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FOR IMMEDIATE RELEASE



SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL RECEIVES TOURISM GRANT FROM VISIT FLORIDA

FORT MYERS, FL - VISIT FLORIDA, the state's official source for travel planning, has awarded a Cultural, Heritage, Nature, and Rural Tourism Marketing Grant to the Southwest Florida Regional Planning Council (SWFRPC) for the 2013-2014 Fiscal Year, which began July 1, 2013.

"The purpose of these grants is to help non-profit entities and local governments stretch their tourism marketing dollars in an effort to expand cultural, heritage, rural and nature tourism activities in Florida," said Will Seccombe, President & CEO of VISIT FLORIDA.

"We were pleased that VISIT FLORIDA and Enterprise Florida selected us from among a large number of grant applicants, during their most competitive grant cycle to date," said Margaret Wuerstle, Executive Director. "These funds will be used for Our Creative Economy: Southwest Florida Regional Strategy for Public Art Project and will help us better position and market Southwest Florida as a desirable destination."

VISIT FLORIDA, a private/public partnership, is Enterprise Florida's day-to-day operating corporation for tourism.

The Southwest Florida Regional Planning Council was created in 1973 by an interlocal agreement between Charlotte, Collier, Glades, Hendry, Lee and Sarasota

counties. In accordance with Florida Statutes, the agency is directed by a Council (currently 31 members) composed of 25 county commissioners and municipal elected officials, 6 gubernatorial appointees from all counties within the region, and four ex-officio (non-voting) members representing the Florida Department of Transportation, the Florida Department of Environmental Protection, and water management districts.

The SWFRPC mission is to work together across neighboring communities to consistently protect and improve the unique and relatively unspoiled character of the physical, economic and social worlds we share for the benefit of our future generations. The Council is a regional information clearinghouse, conducts research to develop and maintain regional goals, objectives and policies, and assists in implementing a number of local, state and federal programs. The Council serves as an advocate for the Region with State and Federal agencies, including the Legislature and Congress. In support of the SWFRPC mission, the SWFRPC is the local host for the Charlotte Harbor National Estuary Program. Visit www.swfrpc.org to learn more about the Council.

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