

EXECUTIVE SUMMARY

Review and Recommend Approval of Three (3) FY 09 Tourist Tax Category “B” Grant Requests and Subsequent Tourism Agreements Totaling \$62,265

OBJECTIVE: Review and Recommend Approval of Three (3) Tourist Tax Category “B” Grant Requests and Subsequent Tourism Agreements for FY 09.

CONSIDERATIONS: Category “B” Grant Applications:

Grant Applications were made available on our tourism website in January and were due March 30, 2008. In accordance with the Grant Criteria, the applications were first reviewed by the Tourism Director and then by a panel of tourism industry representatives including: Lisa Boet, Naples Originals, representing the restaurant industry; Annette Alvarez, General Manager of Waterside Shops, representing the retail and shopping industry; Doug Rickenbach, Naples Zoo, representing the attractions industry; Jennifer Fox, Norris Center, representing the cultural community and Jim Hennessey, Residence Inn-Naples, representing the hotel industry.

Two changes were made in the Category “B” criteria after the application forms were distributed.

(1) The requirement for “Dollar for Dollar Matching Funds” was eliminated from the reimbursement requirements in order to clarify that these are reimbursement grants- the grantee must spend the money and then request reimbursement for qualified expenses. This change was reviewed and approved by the TDC at their March 24, 2008 TDC meeting.

(2) Marketing expenditures that further the mission of the TDC were added as a new category as an authorized use of Category “B” tourist tax funds. This change was reviewed and approved by the TDC at their April 28, 2008 meeting.

1. **The Naples Players-** Original Request of \$50,000 for the marketing of events at Sugden Theatre. The review committee felt that this was a good year-long project and merited funding and recommended \$25,000 for this first-year program. This organization has not applied for a grant in the past. They project 15,000 room nights, economic impact of \$2 Million and attendance of 70,000 for FY 09.
2. **United Arts Council of Collier County-** This is the official arts agency for the County, representing the area’s performing and cultural arts organizations. They applied for and have received two previous tourist tax grants for \$17,100 in FY 07 and \$21,500 in FY 08 to produce and distribute ten cultural Calendar of Events during the next year. They do not project an economic impact, room nights or attendance as their organization is only an influencer in visitation to our area. This has been a very worthwhile project and has furthered the mission of the TDC by educating the traveling public on the many cultural events in the area. The Review Committee recommended funding the ten Calendar of Events for FY 09 at \$21,500.

Category B Grant Applications Cont.

3. **Naples Historical Society-** This organization received a grant of \$40,000 in 2003 for renovations to Palm Cottage. This application is for producing a DVD series of oral histories of the area entitled "If These Walls Could Talk". They project 1,100 room nights and \$470,000 in economic impact and report 4,683 visitors the past 12 months. This application was submitted as a Category C-2 Museum Grant request, but the Grant Review Committee, tourism staff and County Attorney feel this is better placed as a Category "B" marketing grant and recommend funding at \$15,765.

GRANT REVIEW COMMITTEE RECOMMENDATIONS: The Grant Review Committee met on April 17 and reviewed each of the applications and made their recommendations as outlined above.

COUNTY ATTORNEY FINDING: Each application has been reviewed by the County Attorney and approved as to form and legal sufficiency.

FISCAL IMPACT: Funding for these grants are in the proposed FY 09 budget as submitted to the County Manager under Category "B", Fund 184.

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

RECOMMENDATION: Staff recommends approval for funding these three (3) Category "B" grant applications and the subsequent Tourism Agreements with The Naples Players, (\$25,000); United Arts Council of Collier County (\$21,500) and Naples Historical Society (\$15,765) for a total of \$62,265 for FY 09.

PREPARED BY: Jack Wert, Tourism Director