

EXECUTIVE SUMMARY

Recommend Approval of the FY 09 Category “C-1” Budget and Marketing Plan for the Collier County Museums

OBJECTIVE: Recommend Approval of the FY 09 Category “C-1” Budget and Marketing Plan for the Collier County Museums

CONSIDERATIONS: The Collier County Museums are funded in-part by an allocation of 22% of the first 2-percent of tourist development tax and is designated as Category C-1. This allocation is a part of County Ordinance 92-60 as amended. The County Museums receive this allocation monthly as the tourist tax is collected. In the past four years, the Museums have set aside a portion of this allocation for marketing purposes. They have also extended our agreement with Paradise Advertising and Marketing, Inc. to advise, develop and execute that marketing strategy. Annually the Museums bring their next year’s plan and budget to the TDC for review and comment after presentation to the County Manager.

Collier County owns and operates through the Museum Department the museums located on the Collier County Government campus at US 41 and Airport Road, Roberts Ranch in Immokalee, The Museum of the Everglades in Everglades City, and operates the Naples Depot at US 41 and 10th Street.

The proposed FY 09 budget for the County Museums, which come under the Public Services Division of Collier County, is as follows:

Tourist Tax Revenue	\$1,595,000
Carry forward from Previous FY	286,400
Statutory Reserve (5%)	<u>(79,800)</u>
Total Funding	\$1,801,600
Personal Services	\$ 907,800
Operating Expenses	422,000
Capital Projects	300,000
Transfers	59,800
Reserves	<u>72,100</u>
Total Expenditures	\$1,801,600

COUNTY ATTORNEY FINDING: A County Attorney finding is not necessary for this item as the funding is pre-determined in County Ordinance 92-60 as amended.

FISCAL IMPACT: Category C-1 (Fund 198) is forecast for FY 09 at \$1,595,000 in tourist tax revenue plus carry- forwards from previous periods for a total budget of \$1,801,600.

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

RECOMMENDATION: Review and recommend approval of the marketing expenditures in the FY 09 Category C-1, County Museums budget as presented to the County Manager.

PREPARED BY: Jack Wert, Tourism Director

**Collier County Government
Fiscal Year 2009 Proposed Budget**

**Public Services Division
Museum**

Department Budgetary Cost Summar	FY 2007 Actual	FY 2008 Adopted	FY 2008 Forecast	FY 2009 Current	FY 2009 Expanded	FY 2009 Proposed	FY 2009 Change
Personal Services	733,429	839,700	837,600	907,800	-	907,800	8.1%
Operating Expense	440,618	509,600	565,400	422,000	-	422,000	(17.2%)
Capital Outlay	386,607	356,000	404,900	300,000	-	300,000	(15.7%)
Debt Service - Interest	9,848	-	-	-	-	-	na
Net Operating Budget	1,570,501	1,705,300	1,807,900	1,629,800	-	1,629,800	(4.4%)
Trans to Tax Collector	31,304	39,900	39,900	39,900	-	39,900	0 %
Trans to General Fund	24	59,800	59,800	59,800	-	59,800	0 %
Trans to Cap Proj	330,000	-	-	-	-	-	na
Reserves For Contingencies	-	167,400	-	72,100	-	72,100	(56.9%)
Reserve for Attrition	-	(17,100)	-	-	-	-	(100.0%)
Total Budget	1,931,829	1,955,300	1,907,600	1,801,600	-	1,801,600	(7.9%)

Appropriations by Program	FY 2007 Actual	FY 2008 Adopted	FY 2008 Forecast	FY 2009 Current	FY 2009 Expanded	FY 2009 Proposed	FY 2009 Change
Museum Fund (198)	1,570,501	1,705,300	1,807,900	1,629,800	-	1,629,800	(4.4%)
Total Net Budget	1,570,501	1,705,300	1,807,900	1,629,800	-	1,629,800	(4.4%)
Total Transfers and Reserves	361,328	250,000	99,700	171,800	-	171,800	(31.3%)
Total Budget	1,931,829	1,955,300	1,907,600	1,801,600	-	1,801,600	(7.9%)

Department Funding Sources	FY 2007 Actual	FY 2008 Adopted	FY 2008 Forecast	FY 2009 Current	FY 2009 Expanded	FY 2009 Proposed	FY 2009 Change
Tourist Devel Tax	1,565,195	1,594,300	1,594,300	1,595,000	-	1,595,000	0 %
Charges For Services	14	-	600	-	-	-	na
Miscellaneous Revenues	27,008	-	400	-	-	-	na
Interest/Misc	10,472	-	1,100	-	-	-	na
Trans frm Tax Collector	15,290	-	-	-	-	-	na
Trans fm 001 Gen Fund	225,000	-	-	-	-	-	na
Carry Forward	741,482	440,800	597,600	286,400	-	286,400	(35.0%)
Negative 5% Revenue Reserve	-	(79,800)	-	(79,800)	-	(79,800)	0 %
Total Funding	2,584,460	1,955,300	2,194,000	1,801,600	-	1,801,600	(7.9%)

Department Position Summary	FY 2007 Actual	FY 2008 Adopted	FY 2008 Forecast	FY 2009 Current	FY 2009 Expanded	FY 2009 Proposed	FY 2009 Change
Museum Fund (198)	11.00	13.00	13.00	13.00	-	13.00	0 %
Total FTE	11.00	13.00	13.00	13.00	-	13.00	0 %

**Collier County Government
Fiscal Year 2009 Proposed Budget**

**Public Services Division
Museum
Museum Fund (198)**

Mission Statement

To preserve Collier County's non-renewable historical and archaeological resources and promote a fuller public knowledge and appreciation of our community's unique heritage and cultural development through the use of permanent and traveling exhibits, artifact, document and photographic collections, historic sites, visitor tours, historical research, school and educational programs, preservation and historic marker programs, community outreach, lectures, publications, and family-shared cultural events and activities.

Program Summary	FY 2009 Total FTE	FY 2009 Budget	FY 2009 Revenues	FY 2009 Net Cost
Museums & Historic Sites Administration/Overhead Funding to administer and maintain the Museum's main facility, its historic sites, structures, markers and botanical gardens. To minimize loss and deterioration of the artifact and photographic collections, County documents, maps, records and other non-renewable historical, archeological and cultural resources.	3.00	413,300	1,595,000	-1,181,700
Collections, Exhibition & Information Services Provide regular operating schedule for public visitation, resources for exhibit research, exhibit development, professional management and conservation of the collections, and maintain permanent exhibits to interpret the history and development of Collier County for both residents and visitors.	3.00	316,700	-	316,700
Education & Community Services Provides curriculum-based student programs, volunteer training, outreach activities and lectures to civic groups and organizations, special exhibitions, and family-centered learning experiences such as the Old Florida Festival, Archaeology Fair, Native Plant Exhibition, Tamiami Trail Commemoration, and Roberts Ranch Historical Re-enactment.	1.00	75,300	-	75,300
Museum of the Everglades Provide funding to maintain and operate a County Museum branch facility in Everglades City. The restored structure is a nationally recognized and registered historic landmark.	2.00	163,900	-	163,900
Roberts Ranch/Immokalee Pioneer Museum Provide funding to develop, maintain and operate a County Museum branch facility at the Roberts Ranch in Immokalee. The restored property is a nationally recognized and registered historic landmark.	2.00	170,600	-	170,600
Naples Depot Provide funding to develop, maintain and operate a County Museum branch facility at the Naples Depot.	2.00	489,800	-	489,800
Roberts Ranch Acquisition Annual transfer to the County General Fund to repay the loan to purchase an additional 8.8 acres of the original Roberts Ranch property in 1999.	-	60,000	-	60,000
Reserves/Transfers	-	112,000	206,600	-94,600
Current Level of Service Budget	13.00	1,801,600	1,801,600	-
Total Proposed Budget	13.00	1,801,600	1,801,600	-

Program Performance Measures	FY 2007 Actual	FY 2008 Budget	FY 2008 Forecast	FY 2009 Budget
Annual Visitor Attendance	61,000	63,000	-	-
Volunteer Hours Contributed	5,500	6,000	-	-
Web Site Visitors	428,000	431,000	-	-

**Collier County Government
Fiscal Year 2009 Proposed Budget**

**Public Services Division
Museum
Museum Fund (198)**

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Total Funding	2,584,460	1,955,300	2,194,000	1,801,600	-	1,801,600	(7.9%)

Forecast FY 07/08 – The Museum added two new positions in FY 08, a Museum Assistant at the Main Museum and a Maintenance Specialist at Roberts' Ranch. The Museum also reclassified three Assistant Museum Manager Positions to Museum Manager. The resulting increase in personal services expenses from the reclassifications was offset by the two new positions being vacant during the beginning of FY 08. Forecast operating expenses exceed the adopted budget because landscape materials ordered in FY 07 were not received and paid for until FY 08. Forecast capital outlay expenses exceed the budget due to restoration work on the church building at Roberts' Ranch that was begun and encumbered in FY 07 but not completed and paid for until FY 08.

Revenue FY 07/08 – Forecast revenue exceeds budget due to additional carryforward resulting from the restoration work on the church at Roberts' Ranch and the landscape work at the Main Museum, begun in FY 07 and completed and paid for in FY 08.

Current FY 08/09 – Budgeted operating expenses include \$100,000 for marketing, promotion and advertisement, and \$15,000 for a temporary traveling exhibit.

The capital outlay request of \$300,000 is budgeted for the final phase of exhibit development, construction, and installation at the Naples Depot Museum.

Transfers include \$59,800 for the annual payment to the General Fund for the purchase of a portion of Roberts Ranch, and \$39,900 to the Tax Collector for revenue collection services.

Revenue FY 08/09 – Revenue is budgeted at the same level as FY 09 and is based on projections from the first six months of Tourist Tax collections received in FY 08.



Paradise

Annual Marketing Review Collier County Museum

TDC Meeting
May 19, 2008

2007-2008 Campaign

Integrated Campaign:

- Public Relations
- Print Advertising
- Radio Advertising
- Online Advertising

Resulting in:

- Steady stream of media coverage
- Many cover stories & large features

June 20 - 26, 2007 Naples Sun Times Page 3A

Collier Museum Hosts Smithsonian Exhibit

By Kelly Farrell

The Collier County Museum will host the Smithsonian Institution's traveling exhibit, *From Sea to Shining Sea: 200 Years of Charting America's Coasts*, from June 21 through Oct. 31.

It celebrates the 200th anniversary of the National Oceanic and Atmospheric Administration (NOAA) and highlights the mapping of America's coasts.

In 1807, President Thomas Jefferson recognized the need to chart the coastal waters of the country as essential to the independence, prosperity and security of what was then a young nation. "The coastal survey and charting of our waterways is very important, because up until the 1920s, the principal mode of transport was on the water," said David Southall, director of education at the Collier County Museum.

"They are still very important, particularly to recreation boaters on the west coast of Florida, with the shallow water ways and restricted channels he added.

The exhibit was created by NOAA and the Smithsonian Institution Traveling Exhibition Service (SITES) to celebrate the nation's first federally-funded science agency, NOAA. Museum Curator Jennifer Guida chose it as their featured traveling exhibit for the summer.

Colorful posters are illustrated with photos, charts and artwork covering more than 95,000 miles of coastline, from the Survey's Archives. "These are very different from road maps in that they are three-dimensional," Southall said. He explained that the charts include shipwrecks, shallow areas, rocks, shorelines, islands, rivers, channels, oyster bars and sand bars. These charts and maps were the forerunners of LORAN, Radar and satellite navigation systems like GPS. The charts and maps are still used by Southall explained, "This was very difficult, physical work in the 1800s."

In addition to the exhibit, the museum features several programs on Wednesdays at 2 p.m. in the Museum Lecture Hall from July 11 through Sept. 15. Weekly topics will include Florida's role in the American Revolution, the history of hurricanes in Southwest Florida, evolution, the debate over global warming, a secret weapon used in World War II by a local doctor, Ralph Baldwin, the Seminole Wars, the life of Barron Gitt Collier, Calusa society and our area's role in the Civil War.

The Collier County Museum, located at 3301 Tamiami Trail East, also offers two historic cottages, a working archaeology lab, Seminole village, tropical orchid house, wildlife displays, a




PHOTO COURTESY OF THE SMITHSONIAN INSTITUTION
collected aerial images of agency responders with critical image shows shipping ves-

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and characters that have shaped Southwest Florida into the diverse tapestry it is today. Free admission.

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239-252-8476 • www.CollierMuseum.com



2007-2008 Campaign

Objectives

- Create, enhance, and sustain overall awareness/interest
- Establish Museum as one of the community's foremost attractions
- Foster coverage of events/exhibits/activity
- Increase traffic/attendance



2007-2008 Campaign

Key Events / Activity

- Old Florida Festival
- Golf Swings
- USO Show
- Raid on Gopher Ridge
- Archeology Days
- Sea to Shining Sea
- Summer education series
- Saturday matinees
- Ongoing and rotating exhibits
- Many more



COLLIER COUNTY MUSEUMS
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Presents

The Collier County USO SHOW

AT THE NAPLES DEPOT MUSEUM

This Sunday
11:30 am to 2:00 pm

The Naples Depot is hosting a 1940s era USO show this Veterans Day. The museum, which housed the USO during World War II, will re-create entertainment of the era with music that brought the generation to the dance floor. Compton & Bennett's USO Swing Band, composed of WWII veterans, will play WWII-era favorites. The event's special guest and emcee will be golden voice Peter Thomas, Naples' highly decorated veteran from WWII and the Normandy Invasion and a well-known television voice.

ADMISSION IS FREE

For more information Call (239) 774-8476
The Naples Depot is at 1051 Fifth Ave. South at Tenth Street.



Naples Daily News

LOCAL & STATE

B
Naples, region
and state news

Saturday, April 12, 2008 E-mail: news@naplesnews.com

ile priest on the fringe at Ave Maria

The Rev. Joseph Fessio leads a Mass in April 2005 at what has become the site of Ave Maria University. *Richard Lattan/AP Photo*

Who else has people who are very serious, very intelligent, very committed, who often risked against people who take that the wrong way?"

In the past year, Fessio said his relationship with Ave Maria University President Nick Hruby has become increasingly transactional. Fessio now acknowledges that the two don't agree on financial matters prior to the annual retreat of the academic building.

Through his initial for one, Fessio hasn't been given a re-

See FESSIO, Page 2B

Trying to get a light



10-year-old Amanda Akamatsu, a fourth-grader at Vinegar Elementary School, tries her hand at starting a fire using a fire bow at the Archaeology and Ancient Peoples Exhibit at the Collier County Museum. For more photos, go to naplesnews.com. *David Adams/Stuff*

From Calusa to conquistadors

There's something for everyone at Collier County Museums' Archaeology and Ancient Peoples Exhibition

By KATHLEEN LEWIS
kathleen@naplesnews.com

Golden Gate Elementary School fourth-graders Anthony Pevorno and Miliana Marzullo spent the last few days of their school year in the Collier County Museum on Fifth St. in Naples, working on the Calusa exhibit. The museum opened the exhibition exclusively for students Friday and will open to the public today.

The exhibition allows visitors to learn how archeology has told historians about the lives of the first Americans. Students had the opportunity to learn how artifacts are identified, hear how the Calusa turned shells into tools, discuss life in Florida with a Spanish conquistador, listen to Native American native planters, and learn how to make baskets from reeds.

"We definitely see a serious bias amongst the last few years. It is not just about finding artifacts. It is all about interpretation," said David Southall, curator of education.

At the Spanish colonial museum grounds, students learned what life in Florida was like for a 16th-century conquistador, played by volunteer Richard Lattan.

"I tell them that my hut was an option from open we have found in St. Augustine. The pieces of my market were found in Florida and Georgia. I try to bring it to life," he said.

"The object being that they appreciate the people and the history. I want them to know what the people were though."

— Richard Lattan
on performing as 16th-century conquistador

"It was kind of heavy and warm," said Victor Zungue. "This is a very cool field trip."

In a hall on another part of the grounds, Wyatt Tarman, played by the first-grade resident Wyatt Tarman, spoke about the Calusa Indians. She told students about how they lived and died.

"In about 200 years, every Indian got dead," she said. "The ones living in the largest of the Southern grounds, but were right on the money when they mentioned the conquistadors' arrival."

"Tangle of every 10 Indians was killed by a horrible weapon — disease," she said.

By PEOPLE, Page 6B

2007-2008 Campaign

Highlights

- Reaching both in-market and out-of-market visitors
- Encompassing broadcast, print, and online of coverage
- Consistently featured prominently and positively
- PR stories often include large, engaging imagery
- Long-term relationships with key media

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Old Florida Festival

Naples Daily News
LOCAL & STATE
Sunday, March 2, 2008 E-mail: news@naplesnews.com

B
Naples, region
and state news

Keeping watch



Sheriff candidate cries foul over FOP endorsement
Local lodge's backing of rival Rambosk is unfair, Ortino says

By RYAN MILLS
ryanm@naplesnews.com

One of three candidates in the race for Collier County sheriff is calling the recent endorsement of a rival by a local lodge of the Fraternal Order of Police unfair. Sheriff candidate Kevin Ortino says leaders of the lodge declined his request to speak to their group and then moved the endorsement vote up three weeks because of his request.

But the leaders of Collier County Lodge 14 say they needed to move up the date of the vote because Ortino was meddling in the lodge's private business, and they believed he would continue to do so until the endorsement was made.

On Feb. 22, the lodge announced its endorsement of current Collier County Sheriff Kevin Rambosk for Sheriff.

The endorsement came about five months after the state FOP's largest union for law enforcement officers in Florida, announced it was backing Ortino.

Lodge leaders now say that the state FOP's endorsement of Ortino was premature and came too late.

ENDORSEMENT, Page 19B

Coast Guard's training mission accomplished at the City Dock

By KELLY FARRELL
kfarrell@naplesnews.com

It was 1300 hours (1 p.m.) Saturday when a man was floating in Naples Bay near the City Dock. While seconds, a rescue swimmer descended from a U.S. Coast Guard J-Link helicopter hovering about 20 feet above the water.

It was a training mission for the public to view at the 10th annual Post City Days Celebration, held this weekend for the U.S. Coast Guard Auxiliary, Florida 19.

A large marker was dropped and the rescue swimmer saved the man-overboard by floating him to the boat.

Once the victim was safely hoisted into the overhead "hoist" on the Coast Guard personnel would call it, the rescue swimmer was lifted up into the helicopter as well.

With the mission accomplished in under five minutes, hundreds of people lining from the pier, docks and their own boats cheered for the heroes in training.

Naples resident Joe Barnett watched the training rescue through binoculars from his boat tied out at the City Dock.

"That's the first time we've seen it, but we've heard a real rescue while listening in our marina radio from home during Hurricane Charley... that was really tense," Barnett said.

Due to rough water conditions, the U.S. Coast Guard Cutter VIBE, a 75-foot tug boat tender pushing a 40-foot barge, was not able to make plans for the ceremony in Naples as initially planned.

In its stead, a 70-foot auxiliary of a 60-foot navigation boat, "The Old Florida," was used.

Boat skipper, A. and his father, Bob, of Naples, towed the boat and were given a demonstration of the communication and navigation systems by St. Petersburg-based engineer Jeff Blackman.

The boat and its three-person crew are used to

OLD FLORIDA, Page 19B

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GUARD, Page 20

'The real thing'
History is a life lesson at Old Florida Festival

By VICTORIA MACCINI
vmaccini@naplesnews.com

From a dinner stretching dozens to "World War II" in character, more than 1200 participants and visitors walked through about 20,000 years of Florida history on Saturday at the Old Florida Festival.

In its 19th year, the event held to and around the Collier County Museum this weekend intends to be a living history to teach residents and visitors what occurred on the ground they live on and drive by every day.

"It's really important in a community like this, with so many people not from here, to get them to have a connection to what happened here," said the museum's course of education, Devi Southall, sporting a Civil War era blue cap, "so they'll be."

For more photos, visit naplesnews.com

OLD FLORIDA, Page 19B



Put some past
in your future.

**OLD
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Naples

The Collier County Museum
3301 Tamiami Trail East, Naples

Sat. & Sun., • March 1 & 2 • 10 a.m. - 5 p.m.

Old Florida Festival

Take a ride in Florida's time machine.



Step back 10,000 years in time. This year's Old Florida Festival is bigger and better than ever, with displays of Florida history. See, hear and touch the past like never before.

**Saturday & Sunday,
March 1 & 2
10 a.m. - 5 p.m.**



TICKETS: Adults: \$5.00 • Students: \$2.00 • Children under 8: FREE

The Collier County Museum • 3301 Tamiami Trail East, Naples
For more information: 239-252-8476 www.OldFloridaFest.com

Sponsored by: The Seminole Tribe of Florida, Embarq and The Friends of the Collier County Museum.

Festival displays Florida history

By Sun Times Staff

There are people out there who call themselves "historical reenactors", with the accent on "actors".

They love it when an event like the Old Florida Festival comes around, because they get to dress up like it's Halloween and mug it up with stiletto and melodrama.

The difference is that here, crowds gather and seem to really appreciate their efforts.

Like any hobby, individuals tend to specialize. Greg Centanne does to do the uniform of a soldier from some famous era sailor in the US Navy. He was quick to point out that it represented the style used during the Mexican War.

Lou Stickle is a retired music teacher in the public school system, who now offers private lessons. Apparently, his enthusiasm for parading around in costume is infectious, because some of his students like to tag along.

All the conquistadors and pioneers assembled at the Collier County Museum at the Collier County House Complex Saturday and Sunday, March 1 and 2, as part of the annual festival, sponsored this year by Embarq, the Seminole Tribe of Florida, and Friends of the Collier County Museum.

It is the museum's largest event of the year, with proceeds going to school outreach programs and the Children's Museum Express, which helps fund student transportation to activities when no other funding is available.

The Old Florida festival is designed to preserve history, traditions and heritage that is quickly disappearing in the face of rapid development. Exhibits include a Seminole fort, Civil War camp, Indian cavalry telegraph station and a medicine show.

Residents as well as visitors benefit by experiencing a taste of what Florida was like in "The good old days."



PHOTO BY MARTIN MISON

Lou Stickle, a retired music teacher, and Ginger Allen take a break at the 2008 Old Florida Festival at the Collier County Museum on March 1.

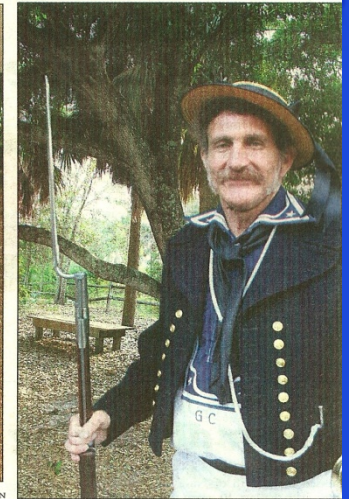


PHOTO BY SANDRA YEAT

Greg Centanne is decked out as a bosun's mate (circa 1830) at the 2008 Old Florida Days Festival.

Old Florida Festival

Radio



Old Florida Festival

Take a ride in Florida's time machine.



Ten thousand years of colorful and captivating history comes to life at the Old Florida Festival. Go back in time to meet the people, feel the drama, and savor the cultures that shaped our state. History repeats itself ... all to entertain and inspire you.

- | | | |
|-----------------------------|-------------------------|------------------|
| • Stone-age man | • Cracker Cowboys | • Food |
| • Calusa & Seminole Indians | • Live Folk Music | • Crafts |
| • Spanish Conquistadors | • Cannon Firings | • Games |
| • British Red Coats | • Blacksmith | • Demonstrations |
| • Civil War Camp | • World War II Soldiers | • And Much More! |

Sat. & Sun. • March 1 & 2 • 10 a.m. -5 p.m.

The Collier County Museum • 3301 Tamiami Trail East, Naples

Parking is free. The Museum is handicapped accessible. For more information: (239) 774-8476



COLLIER COUNTY
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IMMOKALEE • NAPLES DEPOT

Unforgettable

Golf Swings

PERSPECTIVE

Perspective Editor: Jeff Kyle 239.263.4773 Sunday, April 6, 2008 E-mail: jeff@naplesnews.com

COLLIER COUNTY MUSEUM

Vintage photos of the all-time great help tell golf's story



FORE!
Exhibit explores past, present of golf in the United States

The first exhibit is so vivid, through the Collier County Museum, "Golf Heritage," invites golf fans of every age from professionals to budding amateurs, and the casual observer to explore the history as joys of the wonderful world of golf.

Experiencing the beauty of our nation for the first time, the exhibit traces the sport's history in the U.S. from its humble beginnings in a cow pasture to the professional regulatory body — especially the USGA.

Visitors will be able to view President Eisenhower's "24x2" golf clubs as they were used, play an interactive game of golf with Tiger Woods and celebrate the pros' great drives, putts and bogeys.

The exhibit features action graphics of golf's favorite stars from the early days of Ben Hogan to today's Woods and Tiger.

100 artifacts on loan from the Professional Golfers' Association and the Orange County Regional History Center in Orlando.

The museum is located at the Collier County Government Center in U.S. 41 and Airport Boulevard. It is open Monday through Friday 9 a.m. to 5 p.m. and Saturdays from 9 a.m. to 4 p.m.

The exhibit runs through April 19.

Photo courtesy of the Collier County Museum

Two "tabs" are part of the exhibit that runs through April 19.



Golf tags worn by President Dwight Eisenhower, who golfed as an escape from his presidential responsibilities and was said to have played more than 400 rounds of golf during his eight years in office, the Collier museum says. Eisenhower had a handicap of 14 to 18 and was said to have broken 100 three times in his life.

Americans seem to be less demanding about freedoms

It's a long way so Election Day and the selection of a new president — 72 days by one count.

Already, it is topic No. 1 on newspaper opinion pages, TV commentary shows and talk radio.

When you figure in the interim, you could easily spend the next 212 days, nothing better than reading or hearing about the candidates, their policies, their wishes and why they would or would not make a good president.

A century ago, voters usually had one or two, perhaps a half-dozen in the largest cities, sources to guide their formation and opinion to how they would vote.

Today, the sources are in the tens of thousands.

Still, Americans, by a significant majority, believe government should require the media to offer an equal allotment of time to "conservative" and "liberal" commentators.

That's one of the findings from the most recent Freedom Forum survey on people's attitudes toward the *First Amendment* and the remainder of the *Bills of Rights*.

The survey found that more than 60 percent of Americans believe the government should be some sort of referee to make sure that conservative and liberal views get equal time or, in the case of newspapers, equal space.

But 60 percent of the most recent poll said, "The government should be allowed to require newspapers to offer an equal allotment of space to conservative and liberal commentators."

Thirty-five percent strongly agreed, 13 percent mildly agreed and 23 percent strongly disagreed.

Three percent either checked "don't know" or gave no response.

That 60 percent of Americans who believe there should be some sort of referee is equal space for "conservative" and "liberal" opinions in newspapers.

The numbers were nearly the same when the question was asked about television networks. Sixty-two percent agreed, 13 percent mildly agreed and 24 percent strongly disagreed.

When the statement concerned radio broadcast, 60 percent agreed that the government should require some sort of referee.

Feelings about the Internet were not approved, but based on the numbers above, it would not surprise if a majority believed government should somehow require a balance of opinion along conservative and liberal lines.

It would surprise us, but it would not be so.

That's the findings of the annual Freedom Forum survey always meant to do as it is.

This most recent one seems to show that Americans are less demanding about their freedoms than they and 10 years ago. Right that were surveyed

*Free golf outing.
No tee time required.*

GOLF SWINGS

Every time a golfer lines up a drive or sinks a putt, they step into a riveting drama that has been unfolding for generations. Golf Swings is an intriguing exhibition that celebrates the colorful characters, memorable moments and amazing innovations that have shaped the game.


Gene Sarazen at the Miami Biltmore, 1932

Come live the rich heritage of the game.

ADMISSION AND PARKING ARE FREE

The Collier County Museum • 3301 Tamiami Trail East, Naples
For more information: 239-252-8476 www.GolfSwingsCollier.com

Golf Swings



Tee up a fascinating look at the history of golf.

GOLF SWINGS January 19 to April 19, 2008

The Collier County Museum • 3301 Tamiami Trail East, Naples

GOLF

news-press.com

See text, pictures and video on more of the content going on in a week in a month via The News-Press Academy.



CB | Sports | 1*

news-press.com/golf | THE NEWS-PRESS | WEDNESDAY, JANUARY 16, 2008

LOCAL NOTES

■ ACE SWIP CLASSIC Local history and fun. Support the members of the Charlotte Park Country Club by attending the ACE Swip Classic. The event is held annually on the 12th of April. Tickets for the event are \$10.00. The event is held at the Charlotte Park Country Club. The event is held at the Charlotte Park Country Club. The event is held at the Charlotte Park Country Club.

ACE TALE

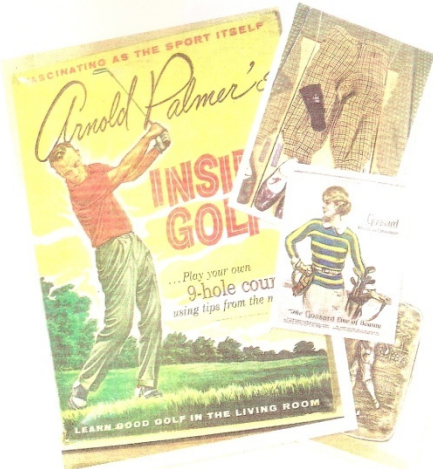
■ What is Markov, Kaplin
■ Where Naples, Fla.
■ When Jan. 19 to April 19, 2008
■ What A golf museum featuring a collection of golf memorabilia from the 19th century to the present. The museum is located at the Collier County Museum, 3301 Tamiami Trail East, Naples, Fla. The museum is open from 10 a.m. to 4 p.m. on Wednesdays through Saturdays. Admission is \$10.00. The museum is open from 10 a.m. to 4 p.m. on Wednesdays through Saturdays. Admission is \$10.00.

MARKER MATCH

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A swing at history

More than 100 years' worth of golf memorabilia on display at local museum

■ IF YOU GO
news-press.com
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PGA TOUR
The PGA Tour is the premier golf tour in the world. It is a professional golf tour that is open to men only. The tour is open to men only. The tour is open to men only.

LPGA TOUR
The LPGA Tour is the premier women's golf tour in the world. It is a professional women's golf tour that is open to women only. The tour is open to women only. The tour is open to women only.

CHAMPIONS TOUR
The Champions Tour is a professional golf tour for senior players. It is a professional golf tour for senior players. It is a professional golf tour for senior players.

Golf Swings



GOLF SWINGS

COLLIER COUNTY MUSEUMS
NAPLES COURTHOUSE • EVERGLADES
IMMOKALEE • NAPLES DEPOT

Unforgettable

*Tee up a fascinating look
at the history of golf.*



Golf Swings invites you to meet the fascinating people, re-live the great moments, and learn about the equipment evolution that has made this sport popular the world over. More than 100 rare artifacts are on loan from the PGA.

- Antique golf clubs, balls, tees and more.
- Golfing highlights video
- President Eisenhower's golf shoes & pants
- Sam Snead's hat
- Jack Nicklaus' PGA Championship scorecards, 1973 & 1975
- Signed PGA Senior Championship golf bag
- Interactive Tiger Woods computer game

January 19 - April 19, 2008

The Collier County Museum
3301 Tamiami Trail East, Naples

Admission and Parking are **FREE**. For more information: (239) 252-8476

More Highlights

Naples Daily News
LOCAL & STATE
Naples, region and state news
Sunday, January 6, 2008
E-mail: news@naplesnews.com

City bucks trend: Building permits up in '07

By ANNA RIZZO
The city of Naples showed some building permits in the city for the first time in 2007, according to the city's building department. The city's building department reported that 107 permits were issued in 2007, compared with 117 permits in 2006, said Paul Bolback, a Naples building official.

City officials said they see the bump in permit applications as a positive sign, especially since some building contractors have seen a decrease in single-family home permits in 2007, compared with 17 permits in 2006, said Paul Bolback, a Naples building official.

City officials said they see the bump in permit applications as a positive sign, especially since some building contractors have seen a decrease in single-family home permits in 2007, compared with 17 permits in 2006, said Paul Bolback, a Naples building official.

Rifles ready



Volunteer reenactors from Naples are to head their own command before they portray the raid on Gopher Ridge at the Immokalee Pioneer Museum at Roberts Ranch on Saturday. Shows the 50 reenactors, some participating in the first firing, performed on howling battle between the Union and the Confederates, which originally happened in 1863 in Southwest Florida. (Cory Sabin Staff)

History repeated

Battle lines drawn as Civil War skirmish re-enacted in Immokalee

By VICTORIA MASON
City News Columnist

With nearly 700 reenactors and more spectators, the Naples and Immokalee area will see a battle between the Union and the Confederates on Saturday. Shows the 50 reenactors, some participating in the first firing, performed on howling battle between the Union and the Confederates, which originally happened in 1863 in Southwest Florida. (Cory Sabin Staff)

On Saturday, more and more in period dress will be seen as the battle lines are drawn before the soldiers seek the field with muskets and bayonets. Shows the 50 reenactors, some participating in the first firing, performed on howling battle between the Union and the Confederates, which originally happened in 1863 in Southwest Florida. (Cory Sabin Staff)

By CIVIL WAR, Page 28

Immokalee Bulletin, Thursday, January 3, 2008

Historic event: Gopher Ridge skirmish reenactment



Immokalee Bulletin/Patty Brant

Priming the cannon

Reenactment this weekend

By Patty Brant
Immokalee Bulletin

Immokalee Pioneer Museum continues to build on its role as a focal point where the various "streams" of local history converge. Located on the old Roberts Ranch, the site has a unique place in area history, according to Museum Director Lee Mitchell.

The turn of the century working ranch tells the story of the ranching industry in this part of Florida, but it encompasses the total Immokalee experience - from the Calusa Indians, through the years of Spanish influence to becoming an American territory, the Civil War and on to the present.

Once again the Roberts Museum will host a reenactment of the Raid on Gopher Ridge in February of 1865. The day-long Civil War skirmish was fought over the all-important cows raised in the area, which were intended to feed Confederate troops. There were no recorded wounded in the battle, however, it triggered



Yanks and Rebs

Civil War

Continued From Page 1
the Battle of Fort Myers a week later.

The two-day reenactment will be held Saturday, Jan. 5, and Sunday, Jan. 6, from 10 a.m. to 4 p.m. Admission is just \$5; children 12 and under are free. Saturday evening you can experience an 1800's cotillion, complete with costumes and music of the day.

Collier County Museum Curator of Education David Southall said the reenactment will be put on by folks representing various real Civil War military units. The museum grounds will be turned into an authentic replica of 1860s sutlers and soldiers' camps as well as a cattle ranch. Viewers will get a unique perspective on a true to life battle reenactment that pitted the US 2nd Cavalry and the 2nd Colored Infantry against the Confederate Cow Cavalry. The 2nd Colored Infantry out of Fort Myers under Commander Joe Taylor actually fought in the day-long battle. Museum Director Lee Mitchell will take

on the role of Capt. Francis Asbury Hendry of the Confederate Cow Cavalry.

In the winter of 1865, Northern troops had been sent from Fort Myers to forage. Raising parties were intended to disrupt the flow of beef to Confederate troops. The Confederate Cow Cavalry's job was to make sure that beef was available for Southern troops and also served as local militiamen protecting area farms and ranches. They rounded up the cows from the woods and herded them up to Lake City (called Alligator at the time) where they were sent by rail to Georgia and the Carolinas.

The cows at the center of the skirmish were a direct link to the old Spanish conquistadors who slogged through Florida in the 1500s. The Spanish eventually left, but their cows continued to breed in the lush Florida landscape and became the initial stock for Florida's cattlemen. The Seminole Tribe is contributing the cows for the reenactment.

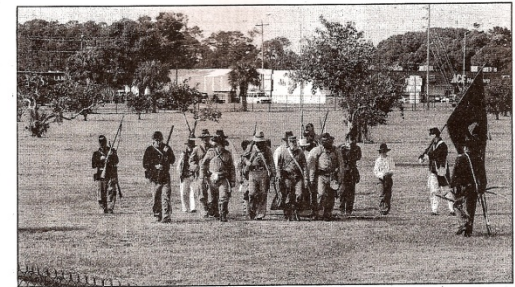
The ranch itself, established by the Roberts family in 1926 as the Red Cattle Company,

provides a glimpse into a vanishing lifestyle - a working Florida cattle ranch. The 15-acre museum site is all that's left of the over 100,000-acre ranch. It was purchased by Collier County and became a museum in 1996. In addition to the Roberts home, visitors can still see the old bunkhouse and the site also now houses the original First Baptist Church building, c. 1928, which is intended to become the visitor center.

In front of the home you will see some lovely azalea bushes, cuttings from Japanese azaleas presented to the United States in 1876 to commemorate this country's centennial.

Director Mitchell said that, from the very beginning of human habitation in this area, many people have worked hard to survive and thrive in what is now Immokalee and the surrounding area.

The history of the ranch links the various ethnic groups that are so much a part of the area and highlights the interaction and dependence that is our common past. Director Mitchell hopes all will learn to share in that rich history.



Immokalee Bulletin/Patty Brant

More Highlights

Naples Daily News

www.naplesnews.com Monday, November 12, 2007

More changes on the way for Medicare beneficiaries

Among the changes are premium increases for half of the 29 prescription drug plans available next year in Florida

...but those who switched last with Medicare Part D...
...the most notable change are premium increases for half of the 29 prescription drug plans that are available next year in Florida.

By JIM FREEMAN
jim.freeman@naplesnews.com

Naples to hear the noise about leaf blower ban

Council expected to consider proposed restrictions during Tuesday's workshop

By JENNA BUZZICARD
jenna.buzzicard@naplesnews.com

Bonita soldier prepares to ship out to Baghdad

...the 27-year-old Bonita Springs native is shipping off to Iraq in five months...
...the 27-year-old Bonita Springs native is shipping off to Iraq in five months.

By SULLIVAN
sullivan@naplesnews.com

Fallen soldier honored in Naples

Army Sgt. Brandon D. Gordon's name added to Veterans Memorial in Cambiar Park

"The USO meant so much to us. Music, dancing with the girls, free food — it was just hard to beat."

By NINA BROWN
nina.brown@naplesnews.com



Toni Allen and her wife, Carol Allen, left, and Tom Galanteau and his husband, Robert Galanteau, dance to World War II-era music during a Naples Depot Museum Veterans Day celebration on Sunday. Tom Allen and Robert Galanteau served during World War II. (Nina Schuler Staff)

A swing back in time

Naples Depot, which hosted a USO show during WWII, holds re-enactment for veterans

By NINA BROWN
nina.brown@naplesnews.com

NAPLES SunTimes

YOUR WEEKLY NAPLES NEWSPAPER
January 23-29, 2007 www.naplesstimes.com Vol. 8, Issue 10

LOOK INSIDE! DINING GUIDE • CLASSIFIEDS • COUPONS • LOCAL EVENTS • MYSTERY PIC CONTEST!

FREE TAKE ONE

Win valentines Page 3

Florida icon returns to first love

By NINA BROWN
nina.brown@naplesnews.com

Clyde Barker is one of America's preeminent artists, although the public may not know his name. Barker, who is 87, is a painter, a sculptor, and a photographer. He is also a collector of art. Barker's work is characterized by its use of light and shadow, and its focus on the human figure. Barker's work is also characterized by its use of light and shadow, and its focus on the human figure.



Barker's latest project is a re-enactment of the Battle of the Marston. Barker is a very progressive artist in his use of light and shadow.

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More Highlights

War redone
History buffs gather in Immokalee to re-enact Civil War skirmish


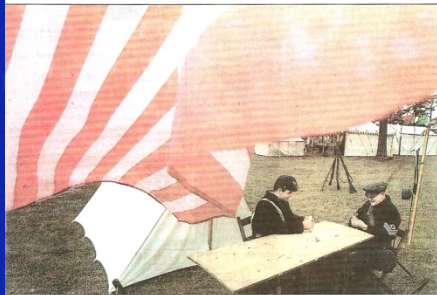
NEAPOLITAN
Naples Daily News

Thursday, January 10, 2008

Neapolitan Editor: Tracy Mobley-Martinez 239.433.6115

WHEN HISTORY REPEATS ITSELF

History buffs gather in an Immokalee field to reenact a little known Civil War skirmish.

Troy Thaggard, left, and Jim Clark, both reenactors in the Union Army play a game of fanny in character as they wait to portray the Raid on Gopher Ridge at the Immokalee Pioneer Museum in Roberts Ranch. More than 30 reenactors performed on how-hay battle between the Union and the Confederacy, which happened in 1865 in Southwest Florida. TOP PHOTO: Celine Greenhouse, artillery instructor and Civil War reenactor; eye: the battlefield before the portrayal. City of Naples Staff

By JONATHAN FORRESTER
Forrest@neapolitan.com

The smoke from the gun ports hangs like fog over the small Immokalee field. There is that cannon. It looks more like the Gatling from a small branch line.

The "smoke" isn't fog. The smoke hangs there. It would be if the day were dry, and the breeches closed to blow into the gray shroud in the minutes after a moderate breeze.

From 200 yards away, it's sometimes difficult to make out the shape of the Great South Bay as it rises in the distance. Great War soldiers, they were behind and to the right of the scene that day. They raise their muskets. Hear our orders and fire. If you get quick enough reloading, the rounds from their last shot haven't dispersed before the next round is fired.

The men are reenacting the southernmost and most important in the Civil War, the Battle of Gopher Ridge for the night before where gopher remains. Calling it a battle is a bit of a stretch. The reenactors will admit, "It's more of a skirmish," says David



Mike Hanson, left, of Fort Lauderdale, portrays a member of the Seminole Tribe fighting for the Confederacy.

Southall, courtesy the education for the Civil War. The event is a pre-arranged event. "We were told to be around Gopher Ridge. Before the battle started, the leaders of the two small armies reminded their troops of their fate."

By CIVIL WAR, Page 7D

Coming Friday
One company helps other in the holiday season

NEAPOLITAN
Living & The Arts in Southwest Florida

Thursday, November 28, 2007

Neapolitan Editor: Tracy Mobley-Martinez 239.433.6115

E-mail: future@neapolitan.com

AT HOME IN THE WILD

Collier-based photographer finds peace and serenity in what many consider a forbidding wilderness



IN THEATERS FRIDAY

"RAID ON GOPHER RIDGE"

When it's all over, history buffs will see a film on Gopher Ridge. It's a movie that's been in the making for a long time. It's a movie that's been in the making for a long time. It's a movie that's been in the making for a long time.

"TODAY'S HISTORY"

Documentary about the Immokalee 1865 re-enactment. It's a movie that's been in the making for a long time. It's a movie that's been in the making for a long time.

"REMEMBERING FLORIDA"

Documentary about the Immokalee 1865 re-enactment. It's a movie that's been in the making for a long time. It's a movie that's been in the making for a long time.

By CHRIS SMITH
smith@neapolitan.com

If all you get from a landscape is a view of green grass, a few trees and a blue sky, you're missing out. A landscape is a story. It's a story that's been in the making for a long time. It's a story that's been in the making for a long time.

IF YOU GO

Go to the Gopher Ridge re-enactment. It's a movie that's been in the making for a long time. It's a movie that's been in the making for a long time.

TELL US WHAT YOU WANT

Let us know what you want. It's a movie that's been in the making for a long time. It's a movie that's been in the making for a long time.

Weekender
GULF COASTING'S GUIDE TO THIS WEEKEND, THE NEXT 10 DAYS AND A MONTH AHEAD

INSIDE >>
THE GREATEST SHOW
The Florida circus comes to town Friday, Jan. 11.

SPOTLIGHT >>

RAID ON GOPHER RIDGE

SATURDAY: Watch a Civil War re-enactment in Immokalee. The event includes a barbecue, performance and more. 10 a.m.-4 p.m., \$3 per person. For more information, call 239.433.6115. Immokalee Pioneer Museum at Roberts Ranch, 1225 Roberts Ave., Immokalee, 339-5655.



Primo Picks >>

SATURDAY AND SUNDAY

Raid on Gopher Ridge: Civil War re-enactors descend on the Immokalee Pioneer Museum for a re-enactment of this 1865 conflict, where the U.S. 2nd Cavalry and the 2nd U.S. Colored Cavalry met F.A. Hendry's Civil War Cavalry on a remote prairie.

Visitors to the re-enactment can watch the battle and visit the "soldiers' encampments. Other activities include a demonstration of Civil War-era games, a barbecue and tours of the museum, formerly the home of cattlemen Robert Roberts.


The event happens 10 a.m. to 4 p.m. both days at the museum, located at Roberts Ranch, 1225 Roberts Ave., Immokalee.

Admission is \$5 (free for children 11 and younger). For more information, call 659-2466.



Christmas Trees and Trains

Get into the holiday spirit by taking in the site of decorated Christmas trees and miniature trains at the Naples Depot Museum on Monday. The Depot boasts nostalgic memories of transportation from the 1920s and will show how trees at that time were decorated as well. 9 a.m.-2 p.m. Free admission. Naples Depot, 3255 Pines Ave., Naples, 262-6523 or visit online@naplesmuseum.com.



Future / Next Steps

- Continue efforts to solidify a known 'brand' for Collier County Museum
- Further enhance awareness of and interest in the museums
- Further establish flagships events such as Old Florida Festival and the Raid on Gopher Ridge
- Continue ongoing promotion of events, exhibits, and other key activity



Paradise

Annual Marketing Review Collier County Museum

TDC Meeting
May 19, 2008