



Legislation Text

File #: 090681., **Version:** 0

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.