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Sarasota County Festival Steering Committee established

With all members now selected, the Sarasota County Festival Steering Committee is set to begin work. The committee will hold a working session from 3-5 p.m. Monday, Nov. 30, at the Sarasota County Administration Center, 1660 Ringling Blvd., Sarasota, to begin work on a request for proposals to select a firm to work collaboratively with the committee to develop a business plan. The plan is to create a stand-alone festival activity for Sarasota County. The firm will be selected through the Sarasota County procurement process.

The Festival Steering Committee is comprised of nine members: two appointed by the Sarasota Convention and Visitors' Bureau, two appointed by the Sarasota County Arts Council, one appointed by the Economic Development Corporation and four at-large members appointed by the Sarasota County Commission. The committee members are:

- Joseph Patrick Arnegger
- Mark Becker
- Roxanne Joffe
- Bruce Rodgers
- Ina Schnell
- Gretchen Serrie
- Jean Trammell
- Robert Warren
- Martha Wells

Sarasota County commissioners approved the creation of the committee in late October. The committee's purpose is to provide a recommended business plan for the use of a one-time lump sum of Tourist Development Tax revenue (approximately \$1 million) for cultural tourism activities that will most effectively promote the cultural and fine arts of Sarasota County.

For more information on the Festival Steering Committee, call the Sarasota County Call Center at 941-861-5000 and ask for Jenny Yarabek.

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