

EXECUTIVE SUMMARY

Review and Recommend approval of Category C, Non-County Owned & Operated Museum Grant Applications for FY 08 totaling \$672,000

OBJECTIVE: Review the annual Category C grant applications for Non-County Owned & Operated Museums and make recommendations to the BCC on funding levels for FY 08

CONSIDERATIONS: The projected revenue for Category C, Non-County Owned & Operated Museums is \$677, 400 for FY 08. We received applications for funding totaling \$1,476,300. 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 each grant application and the Grant Review Committee’s recommendation to the TDC.

Naples Botanical Garden

Project Name: Preview of Naples Botanical Garden’s – Gardens of the World

Description: Part I of a four part programming series (2007-11) called the “Changes in Latitudes, Changes in Attitudes” exhibits. Three changing exhibitions are planned called “Brazilian Carnival, Wings of Brazil, and Amazing Amazon”. The Marketing and Promotion Plans call for advertising with Comcast Cable in surrounding counties and an out-reach program to the South Florida Brazilian population of 350,000.

Amount Requested: \$220, 600

Uses Requested:

Changing Exhibitions	
Wings of Brazil	\$20,400
Brazilian	31,000
Family Fun Days	24,000
Total	\$80,400
Marketing/Promotion Plan	140,000
Total Requested:	\$220,600

Review Committee Recommendation: \$140,000 for marketing expenditures only

Holocaust Museum of SW Florida

Project Name: Authentic Holocaust Boxcar Exhibit

Description: Bring an authentic box car from Germany to Naples as part of a permanent exhibit at the Naples Depot Museum. The box car will be in a kiosk setting with appropriate educational materials

Amount Requested: \$\$300,000

Uses Requested:

Exhibit at Naples Depot	
Display cases, walls	\$ 150,000
Promotion of Boxcar Project	
Opening, PR, brochures	100,000
Traveling Exhibit at	
Holocaust Museum	50,000

Total: **\$ 300,000**

Review Committee Recommendation: \$200,000 with \$150,000 for construction and \$50,000 for marketing of the new exhibit.

Conservancy of South West Florida

Project Name: Keeping Florida Wet and Wild

Description: Construct an interactive exhibit at the Conservancy Museum that depicts the flow of water in our region using in-floor moving maps to show the ebb and flow of water through time.

Amount Requested: \$274,000

Uses Requested:

Exhibit Production Costs	\$200,000
Marketing Plan	74,000

Total: **\$274,000**

Review Committee Recommendation: The project is simply an update of an existing exhibit. There was concern that attendance at the museum has been slipping and a larger need would be marketing dollars. The committee felt that a grant of \$32,000 to be used for marketing expenses for the existing museum would be more appropriate use of tourism tax funds.

Naples Art Association dba The vonLiebig Art Center

Project Name: Shoulder Season Tourism Art Exhibits

Description: Support of marketing and promotional activities for exhibits and events at the vonLiebig Art Center during the May-October time frame to expand the regional, statewide and national participation and attendance at these events.

Amount Requested: \$139,500

Requested Uses:

Events and Exhibitions	\$ 36,500
Catalogs & Brochures	30,000
Ads-Naples Renaissance Fest	32,000
Misc. Brochures & Printing	31,000
Web Site Redevelopment	10,000

Total: \$139,500

Review Committee Recommendation: \$50,000 for promotion expenses only for major events and re-construction of web site. Much of the request is for operating funds for events and a more appropriate use of the funds would be to promote and grow the major events.

Friends of Rookery Bay

Project Name: Gulf of Mexico Submarine Exhibit

Description: Design and fabricate a full-sized replica of a submersible vehicle to provide hands-on, interactive learning experiences for children and adults to increase awareness of the need to preserve the Gulf of Mexico.

Amount Requested: \$50,000

Requested Uses:

Design Development	\$16,500
Exhibit Development	16,500
Exhibit Production	17,000

Total: \$50,000

Review Committee Recommendation: The requested project is a replacement for a current traveling exhibit. The committee felt the larger need for this museum is to build attendance for the existing exhibits and therefore they recommended funding of \$25,000 for promotion of current exhibits

Marco Island Historical Society, Inc.

Project Name: Construction of Heritage Building and Exhibits

Description: Phase I of a two-phase construction project to create a Historical Museum/Cultural Center on Marco Island. The Phase I Heritage Hall project is a 4,000 square foot building with galleries and exhibits to inform children and adults of the early history of Marco Island.

Amount Requested: \$250,000

Uses Requested:

Facility Construction	\$200,000
Exhibits and Displays	50,000

Total: \$250,000

Review Committee Recommendation: Given the long permitting process, the committee felt this project might not happen in FY 08. They felt that this project would be a great candidate for a State grant and therefore they recommended \$125,000 as a Challenge Grant to encourage the group to apply for a Florida Cultural Facilities Grant.

Naples Zoo, Inc.

Project Name: Black Bear Hammock

Description: Construction of a new permanent exhibit at Naples Zoo to showcase the threatened South Florida species of black bears. The 6,000 square foot exhibit will house two black bears viewed through three glass viewing walls.

Amount Requested: \$242,200

Uses Requested:

Site Preparation	\$ 3,000
Building Upgrade	7,500
Design & Engineering	17,000
Rockwork	56,000
Fencing/& Walkways	38,200
Viewing Areas	112,000
Graphics	8,500

Total \$242,200

Review Committee Recommendation: The committee felt that this is a worthwhile project, but due to limited funding available in Category C, that \$100,000 toward the construction of the Black Bear Exhibit would be appropriate.

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

FISCAL IMPACT: \$677,400 is projected revenue for the Category C, Non-County Owned & Operated Museums. The recommended funding for FY 08 totals \$672,000.

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

RECOMMENDATION: Staff recommends the amounts 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 totaling \$672,000.


PREPARED BY: 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

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.