



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 Department/352-528-4030
3. **Meeting Date:** Tuesday, August 18, 2020

4. **Requested Motion/Action:**
Requesting the Levy County Board of County Commissioners' approval of the Amendment to Agreement in order for Connect to continue to provide media marketing services to County for 2020-2021 fiscal year.

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

6. **Time Requested:** 10 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: 10/1/2020

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

On June 4, 2020, the Levy County Tourist Development Council (TDC) voted to recommend to the Levy County Board of County Commissioners (BOCC) to approve the 2020-2021 Levy County Visitors Bureau Marketing Plan.

On June 4, 2020, the TDC voted to recommend to the Levy County BOCC to adopt the 2020-2021 contract for \$25,000 with Connect.

Digital Monthly Marketing-Social Media Posts & Digital Newsletters is included on the recommended 2020-2021 Marketing Plan.

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