

**Lee County Board Of County Commissioners
Agenda Item Summary**

Blue Sheet No. 20050421

1. ACTION REQUESTED/PURPOSE:

Approve \$51,750 for the Edison & Fords Winter Estates under the Tourist Development Council Attractions Marketing Program.

2. WHAT ACTION ACCOMPLISHES:

This approval will allow the Visitor & Convention Bureau to disburse these funds, utilizing the current purchasing system.

3. MANAGEMENT RECOMMENDATION:

The approval will allow this Not-for-Profit organization, under the TDC Attractions Marketing Program, to advertise and promote the Edison & Ford Winter Estates to attract visitors to Lee County during non-peak season and to enhance their experience of the destination.

4. Departmental Category:

CIA

5. Meeting Date: *04-12-2005*

6. Agenda:

- Consent
- Administrative
- Appeals
- Public
- Walk-On

7. Requirement/Purpose: (specify)

- Statute CH.212, F.S.
- Ordinance 96-16
- Admin. Code
- Other

8. Request Initiated:

Commissioner
Department
Division
By: *D.T. Minich, Executive Director* VCB

9. Background:

The TDC Attractions Marketing Program is a competitive process that allows not-for-profit organizations and local government agencies to request TDC funds to promote attractions in Lee County in order to generate overnight stays in Lee County accommodations. At its March 4, 2005 meeting, TDC members approved the marketing plan of the Edison & Ford Winter Estates marketing plan and its funding request for \$51,750.

Funds are available in HB5520217400 *JRD*

10. Review for Scheduling:

Department Director	Purchasing or Contracts	Human Resources	Other	County Attorney	Budget Services				County Manager/P.W. Director
					Analyst	Risk	Grants	Mgr.	
<i>DM</i>				<i>Andrea Fraser</i>	<i>3/31/05</i>	<i>2/28/05</i>	<i>3/31/05</i>	<i>3/31/05</i>	<i>[Signature]</i>

11. Commission Action:

- Approved
- Deferred
- Denied
- Other

Rec. by CoAtty
Date: *3/29/05*
Time: *11:50*
Forwarded To:
Admin.
3-29-05

RECEIVED BY
COUNTY ADMIN: *[Signature]*
3-29-05
2:55
COUNTY ADMIN
FORWARDED TO: *[Signature]*
3/31/05
4:30 pm