

EXECUTIVE SUMMARY

Recommend Approval of a Resolution authorizing the Tourism Department to utilize Emergency Advertising Funds in the event of a disaster.

OBJECTIVE: Approval of a Resolution to allow the Tourism Department to utilize funds up to \$500,000 annually for Disaster Recovery Advertising in the event of an emergency.

CONSIDERATIONS: This resolution further defines circumstances or events that constitute an emergency and authorizes the Tourism Department to disburse Disaster Recovery Funds. These circumstances include the following: unusual weather events such as a hurricane, tropical storm or tropical depression, wildfires or a series of brushfires. Further, this resolution authorizes the use of disaster recovery funds due to a decline in visitation to Collier County resulting from circumstances related to the outbreak of an epidemic, a national or regional disaster, or any event causing large increases in fuel oil prices. This authorization will be in effect for the duration of the County's contract with Paradise Advertising and Marketing.

ADVISORY COMMITTEE RECOMMENDATIONS: The TDC is scheduled to consider the resolution at their meeting of September 24, 2007.

COUNTY ATTORNEY FINDING: This item has been approved for legal sufficiency.

FISCAL IMPACT: Funding for Emergency Advertising is budgeted in Fund (196). Pursuant to Ordinance 2005-43, Disaster Recovery Fund (196) receives an annual transfer from Tourism Fund (194) in an amount equal to \$500,000 per year (beginning in FY 2005-2006) and continuing for three (3) years until such time as Fund (196) reserves reach \$1,500,000. The FY 2008 budgeted transfer is \$408,400 which is sufficient to attain the \$1,500,000 reserve threshold. Thereafter, the transfer from Tourism Fund (194) will be in an amount sufficient to maintain reserves at \$1,500,000.

GROWTH MANAGEMENT IMPACT: There is no impact to the growth management plan related to this action.

RECOMMENDATION: Approval of the resolution authorizing the Tourism Department to utilize Emergency Advertising Funds in the event of a disaster, with prior approval by the County Manager or his designee.

PREPARED BY: Kelly Green for Jack Wert, Tourism Director

RESOLUTION NO. 2007-_____

RESOLUTION OF THE COLLIER COUNTY BOARD OF COUNTY COMMISSIONERS AUTHORIZING USE OF EMERGENCY ADVERTISING FUNDS.

WHEREAS, the Board of County Commissioners of Collier County sets aside tourist development tax funds for Disaster Recovery Advertising in accordance with Ordinance No. 92-60, as amended; and

WHEREAS, the Board of County Commissioners desires to authorize staff to use up to \$500,000 annually from Fund 196 for Disaster Recovery Advertising on an as-needed basis.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, that: the Tourism Director is authorized, after approval by the County Manager, to use funds up to \$500,000 annually for Disaster Recovery Advertising in accordance with this Resolution; and

BE IT FURTHER RESOLVED, the Board of County Commissioners finds that circumstances or events in or near Collier County which warrant the immediate use of Disaster Recovery Funds include: unusual weather events such as a hurricane, tropical storm or tropical depression; and wildfires or series of brushfires; and

BE IT FURTHER RESOLVED, the Board of County Commissioners further finds that circumstances or events which warrant the use of Disaster Recovery Funds when there has been a decline in visitation to Collier County include: the outbreak of disease or epidemic; a national or regional disaster such as terrorist attack or war; a national or regional economic slump; and an oil embargo or other events causing large increases in gasoline or fuel oil prices; and

BE IT FURTHER RESOLVED, this authorization is for the duration of the County's contract with Paradise Advertising and Marketing, which contract shall expire on September 30, 2008, unless renewed annually for up to a maximum of two (2) additional years.

This Resolution adopted this _____ day of September, 2007 after motion, second and majority vote favoring same.

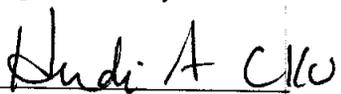
DATED:
ATTEST:
DWIGHT E. BROCK, Clerk

BOARD OF COUNTY COMMISSIONERS
OF COLLIER COUNTY, FLORIDA

, Deputy Clerk

By: _____
JAMES N. COLETTA, Chairman

Approved as to form and
legal sufficiency:


Heidi Ashton-Cicko
Assistant County Attorney