



Legislation Text

File #: 19-0616, **Version:** 1

Agenda Item Name:

Letters of Support and Financial Commitment for Original Florida Tourism Task Force/Visit Natural North Florida

Presenter:

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Description:

The Original Florida Tourism Task Force / Visit Natural North Florida requests letters of support and financial commitment to be included in their 2020 Regional Rural Development grant application. The letter of support highlights some of the marketing efforts of the regional tourism group and the financial commitment letter details the financial contribution of Alachua County to the Original Florida Tourism Task Force.

Recommended Action:

Approve and sign Chair letters and make the legislative factual determination that the activities of the Original Tourism Task Force / Visit Natural North Florida serve a public purpose and are primarily related to promoting and advertising tourism in Alachua County.

Prior Board Motions:

N/A

Fiscal Consideration:

Fiscal Consideration: \$15,000

Fund 150.45.4510.552.34.00

Background:

Alachua County is a founding member of the Task Force since 1993. The Original Florida Tourism Task Force / Visit Natural North Florida consists of 14 member counties including Alachua County. Other member counties include Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwannee, Taylor, Union and Wakulla.

Their marketing efforts are focused on national and international promotion of regional tourism products including cycling and paddling trails, history and heritage sites, and events and festivals. Website traffic is driven to www.visitnaturalnorthflorida.com <<http://www.visitnaturalnorthflorida.com>>.

The 2020 Rural Regional Development Grant from the Florida Department of Economic Opportunity provides additional resources to expand marketing efforts, including website improvements, updated print and digital advertising, visitor spending research, digital retargeting campaign for website

visitors to VisitFlorida.com and domestic travel shows

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