

COLLIER COUNTY
Tourist Development Council



AGENDA

July 26, 2021

9:00 AM

**Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112**

Commissioner Andy Solis, Chair
Clark Hill, Vice-Chair
Councilor Jared Grifoni
Susan Becker
Amanda Cox
Nancy Kerns
Kathleen Brock
Edward (Ski) Olesky
Councilman Michael McCabe

All interested parties are invited to attend, and to register to speak and to submit their objections, if any, in writing, to the Council prior to the meeting if applicable. For more information, please contact Jack Wert at (239) 252-2402. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380. Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time. Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Agenda and Minutes**
 - A. **Changes and Approval of Today's Agenda**
 - B. **Approval of prior TDC Meeting Minutes**
 1. **June 28, 2021 TDC Meeting Minutes**
5. **Presentations**
6. **Consent Agenda - All Matters listed under this agenda item are considered to be routine and action will be taken by one motion without separate discussion of each item. If discussion is desired by a member of the Council, that item will be moved from the Consent Agenda and considered separately under New Business or Old Business.**
 - A. **Coastal Zone Management**
 - B. **Beach Park Facilities**
 1. **Recommendation to approve a Collier County Tourist Development Council (TDC) Grant Application for Fiscal Year 2021 Beach Park Facility Capital Maintenance Program in the amount of \$200,000, authorize necessary budget amendment, and to make the finding that the expenditures promote tourism.**
 - C. **Tourism Division**
7. **New Business**
 - A. **Recommendation to approve the use of Tourist Development Tax Promotion Funds to support the two upcoming October 2021 Sports Tourism Events up to \$10,500 and make a finding that this expenditure promote tourism.**
 - B. **Recommendation to approve the Sponsorship Agreement for FY 2022 between Collier County and Global Sports Resorts LLC dba Academia Sanchez-Casal Florida (Global Sports Resorts) and make a finding that this item promotes tourism.**
 - C. **Recommendation to approve the 1 year Sponsorship Agreement between Collier County and UWP, LLC dba Pro Watercross World Championships for \$90,000 and make a finding that the sponsorship expenditures promote tourism.**
8. **Old Business**

- 9. Marketing Partner Reports**
 - A. Part 1**
 - 1. Marketing Partner Report part 1**
 - B. Part 2**
 - 1. Marketing Partner Report part 2**
- 10. Council Member Discussion**
- 11. Tourism Staff Reports**
 - A. Tourism Staff Report**
- 12. Detailed Staff Reports**
- 13. Next Scheduled Meeting**
 - A. Next TDC Meeting Date - September 27, 2021**
- 14. Adjournment**