



Legislation Text

File #: 13415, **Version:** 1

TITLE

Tourism Development Council Special Events Marketing Grant Awards to Promote Florida's Adventure Coast for FY 2024

BRIEF OVERVIEW

During the second round of FY 2024 Tourism Development Council (TDC) Grant Funding Process, the TDC received grant applications from two additional organizations for special events or marketing initiatives to promote visitation to Hernando County. The applications were reviewed and recommendations for funding made. A listing of each organization, event and recommended award is attached for review and approval.

- Coastal Hernando Business Group - Front Porch Art Walk \$1500
- Sparacia-Witherell Family Winery - Foggy Longbottom Folk Festival \$1725

FINANCIAL IMPACT

The recommended grant awards total for the second round is \$3,225; bringing our total grant funding for FY2024 to \$20,225. Funding is available in the Special Promotions - Sponsorship Account No. 1261-02811-5304804.

LEGAL NOTE

The Board is authorized to act on this matter pursuant to Chapter 125, Florida Statutes.

RECOMMENDATION

It is recommended that the Board approve the Tourism Development Council's Special Event Grant funding to the events and in the amounts as indicated in the attached document, totaling \$3,225.