AM

REC'D
 COUNTY CLERK
 11/24/03 TD
 10:15 AM SLT
 COUNTY CLERK
 FORWARD
 11/24/03