



Agenda Item Summary

File #: 25-00824

Agenda Date: 10/8/24

Agenda Item Name:

Legislative factual determination regarding marketing and promotional activities for the adopted FY26 Visit Gainesville, Alachua County budget

Presenter:

Jessica Hurov, (352) 374-5260

Description:

Make legislative factual determination that expenditures of TDT serve a public purpose and are primarily related to promoting and advertising tourism.

Recommended Action:

Make the legislative factual determination that the promotional, marketing and advertising activities within the FY26 Tourism budget, which are purchased with Tourist Development Tax revenue, serve a public purpose and are primarily related to promoting and advertising tourism in Alachua County.

Prior Board Motions:

The Board annually makes a legislative factual determination regarding the Tourism budget.

Fiscal Note:

Total of \$1,008,500.00 approved for marketing and promotional activities in FY26. This is funding managed by Tourism and does not represent the total marketing and promotional funds expended by Alachua County for the promotion of tourism.

Fund 150.45.4510.552.48.00 - Tourist Development Tax

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

Use of Tourist Development Taxes requires that a legislative factual determination that expenditures of TDT serve a public purpose and are primarily related to promoting and advertising tourism.

The FY26 budget includes \$1,008,500.00 for tourism promotional activities. It is requested that a legislative factual determination be made that the promotional marketing and advertising activities purchased with revenue from Tourist Development Taxes serve a public purpose and are primarily related to promoting and advertising tourism in Alachua County, and that these promotional activities and items spotlight Alachua County as a desirable place to visit by promoting the positive qualities and

numerous cultural, artistic, historic, natural, sporting, and other tourist-related attributes and activities available for visitors to Alachua County to enjoy.

Promotional activities include the following: radio, broadcast, online, and print advertising; billboards; promotional items; public and industry event sponsorships; outreach, including registration, travel, and tabling at trade shows, events, conferences; website development, improvements, and search engine optimization; digital, social media, and search engine marketing and advertising; printed materials (e.g. brochures, rack cards, maps, fliers, promotional cards, posters); material delivery and distribution; signage, banners, marquees, and digital displays; ticket giveaways; and social media promotions; email marketing; hosting travel writers, familiarization tours and public relations activities; supporting film production companies and crews; industry events; content creation (photography, videos, blogs, etc.); market research; data collection; and more.