



AGENDA MEMORANDUM

City Manager

City Council Regular Meeting Date: September 8, 2025

To: City Council
From: Eric Jackson, Public Information Officer
Date: August 25, 2025

SUBJECT: Update on the “Live, Work, Play” Campaign Partnership with Sanibel Captiva Chamber of Commerce

BACKGROUND: In April 2025, City Council approved Resolution 25-013, authorizing the allocation of \$50,000 from the General Fund to support a joint national marketing initiative with the Sanibel Captiva Chamber of Commerce. The Chamber committed an additional \$30,000, resulting in a total campaign budget of \$80,000. The purpose of this initiative is to promote Sanibel as a welcoming destination for tourism, business opportunities, and residential investment following the impacts of Hurricanes Ian, Helene, and Milton.

John Lai, President and CEO of the Sanibel Captiva Chamber of Commerce, will present a detailed update on the campaign. His presentation will cover the campaign’s strategic objectives, core messaging, and expected outcomes. It will also highlight the collaborative efforts between the City and the Chamber and provide an overview of how the combined funding is being used to enhance Sanibel’s visibility and appeal on a national scale.

FUNDING SOURCE: N/A

RECOMMENDED ACTION: N/A

Sanibel is and shall remain a barrier island sanctuary