

EXECUTIVE SUMMARY

TDC Sub Committee Recommendations

OBJECTIVE: Review initial recommendations from the TDC Sub Committee and direct staff for further action.

CONSIDERATIONS: A Sub Committee of the TDC was formed in April and the Chairman appointed Murray Hendel as Chairman and Clark Hill, Susan Becker and Bob Miller as members of that sub committee. Meetings have been held on April 16, May 1, May 5 and June 1, 2009. The committee has received input from the tourism industry, business community, community leaders and other TDC members during those meetings.

The sub committee has developed a series of preliminary recommendations and one final recommendation that they will review with the full TDC at their June 22 meeting. The plan is to bring their complete final recommendations to the TDC at their August 24 meeting. If further action is required by the County Commission, those issues will be scheduled for BCC discussion in September.

The preliminary recommendations of the Sub Committee include:

1. Staff should develop a marketing plan for year-round promotion of tourism. The plan should address Florida resident market, international market, opportunity markets and group meeting market tactics. The plan should have accompanying costs so that the sub-committee can recommend the funding necessary to accomplish year round marketing.
2. County museum funding from tourist tax should be directed toward marketing purposes and operating expense funding should be replaced with General Fund dollars. This would be a phased approach as the economy improves over the next few years,
3. Explore ways to recover the interest earned on the tourist tax revenue from the General Fund.
4. Consolidate the efforts of the area visitor centers and tourist publications so visitors can receive similar destination information wherever they go in the County.
5. Staff should review all areas of operation within the Tourism Department, Coastal Projects and Museums and streamline where necessary.
6. Staff should meet with the Collier County Tax Collector and explore ways to increase the collections from condominiums, single family homes, apartments and on-line bookers of accommodations.

FISCAL IMPACT: Staff should prepare a short term and long term funding plan to accomplish year-round promotion of tourism for the destination. The sources of funding for those plans will be a part of the Sub Committee's final recommendations.

RECOMMENDATION: The Sub Committee would like staff to pursue the recommendation above (#6) to meet with the Collier County Tax Collector.

SUBMITTED BY: Jack Wert, Tourism Director