	Lee		oard Of Count		iers Blue	Sheet No. 2	20050421
			enda Item Sun	ımary		- DALLET TOOL	
ACTION REQUE			.4 707 4 4	t at the	D1.		
prove \$51,750 for t	ne Edison &	rords Wi	nter Estates uno	ler the Lourist	Developmen	t Council Ai	tractions
arketing Program.							•
WHAT ACTION A	ACCOMPL	ISHES:					
is approval will allo			ention Bureau to	disburse these	funds, utilia	zing the curr	ent purchasing
stem.					,	•	•
MANAGEMENT :	RECOMM	ENDATIO	N:				
ne approval will allo			<del></del>				
vertise and promote				attract visitors t	to Lee Count	y during noi	n-peak season
d to enhance their ex		the destina	ation.			~ / /	
Departmental Cat	egory:	- $CIH$			5. Meeting Date: $04-12-200$		
Agenda:	7.	7. Requirement/Purpose: (specify)			8. Request Initiated:		
X Consent	<del></del>		tute CH.:	212, F.S. Con	nmissioner		
Administrativ	e	X Oro	dinance g	16-16 Der	artment	$\sim$	VCB
Appeals			min. Code		ision	Jul	
Public		Other			•	Minich, Ex	ecutive
<del>"</del>					Director		
Walk-On		<del></del>					
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Background:							
Background:	Marketing Pi	rogram is a	competitive pr	ocess that allow			ations and loca
Background: ne TDC Attractions I overnment agencies t	o request TI	OC funds to	o promote attrac	ctions in Lee C	ws not-for-prounty in orde	ofit organiza	e overnight
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