

# **Board of County Commissioners**

## **Agenda Request**

Date of Meeting: May 5, 2009

Date Submitted: April 20, 2009

To: Honorable Chairman and Members of the Board

From: Jerry Evans, Tourist Development Council Chairman  
Pam Portwood, Tourist Development Council Director

Subject: Request Retroactive Approval of the 2009-10 VISIT FLORIDA Grant Application by the Tourist Development Council

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### **Statement of Issue:**

This agenda item requests Board retroactive approval of the 2009-10 VISIT FLORIDA Cultural Heritage and Nature Tourism Grant Application submitted by the Tourist Development Council (TDC) on April 17, 2009.

### **Background:**

VISIT FLORIDA administers an annual reimbursement grant program to provide funding for multi-County and/or multi-Partner marketing projects and tourism education efforts promoting cultural heritage and nature tourism in Florida. Projects must involve two or more counties, or two or more VISIT FLORIDA Partners. Marketing projects can include marketing campaigns, brochure development, economic impact studies, research projects and any other component used to market cultural heritage and nature tourism in Florida. Grants are awarded for up to \$5,000 each and require a dollar-for-dollar match from the applicant.

The Chairman, Treasurer, and Director of the TDC met recently to prepare the 2009-10 County Budget Submission. It was determined during this meeting that the 2009-10 TDC budget would be decreased by more than \$10,000 and the VISIT FLORIDA Grant Application should be submitted for funding to help pay for the necessary updates and reprinting of marketing brochures and rack cards. If funded, the grant would pay for half of the expense of updating and reprinting these marketing materials.

### **Analysis:**

As noted above, the Chairman, Treasurer, and Director of the TDC met on April 7, 2009 to prepare the 2009-10 TDC budget submission that was due on April 10, 2009. At that meeting it was determined that the grant request would be \$2,000 from VISIT FLORIDA (with a \$2,000 cash match from the TDC) to update and reprint the brochures, rack cards, and tear-off maps promoting eco-tourism in Wakulla County. The grant application was submitted to VISIT FLORIDA by 5pm on April 17, 2009 (the grant submittal deadline). If funded, the grant award will be issued by July 1, 2009 and will end no later than May 15, 2010. This will allow for some of the match to be met over the 2008-09 and 2009-10 fiscal years which will lessen the strain on both budget years.

In the future, the TDC will plan for upcoming grant cycles during the Annual Strategic Planning Retreat and will be in position to request approval from the County Commission *prior* to the deadline for grant application submittal.

**Options:**

1. Retroactively approve the TDC's 2009-10 VISIT FLORIDA Cultural Heritage and Nature Tourism Grant application.
2. Do not retroactively approve the TDC's 2009-10 VISIT FLORIDA Cultural Heritage and Nature Tourism Grant application.
3. Board Direction.

**Recommendation:**

Option #1