## **EXECUTIVE SUMMARY**

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

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

<u>CONSIDERATIONS</u>: 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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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 25<sup>th</sup>, 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



Place	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
Lee County	17												17
Boca/ Ft.Laud/Miami	94												(94)
Venice, FL	~					-							~
Orlando/Pensacola/Tallahasee	~												~
Sarasota/Tampa	2												2
Clearwater	~												~
Alabama	~												~
Arkansas	1												1
Arizona	~												~
California	8												8
Colorado	2						44 1						2
Connecticut	2												2
Delaware	~												~
Georgia	~												~ .
Illinois	15												15
Indiana	14												14
Iowa	2												2
Kansas	1												1
Kentucky	3												3
Louisiana	4												4
Maine	~												~
Maryland	~												~
Massachusetts	19												19
Michigan	8												8
Minnesota	47						100						(47)
Missouri	14												14
Mississippi	~												~
Montana	~								1.7				~
Nebraska	~							Y					~
Nevada	2											Julya	2
New Hampshire	2		1								1,		2
New Jersey	20												20
New Mexico	2											- 174	2
New York	27							,		, ,			27
North Carolina	~												~
North Dakota	4												4
Ohio	12												12
Oklahoma	~												~
Oregon	~												~
Pennsylvania	6	į.	16										6
Rhode Island	~						1 1 =						~
South Carolina	6	,					7						6
South Dakota	3												3
Texas	~	In Va	i= i										~
Tennessee	7						=						7
Utah	2	10.5					a fuel					7.7	2

Vermont	~										~
Virginia	6										6
Washington	2										2
Washington, DC	~									- "	~
West Virginia	2			· ·							2
Wisconsin	15				= = 0						15
Africa	~										~
Austria	~										~
Australia	2										2
Bolivia	~										~
Brazil	~										~
Canada	12				4						12
Columbia	~			ر در					MA		~
Costa Rica	~										~
Denmark	~										~
Dominican Republic	~					,					~
Ecuador	~										~
England	11										11
Finland	~										~
France	~										~
Germany	10										10
Guatemala	~										~
Holland	~										~
Ireland	~	 									~
Israel	4				0.15						4
Italy	9										9
Korea	~										~
	~						Name of				~
Lithuania								_			
Mexico	3	 		- 2							3
Mongolia	~										~
Netherlands	~										~
Puerto Rico	~										~
Rome	~										~
Scotland											
Switzerland	~					ļ					~
Sweden	2										2
Wales	~										~
Venezuela	~										~
	2										
TOTAL- Out of Collier	424										424
Total- Collier	140										140
			1							1	
TOTALS	564										564