

## EXECUTIVE SUMMARY

### **Review and Recommend approval of Category B, Sponsorship Grant Application for FY 08 totaling \$21,500**

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**OBJECTIVE:** Review the Category B Sponsorship grant application and make recommendation to the BCC on funding levels for FY 08.

**CONSIDERATIONS:** We received one application for funding in this category totaling \$21,500. A Grant Review Committee composed of Jennifer Robbins, GM of the Doubletree Suites, Joe Cox of the Children's Museum, and Colleen Giresi of Naples Transportation & Tours met on April 11 to review the applications. Below is a recap of the grant application and the accompanying Grant Review Committee's recommendation to the TDC.

#### **United Arts Council of Collier County**

**Project:** Community Information Cultural Events Calendar

**Description:** Produce a monthly calendar of cultural and art events in Collier County to be distributed to Visitor Centers, mailings to area businesses and area companies.

**Amount Requested:** \$ 21,500

**Uses Requested:**

Printing of 10 monthly calendars	\$16,000
Data compiling, graphics, type	3,000
Distribution	2,500

**Total:** **\$21,500**

**Review Committee Recommendation: \$21,500 as a sponsorship from Fund 184 Reserves**

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**COUNTY ATTORNEY FINDING:** Please see separate document with County Attorney's findings.

**FISCAL IMPACT:** Category "B" Sponsorship requests are funded through Fund 184 Reserves. The total amount requested for FY 08 is \$21,500. There is projected to be sufficient reserve funds for this use.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management Plan related to this action.

**RECOMMENDATION:** Staff recommends that \$21,500 as suggested by the Grant Review Committee should be adopted by the TDC and forwarded to the BCC as part of the Tourist Development Department's budget for FY 08.


**PREPARED BY:** Kelly Green for Jack Wert, Tourism Director

**OFFICE OF THE COUNTY ATTORNEY**  
**INTEROFFICE MEMORANDUM**

**TO:** Jack Wert, Tourism Director, Tourism

**CC:** David C. Weigel, County Attorney

**DATE:** April 16, 2007

**FROM:** Heidi F. Ashton, Assistant County Attorney 

**RE:** **Review of Application for FY08 Category B and C Tourist Tax Grants**  
**RLS No.: 07-TDC-00018**

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In your Request for Legal Services, you asked me to review and comment on the grant applications for Category B and C tourist tax grants.

**CATEGORY C MUSEUM GRANTS**

Pursuant to Section 125.0104(5)(a), and County Ordinance No. 92-60, as amended, tourist tax revenues may be used to “acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote ... museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public.”

To fund a request, the Tourist Development Council and the Board of County Commissioners will need to make findings that the expenditure is for a museum and that it promotes tourism.

**NAPLES BOTANICAL GARDEN**

The application proposes to use tourist development taxes for 3 temporary exhibits and for a marketing and promotion plan. These expenditures appear to be eligible for funding. Please obtain clarification on the expenditure of \$24,000 for family fun days to ensure that this expenditure is to promote tourism and not solely a local event.

**HOLOCAUST MUSEUM OF SOUTHWEST FLORIDA**

The requested funding is for a boxcar exhibit to be located at the Naples Depot Museum and for the promotion of the boxcar project. It appears that most of the requested funds are eligible expenditures. However, please obtain clarification on the expenditures for “Opening Event” and “Public Relations for the Arrival of Boxcar” to determine whether these events are open to the public. In addition, there is nothing in the application that indicates that the County or Southwest Heritage, Inc. have agreed to house the exhibit. If the Tourist Development Council and Board of County Commissioners elect to fund this request, I recommend that the County, Southwest Heritage, Inc. and the Holocaust Museum of Southwest Florida, Inc. enter into an agreement regarding the responsibilities for housing the exhibit.

### **THE CONSERVANCY OF SOUTH FLORIDA**

The applicant proposes to use tourist development tax funds for an exhibit entitled "Keeping Florida Wet & Wild" and for a marketing plan. The proposed expenditures appear to be eligible as operational and promotional uses of tourist development tax funds. I recommend that you obtain additional information from the applicant relating to the museum accreditations or designations that would assist the Tourist Development Council and Board of County Commissioners in making a finding that this is a museum.

### **NAPLES ART ASSOCIATION d/b/a THE VON LIEBIG ART CENTER**

The requested funding is for exhibits, education programs, festivals and events and promotional outreach. Most of the proposed expenditures appear to be eligible. However, please obtain clarification on the following expenditures: Naples Renaissance Fall Art Festival out of County advertising - Naples Daily News Web Banner and Fort Myers News Press. Please also determine who receives the Members Gallery Brochure and the Members Window cling decal. Please also obtain clarification of the expenditures for the Juror Honorarium for Art Encounter 2008 and Juror/Honorarium/speaker's fee for the Founders Juried Award Exhibition to determine whether these events are open to the public.

### **FRIENDS OF ROOKERY BAY**

The applicant requests funding to design and fabricate a replica of a submersible vehicle and supporting exhibit for the Environmental Learning Center at the Rookery Bay National Estuary Research Reserve. The requested expenditures appear to be eligible, but the applicant may not be the owner of the facility in which the exhibit will be housed. If the applicant is not the owner of the Environmental Learning Center, then it is not eligible for funding without an ordinance amendment. You will also need further documentation from the applicant relating to the museum accreditations or designations that would assist the Tourist Development Council and Board of County Commissioners in making a finding that this is a museum.

### **MARCO ISLAND HISTORICAL SOCIETY, INC.**

The applicant proposes to construct a heritage building and exhibits. The proposal appears to be eligible for tourist development tax funding. I recommend that you obtain additional information from the applicant relating to the museum accreditations or designations that would assist the Tourist Development Council and the Board of County Commissioners in making a finding that this is a museum.

### **NAPLES ZOO, INC.**

The Naples Zoo proposes to use tourist development tax funds to build a new permanent exhibit entitled Black Bear Hammock. The proposed expenditures appear to be eligible. Please note that the Naples Zoo, Inc. is a tenant and Collier County is the owner of the land. If the Tourist Development Council and the Board of County Commissioners desire to fund the zoo as a museum, additional research is needed to determine whether it is appropriate to fund it as a publicly owned and operated museum or as a museum owned and operated by not-for-profit organizations and open to the public. An alternative is to fund the zoo as a zoological park with an ordinance amendment.

## CATEGORY B PROMOTION AND EVENT GRANT REQUESTS

Pursuant to County Ordinance No. 92-60, as amended, tourist development taxes may be used to “promote and advertise county tourism within the State of Florida, nationally and internationally, which encourages tourism with an emphasis on off-season visitors to Collier County ... If tax revenues are expended for an activity, service, venue or event, the activity, service, venue or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.”

### **UNITED ARTS COUNCIL OF COLLIER COUNTY**

The applicant proposes to produce a monthly calendar of cultural and art events in Collier County to be distributed to visitor centers, mailings to area businesses and area companies. This expenditure appears to be eligible for tourist development tax funding.

Please call me if you have any questions.