

## EXECUTIVE SUMMARY

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

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**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
<b>Total Requested:</b>	<b>\$220,600</b>

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

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**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.

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**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.

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**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.

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**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

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**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.

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**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.

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**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