

RESOLUTION B-19-021
AMENDING THE ANNUAL BUDGET
FOR MANATEE COUNTY, FLORIDA
FOR FISCAL YEAR 2018-2019

WHEREAS, Florida Statutes 129.06, authorizes the Board of County Commissioners to amend its budget for the current fiscal year as follows:

- a) Appropriations for expenditures in any fund may be decreased and other appropriations in the same fund correspondingly increased, provided the total appropriations of the fund are not changed.
- b) Appropriations from reserves may be made to increase the appropriation for any particular expense in the same fund, or to create an appropriation in the fund for any lawful purpose.
- c) Unanticipated revenues, including increased receipts for enterprise or proprietary funds, may be appropriated for their intended purpose, and may be transferred between funds to properly account for the unanticipated revenue.

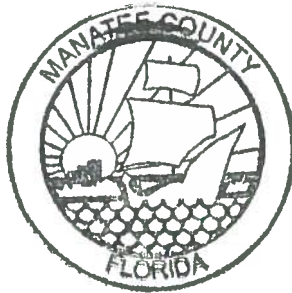
NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Manatee County, Florida that the 2018-2019 budget is hereby amended in accordance with FS 129.06 as described on the attached summary and specified in the budget adjustment batch files which are listed below:

Department: BRADENTON AREA CONVENTION & VISITOR'S BUREAU
Fund: TOURIST DEVELOPMENT TAX
Description: Transfers \$25,000 from reserves in the Tourist Development Tax Fund to sponsor the Blue Community Sustainable Tourism Pilot Program in the Bradenton area. The Tourist Development Council (TDC) recommended for approval on October 15, 2018.

Batch ID EGA2418B

Reference BU19000082

ADOPTED IN OPEN SESSION WITH A QUORUM PRESENT AND VOTING THIS 27th DAY OF November, 2018



BOARD OF COUNTY COMMISSIONERS
MANATEE COUNTY, FLORIDA

By [Signature]
Chairman

ATTEST: Angelina Colonnese
Clerk of Circuit Court

By [Signature]
Deputy Clerk

**BLUE COMMUNITY SUSTAINABLE TOURISM PILOT PROGRAM
for Hotels, Resorts, Restaurants, and Attractions**

Date(s) of Training Program 1st Training — Fall 2018; 2nd Training January 2019

Location of Training: Studio on Pine Ave., Anna Maria, Island

Recommended funding from TDC: \$25,000

Program Overview

- Utilization of the Blue Community Certification for establishing baseline data and measuring results.
- Introduction of the One Planet Living framework and process
- Utilization of One Planet Living Digital for hotels, restaurants and attractions to create an action plan with desired outcomes, indicators to measure success, and implementation of blue community strategies to achieve success
- Identification of the key point person(s) from each group to serve as the One Planet Living Integrator responsible for the overseeing the development and implementation of the actions plans
- Training in Culture Based Leadership Development and PM4SD system (Project Management for Sustainable Development) to build capacity for sustainable tourism initiatives.
- Develop a bioregional tool kit that can be used by all hotels, restaurants, tour operators, attractions and other tourism related businesses within the BACVB
- Develop the foundation for ongoing support and collaboration with sustainable tourism in coastal and marine environments with the UCF National Coastal Studies program.
- Present results at the International UNWTO Sustainable Tourism Observatory Conference in Madrid Spain to enhance global reputation of the area for sustainable tourism.

Goals:

1. Reduce the utilization of consumption and the ecological footprint of the pilot tourist operations to the level of resources that would be available for the average person on Earth
2. Increase the performance levels of the Blue Community Certification for which a baseline already exists.
3. Provide assessment for participation and satisfaction for businesses and their employees with the process
4. Provide cultural based leadership development and PM4SD training to create more supportive cultures for sustainable tourism and more effective project management.
5. Enhance reputation in local, regional, national, and global markets.

Manatee County Government Administrative Center
Commission Chambers, First Floor
9:00 a.m. - November 27, 2018

November 27, 2018 - Regular Meeting
Agenda Item #20

Approved in Open Session 11/27/18,
Manatee County
Board of County Commissioners

Subject

Blue Community Sustainable Tourism Pilot Program

Briefings

None

Contact and/or Presenter Information

Presenter: Elliott Falcione, Exec. Director, CVB x3940

Contact: Monica Luff, Sr. Admin. Spec., CVB x3944

Action Requested

Approval of expenditures in the amount of up to \$25,000 to sponsor the Blue Community Sustainable Tourism Pilot Program in the Bradenton Area AND adoption of Budget Resolution B-19-021 amending the annual budget for Manatee County, FL, for fiscal year 2018/2019.

Enabling/Regulating Authority

Code of Laws 2-29-25 Tourist Development Plan

F.S.S. 125.0104 Authorized Uses of Resort Tax Funds

Background Discussion

- On October 15, 2018, the Tourist Development Council unanimously recommended approval.
- The Blue Community Sustainable Tourism Pilot Program is for hotels, resorts, restaurants, and attractions to earn Blue Community Certification for establishing baseline data and measuring results.
- The hotels, restaurants, and attractions will be trained to create an action plan with desired outcomes, indicators to measure success, and implementation of Blue Community strategies to achieve success.
- The goal of Blue Community sustainability is to reduce the utilization of consumption and the ecological footprint and create more supportive cultures for sustainable tourism and more effective project management.
- This pilot program will enhance our reputation in local, regional, national, and global markets.
- The first training will take place in Fall 2018 and the second training in January 2019 at the Studio on Pine Avenue on Anna Maria Island.
- This is a great opportunity to add a small conference on Anna Maria post Red Tide.
- The Budget Amendment (B-19-021) appropriates the funds.
- All funds involved are tourism taxes, not ad valorem taxes.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

Copy of approved agenda memo to Monica Luff and Eva Galler (CVB) and to Claudia Campos (FMD) and

Budget office: monica.luff@mymanatee.org

budget@mymanatee.org

eva.galler@mymanatee.org, claudia.campos@mymanatee.org

Distributed also to: budget, L. Stephens, S. Flowers,
R. Hamilton & D. Heaton 11/28/18, RT

Cost and Funds Source Account Number and Name

1030002202548000 CVB Promotions - Promotional Activity


Amount and Frequency of Recurring Costs

\$25,000 one time expenditure

Attachment: [B-19-021.pdf](#)

Attachment: [Blue Comm Tourism Pilot Program info.pdf](#)

Blue Community One Planet Living for Bradenton Area CVB

									
Health and happiness	Encouraging active, social, meaningful lives to promote good health and wellbeing								
Equity and local economy	Creating safe, equitable places to live and work which support local prosperity and international fair trade								
Culture and community	Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living								
Land and nature	Protecting and restoring land for the benefit of people and wildlife								
Sustainable water	Using water efficiently, protecting local water resources and reducing flooding and drought								
Local and sustainable food	Promoting sustainable humane farming and healthy diets high in local, seasonal, organic food and vegetable protein								
Travel and transport	Reducing the need to travel, encouraging walking, cycling and low carbon transport								
Materials and products	Using materials from sustainable sources and promoting products which help people reduce consumption								
Zero waste	Reducing consumption, re-using and recycling to achieve zero waste and zero pollution								
Zero carbon energy	Making buildings and manufacturing energy efficient and supplying all energy with renewables								



The Blue Community One Planet Living Program will bring to the BACVB:

- Training for the One Planet Living Framework used in Villages Nature, the most sustainable tourism resort in the world.
- Develop a new bioregional tool kit to assist all member of the BACVB in becoming more sustainable and more profitable while protecting natural resources.
- Will utilize the 12 Blue Community strategies co-developed with the Walt Disney Animal Science and Environment team to protect coastal habitat and marine environments
- Provide training for PM4SD (Project Management for Sustainable Development) certification
- Promotion through the UNWTO global network as a best practice destinationGo

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rebeccatobias@gmail.com

[Learn More](#)

12 Blue Community Strategies



Building Design	Build more sustainably and for disaster reduction
Transportation	Promote mass transit - Reduce carbon emissions
Reduce Energy Use	Reduce carbon emissions
Water Resources	Preserve fresh water resources
Waste Management	Work toward zero waste to landfill
Reduce Plastic Use	Reduce use of plastics in all operations
Organic Food	Increase use of locally sourced organic food
Sustainable Seafood	Work toward sourcing 100% of seafood as sustainable
Protect Habitat	Support programs to protect coastal habitat and marine environments and preserve biodiversity
Clean Marinas	Certified clean marinas or referral of guests to those marinas with clean marina certification
Education	Provide sustainability education to employees, guests, and other stakeholders
Policy & Mgmt	Develop a sustainable management system and train team for managing for sustainability



The pilot program will be reported to the UNWTO INSTO Conference that will in turn bring new international recognition of the BAVC area and enhance the international tourism market.

www.BradentonGulfIslands.com

Goals

1. Reduce the utilization of consumption and the ecological footprint of the pilot tourist operations to the level of resources that would be available for the average person on planet Earth.
2. Increase the performance levels of the Blue Community Certification for which a baseline already exists.
3. Provide assessment for participation and satisfaction for business and their employees with the process.
4. Provide culture based leadership development training to create more supportive cultures within the tourism industry, and the practical applications to sustain that change.
5. Enhance reputation in local, regional, national, and global markets

The Training Includes:

- Introduction of the One Planet Living Principles
- Development of a high level long-term vision for the project
- Identification of key desired outcomes and goals
- Using the futuring process to develop relevant strategies to achieve set goals
- Identification of the key point person(s) from each group to serve as the One Planet Integrator, responsible for developing and then implementing the Action Plan