

Exhibit "B"
COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL
INTERIM STATUS REPORT

Event name Holocaust Museum Boxcar Project

Report: December 13, 2007

Organization: Holocaust Museum of SW FL

Contact Person: Miriam Ross

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Has the planning of this project started?

This project is underway and plans call for a very comprehensive program that will establish the Museum and the Boxcar exhibit as a destination for all tourists in the surrounding areas.

At this point the Boxcar Exhibit is under construction and conservation. The conservation is estimated to be completed by January 15th. The exhibit is currently under design and a temporary version will be ready for the dedication event scheduled for January 27, 2008. More than 1000 people from Naples and surrounding areas are expected to attend this event. Many dignitaries from local and state districts are scheduled to be part of this program.

The January 27th Dedication event will serve as the kick-off for the traveling Boxcar exhibit. Following the event, we expect the exhibit to garner a tremendous amount of publicity over the next four months, which will be augmented by the advertising campaign. This will be the only Boxcar in the United States that will travel to schools and universities to educate people on the lessons of the Holocaust.

In May, the exhibit will be placed at the Naples Depot where a tremendous amount of advertising will be scheduled for the summer campaign.

At what point are you at with the planning stage for this project?

The plans for this project are at 50% completion. By the end of February '08 this program will be at a 70% completion level. The dedication event will have occurred and the advertising schedule will be completed and ready for implementation.

Will any hotels/motels be utilized to support this project? If so, how any will be utilized?

Yes, lodging will be utilized in two phases. The dedication event scheduled for January 27th, 2008 will host many guests and dignitaries from other parts of the country and within the state. We estimate 50 – 100 out of town guests will be present and will utilize a combination of hotel rooms and other tourist related activities such as dining and shopping.

Once our summer promotion is in full swing, we estimate between 200 – 250 hotels rooms will be utilized by travelers coming to the area specifically to view the Boxcar. Plans call for an aggressive advertising campaign targeted at the Tampa/Sarasota and East Coast of Florida. We will work closely with local newspapers and tourism agencies to insure that we have the highest visibility within our target market

What is the total dollar amount to date of the matching contributions?

The total contributions are confirmed at \$100,000

What is the status of the advertising and promotion on this project?

Advertising:

Television:

December & January – Commercials are currently running on PBS, ABC & NBC that highlight the museum and the boxcar

January – Commercials will run on PBS, ABC & NBC that advertise the Boxcar and the January 27th Dedication

Print:

January – Ads will be placed in the News-press and Naples Daily News Advertising the Jan. 27th event

An ad will be placed in “Connections” the magazine for PBS Media

Radio:

Ads will be aired on several radio stations advertising the event

Public Relations:

A public relations campaign will be implemented (not grant funded) and distributed through the newswire inviting the general public from the entire state to the event.

Public Relations activities: (Functions outside of grant)

Naples Daily News story – included in report - October
ABC cover story on the 6:00 and 10:00 news about the Boxcar - September

Have you submitted any advertisement or printed pieces to the TDC staff for approval? Please supply a sample and indicate the ad schedule?

No. I have attached a print ad that was placed in the Connections magazine.

How has the public interest for this project been up to this point?

The public is very interested in this project. We have had an incredible outcry of support from the community and expect to have a “must see” exhibit for students and adults.