

## EXECUTIVE SUMMARY

### **Tourist Tax Category C-2 Grant Application Review and Recommendation for FY 10 totaling \$571,000**

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**OBJECTIVE:** Review and make recommendations to the Board of County Commissioners for Tourist Development Tax Category C -2 grant applications for FY 10.

#### **CONSIDERATIONS: Category "C-2" Grant Applications:**

Grant Applications were made available on our tourism website in January and were due March 31, 2009. In accordance with the Grant Criteria, the applications were first reviewed by the Tourism Director and then by a panel of five tourism industry representatives on April 21, 2009. The panel included: Lisa Boet, Naples Originals, representing the restaurant industry; Steve McIntyre, Chairman Collier County Hotel & Lodging Association, representing the hotel industry, Scott Congress, Congress Jewelers, representing the retail and shopping industry; Judy Turner Meyer, Sea Excursions, representing the attractions industry and Elaine Reed, Naples Historical Society, representing the cultural community.

The funding for Category C-2 is projected to be \$571,200 for FY 10, including tourist tax revenue and reserves. Staff originally established a budget of \$500,000 for this category. We received eight (8) applications totaling \$868,414, so the review committee made reduced funding recommendations based on the \$500,000 projected revenue budget. Subsequently, staff learned that the Marco Island Museum would also need funding for exhibits in the amount of \$250,000. We have not received an application for those funds, but our direction is to include funding for this entity. As a result, staff has reduced the amount recommended for each of the original eight applicants to meet this new requirement.

**Children's Museum of Naples - \$75,000:** The museum is under construction on the north side of North Collier Regional Park and plans to open in Fall 2010. Grant history includes FY 08 (\$125,000 - later withdrawn); FY 09 \$150,000. For FY 10 the museum has requested \$200,000 for promotion of the new museum in out of market advertising. Visitation is projected to be 75,000 in the first year of operation. The Grant Review Committee recommended \$135,000 and staff recommends \$75,000.

**Freedom Memorial Task Force – \$20,000:** Planning began in 2004, when the Collier County Board of County Commissioners declared September "Freedom Month" in Collier County and launched a campaign entitled, "What Does Freedom Mean to You?" The memorial pays tribute to members of our armed forces who have sacrificed their lives in the defense of our nation along with the law enforcement officers, firefighters, emergency medical personnel and civilians who died in the September 11, 2001 terrorist attacks. Grant history is FY 09 \$125,000 for construction of the memorial. Opening year

attendance is projected to be 100,000. The request for FY 10 was originally for \$39,204, the Grant Review Committee recommended \$20,000 and staff recommends \$20,000.

**Holocaust Museum of SW Florida - \$65,000:** This organization applied for and was granted \$100,000 in both FY 07 and FY 08 for promoting the Boxcar Project and for opening ceremonies at the Naples Depot. The traveling boxcar exhibit has been seen at schools all over Collier and Lee Counties. The museum staff estimates 2008 attendance at 5,000 with 70% coming from out of Collier County. Economic impact for FY 10 is estimated at \$900,000 from the operation of the Museum. The original request was \$150,000 for promoting the boxcar exhibit in out of market areas where the TDC is also marketing the destination. The Grant Review Committee recommended \$80,000, and staff recommends \$65,000.

**Naples Art Association dba von Liebig Art Center - \$25,000:** This organization has been funded the past three years by tourist tax funds (FY 07 \$38,000; FY 08 \$50,000; FY 09 \$50,000). The Association estimates an economic impact of \$6.3 million, 875 room nights and 55,350 attendees from their marketing efforts in FY 10. They have requested funding assistance of \$100,000 for FY 10 for marketing the museum to attract out of town visitors to their major events. The Grant Review Committee recommended \$70,000, and staff recommends funding at \$25,000.

**Naples Botanical Garden - \$75,000:** This organization has been funded since 2001 during their initial construction phase (2001- \$377,400; 2002 \$500,000; 2003- \$366,500; 2004- \$217,650; 2005- \$207,000; 2006- \$112,500; 2007- \$140,000). They did not apply for an FY 09 grant while they were closed for major construction. They are now planning to open in the fall of 2009 and have requested \$250,000 for opening and out of market promotional expenses. They estimate 80,000 visitors (46.5% out of area). The Grant Review Committee recommended \$120,500 and staff recommends \$75,000.

**Naples Museum of Art - \$20,000:** This organization has not applied for TDC funding in the past. They are planning a Celebration of Latin Art & Culture in October 2009 and are requesting funding of \$47,000 for out of market advertising of that exhibit. The Grant Review Committee recommended \$25,000, and staff is recommending \$20,000.

**Naples Zoo, Inc. - \$26,000:** Naples Zoo is planning two promotions in 2010, coming off their successful creation and opening of the Black Bear Exhibit which received tourist tax funding of \$121,000 in FY 09. The FY 10 request is for promotion of a Dr. Seuss program from Memorial Day to Labor Day 2010 and Fall into the Wild will run from September to November 2010. In 2008 the Zoo generated 4,983 hotel room nights and 260,028 total visitors. The original request was for \$57,210 and the Grant Review Committee recommended \$27,000. Staff recommends \$26,000.

**South Florida National Parks Trust - \$15,000:** The Trust is funding the development of a new Welcome Center in Big Cypress National Preserve that will become the gateway to this area from Collier County. Visitation is projected at 200,000 with 75% from out of the County. The funding request of \$25,000 was for fabrication and installation of exhibits in the Welcome Center. The Grant Review Committee recommended \$22,500 and staff recommends \$15,000.

**Marco Island Museum - \$250,000:** The Marco Museum will be completed in the Fall of 2009 and according to a May 2003 agreement with Collier County, the Historical Society will turn over operation to the County. The Historical Society maintains they have honored their obligation to the County and that some TDC funding should be allocated to operate the new museum and begin planning and building historical exhibits. As a result, staff has been asked to include funding of \$250,000 in the C-2 category for FY 10 for the fabrication and installation of those exhibits.

**FISCAL IMPACT:** Funding for the C-2 category totaling \$571,000 is projected to be available in the FY 10 budget.

**LEGAL CONSIDERATIONS:** The County Attorney has reviewed the applications and questions posed in that review have been satisfied in accordance with County Ordinances and Grant Guidelines.

**RECOMMENDATION:** Staff recommends approval of the above Category C-2 grant applications for Children's Museum (\$75,000); Freedom Memorial (\$20,000); Holocaust Museum (\$65,000); Naples Art Association (\$25,000); Naples Botanical Garden (\$75,000); Naples Museum of Art (\$20,000); Naples Zoo (\$26,000); South FL Natl. Parks Trust (\$15,000); Marco Island Museum (\$250,000) for a total of \$571,000.

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

ORGANIZATION	REQUESTED AMOUNT	STAFF RECOM AMOUNT	REVIEW COMM RECOMMEND	TDC AMOUNT RECOMMEND	REMARKS
<b>CATEGORY C-2</b>					
Childrens Museum	\$200,000	\$135,000	\$135,000	\$75,000	Promotion of New Museum
Freedom Memorial	\$39,204	\$25,000	\$20,000	\$20,000	Construction Costs
Holocaust Museum of SWFL	\$150,000	\$80,000	\$80,000	\$65,000	Advertising, Website, New Exhibits
Naples Art Association	\$100,000	\$70,000	\$70,000	\$25,000	Out of Market Advertising
Naples Botanical Garden	\$250,000	\$125,000	\$120,500	\$75,000	Opening & Promotion Expenses
Naples Museum of Art	\$47,000	\$20,000	\$25,000	\$20,000	Out of Market Advertising-Latin Art
Naples Zoo	\$57,210	\$27,000	\$27,000	\$26,000	Summer of Seuss & Fall into Wild
South FL Natl Parks Trust	\$25,000	\$18,000	\$22,500	\$15,000	Big Cypress Welcome Center Exhibits
Marco Island Museum				\$250,000	Exhibits
<b>TOTAL</b>	\$868,414	\$500,000	\$500,000		
<b>Contingency (Reserves)</b>					
Budgeted Amount	\$500,000		\$71,200	\$571,000	Projected surplus over expenses FY 08
<b>CATEGORY B</b>					
Naples Chamber of Comm	\$25,000	\$25,000	\$20,000		Downtown Art Festival-Moving to Pelican Bay
Gordon River Greenway	\$25,000	\$19,500	\$15,000		Web Site Advertising of new facility
United Arts Council	\$24,000	\$9,600	\$24,000		Calendar of Events Production
<b>TOTAL</b>	\$74,000	\$54,100	\$59,000		
Budgeted Amount	\$75,000	\$75,000			

**COUNTY ATTY. COMMENTS**

Childrens Museum  
Freedom Memorial  
Holocaust Museum of SWFL  
Naples Art Association  
Naples Botanical Garden  
Naples Museum of Art  
Naples Zoo  
South FL Natl Parks Trust  
Marco Island Museum

**TOTAL**

**Contingency (Reserves)**

Budgeted Amount

**CATEGORY B**

Naples Chamber of Comm  
Gordon River Greenway  
United Arts Council

**TOTAL**

Budgeted Amount

Is office rent equal to operating? (Prohibited #5). Marketing consultant prohibited (#6). No salaries (#7). Print advertising must clearly state that it is out of County. cannot pay for consulting fees for architect. Cannot pay for construction #8). Breakdown is not clear.  
is box car transport a lease of equipment? Is this an operating cost? May be prohibited #5.  
Is shipping operating? #10 prohibits loan fees and there is an item for "Dresses for Humanity #2 (\$30K). ANother item for marketing and no consulting services.  
can't pay for marketing services #6. What does "print ads creative" mean? What does "web development" mean?  
Are artist fees equal to salary (#6)? Is artist fee a consulting fee (#7)?  
Is leasing statue equal to operating (#5)? Is shipping = operating?  
it is a non-profit. Is not a standard museum. Need finding that it qualifies. Did not see authority/minutes to apply for grant.

Authorized expenditures.  
Greenway - Not clear what is intended for TDC use. "Collateral production" and "implementation of plan." Consulting costs are not eligible.  
Use does not clearly indicated that advertising & materials will be distributed outside of Collier County



*Marco Island Historical Society*  
168 Royal Palm Drive, Marco Island, FL 34145  
Bill Perdichizzi, Vice President of Administration, MIHS  
Telephone: (239) 394-6917, Email: nfn04051@naples.net

June 22, 2009  
New Business VIII - 2  
6 of 7  
Members Of:

American Museum Association  
Florida Association of Museums  
United Arts Council  
Florida Anthropological Association  
Southwest Florida Archaeological Society  
Marco Island Chamber of Commerce  
FANO  
Florida Trust

**June 10, 2009**

Mr. Jim Mudd  
County Manager  
3301 E. Tamiami Trail  
Naples, FL 34112

Subject: Marco Island Historical Museum (MIHS) Budgetary Considerations

Dear Jim,

I recently had a telephone discussion with Ron Jamro, Director of Collier County Museums, concerning budgetary considerations for the Marco Island Historical Museum which will soon become part of the Collier County Museum System.

It became apparent from our discussion that certain points of the Bare License Agreement between the County and the MIHS may be in need of clarification. I am writing you this letter to give you some background on the agreement and to suggest funding ideas for the Marco Island Historical Museum's exhibits which are to be built by Collier County.

The revised agreement which was approved by the County Board of Commissioners on May 13, 2003, was developed jointly by John Dunnuck and me. At that time the Collier County Museum System was being financed from museum TDC funds. We (John Dunnuck and I) envisioned that the new museum would follow the same path of the other Collier County museums and would also be financed using TDC funds. That is why we included item 7 of Article 5, Commitment by COUNTY, Section A which states, "Determine the COUNTY staffing and budget requirements to construct displays and operate and maintain the museum and present the budget requirements to the TDC and the BOARD OF COMMISSIONERS."

We did not and do not envision using general funds for the planning, design and construction of the displays and exhibits. The views in support of that perspective were that there were sufficient funds available in the TDC museums set aside at the time of the execution of this agreement, and further, we did not want to place additional burdens on the Collier County taxpayers. The additional reference in Article 5, Commitment by COUNTY, Section B, item 3, "Construct the museum displays using COUNTY funds" concerning the use of County funds was intended to emphasize that it was the County's responsibility to provide the displays and exhibits using County monies. It was not put in to imply that General Funds should be used.

While the MIHS understands that there are not sufficient funds in Collier County's budget to construct all of the exhibits this coming year, we believe that there are sufficient funds in the TDC museum budget to help underwrite the exhibits for the Marco Island Historical Museum. These TDC funds could provide a significant start on constructing the exhibits.

This may take some difficult budgeting decisions including an increase in the bed tax, which we understand that several of the commissioners are reluctant to approve and all of the hoteliers oppose. Another option might be to consider setting aside the non-governmental museum grants for at least two years and use these funds to help the MIHS construct the exhibits beginning in October 2009.

*"Preserving the history and heritage of our community."*

I mention these different funding options because the MIHS is currently pursuing two very exciting opportunities for the new Marco Island Historical Museum. Waiting for a response on how Collier County will budget for the museum exhibits and display cases is seriously stalling our planning.

Let me explain more. Last month we met with Dr. Bill Marquardt, renowned Calusa Indian archaeologist and Curator of Archaeology from the Florida Museum of Natural History. We met with Bill and his curator of collections to discuss the loan of artifacts from the Florida Museum of Natural History collection. We are presently working on a memorandum of understanding between our two organizations.

As an out growth of our first meeting we have been discussing how to collaborate and bring together the various Calusa artifacts that reside at the Smithsonian, the University of Pennsylvania and the British Museum of Natural History. At this point we have talked about joint grant writing and our MIHS team is planning a trip to Gainesville in August to continue exhibit planning. However, without a commitment of funding from Collier County toward exhibits and cases to safely display priceless artifacts in a climate controlled environment, we cannot continue our planning or even grant writing.

We believe that focusing the museum TDC funds toward building the Marco Island Historical Museum exhibits will increase Collier County tourism. The last time the MIHS hosted a small exhibit of Calusa artifacts inside a cramped bank lobby on Marco Island over 35,000 people visited the display in five months. Imagine the impact of hosting a major Calusa retrospective exhibit that will bring together artifacts for the first time (since they left Marco Island in the late 1800s) on Collier County tourism. It would be in the best interest of Collier County to have a world class attraction for tourists, school children and residents to visit. This exhibit can only happen if we can focus financial resources now on the Marco Island Historical Museum.

The MIHS has been diligent and has met its end of our contractual agreement with Collier County. Fund raising is on track and we have under \$150,000 left to raise to meet our goal. We have delivered annual reports under the Bare License Agreement providing a comprehensive description of our work every year since 2003. On January 27 we reported to the County Commissioners and the County at the Commissioners' meeting on our fund raising and building progress. The MIHS specifically made this special presentation to remind the Commissioners and County that their part of the contractual obligations would soon have to be addressed.

Again, we do understand Collier County's economic pressures. We have been actively raising the funds for the museum during this past year and it has not been an easy task. We would appreciate hearing back from the County soon on what funding will be available for exhibit planning. Please feel free to call me at 394-6917. Thank you for your attention to this matter.

Best Regards,



BILL PERDICIZZI

Vice President of Administration, MIHS

cc: Donna Fiala  
Leo Ochs  
Jack Wert  
Marla Ramsey  
Ron Jamro