

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

Blue Sheet No. 20060976

1. ACTION REQUESTED/PURPOSE:

Approve \$225,000 for the Southwest Florida Community Foundation to manage the funding on behalf of the Alliance of the Arts under the Tourist Development Council Attractions Marketing Program.

2. WHAT ACTION ACCOMPLISHES:

This Approval will allow the Visitor & Convention Bureau to distribute these funds, utilizing the current purchasing system.

3. MANAGEMENT RECOMMENDATION:

Non-Profit organization under the TDC Attractions Marketing Program will be able to advertise and promote local attractions to draw visitors to our area and to enhance their experience during their stay in Lee County

4. Departmental Category:

CIB

5. Meeting Date:

08-15-2006

6. Agenda:

- Consent
- Administrative
- Appeals
- Public
- Walk-On

7. Requirement/Purpose: (specify)

- Statute
- Ordinance
- Admin. Code
- Other

8. Request Initiated:

Commissioner _____
 Department VCB
 Division DCB
 By: D.T. Minich

9. 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 April 7, 2006, Tourist Development Council members approved the Alliance of the Arts request for \$225,000 for fiscal year 2005/2006 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.

Funds are available in HB55202117400 – TDC Attractions Marketing Program.

10. Review for Scheduling:

Department Director	Purchasing or Contracts	Human Resources	Other	County Attorney	Budget Services	County Manager/P.W. Director
<u>DM</u>				<u>7/26</u>	Analyst <u>7/25/06</u> Risk <u>7/25/06</u> Grants <u>7/25/06</u> Mgr. <u>7/25/06</u>	<u>[Signature]</u>

11. Commission Action:

- Approved
- Deferred
- Denied
- Other

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 COUNTY ADMIN: [Signature]
 7-24-06 3:50 PM
 COUNTY ADMIN
 FORWARDED TO: [Signature]
[Signature]

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 Date: 7/24/06
 Time: 2:40 PM
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