



Agenda Item Summary

File #: 24-00636

Agenda Date: 7/9/2024

Agenda Item Name:

Request to Approve Meeting Advantage Program Conference Grant Application

Presenter:

Jessica Hurov, Tourism Development Director

Description:

Approve the Meeting Advantage Program Conference Grant application as amended. Make the legislative factual determination that the activities funded with Tourist Development Taxes program serve a public purpose and is primarily related to promoting and advertising tourism in Alachua County. Authorize the Tourist Development Council to review and make funding determinations for the Meeting Advantage Program (Conference Grant) applications.

Recommended Action:

Approve the revised Meeting Advantage Program Conference Grant application as amended.

Prior Board Motions:

Previous versions of the application were approved on May 12, 2020, August 9, 2022 and December 13, 2022.

Fiscal Note:

\$200,000 is budgeted annually to support the Conference Grant program.

Tourist Development Conference Grants Fund: 005.45.4530.552.82.24

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

The revised application streamlines the funding process to award \$15 per room night for eligible applicants on a reimbursement-only basis at the conclusion of the event. Applicants are required to provide verified room night reports from hotels or lodging providers prior to reimbursement.