

# City of Gainesville

City Hall 200 East University Avenue Gainesville, Florida 32601

# Legislation Details (With Text)

File #: 090681. Version: 0 Name: Grant Application for Cell Phone Tour Program (NB)

Type: Staff Recommendation Status: Passed

File created: 2/4/2010 In control: City Manager

On agenda: Final action: 2/4/2010

Title: Grant Application for Cell Phone Tour Program (NB)

This item involves an application for a grant from Visit Florida to provide funding for marketing and

web site development for the Department of Parks Recreation and Cultural Affairs.

Sponsors:

Indexes:

**Code sections:** 

#### Attachments:

Date	Ver.	Action By	Action	Result
2/4/2010	0	City Commission	Approved as Recommended	Pass

### Grant Application for Cell Phone Tour Program (NB)

This item involves an application for a grant from Visit Florida to provide funding for marketing and web site development for the Department of Parks Recreation and Cultural Affairs.

## ..Explanation

The Cultural Affairs Division of the Department of Parks, Recreation and Cultural Affairs wishes to submit a grant application to Visit Florida for funds to provide advertising and web site development for the Old Florida Heritage Highway - Cell Phone Tour Program. The grant request is for the sum of \$5,000. The intent of the Visit Florida grant program is to provide funding for partner marketing projects promoting cultural heritage and nature tourism in Florida.

The grant requires a matching amount of \$5,000. The match will be from the Alachua County Tourist Product Development grant fund (130-850-L300-5730-8200).

The City Commission: 1) approve the submission of a grant application to Visit Florida; 2) authorize the City Manager to execute the application; and 3) if awarded, authorize the City Manager to execute the grant agreement and other grant-related documents subject to approval by the City Attorney as to form and legality.

#### Alternative Recommendation:

The City Commission decline the request to submit a grant application to Visit Florida.