

**Lee County Board Of County Commissioners
Agenda Item Summary**

Blue Sheet No. 20031484

1. REQUESTED MOTION:

ACTION REQUESTED: Approve \$52,500 for the Edison-Ford Estates and \$100,000 for the Southwest Florida Community Foundation to manage funding on behalf of 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.

CIC

3. MEETING DATE:

01-06-2004

4. AGENDA:

5. REQUIREMENT/PURPOSE:
(Specify)

6. REQUESTOR OF INFORMATION:

CONSENT

STATUTE

A. COMMISSIONER

ADMINISTRATIVE

ORDINANCE

B. DEPARTMENT *VCB*

APPEALS

ADMIN. CODE

C. DIVISION *DRL*

PUBLIC

OTHER

BY: D.T. Minich, Executive Director

WALK ON

TIME REQUIRED:

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. The Southwest Florida Community Foundation will manage this funding on behalf of the Alliance of the Arts. 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
					OA	OM	Risk	GC	
<i>DRL</i>				<i>[Signature]</i> 12/18/03	<i>[Signature]</i> 12/19/03	<i>[Signature]</i> 12/19/03	<i>[Signature]</i> 12/19/03	<i>[Signature]</i> 12/19/03	<i>[Signature]</i>

10. COMMISSION ACTION:

- APPROVED
 DENIED
 DEFERRED

Rec. by CoAtty
 Date: *12/18/03*
 Time: *11:30*
 Forwarded To:
Co. Admin: 12/18/03

RECEIVED BY
 COUNTY ADMIN: *RK*
12/18 12:00
 COUNTY ADMIN
 FORWARDED TO: *DFR*
12/18/03
3:30 PM