

11.

**Cherokee Council House  
Cherokee, North Carolina**

\_\_\_\_\_  
**Date**

**Resolution No. \_\_\_\_\_ (2023)**

- WHEREAS,** the Eastern Band of Cherokee Indians (EBCI) Destination Marketing Program provides branding implementation, marketing, and advertising for itself and the Greater Cherokee Tourism Council (GCTC) to drive destination tourism to the Qualla Boundary; and
- WHEREAS,** the Destination Marketing Program is focused on improving the guest experience and increasing overnight visitation on the Qualla Boundary through tourism efforts; and
- WHEREAS,** the Destination Marketing Program has identified funding through the Cherokee Preservation Foundation for economic development initiatives, including tourism and cultural education; and
- WHEREAS,** no personnel costs will be covered by this grant; and
- WHEREAS,** there is no grant match required.

**NOW THEREFORE BE IT RESOLVED** by the Tribal Council of the Eastern Band of Cherokee Indians, in Council assembled, at which a quorum is present that the EBCI Destination Marketing Program be authorized to apply and accept funding from the Cherokee Preservation Foundation in the estimated amount of \$947,560 for fiscal years 2023-2024.

**BE IT FINALLY RESOLVED** that the Principal Chief is authorized to carry out the intent of this resolution, which shall remain in effect until implemented or rescinded.

Submitted by: Brandi Claxton, Finance Director, on behalf of the EBCI Destination Marketing Program