



Levy County Board of County Commissioners Agenda Item Summary Form

1. **Name and Title:** Catrina Sistrunk, Tourism Manager
2. **Department:** Tourism
3. **Meeting Date:** Tuesday, August 25, 2026
4. **Requested Action:**
Approve the 2026-2027 Levy County Visitors Bureau Marketing Plan.
5. **Cost & Funding Source:**
Funding for the Marketing Plan is derived from the 4% Levy County Tourist Development Tax authorized by Florida State Statute 125.0104 and levied and imposed via Section 86-3 of the Levy County Code of Ordinances. This funding is also included in the Tourism Department Budget.
6. **Justification of Request:**
On June 18, 2026, the Tourist Development Council (TDC) voted to recommend to the Levy County Board of County Commissioners to approve the 2026-2027 Levy County Visitors Bureau Marketing Plan.