

## **EXECUTIVE SUMMARY**

### **Discussion Topic Suggestions for February 10, 2010 Annual Joint BCC/TDC Workshop**

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**OBJECTIVE:** Determine the agenda and topics for discussion for Annual BCC/TDC Workshop on February 10, 2010.

**CONSIDERATIONS:** At the January 2009 Annual BCC/TDC Workshop it was suggested that future Workshops contain topics that work better in a workshop format. It was also suggested that annual statistics of the previous year not be discussed, but perhaps summarized in written reports supplied to BCC and TDC members prior to the workshop.

The following are suggestions of topics of discussion. Staff is requesting that the TDC discuss the workshop and suggest changes or additions to the following topics:

- Marco Island Museum Funding
- Non-County Owned Museum Grants (Category C-2) for FY 11
- Changes to TDC Ordinance to fund future year-round destination marketing
- Chicago Cubs Spring Training Facility feasibility study and funding sources
- Return on Investment (ROI) measurement techniques to improve reporting

**RECOMMENDATION:** That the TDC discuss and recommend topic suggestions for February 10, 2010 Annual Joint BCC/TDC Workshop.

**SUBMITTED BY:** Jack Wert, Tourism Director