



Alachua County Visitors and Convention Bureau

Jessica Hurov, CPM – Tourist Development Director
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Telephone: (352) 374-5260



February 9, 2024

MEMORANDUM

To: Mary Alford, Chair
Alachua County Board of County Commissioners

From: Jessica Hurov, Tourist Development Director 

Subject: Special Payment Request for Advertising

In accordance with the Alachua County Purchasing Manual and F&A's Departmental Processing Handbook, we respectfully request your approval for payment of \$5,790 under Tourist Development account code 150.45.4510.552.48.00 for two invoices from the Florida Society of Association Executives (FSAE).

- Invoice #2023-2015 for \$1,690 for an email and website advertisement
- Invoice #2023-2046 for \$4,100 for a print advertisement and advertorial in the FSAE Source magazine.

The advertisements were completed to promote group meetings in Alachua County to one of the premier meeting planner associations in the state of Florida for their summer 2023 promotions.

Thank you for your consideration.