

**EXECUTIVE SUMMARY**

**Recommend Approval of the FY 10 Category “C-1” Budget and Marketing Plan for the Collier County Museums**

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**OBJECTIVE:** Recommend Approval of the FY 10 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 and the Museum of the Everglades in Everglades City. The Museum Department also operates the Naples Depot at US 41 and 10<sup>th</sup> Street. In 2010, they will also take over the operation of the new Marco Island Museum.

The proposed FY 10 budget for the County Museums, which come under the Public Services Division of Collier County, is as follows:

Tourist Tax Revenue	\$1,435,500
Carry forward from Previous FY	371,900
Revenue Reserve (5%)	<u>(67,800)</u>
Total Funding	\$1,739,600
Personal Services	\$ 941,200
Operating Expenses	418,000
Capital Projects	0
Transfers	295,700
Reserves	<u>84,700</u>
Total Expenditures	\$1,739,600

**LEGAL CONSIDERATIONS:** 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 10 at \$1,435,500 in tourist tax revenue plus carry- forwards from previous periods and revenue reserve for a total budget of \$1,739,600.

**RECOMMENDATION:** Review and recommend approval of the marketing expenditures in the FY 10 Category C-1, County Museums budget as presented to the County Manager.

**PREPARED BY: Jack Wert, Tourism Director**

Collier County Government  
Fiscal Year 2010 Proposed Budget

Public Services Division  
Museum

Department Budgetary Cost Summar	FY 2008 Actual	FY 2009 Adopted	FY 2009 Forecast	FY 2010 Current	FY 2010 Expanded	FY 2010 Proposed	FY 2010 Change
Personal Services	821,694	897,900	916,100	911,800	29,400	941,200	4.8%
Operating Expense	632,578	422,000	294,200	367,400	50,600	418,000	(0.9%)
Capital Outlay	161,730	-	39,600	-	-	-	na
<b>Net Operating Budget</b>	<b>1,616,002</b>	<b>1,319,900</b>	<b>1,249,900</b>	<b>1,279,200</b>	<b>80,000</b>	<b>1,359,200</b>	<b>3.0%</b>
Trans to Tax Collector	32,550	39,900	35,900	35,900	-	35,900	(10.0%)
Trans to General Fund	59,776	59,800	59,800	59,800	-	59,800	0 %
Trans to Cap Proj	-	300,000	300,000	200,000	-	200,000	(33.3%)
Reserves For Contingencies	-	82,000	-	84,700	-	84,700	3.3%
<b>Total Budget</b>	<b>1,708,328</b>	<b>1,801,600</b>	<b>1,645,600</b>	<b>1,659,600</b>	<b>80,000</b>	<b>1,739,600</b>	<b>(3.4%)</b>

Appropriations by Program	FY 2008 Actual	FY 2009 Adopted	FY 2009 Forecast	FY 2010 Current	FY 2010 Expanded	FY 2010 Proposed	FY 2010 Change
Museum Fund (198)	1,616,002	1,319,900	1,249,900	1,279,200	80,000	1,359,200	3.0%
<b>Total Net Budget</b>	<b>1,616,002</b>	<b>1,319,900</b>	<b>1,249,900</b>	<b>1,279,200</b>	<b>80,000</b>	<b>1,359,200</b>	<b>3.0%</b>
<b>Total Transfers and Reserves</b>	<b>92,326</b>	<b>481,700</b>	<b>395,700</b>	<b>380,400</b>	<b>-</b>	<b>380,400</b>	<b>(21.0%)</b>
<b>Total Budget</b>	<b>1,708,328</b>	<b>1,801,600</b>	<b>1,645,600</b>	<b>1,659,600</b>	<b>80,000</b>	<b>1,739,600</b>	<b>(3.4%)</b>

Department Funding Sources	FY 2008 Actual	FY 2009 Adopted	FY 2009 Forecast	FY 2010 Current	FY 2010 Expanded	FY 2010 Proposed	FY 2010 Change
Tourist Devel Tax	1,627,543	1,595,000	1,435,500	1,355,500	80,000	1,435,500	(10.0%)
Charges For Services	1,915	-	-	-	-	-	na
Miscellaneous Revenues	43,701	-	1,300	-	-	-	na
Interest/Misc	1,986	-	100	-	-	-	na
Trans frm Tax Collector	16,186	-	-	-	-	-	na
Carry Forward	597,632	286,400	580,600	371,900	-	371,900	29.9%
Negative 5% Revenue Reserve	-	(79,800)	-	(67,800)	-	(67,800)	(15.0%)
<b>Total Funding</b>	<b>2,288,963</b>	<b>1,801,600</b>	<b>2,017,500</b>	<b>1,659,600</b>	<b>80,000</b>	<b>1,739,600</b>	<b>(3.4%)</b>

Department Position Summary	FY 2008 Actual	FY 2009 Adopted	FY 2009 Forecast	FY 2010 Current	FY 2010 Expanded	FY 2010 Proposed	FY 2010 Change
Museum Fund (198)	13.00	13.00	13.00	13.00	1.00	14.00	7.7%
<b>Total FTE</b>	<b>13.00</b>	<b>13.00</b>	<b>13.00</b>	<b>13.00</b>	<b>1.00</b>	<b>14.00</b>	<b>7.7%</b>

**Collier County Government  
Fiscal Year 2010 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.

<b>Program Summary</b>	<b>FY 2010 Total FTE</b>	<b>FY 2010 Budget</b>	<b>FY 2010 Revenues</b>	<b>FY 2010 Net Cost</b>
<b>Museums &amp; Historic Sites Administration/Overhead</b> 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	390,300	1,355,500	-965,200
<b>Collections, Exhibition &amp; Information Services</b> 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	308,100	-	308,100
<b>Education &amp; Community Services</b> 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	75,400	-	75,400
<b>Museum of the Everglades</b> 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	166,900	-	166,900
<b>Roberts Ranch/Immokalee Pioneer Museum</b> 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	168,800	-	168,800
<b>Naples Depot</b> Provide funding to develop, maintain and operate a County Museum branch facility at the Naples Depot.	2.00	169,700	-	169,700
<b>Roberts Ranch Acquisition</b> 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.	-	59,800	-	59,800
<b>Reserves/Transfers</b>	-	320,600	304,100	16,500
<b>Base Level of Service Budget</b>	<b>13.00</b>	<b>1,659,600</b>	<b>1,659,600</b>	<b>-</b>
<b>Program Enhancements</b>	<b>FY 2010 Total FTE</b>	<b>FY 2010 Budget</b>	<b>FY 2010 Revenues</b>	<b>FY 2010 Net Cost</b>
<b>Marco Island Museum</b> Staff, operate and maintain a new, three-building, 15,500-square-foot museum complex on Marco Island.	1.00	80,000	80,000	-
<b>Expanded Services Budget</b>	<b>1.00</b>	<b>80,000</b>	<b>80,000</b>	<b>-</b>
<b>Total Proposed Budget</b>	<b>14.00</b>	<b>1,739,600</b>	<b>1,739,600</b>	<b>-</b>

<b>Program Performance Measures</b>	<b>FY 2008 Actual</b>	<b>FY 2009 Budget</b>	<b>FY 2009 Forecast</b>	<b>FY 2010 Budget</b>
Annual Visitor Attendance	85,961	74,000	75,000	80,000
Volunteer Hours Contributed	4,954	5,100	5,100	5,400
Web Site Visitors (site closed in 2009)	402,908	428,000	-	-

**Collier County Government  
Fiscal Year 2010 Proposed Budget**

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

<b>Program Budgetary Cost Summary</b>	<b>FY 2008 Actual</b>	<b>FY 2009 Adopted</b>	<b>FY 2009 Forecast</b>	<b>FY 2010 Current</b>	<b>FY 2010 Expanded</b>	<b>FY 2010 Proposed</b>	<b>FY 2010 Change</b>
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<b>Total FTE</b>	<b>13.00</b>	<b>13.00</b>	<b>13.00</b>	<b>13.00</b>	<b>1.00</b>	<b>14.00</b>	<b>7.7%</b>

<b>Program Funding Sources</b>	<b>FY 2008 Actual</b>	<b>FY 2009 Adopted</b>	<b>FY 2009 Forecast</b>	<b>FY 2010 Current</b>	<b>FY 2010 Expanded</b>	<b>FY 2010 Proposed</b>	<b>FY 2010 Change</b>
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**Collier County Government  
Fiscal Year 2010 Proposed Budget**

**Public Services Division  
Museum**

Forecast FY 2009 – Forecast Personal Services expenditures exceed the adopted budget due to several employees selling vacation time back to the County.

Forecast Operating Expenses are less than the adopted budget because the Naples Depot remained closed for much of the year while the requirement to install a fire sprinkler system inside the Depot was appealed. The appeal for an exemption was denied and a fire sprinkler system was designed. Additionally, all operating expenditures in the Museum Department have been limited to essential goods and services in order to ensure sufficient funding to complete the Depot renovation and exhibit development during the current economic conditions.

Capital outlay expenses are due to the driveway and landscaping projects at Roberts' Pioneer Ranch in Immokalee. The projects were approved, funded and begun in FY 2008, but not completed until FY 2009.

The revenue forecast is less than budgeted due to a decrease in Tourist Tax receipts, which is a result of the current economic conditions.

Current FY 2010 – Personal Services are increasing 1.5% due to increases in health insurance and workers compensation costs. No salary adjustments are budgeted.

Budgeted operating expenses include \$100,000 for marketing, promotion and advertisement, and \$15,000 for a temporary traveling exhibit. Other operating expenses have been reduced by 15% as a result of a projected 10% decrease in Tourist Tax receipts and the uncertainty of future collections.

Transfers include \$59,800 for the annual payment to the General Fund for the purchase of a portion of Roberts Ranch, and \$35,900 to the Tax Collector for revenue collection services.

Revenue is budgeted at the same level as FY 2009 and is based on projections from the first six months of Tourist Tax collections received in FY 2009.

**Expanded FY 2010 - Manage & Operate Marco Island Historical Museum**

Staff, operate and maintain a new, three-building, 15,500-square-foot museum complex on Marco Island when the facility is completed and opened to the public in January 2010. The Marco Island facility is being constructed and donated to the County by the Marco Island Historical Society under a license agreement concluded on May 13, 2003. Under the terms of this agreement, the County will:

- a. Provide full time staffing and funds to administer, operate and maintain the museum as the budget allows.
- b. Staff the museum store in the absence of Historical Society personnel when able.
- c. Plan and conduct educational programs and activities in cooperation with the Marco Island Historical Society.
- d. Schedule the museum's meeting and conference facilities for all organizations.

Initially, the museum will operate on a reduced weekly schedule of four days per week, capitalizing on peak periods of visitation. The Museum is requesting one, full-time (32 hours per week) Museum Assistant position in FY 2010 to manage daily operations and provide guidance and training to volunteers. The FY 2010 cost for staffing the Marco Island facility will be \$29,400. Basic operating and maintenance costs are estimated at \$50,600 for the first year (nine months) of operation, based on the expense history of the Museum's other satellite facilities.

The museum store will be staffed by volunteers from the Marco Island Historical Society. No additional costs for FY 2010. Educational activities, marketing and promotion will be fully integrated into the Collier County Museum's existing programs and marketing efforts as budgeted resources permit.

**Unfunded Request FY 2010 - Exhibit Development for the Marco Island Historical Museum**

Initiate design and construction of permanent exhibits for the new Marco Island Historical Museum, to be completed and opened to the public in January 2010. The Marco Island facility is being constructed and donated to the County under the terms of a license agreement concluded on May 13, 2003. Under the terms of this arrangement, the County has agreed to construct museum displays for the Marco Island Historical Museum using County funds.

The total project cost for designing and developing permanent exhibits is estimated at \$1.5 million. A phased approach will be necessary and temporary or "preview" exhibits will be developed initially by adapting display elements from the Historical Society's mini-museums and surplus items from the County Museum's existing inventory. The FY 2010 cost for completing a comprehensive exhibit plan and developing temporary exhibits for the main gallery is estimated at \$300,000.