

EXECUTIVE SUMMARY

Long-term funding solution for year-round destination marketing of Collier County as directed by the Board of County Commissioners

OBJECTIVE: Identify a strategy to fund year-round advertising and marketing as recommended by the TDC Sub Committee and directed by the Board of County Commissioners.

CONSIDERATIONS: The Tourist Development Council (TDC) discussed at their July 26, 2010 meeting a series of possible solutions to identify sources of funding for year round destination marketing. The result of that discussion was a TDC recommendation that \$1 million be reallocated for one year (FY 11) from the Beach Park Facilities Fund 183 to Marketing and Promotion Fund 184. This recommendation is a short-term solution to provide the CVB with additional marketing funding support in FY 11.

This short-term recommendation was presented to all of the community stakeholder groups in the County that have influence on the various uses of Tourist Development tax revenues in August and early September. After unanimous support for this short-term TDC recommendation by all stakeholder groups, staff presented that proposal to the Collier County Board of County Commissioners (BCC) on September 14, 2010 and received unanimous approval. The funding reallocation will take place after a future public hearing in FY 11 to authorize an amendment to the Tourist Tax Ordinance.

The Board of County Commissioners further directed staff to identify one or more recommendations for a long-term solution to year-round destination marketing and to schedule a future work session to discuss these solutions. Originally that discussion was to take place on September 28, however the BCC and County staff concluded there was not enough time to meet again with all the stakeholder groups to discuss their recommendations. The month of November has been suggested for that work session, and staff is diligently working to find an appropriate date that will allow all Commissioners to participate.

Staff will contact the following groups to get on their meeting agendas for October or early November to discuss their recommendations.

- Collier County Hotel & Lodging Association
- Coastal Advisory Council (CAC)
- Parks & Recreation Advisory Board (PARAB)
- Friends of the Museums (County and Non- County)
- Greater Naples Chamber of Commerce
- Marco Island Chamber of Commerce
- Everglades City Chamber of Commerce

Naples City Council
Marco Island City Council
United Arts Council of Collier County
Sports Council of Collier County

FISCAL IMPACT: The actual fiscal impact will be determined from the consolidated recommendations of the community stakeholder groups.

RECOMMENDATION: That the TDC accept the plan for obtaining input from all community stakeholder groups to identify a long term solution to funding year-round destination marketing and to schedule discussion on those recommendations at the October 25, 2010 TDC meeting.

SUBMITTED BY: Jack Wert, Tourism Director