



Cover Memorandum/Staff Report

File #: 22-587

Agenda Date: 6/14/2022

Item #: WS.1.

TO: Mayor and Commissioners
FROM: Sara Maxfield, Director, Economic Development
THROUGH: Terrence R. Moore, ICMA-CM
DATE: June 14, 2022

TOURISM MASTER PLAN FINDINGS AND RECOMMENDATIONS

Recommended Action:

N/A

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 intend to augment the existing effort expanding the reach and impact to the entire city. The larger objective is to create a comprehensive plan. With results driven initiatives, for all partners to use, and speak with one voice. The goal is to be constant and consistent in the market showcasing the City as a destination and increasing tourism year-round. The partners, along with the consultant will use this workshop to present the findings and recommendations from the master planning activities and seek direction from the Commission on priorities to be included in the final planning document.

City Attorney Review:

N/A

Funding Source/Financial Impact:

N/A

Timing of Request:

N/A