

EXECUTIVE SUMMARY

Information Only Review of Status Report from Holocaust Museum of SW Florida

OBJECTIVE: Review status report from Holocaust Museum pursuant to its FY 10 TDC grant.

CONSIDERATIONS: Category C-2 grant recipients are requested to give quarterly reports on the progress of their grants. The Holocaust Museum has submitted the attached report for review by the TDC. It will be filed as part of the grant file in the TDC office.

RECOMMENDATION: Review and accept the status report from the Holocaust Museum of SW Florida.

SUBMITTED BY: Jack Wert, Tourism Director



The Holocaust Museum of Southwest Florida

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www.hmswfl.org

A nonprofit 501(c)(3) corporation

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March 15, 2010
Old Business VII - 5
2 of 4

February 11, 2010

Mr. Jack Wert
Executive Director
Naples, Marco Island and
Everglades Convention and
Visitors Bureau, # 218
3050 North Horseshoe Drive
Naples, FL 34104

Dear Jack:

I thought you may be interested in our Visitor Statistics for January, 2010. Of the total of 564 visitors, 424, or 75.2%, were from outside Collier County.

The largest number of visitors, 17%, came from the East Coast of Florida, followed by Minnesota and New York. The increase in visitors from New York is a new and growing trend.

We are continuing to use the TDC Grant funds mainly to advertise within a two-hour drive of Naples, but also promoting in selected media in other states directed by our Visitor Statistics.

Enclosed is a more detailed analysis showing the widespread origins of our visitors.

We have our Triumph Award Event on February 25th, which draws from a wide-spread supporter base. Our Education activities continue at a fast pace and are reaching as far away as Sarasota County. Recently, in North Port, we had a major two-week long Educational program with the boxcar and speakers that created community-wide support and publicity for the Museum.

Again, we are very thankful for the support we receive from you and the TDC.

Regards,

Godfrey Levy
Director

Enclosure

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