

## EXECUTIVE SUMMARY

### **Tourist Tax Category B Grant Application Review and Recommendation for FY 10 totaling \$59,000**

---

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

#### **CONSIDERATIONS: Category "B" 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.

**Naples Chamber of Commerce - \$20,000:** The Chamber is requesting funding assistance for an art festival that has been in Downtown Naples for the past 21 years and is now moving to Pelican Bay with a new date. The event dates are January 23-24, 2010 and it is managed by Howard Allen Events. They feel the location change will necessitate additional advertising and promotion to make the event a success. Past events have attracted up to 50,000 attendees, with 20,000 projected for this event and an economic impact of \$1.5 million. 255 out of town artists will attend the event and stay a minimum of 5 nights. The original request is for \$25,000. The Grant Review Committee and staff recommends funding \$20,000.

**Southwest Florida Land Preservation Trust - \$15,000:** This request is for the Gordon River Greenway project which runs from Golden Gate Parkway south along the Gordon River to just north of the U.S. 41 bridges. This project will create a nature trail in the heart of our destination. The grant application is for assistance with website design and production of printed materials and a press kit. The original request is for \$25,000. The Grant Review Committee and staff recommend \$15,000.

**United Arts Council of Collier County - \$24,000:** United Arts Council is again planning to produce a cultural events calendar for 2010. These calendars are produced in 10 editions and are provided to area Visitor Centers, arts organizations hotel concierge desks and included in area information packets by the Economic Development Council, Chambers of Commerce and hotel sales executives. This printed format is consistently requested by the distribution outlets because it is easy to use and carry around. This event information is also contained on the Council's website [www.uaccollier.com](http://www.uaccollier.com). The Council

has received funding for this project for the past three years. The original request is for \$24,000. The Grant Review Committee and staff recommend funding at \$24,000.

**FISCAL IMPACT:** Funding for Category B marketing grants in the amount of \$59,000 is included in the FY 10 marketing 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 B marketing grant applications for Naples Chamber of Commerce (\$20,000); S.W. Florida Land Preservation Trust (\$15,000); United Arts Council (\$24,000) for a total of \$59,000.

**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>	<b>\$868,414</b>	<b>\$500,000</b>	<b>\$500,000</b>		
<b>Contingency (Reserves)</b>			\$71,200		Projected surplus over expenses FY 08
Budgeted Amount	\$500,000		\$571,200	\$571,000	
<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>	<b>\$74,000</b>	<b>\$54,100</b>	<b>\$59,000</b>		
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