



Legislation Text

File #: 21-704, Version: 1

TO: Mayor and Commissioners
FROM: Sara Maxfield, Economic Development Director
THROUGH: Jennifer Alvarez, Interim City Manager
DATE: July 13, 2021

INTER LOCAL AGREEMENT BETWEEN THE CITY OF DELRAY BEACH, GREATER DELRAY CHAMBER OF COMMERCE, DOWNTOWN DEVELOPMENT AUTHORITY - TOURISM MARKETING

Recommended Action:

Motion to approve agreement.

Background:

This agreement establishes a partnership and commitment between the City of Delray Beach (City), Greater Delray Beach Chamber of Commerce, and the Downtown Development Authority (DDA) to cooperatively expand the DDA's "rebound" marketing program for the benefit of the entire City. In 2020, a plan for rebound destination marketing was initiated by the DDA in response to the COVID-19 pandemic. By combining resources, the partners intend to augment the effort expanding the reach and impact of the program to the entire City. The objective is to create a comprehensive plan, with result driven initiatives, for all partners to use and speak with one voice. The intent is to be constant and consistent in the market showcasing the City as a destination and increasing tourism year-round. This effort aims to facilitate stronger growth in the tourism sector through strategic marketing and advertising efforts, programs, events, public relations, and county and state partnerships.

City Attorney Review:

Reviewed for legal sufficiency.

Funding Source/Financial Impact:

Funding for this program includes financial and in-kind contributions from the Downtown Development Authority, Greater Delray Chamber of Commerce, and the City of Delray Beach. The total program cost estimate is approximately \$105,000. The City will contribute a total of \$65,000 to the program from the 2020-2021 Economic Development Promotional Budget account. The City portion of the funding will be used to develop a Tourism Master Plan for the entire City, and fund other elements of the program such as creative and video development, advertising, and website optimization. This effort aligns with goals outlined in the Economic Prosperity section of the adopted Comprehensive Plan.

Funding Source will be 001-12-060-559-48.10 - Promotional Activities and Marketing

Timing of Request:

Respectfully requesting approval to initiate this endeavor.