



AGENDA MEMORANDUM

Finance Department

City Council Meeting Date: April 1, 2025

To: City Council
From: Steve C. Chaipel, Deputy City Manager/CFO
Date: March 25, 2025

SUBJECT: Marketing Funding Request

BACKGROUND: As the City continues its recovery from the effects of Hurricanes Ian, Helene, and Milton, there is a desire to communicate the fact that the City is open and available for tourism, business opportunities, and home investment.

To that end, Staff is requesting an appropriation of \$50,000 from the General Fund ending fund balance to support a national marketing campaign to attract visitors and potential new residents to our island. The Sanibel Captiva Chamber of Commerce has committed to partnering with the City and providing \$30,000 to this joint effort.

FUNDING SOURCE: The funding for this appropriation is available in the General Fund ending fund balance.

RECOMMENDED ACTION: Approve Resolution 25-013 authorizing Budget Amendment 25-006.