



## Lee County TDC Event Marketing Program FY2024-25 Recommendations

Request #	Organization Name	Event	Dates	Funding Requested	Funding Recommendation
FY 24-25 Available Funding:				\$ 200,000.00	\$ 192,500.00
1	FISH OF SANIBEL-CAPTIVA, INC.	JOG N JAM	December 6 - December 8, 2024	\$ 25,000.00	\$ 20,000.00
2	Lee County Alliance of the Arts, Inc.	Fringe Festival 2025	May 29th- June 1, 2025	\$ 19,000.00	\$ 19,000.00
3	BIG ARTS	BIG ARTS 2024 Mini Film Festival	Friday, November 15 - Saturday, November 16, 2024	\$ 10,000.00	\$ 8,000.00
4	City of Cape Coral	Tour de Cape	January 17, 18, & 19, 2025	\$ 5,000.00	\$ 5,000.00
5	Calusa Nature Center and Planetarium	Haunted Walk	October 2024	\$ 25,000.00	\$ 20,000.00
6	Clinic for the Rehabilitation of Wildlife	Taste of the Islands	February 21-March 1, 2025	\$ 25,000.00	\$ 25,000.00
7	Edison & Ford Winter Estates	Holiday Nights 2024	November 29, 2024 -- January 4, 2025	\$ 13,000.00	\$ 13,000.00
8	Sanibel Community Association dba The Community House	88th Annual Shell Festival	March 6, 7, 8, 2025	\$ 15,000.00	\$ 13,000.00
9	FITMIX FEST	FITMIX FEST	September 26 - 28, 2025	\$ 25,000.00	\$ 14,500.00
10	Fort Myers Beach Chamber of Commerce	34th Annual American Sand Sculpting Championship	November 21-24, 2024	\$ 25,000.00	\$ 20,000.00
11	FORT MYERS MURAL SOCIETY	ArtStumble Mural Week	March 29- 30, 2025	\$ 10,000.00	\$ 10,000.00
12	ArtFest Fort Myers, Inc.	ArtFest	Jan 31, Feb 1-2, 2025	\$ 25,000.00	\$ 25,000.00
<b>TOTAL:</b>				<b>\$ 222,000.00</b>	<b>\$ 192,500.00</b>

*pending approval by TDC (August) & BoCC (September)*