



CITY OF POMPANO BEACH
OFFICE OF CITY MANAGER

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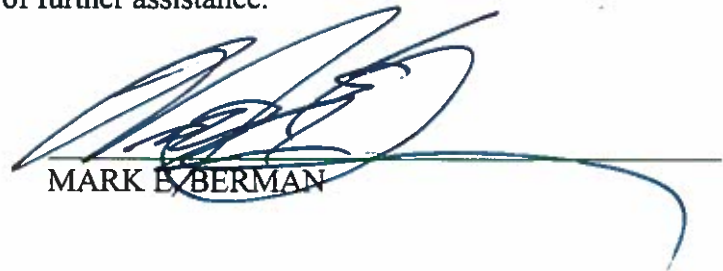
City Attorney's Communication #2022-521
March 30, 2022

TO: Earl Bosworth, Assistant City Manager
FROM: Mark E. Berman, City Attorney
RE: Resolution – Tourism Strategic Plan 2022

As requested in your memorandum dated March 29, 2022, the following-captioned Resolution has been prepared and is attached at this time:

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND ACCEPTING THE TOURISM STRATEGIC PLAN 2022, PREPARED BY JLL TOURISM & DESTINATIONS PRACTICE, PROVIDING A BLUEPRINT FOR TOURISM ACTIVITIES TO ENHANCE THE CITY'S TOURISM PRODUCT, REFINE THE MARKETING STRATEGY AND DETERMINE ORGANIZATIONAL NEEDS TO EXECUTE A COMPREHENSIVE TOURISM PLAN; PROVIDING AN EFFECTIVE DATE.

Please feel free to contact me if I may be of further assistance.



MARK E. BERMAN

/jrm
l:cor/mgr/acm/2022-521

Attachment

RESOLUTION NO. 2022- _____

CITY OF POMPANO BEACH
Broward County, Florida

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND ACCEPTING THE TOURISM STRATEGIC PLAN 2022, PREPARED BY JLL TOURISM & DESTINATIONS PRACTICE, PROVIDING A BLUEPRINT FOR TOURISM ACTIVITIES TO ENHANCE THE CITY'S TOURISM PRODUCT, REFINE THE MARKETING STRATEGY AND DETERMINE ORGANIZATIONAL NEEDS TO EXECUTE A COMPREHENSIVE TOURISM PLAN; PROVIDING AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA:

SECTION 1. That the City of Pompano Beach approves and accepts the Tourism Strategic Plan 2022, prepared by JLL Tourism & Destinations Practice, a copy of which Tourism Strategic Plan is attached hereto and incorporated by reference as if set forth in full.

SECTION 2. This Resolution shall become effective upon passage.

PASSED AND ADOPTED this _____ day of _____, 2022.

REX HARDIN, MAYOR

ATTEST:

ASCELETA HAMMOND, CITY CLERK