

**CITY COUNCIL
AGENDA ITEM SUMMARY**

Meeting Date: June 13, 2023

Department: City Manager

Staff Contact: Randall Eads, City Manager

AGENDA ITEM WORDING:

A Resolution to Designate the Bristol Regional Tourism Marketing Corporation as a Virginia Destination Marketing Organization

ITEM BACKGROUND:

During the budget approval process, the City Council approved switching the City's Destination Marketing Organization (DMO) from Discover Bristol to the Bristol Regional Tourism Marketing Corporation (Explore Bristol). The following Resolution will designate Explore Bristol to serve as the DMO for the City, and be filed with the Virginia Tourism Corporation to be recognized by the State of Virginia.

PREVIOUS RELEVANT ACTION:

STAFF RECOMMENDATION:

DOCUMENTATION:

[Resolution to Designate DMO 6.13.2023.pdf](#)