

Lee County TDC Attraction Marketing

FY2024-25 Funding Recommendations

Request #	Organization Name	Event	Funding Requested	Funding Recommendation
			FY 24-25 Available Funding:	\$ 600,000.00
1	Americana Community Music Association (ACMA)	Musical Fun and Sun	\$ 6,595.00	\$ 6,000.00
2	Art Council of Southwest Florida	Coco Art Gallery - Estero	\$ 22,000.00	\$ 15,000.00
3	Bailey-Matthews National Shell Museum	Bailey-Matthews National Shell Museum & Aquarium_TDC Marketing Funding Request FY2024-2025	\$ 25,000.00	\$ 20,000.00
4	Barrier Island Parks Society, Inc.	Expanding Off-Season Visitation with Unique Eco-Heritage Experiences	\$ 11,018.00	\$ 9,000.00
5	BIG ARTS	BIG ARTS "Project Partnership"	\$ 25,000.00	\$ 15,000.00
6	Bonita Springs Concert Band	Bonita Springs Concert Band	\$ 5,000.00	\$ 4,000.00
7	Calusa Nature Center and Planetarium	Go Far Out in Fort Myers at the Calusa Nature Center and Planetarium	\$ 25,000.00	\$ 20,000.00
8	Cape Coral Historical Society Inc	Cape Coral Museum of History Marketing Plan 2024-2025	\$ 24,373.00	\$ 15,000.00
9	Center for the Arts of Bonita Springs	Arts Bonita 2025: Cultivating an Authentic Cultural Landscape	\$ 50,000.00	\$ 25,000.00
10	Clinic for the Rehabilitation of Wildlife	Clinic for the Rehabilitation of Wildlife (CROW)	\$ 25,000.00	\$ 25,000.00
11	Cultural Park Theater Inc.	Expanding the Cultural Park Theatre Community	\$ 25,000.00	\$ 20,000.00
12	Ding Darling Wildlife Society	"Ding" Darling Wildlife Society Refuge Marketing Initiative	\$ 50,000.00	\$ 25,000.00
13	Downtown Management Corporation of FM, dba/ River District Alliance	RDA Web and Social Media Marketing	\$ 9,500.00	\$ 9,500.00
14	ECHO	Fort Myers boasts a Living Classroom at ECHO	\$ 25,000.00	\$ 20,000.00
15	Edison & Ford Winter Estates	Edison Ford 2024-2025	\$ 50,000.00	\$ 25,000.00
16	Estero Island Historic Society	Estero Island Historic Society Marketing	\$ 10,000.00	\$ 7,500.00
17	Florida Repertory Theatre	Florida Rep Digital Advertising	\$ 25,000.00	\$ 22,000.00
18	FMB Chamber Water Foundation	Bayside Veterans Park Concert Series	\$ 6,000.00	\$ 6,000.00
19	Fort Myers Beach Art Association	Fort Myers Beach Art Association and Gallery	\$ 23,000.00	\$ 20,000.00
20	Fort Myers Mural Society	Fort Myers Mural Society 2024/25	\$ 30,000.00	\$ 20,000.00
21	Friends of Matanzas Pass Preserve	Matanzas Pass Preserve - Promoting the Preserve	\$ 10,000.00	\$ 10,000.00
22	Gulf Coast Symphony Orchestra, Inc	Gulf Coast Symphony Visitor Attraction Marketing FY25	\$ 25,000.00	\$ 20,000.00
23	Gulfshore Opera	2024-2025 Gulfshore Opera Season 11 - From World Stages to Our Shores	\$ 25,000.00	\$ 20,000.00
24	IMAG History & Science Center	IMAGine More Marketing Campaign	\$ 50,000.00	\$ 25,000.00
25	Lakes Park Enrichment Foundation	Lakes Park Enrichment Foundation - Promote the Park	\$ 25,000.00	\$ 20,000.00
26	Lee County Alliance of the Arts, Inc.	24-25 Alliance for the Arts Marketing Funding Request	\$ 50,000.00	\$ 25,000.00
27	Lee County Parks and Recreation	Calusa Blueway Challenge / Paddling Magazine article	\$ 4,004.46	\$ 4,000.00
28	Railroad Museum of South Florida	Railroad Museum of Southwest Florida	\$ 10,000.00	\$ 10,000.00
29	Sanibel Captiva Conservation Foundation	SCCF Coastal Watch Voluntourism	\$ 25,000.00	\$ 25,000.00
30	Sanibel Music Festival, Inc	Sanibel Music Festival 2024-2025 Marketing	\$ 20,000.00	\$ 18,000.00
31	Southwest Florida Symphony	2024-2025 Southwest Florida Digital Marketing	\$ 25,000.00	\$ 20,000.00
32	The Players Circle Art Center, Inc	2024-2025 VCB Attractions Marketing Program: Players Circle Theater	\$ 25,000.00	\$ 22,000.00
33	The Stardust Memories Big Band	Marketing Program for 2025 Public Concert Series	\$ 7,600.00	\$ 7,600.00
34	The Wonder Gardens	Wonder Gardens - A New Vision	\$ 25,000.00	\$ 20,000.00
35	Uncommon Friends Foundation	Tours of the Burroughs Home and Gardens	\$ 25,000.00	\$ 24,400.00
Approved by TDC August 8, 2024			\$ 824,090.46	\$ 600,000.00