

**MANATEE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

*Pulled Separate
action*

SUBJECT	RESOLUTION 98-287: <i>TRADE Show Participation</i>	TYPE AGENDA ITEM	CONSENT
DATE REQUESTED	DECEMBER 1, 1998	DATE SUBMITTED/REVISED	NOVEMBER 20, 1998
BRIEFINGS/WHO?		CONSEQUENCES IF DEFERRED	
DEPARTMENT/DIVISION	CONVENTION & VISITORS BUREAU ADMINISTRATION	AUTHORIZED BY TITLE	LARRY WHITE EXECUTIVE DIRECTOR <i>[Signature]</i>
CONTACT PERSON TELEPHONE/EXTENSION	MONICA LUFF 729-9177 x231	PRESENTER/TITLE TELEPHONE/EXTENSION	LARRY WHITE 729-9177 x232
ADMINISTRATIVE APPROVAL	<i>[Signature]</i>		

ACTION DESIRED
INDICATE WHETHER "REPORT OR "DISCUSSION, "FORM OF MOTION, OR "OTHER ACTION REQUIRED:

ADOPTION OF RESOLUTION 98-287 AUTHORIZING HOTELIERS AND OTHER COMMUNITY REPRESENTATIVES TO PARTICIPATE IN TRADE SHOWS ATTENDED BY THE CONVENTION & VISITORS BUREAU; AND AMENDING, REPLACING AND RESCINDING RESOLUTION R-98-12.

ENABLING/REGULATING AUTHORITY
FEDERAL/STATE LAWS, ADMINISTRATIVE RULING(S), MANATEE COUNTY COMP PLAN/LAND DEVELOPMENT CODE, ORDINANCES, RESOLUTIONS, POLICY.)

COMP. PLAN 7.3.3 PROMOTION OF CULTURAL RESOURCES
F.S. 125.0104 AUTHORIZED USES OF RESORT TAX FUNDS

BACKGROUND/DISCUSSION

- BY AMENDING THE ORIGINAL RESOLUTION, AREA ATTRACTION, SPECIAL EVENT, MUSEUM, ETC. PERSONNEL CAN ATTEND TRADE SHOWS WITH CVB STAFF.
- LINE ITEM WAS ESTABLISHED IN CONVENTION & VISITORS BUREAU BUDGET FOR TRADE SHOW ASSISTANCE DURING FY '97 - '98 BUDGET PROCESS. A \$4,000 BUDGET FOR THIS ASSISTANCE PROGRAM WILL BE DRAWN FROM THE EXISTING PROMOTIONS BUDGET APPROVED BY TOURIST DEVELOPMENT COUNCIL AND BOARD OF COUNTY COMMISSIONERS FOR FY '98-'99 AND NO ADDITIONAL FUNDS SHALL BE REQUIRED.
- AS WITH ALL CVB PROGRAMS, NO GENERAL FUND MONIES ARE APPLIED HERE.

HAS COUNTY ATTORNEY REVIEW BEEN REQUESTED? INDICATE "NO" OR "YES" @ RIGHT. IF "NO," PROCEED TO 1) BELOW; AND IF "YES," PROCEED TO 2) BELOW. YES

1) IF "NO" TO ABOVE.

A) PLEASE EXPLAIN BELOW: (SEE ALSO FOLLOWING SECTION 1B) RE: CONTRACT, AGREEMENT, LEASE, ETC.)

B) IF A CONTRACT, AGREEMENT, LEASE OR OTHER DOCUMENT WAS PREVIOUSLY APPROVED, STATE YEAR OF LAST USE @ RIGHT:

2) IF "YES" TO FIRST QUESTION IN THIS SECTION.

A) HAS ENTIRE MATTER, OR ONLY A PORTION, BEEN REVIEWED? IF ONLY A PORTION, WHICH PORTION?

ENTIRE MATTER HAS BEEN REVIEWED BY COUNTY ATTORNEY'S OFFICE.

B) HAVE ALL COMMENTS/SUGGESTIONS RAISED BY COUNTY ATTORNEY BEEN ADDRESSED/INCORPORATED; IF NOT, PLEASE EXPLAIN. A COPY OF FINAL COUNTY ATTORNEY MEMO RE THIS MATTER **MUST BE ATTACHED** (IF COMMENTS WERE VERBAL, SO INDICATE.)

ALL SUGGESTIONS AND REVISIONS HAVE BEEN ADDRESSED.

**APPROVED IN OPEN SESSION
DEC 01 1998
BOARD OF COUNTY COMMISSIONERS
MANATEE COUNTY, FLORIDA**

ATTACHMENTS: (LIST IN ORDER AS ATTACHED)	INSTRUCTIONS TO BOARD RECORDS:
1. LETTER FROM COUNTY ATTORNEY'S OFFICE 2. R-98-287	CC MINUTES TO CVB
COST \$ 4,000 (BUDGETED)	SOURCE (ACCT# & NAME) 1030002202554000 PROMOTIONS - TRAVEL
COMMENTS	AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)

REF: 498-287 AGE

12/1/98 - Discussed in Cmnty

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Office of
**MANATEE COUNTY
 ATTORNEY**

* Board Certified City, County & Local Government Law
 † Board Certified Civil Trial

Teddy N. Williams, Jr., County Attorney
 Mark P. Barnebey, Chief Assistant County Attorney*
 Paul G. Bangel, Senior Assistant County Attorney*
 William C. Henry, Senior Assistant County Attorney for Risk Management
 Patricia McVoy, Senior Assistant County Attorney*
 James A. Minix, Senior Assistant County Attorney†
 Mitchell O. Palmer, Senior Assistant County Attorney
 Jeffrey N. Stelmnyder, Senior Assistant County Attorney*

via facsimile and courier

MEMORANDUM

DATE: November 6, 1998

TO: Larry White, Executive Director, Bradenton Area Convention & Visitors Bureau

THRU: Teddy N. Williams, Jr., County Attorney *TNW 11/6/98*

FROM: Patricia McVoy, Senior Assistant County Attorney *PM 11/6/98*

RE: **Trade Show Participation by Community Representatives (R-98-287)
 RLS-98-457; CAO File 5034-068**

Attached is a revised resolution including community representatives as those who may receive a stipend from the County when participating in trade shows. If you find that it meets your needs, it may be presented to the Board of County Commissioners.

Please call me if you have any questions or want to discuss the revisions.

PM/klm
 Attachments – Blacklined Resolution R-98-287
 Final Resolution R-98-287

cc.: Monica Luff, Bradenton Area Convention & Visitors Bureau (w/att) (via e-mail)

P:\E\B\O\PM\W\PD\OCS\CC\ub\luff mem wpd

RESOLUTION R-98-287

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF MANATEE COUNTY, FLORIDA, AUTHORIZING HOTELIERS OR OTHERS TO PARTICIPATE IN TRADE SHOWS ATTENDED BY THE MANATEE COUNTY CONVENTION AND VISITORS BUREAU; PROVIDING FOR ROTATION AMONG INTERESTED HOTELIERS; PROVIDING FOR A STIPEND TO DEFRAY COSTS; REQUIRING THE DEVELOPMENT OF A RELEASE AND INDEMNIFICATION AGREEMENT; AND AMENDING, REPLACING AND RESCINDING RESOLUTION R-98-12.

WHEREAS, pursuant to §125.0104, Florida Statutes, Manatee County has imposed a tourist development tax that may be used to advertise and promote tourism in Manatee County; and

WHEREAS, the Board of County Commissioners of Manatee County has provided for the development of a Convention and Visitors Bureau and for participation in national and international trade shows; and

WHEREAS, the Director of the County's Convention and Visitors Bureau has recommended and the Board of County Commissioners has determined that participation in travel industry trade shows by hoteliers owning, operating or employed by facilities providing tourist accommodations in Manatee County, Florida, or other community representatives, would provide valuable assistance to the County in advertising and promoting Manatee County and adopted Resolution R-98-12; and

WHEREAS, the Board of County Commissioners has determined that other community representatives will from time to time be of great assistance in advertising and promoting Manatee County, and that Resolution R-98-12 should be revised to include other community representatives.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MANATEE COUNTY, FLORIDA, as follows:

1. Owners, operators or employees of hotels or other tourist accommodations in Manatee County, and other community representatives, are hereby authorized to participate in travel industry trade shows and other Convention and Visitor Bureau promotional trips (hereinafter collectively referred to as "Trade Shows") as provided in the terms, conditions and limitations set forth in this Resolution.

2. The County Administrator or his designee shall maintain a list of hoteliers interested in participating in national or international travel industry trade shows and any special skills or interests of the owner, operator or employee of such hotel (hereinafter "hotelier").

3. The County Administrator or his designee shall advise hoteliers in accordance with information distributed to those accommodations collecting the tax imposed under §125.0104, Florida Statutes, of the opportunity for participation in travel industry trade shows pursuant to this Resolution, of any special skills that may be required from time to time such as fluency in any foreign languages, and the needs and requirements of the Convention and Visitors Bureau with respect to staffing and operating the County's booth at travel industry trade shows. The County Administrator or his designee shall maintain a rotational system to effect an equitable distribution of opportunities among interested hotels or other tourist accommodation facilities, and shall deviate from the rotational system only to select a hotelier with any special qualifications that are required for a particular travel industry trade show.

4. Hoteliers and other community representatives participating in a travel industry trade show may make available at the County's booth information regarding the participating hotelier's accommodations, events, activities and facilities as consideration for the assistance provided to County.

a) For hoteliers, County shall be responsible for all fees and costs for the booth at the trade show. County shall pay Participant either \$300 for Domestic shows or \$500 for International shows within forty-five (45) days after the completion of the trade show. Except as provided above, Participant shall be responsible for all costs and expenses, including but not limited to travel, hotel charges, meals and incidental expenses associated with attendance at the travel industry trade show.

b) For other community representatives, County shall be responsible for all fees and costs for the booth at the trade show. County shall reimburse Participant in an amount equal to the lesser of: a) the actual cost of the travel and lodging; b) the amount authorized for the other community representatives in the budget for the trade show. Except as provided above, Participant shall be responsible for all costs and expenses, including but not limited to travel, hotel charges, meals and incidental expenses associated with attendance at the travel industry trade show.

Participating hoteliers and other community representatives shall receive no other compensation from the County, except for meals and entertainment expenses when participating at the request of the Director of the County's Convention and Visitors Bureau in events and activities that could be paid pursuant to §125.0104, Florida Statutes, and policies adopted by the Board of County Commissioners, and expenditures are within amounts approved by the Board of County Commissioners for the trade show.

5. Other community representatives as used herein refers to the representative or designee of a corporation or association engaged in cultural, literary, scientific or educational events or activities in Manatee County or other undertakings, events or activities in Manatee County, that would draw visitors and tourists to Manatee County. Community representatives shall be

recommended by the Director of the Convention and Visitors Bureau and approved by the County Administrator based upon special skills or attributes appropriate to the trade or travel show, including but not limited to the ability to attract attention to the County's participation in the show, communicate or demonstrate features of interest to the travel industry or travelers, enhance the image of Manatee County, and meet the needs and requirements of the Convention and Visitors Bureau.

6. 5. The County Administrator or his designee shall enter into an agreement with the participant substantially conforming to the form of agreement attached hereto as Exhibit A.

7. Resolution R-98-12 is hereby amended and replaced by this Resolution. Resolution R-98-12 is hereby rescinded.

ADOPTED, with a quorum present and voting this the ____ day of _____, 1998.

BOARD OF COUNTY COMMISSIONERS
OF MANATEE COUNTY, FLORIDA

By: _____
Chairman

ATTEST: R. B. SHORE

By: _____
Clerk of the Circuit Court

TRAVEL INDUSTRY TRADE SHOW PARTICIPATION AGREEMENT

This Agreement is entered into by and between Manatee County, Florida, pursuant to Resolution R-98-287, (hereinafter "County") and _____, for and on behalf of _____ (hereinafter "Participant").

(Name of hotel, accommodation, etc.)

WITNESSETH:

For and in consideration of the mutual promises set forth herein, the parties agree as follows:

1. Participant agrees to attend the travel industry trade show scheduled for _____ (Date and times)

in _____ (City and other location information)

and provide assistance generally described as follows:

2. County shall be responsible for all fees and costs for the booth at the trade show. In accordance with Resolution 98-287, County shall pay Participant \$_____ within forty-five (45) days after the completion of the trade show. (Limit \$300 for Domestic shows; \$500 for International) Except as provided above, Participant shall be responsible for all costs and expenses, including but not limited to travel, hotel charges, meals and incidental expenses associated with attendance at the travel industry trade show.

3. Participant may distribute literature from County's booth at the trade show on behalf of the establishment described above. Participant shall provide services as an independent contractor and not as an employee of Manatee County.

4. Participant agrees to release, indemnify and save harmless Manatee County, its agents, officers and employees from and against any and all claims, suits, actions, damages, causes of action, orders, judgments or decrees arising as a result of any damage or injury to Participant or the entity Participant represents while participating in the travel industry trade show. The indemnification provided herein includes all costs, attorney's fees, expenses and liabilities incurred in or by reason of the defense of any such claim, suit or action, and the investigation thereof, and shall continue until all claims have been finally settled.

5. Each party signing this Agreement represents that it has been duly authorized to enter into this agreement on behalf of the entity it represents.

IN WITNESS WHEREOF, the parties have signed this Agreement on this the ___ Day of _____, 199__.

PARTICIPANT:
By: _____

MANATEE COUNTY
By: _____

Name: _____

Name: _____

Hotel: _____

Participant's Social Security No: _____