HISTORIC MILTON Navarre Beach

FLORIDA'S PLAYGROUND

To: Santa Rosa County Board of County Commissioners

From: Julie Morgan, Tourist Development Director

Subject: Santa Rosa County Tourist Development Council Board of Directors Request For Qualifications Strategic Plan Facilitation

Date: January 20, 2016

Recommendation

Discussion of the Santa Rosa County Tourist Development Council Board of Directors / Stakeholder / Staff Strategic Plan Facilitation Request For Qualifications.

Background

On November 5, 2015 the Santa Rosa County Tourist Development Council Board of Directors voted unanimously to recommend an RFQ for hiring a firm to facilitate the Tourist Development Council's session meeting and to produce an outcome report.

Purpose

The purpose of the Strategic Plan development is to align goals of the TDC while working towards desired outcome of increasing tourism bed tax dollars in Santa Rosa County.

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