

EXECUTIVE SUMMARY

Progress Report on Stakeholder Meetings concerning funding year-round destination marketing of Collier County

OBJECTIVE: Review progress of meetings with area stakeholder groups.

CONSIDERATIONS: The Board of County Commissioners directed County staff to meet with area tourism and business community groups and committees to discuss possible reallocation of the current tourist development tax allocations. The Tourism Director and Coastal Zone Management Director scheduled these meetings during October to gain input for a November 1 joint workshop with the Board of County Commissioners and TDC.

To date meetings have been conducted with the following:

- Coastal Advisory Committee (CAC)
- Friends of the Collier County Museums
- Non-County Owned Museums
- Naples City Council
- Marco Island City Council
- Everglades Chamber
- Marco Island Chamber Board
- Parks & Recreation Advisory Board (PARAB)
- Naples Chamber of Commerce Board

Meetings with the Collier County Sports Council and the Collier Lodging & Tourism Association will take place later in the week of October 25, 2010.

So far there is no clear consensus of reallocation suggestions; however the CAC and Marco Island City Council have adopted resolutions supporting an increase in the tourist tax to 5%. Staff expects to receive a recommendation from the other groups prior to the November 1, 2010 work session.

FISCAL IMPACT: Will be determined once a consensus of recommendations has been received.

GROWTH MANAGEMENT IMPACT: No impact on the Growth Management plan with this action.

RECOMMENDATION: Review progress report on Stakeholder Meetings concerning funding of year-round destination marketing of Collier County.

SUBMITTED BY: Jack Wert, Tourism Director