

## **EXECUTIVE SUMMARY**

### **Recommend Approval of Revised Category “B” Grant Application language to include Marketing Assistance**

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**OBJECTIVE:** Review and recommend approval of clarifying language in the Category “B” Grant Application for FY 09.

**CONSIDERATIONS:** As part of the FY 08 Grant review process, the TDC recommended including marketing assistance for organizations requesting funds for projects that further the mission of the TDC and the CVB. Precedent was set by recommending funding for United Arts Council, Conservancy of SW Florida and Rookery Bay for marketing projects for FY 08. There are three applicants for FY 09 in Category B grants that request marketing assistance.

Staff feels that an amendment should be made to the FY 09 Category B Grant Application to clarify the guidelines so that requests of this type for marketing assistance projects are covered. The proposed change is under the section entitled: “Funding Category Guidelines”. Currently there are two categories in that section:

**I Sponsorships and Event Bid Fees:** Minimum two-day events with 100 or more hotel room nights per day of the event. Funds are to be used exclusively for advertising and promotion in out-of-market media. The maximum is \$25,000 for events with a minimum of three years of result history. A total of \$100,000 is available for this category. Bid fees are only eligible if held in a County or publicly owned facility.

**First Time Events:** These include newly created events, or ones that have little history. The maximum amount per event is \$10,000. Subsequent year funding will be determined by results of the first or second year. A total of \$50,000 is available in this category.

**II Cultural Events:** Two or more day events that bring a significant number of out of area visitors to Collier County. The maximum amount per event is \$25,000, and the first time event maximum of \$10,000 applies. A total of \$50,000 is available in this category.

The proposed new category language would be as follows:

**III Marketing Assistance:** Organizations located in Collier County that request marketing assistance for projects that further the mission of the TDC and the CVB and do not meet the guidelines for a Category C Museum grant. Examples would be production of multiple location brochures, special package promotions and facility marketing programs.

**COUNTY ATTORNEY FINDING:** The County Attorney has found in the past that these activities are an appropriate use of tourist development funds.

**FISCAL IMPACT:** There is no immediate fiscal impact with this action.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management Plan related to this action.

**RECOMMENDATION:** Staff recommends the TDC adopt this new category language into the FY 09 grant application requests for Category B tourist development tax grants.

**PREPARED BY:** Jack Wert, Tourism Director