

**COLLIER COUNTY  
Tourist Development Council**



**AGENDA**

Board of County Commission Chambers  
Collier County Government Center  
3299 Tamiami Trail East, 3rd Floor  
Naples, FL 34112

**August 19, 2025  
9:00 AM**

**Commissioner Chris Hall, Chair  
Clark Hill, Vice-Chair  
Susan Becker  
Laura Radler  
Nancy Kerns  
Michael McComas  
Edward (Ski) Olesky  
Council Member Bill Kramer  
Councilor Darrin Palumbo**

All interested parties are invited to attend and to register to speak and to submit their objections, if any, in writing to the Council prior to the meeting if applicable. For more information, please contact Jay Tusa at (239) 252-4040. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380. Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time. Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

About the public meeting:

Two or more members of the Board of County Commissioners, Coastal Advisory Committee, City of Naples City Council, and City of Marco Island City Council may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at future meetings of these Boards.

**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

**4. Agenda and Minutes**

Approval of today's Regular, Consent, and Summary agenda as amended (ex-parte disclosure provided by Commission members for Consent agenda.)

4.A. July 15, 2025 Meeting Minutes *(2025-2686)*

**5. Public Comments**

**6. Presentations**

**7. Tourism Director Report**

7.A. Tourism Director Update and TDT Tax Report *(2025-2520)*

**8. Consent Agenda**

All Matters listed under this agenda item are considered to be routine and action will be taken by one motion without separate discussion of each item. If discussion is desired by a member of the Council, that item will be moved from the Consent Agenda and considered separately under New Business or Old Business.

8.A. Recommendation to approve the use of Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 Legends Southeast Invitational Lacrosse tournament up to \$3,000 and make a finding that these expenditures promote tourism. *(2025-2564)*

**9. New Business**

9.A. Recommendation to approve a Category A Grant Application for the City of Naples Stormwater Outfall Pipe Removal and Water Quality Project as a reimbursable grant not to exceed \$10,000,000, and make a finding that this project promotes tourism. *(2025-2568)*

9.B. Recommendation to the Board of County Commissioners to approve an Ordinance for the purpose of levying and imposing the 6th percent Tourist Development Tax, subject to approval by the voters of Collier County at the general election on November 3, 2026. *(2025-2643)*

9.C. Recommendation to approve a Sponsorship Agreement with 3 STEP SPORTS LLC ("3 STEP SPORTS") for \$2,325,000 to host and promote youth and amateur sporting events, including Football University National Championships and Top Gun Showcase, from 2025 through 2030, and make a finding that this action promotes

tourism. (2025-2694)

9.D. Recommendation to approve Tourist Development Tax Grant Applications for FY 2025-2026 (FY 25-26) Marketing Grants (Category B) (\$84,000) and Non-County Owned/Operated Museums (Category C-2) (\$674,000), for a total of \$758,000, and make a finding that these expenditures promote tourism. (2025-2541)

9.E. Recommendation to approve the FY 2025-2026 Destination Marketing Plan and make a finding that this action promotes tourism. (2025-2667)

9.F. Recommendation to review proposals up to \$5,000,000 for FY 2025-2026 Supplemental Tourism Marketing efforts, determine a final recommendation to send to the Board of County Commissioners, and make a finding that this action promotes tourism. (2025-2668)

**10. Old Business**

**11. Ten Minute Break**

**12. Agency Partner Reports**

12.A. Agency Partner Report (2025-2538)

**13. Tourism Staff Reports**

13.A. Tourism Staff Report (2025-2555)

**14. Council Member Discussion**

**15. Next Meeting Date**

15.A. Next Meeting Date - September 16, 2025 (2025-2521)

**16. Adjourn**