



## Levy County Board of County Commissioners Agenda Item Summary Form

1. **Name:** Tisha Whitehurst
2. **Organization/Title/Telephone:** Levy County Visitors Bureau/Executive Director of Tourism and RESTORE Act Coordinator/352-528-4030
3. **Meeting Date:** Tuesday, June 8, 2021

4. **Requested Motion/Action:**

Requesting Board approval for an additional \$10,000 to the 2021-2022 budget for additional advertising for VISIT FLORIDA's Economic Development Administration (EDA) In-State Bronze Co-Op Program.

5. **Agenda Presentation:** Yes  No  N/A

6. **Time Requested:** 5 minutes  
(Request will be granted if Possible) allotted time not more than 15 minutes

7. **Is this Item Budgeted (If Applicable):** Yes  No  N/A

8. **If no, State Action Required:**

- a. **Budget Action:**
- b. **Financial Impact Summary Statement:**
- c. **Detailed Analysis Attached**
- d. **Budget Officer Approval:**

**If approved enter date: 6/8/2021**

9. **Background: (Why is the action necessary, and what action will be accomplished) (All supporting documentation must be attached if any)**

On May 21<sup>st</sup>, VISIT FLORIDA announced its Destination EDA Co-Op Program to assist in Florida's tourism economic recovery. VISIT FLORIDA has been awarded a \$5 million grant as part of the CARES Act Recovery Assistance. VISIT FLORIDA additionally will contribute a \$3 million match to the program. \$2 million will be from Partner investment for a \$10 million total media budget. VISIT Florida co-investment: 80%, Partner co-investment 20%. Approval of Levy County's In-State Bronze Partner Co-Investment of \$10,000 will be matched with \$40,000 from VISIT FLORIDA.

10. **Recommended Approval**

- a. **Department Director:** Yes  No  N/A
- b. **County Attorney:** Yes  No  N/A
- c. **County Coordinator:** Yes  No  N/A
- d. **Other:** Yes  No  N/A