

EXECUTIVE SUMMARY

Recommend Approval of supporting Swamp Buggy Fall Classic in the amount of \$10,000 for out of market advertising for event date change

OBJECTIVE: To support Swamp Buggy Fall Classic in the amount of \$10,000 for out of markets ads.

CONSIDERATIONS: Due to Hurricane Wilma the October Swamp Buggy Fall Classic event was moved to December 3-4, 2005. The majority of their promotion funds have already been expended prior to the cancelled October event. The Swamp Buggy Races are requesting \$10,000 for out of market ads.

COUNTY ATTORNEY FINDING: The County Attorney's Office approves this proposal. County Ordinance 92-60, as amended, provides Category B funds may be used to promote and advertise County tourism within the state of Florida, nationally and internationally, which encourages tourism with an emphasis on off-season visitors to Collier County. If tax revenues are expended for an event, the event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists. If the Board of County Commissioners determines that this event has main purpose of attracting tourists, then this event qualifies for funding.

FISCAL IMPACT: The Source of funds is available in Fund 194 Reserves.

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

RECOMMENDATION: Approve funding support for Swamp Buggy Fall Classic in the amount of \$10,000 for out of market advertising for event date change.

PREPARED BY: Gail Hambright, Administrative Assistant