



Cover Memorandum/Staff Report

File #: 21-988

Agenda Date: 9/13/2021

Item #: 7.F.

TO: Mayor and Commissioners
FROM: Sara Maxfield, Director, Office of Economic Development
THROUGH: Terrence R. Moore, ICMA-CM
DATE: September 13, 2021

REQUEST FOR APPOINTMENT OF ONE (1) COMMISSIONER TO THE TASK FORCE FOR THE TOURISM MASTER PLAN

Recommended Action:

Motion to nominate a Commissioner to serve as a member of the Tourism Master Plan Task Force.

Background:

On July 13, 2021 Commission approved and inter local agreement between the City, the Greater Delray Beach Chamber of Commerce and the Delray Beach Downtown Development Authority to partner in efforts to assist in recovery of the local tourism sector following the downturn due to the Covid 19 pandemic. The City of Delray Beach has engaged a travel industry consultant to lead the process of developing a Tourism Master Plan for the community. Key stakeholders, including commission representation, have been identified to participate on the task force that will serve as a guiding body for the process. Meetings of the task force will take place via ZOOM beginning the 4th quarter of 2021. Commitment will include; active participation in 6-8 task force meetings, 2-3 committee meetings, completion of a SWOT analysis, and ranking of final recommendations.

City Attorney Review:

NA

Funding Source/Financial Impact:

NA

Timing of Request:

NA