

**1. Requested Motion:**

**Meeting Date:**

Motion to approve resolution 10-19, and forward a copy  
To the Governor and the Florida Legislature.

August 2, 2010

**Why the action is necessary:**

To seek monetary assistance from the State of Florida to pay for advertising to inform the public that the  
Town beaches have not been physically affected by the oil spill.

**What the action accomplishes:**

**2. Agenda:**

**3. Requirement/Purpose:**

**4. Submitter of Information:**

Consent  
 Administrative

Resolution  
 Ordinance  
 Other

Council  
 Town Staff  
 Town Attorney

**5. Background:**

Town revenues have decreased due to the downturn in the economy. With the subsequent oil spill in the Gulf and the inaccurate perception that the oil spill has had or will have a physical impact on Southwest Florida beaches, the Town desires to purchase advertising to counter that negative perception and hopefully encourage tourists to visit Southwest Florida, and specifically the Town of Fort Myers Beach. The Town is requesting that the State of Florida, from funds it has received from BP, provide the Town with monetary assistance to purchase the advertising.

**6. Alternative Action:**

Not approve the Resolution.

**7. Management Recommendations:**

Approve the Resolution and forward a copy to the Governor and the Florida Legislature.

**8. Recommended Approval:**

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						

**9. Council Action:**

Approved     Denied     Deferred     Other

RESOLUTION 10-19

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH, FLORIDA, RELATING TO THE DEEPWATER HORIZON WELL OIL SPILL IN THE GULF OF MEXICO; REQUESTING MONETARY ASSISTANCE FROM THE STATE OF FLORIDA TO BE USED BY THE TOWN OF FORT MYERS BEACH TO INFORM THE PUBLIC AND PROSPECTIVE VISITORS TO SOUTHWEST FLORIDA OF THE FACT THAT THE OIL SPILL HAS HAD NO PHYSICAL IMPACT ON SOUTHWEST FLORIDA BEACHES; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on April 20, 2010, the Deepwater Horizon oil rig exploded in the Gulf of Mexico while performing drilling operations for British Petroleum (BP); and

WHEREAS, the broken well has leaked significant quantities of emulsified and thick crude oil into the Gulf of Mexico; and

WHEREAS, the leakage has caused a major environmental disaster in the Gulf of Mexico and has had an effect on tourism in all states bordering the Gulf of Mexico, including Florida; and

WHEREAS, tourism is a major contributor to the economy of the Town of Fort Myers Beach; and

WHEREAS, even though there has been, to date, no direct physical damage to the beaches of the Town of Fort Myers Beach, there has been a significant decrease in tourism in the Town due, at least in part, to public misconception concerning whether the oil has reached the Town's beaches and the likelihood of oil reaching the Town's beaches; and

WHEREAS, as a result of the downturn in the United States economy, which existed prior to the oil spill, Town revenues have decreased significantly; and

WHEREAS, the Town revenues will likely further decrease as a direct result of the publicity surrounding the oil spill; and

WHEREAS, the Town is in need of monetary assistance to publicize the fact that the oil spill has not affected the condition of Town beaches and that tourists need not fear traveling to the Town to vacation.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH, FLORIDA, AS FOLLOWS:

Section 1. The foregoing recitals are hereby adopted and incorporated herein.

Section 2. The Town Council of the Town of Fort Myers Beach, Florida hereby requests that Governor Charlie Crist and members of the Florida Legislature take immediate action to provide the Town of Fort Myers Beach with funds to be used by the Town to conduct advertising to publicize, on a state and national level, the fact that the Town's beaches are physically unaffected by the oil spill and are unlikely to be physically affected by the oil spill in the future.

Section 3. Effective Date.

This Resolution shall become effective immediately upon adoption by the Town Council of the Town of Fort Myers Beach, Florida.

Section 4. The Town Clerk shall forward a copy of this Resolution to Governor Charlie Crist and to members of the Florida Legislature.

The foregoing Resolution was adopted by the Town Council upon a motion by \_\_\_\_\_ and seconded by Councilmember \_\_\_\_\_ and upon being put to a vote, the result was as follows:

Larry Kiker, Mayor  
Tom Babcock  
Alan Mandel

Bob Raymond, Vice Mayor  
Jo List

DULY PASSED AND ADOPTED THIS \_\_\_\_ DAY OF \_\_\_\_\_ 2010, BY THE

**TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH**

ATTEST:

By: \_\_\_\_\_  
Larry Kiker, Mayor

By: \_\_\_\_\_  
Michelle D. Mayher, Town Clerk

Approved as to form and legal sufficiency:

By: \_\_\_\_\_  
Fowler White Boggs, Town Counsel