



Agenda Item Summary

File #: 23-00379

Agenda Date: 8/8/2023

Agenda Item Name:

Request Approval to Transfer Reserves to the Tourism Operating Budget

Presenter:

Jessica Hurov, Tourism Development Manager, (352) 374-5260

Description:

Transfer Tourism Reserves to the Operating Budget for Advertising, Printing, Website Design Services and Special Event Sponsorships

Recommended Action:

Approve the transfer of \$300,000 from Tourism reserves to operating fund 150; approve the attached budget amendment.

Prior Board Motions:

N/A

Fiscal Note:

There are sufficient Tourism reserve funds available to cover the transfer of \$300,000 to the Operating Budget.

Reserves Fund: 150.04.0440.590.9920

Various expenses: 150.45.4510.552.xx.xx

Strategic Guide:

All Other Mandatory and Discretionary

Background:

Funds will be used for a Visit Florida broadcast co-operative advertising campaign; VisitGainesville.com website redesign and maintenance; new advertising campaigns targeting consumer and industry audiences; printing expenses for visitors guides and maps; and additional special event sponsorships, all of which promote and advertise Alachua County and serve the advancement of tourism.

Visit Gainesville, Alachua County is charged with executing the Board's investment strategy to increase tourism and the economic benefits created by visitor spending. According to research from Downs & St. Germain and Visit Florida, Alachua County has seen year-over-year increases in both lodging revenue and direct visitor spending, including on key market segments of lodging, ground transportation, food and beverage, shopping, entertainment, and recreation.