



Cover Memorandum/Staff Report

File #: 24-458

Agenda Date: 4/16/2024

Item #: 4.B.

TO: Mayor and Commissioners
FROM: Jeffrey L. Oris, CEcD
THROUGH: Terrence R. Moore, ICMA-CM
DATE: April 16, 2024

CONSIDERATIONS REGARDING IMPLEMENTATION OF THE TOURISM MASTER PLAN

Recommended Action:

Receive the presentation regarding recommendations for implementation of the Tourism Master Plan. Provide feedback as appropriate so implementation plan can be finalized.

Background:

In July of 2021 the City entered into an Inter Local agreement with the Greater Delray Beach Chamber of Commerce and the Downtown Development Authority to cooperatively expand the DDA's "rebound" marketing program for the benefit of the entire city. By combining resources, the partners intended to augment the existing effort expanding the reach and impact to the entire city. The larger objective was to create a comprehensive master plan regarding tourism in the City with results driven initiatives to be utilized by all partners so that all would speak with one voice. The Plan was prepared with the help of Don Kolodz of Tourism Strategic Solutions and a task force that included representatives of all aspects of the tourism industry, the DDA, CRA, and the City. This master plan was completed and presented to the City Commission at a workshop meeting held on June 14, 2022.

Once this master plan was embraced, Tourism Strategic Solutions engagement was extended for the purposes of creating an implementation strategy for the master plan. The Plan has a number of important pieces and it was deemed critical to prioritize key strategies and determine a method by which all of the partners would move in the same direction and towards the same goals as the plan is implemented. With additional input from the Tourism Task Force, the City Commission, DDA, and CRA, a draft strategy was completed and will be presented by Mr. Kolodz for review by the City Commission and for the Commission to provide any appropriate feedback prior to finalization of implementation strategies. A draft of Mr. Kolodz's presentation is attached for reference (some edits may be made prior to the Commission meeting).

City Attorney Review:

N/A

Funding Source/Financial Impact:

No costs of implementation have been determined to date. If the City Commission would like to move forward with implementation, this work will become a responsibility of the Economic Development Division of the City Manager's Office and any specific costs will be provided for in the

Division's annual budget.

Timing of Request:

Implementation of the Plan will insure the tourism partners in the City can begin to move forward as one voice, however, timing is not critical at this moment.