

Resolution No. 2005- 299

A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, APPROVING THE TERMS, PROVISIONS, CONDITIONS AND REQUIREMENTS OF A TOURIST DEVELOPMENT AGREEMENT BETWEEN ST. JOHNS COUNTY, FLORIDA, AND ST. JOHNS COUNTY VISITORS AND CONVENTION BUREAU, INC., FOR THE PROVISION OF COORDINATING THE OVERALL MARKETING EFFORTS FOR THE COUNTY AND PROVIDE DIRECT SALES, TOURISM PUBLICITY, INQUIRY RESPONSE, VISITOR SERVICES, HOSPITALITY TRAINING AND OTHER PROGRAMS ESSENTIAL TO EFFECTIVE TOURISM MARKETING FOR AN INITIAL TERM FROM OCTOBER 1, 2005 THROUGH SEPTEMBER 30, 2006, WITH AN AUTOMATIC RENEWAL FROM YEAR TO YEAR ON SEPTEMBER 30TH OF EACH YEAR, PROVIDING FUNDS ARE APPROPRIATED BY THE BOARD OF COUNTY COMMISSIONERS FOR ANY FISCAL PERIOD.

WHEREAS, pursuant to the Local Option Tourist Development Act, the COUNTY has by Ordinances No. 86-62 and 86-72, and by amendments to each, established the St. Johns County Tourist Development Council (hereinafter referred to as the "TDC"), has levied and imposed a tourist development tax, and has established a Tourist Development Plan for use of funds derived from such tax, and

WHEREAS, said Tourist Development Plan provides funding as defined in Categories I and II for advertising and promoting St. Johns County as a visitor destination; and

WHEREAS, St. Johns County, Florida (County) is entering into an Agreement with St. Johns County Visitors and Convention Bureau, Inc. (Bureau), in order to coordinate the overall marketing efforts for the COUNTY and provide direct sales, tourism publicity, inquiry response, visitor services, hospitality training and other programs essential to effective tourism marketing; and

WHEREAS, the Tourist Development Council has recommended that the County and the Bureau enter into an Agreement with an initial term of one (1) year from October 1, 2005 through September 30, 2006, with an automatic renewal from year to year on September 30th of each year, so that the Bureau can act as the official marketing agency, coordinating tourism promotion and advertising for the County; and

WHEREAS, the County has reviewed the terms, provisions, conditions, and requirements of the Agreement (attached hereto, and incorporated herein); and

WHEREAS, the County has determined that accepting the terms of the Agreement, and entering into said Agreement will serve the interests of the County.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, AS FOLLOWS:

Section 1. The above Recitals are hereby incorporated into the body of this Resolution, and are adopted as Findings of Fact.

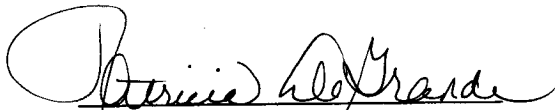
Section 2. The Board of County Commissioners hereby approves the term, provisions, conditions, and requirements of this Agreement between the Board of County Commissioners of St. Johns County, Florida (on behalf of St. Johns County, Florida), and St. Johns County Visitors and Convention Bureau, Inc. and authorizing the County Administrator to execute the agreement on behalf of St. Johns County.

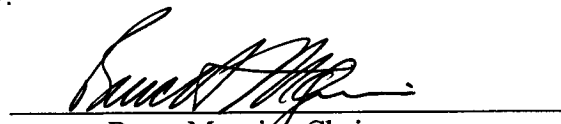
PASSED AND ADOPTED by the Board of County Commissioners of St. Johns County, Florida, this 18th day of October, 2005.

BOARD OF COUNTY COMMISSIONERS OF
ST. JOHNS COUNTY, FLORIDA

Attest:

By:


Deputy Clerk


Bruce Maguire, Chair

REVISION DATE 10-20-05

