

## **EXECUTIVE SUMMARY**

**Review and recommend the funding for a unique photography project with Alan Maltz at a cost of \$20,000 per year for three years for a total of \$60,000**

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**OBJECTIVE:** Approval of a unique photography project with Alan Maltz

**CONSIDERATIONS:** The CVB has been approached by famous Florida photographer, Alan Maltz to create a unique collection of photographs specifically for and about Collier County. Alan is very impressed and inspired by the many beautiful vistas, wildlife and people in Collier County and wants to create a coffee table book and fine art collection of images of our area. Alan holds the designation of the official wildlife and fine art photographer for the State of Florida as designated by the Wildlife Foundation of Florida and by VISIT FLORIDA. He has created three award winning large format Florida based photography collection books for the State of Florida, Lee County and Key West.

Alan has provided us with a few sample shots that he has already taken to begin this project. We will have exclusive use of a collection of 30 photos, suggested and chosen by us for advertising, trade show displays, fine art collection and special event displays for an initial period of five years.

We will create a unique promotion to showcase Alan's "Journey through Paradise" to shoot these exclusive images for us plus the balance of the photos needed to complete the book over the next three years. We have met with BCF, our Public Relations firm, to create a very special publicity campaign to showcase the project and Alan's "Journey".

We feel this will be a wonderful way for visitors to be able to follow Alan as he creates these photos and experience the many wonderful parts of Collier County through his photos. He shoots all his work on film, not digital format and does not retouch his work.

**FISCAL IMPACT:** Staff will budget \$20,000 per year for the next three years to complete this project from our tourism production budget line.

**GROWTH MANAGEMENT IMPACT:** There is not impact to the Growth Management Plan from this project.

**RECOMMENDATION:** Review and recommend the funding for a unique photography project with Alan Maltz at a cost of \$20,000 per year for three years for a total of \$60,000

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

# Tamiami Trail in Big Cypress Preserve

## *Journey Through Paradise*



Life Along the Trail



Light on the Prairie



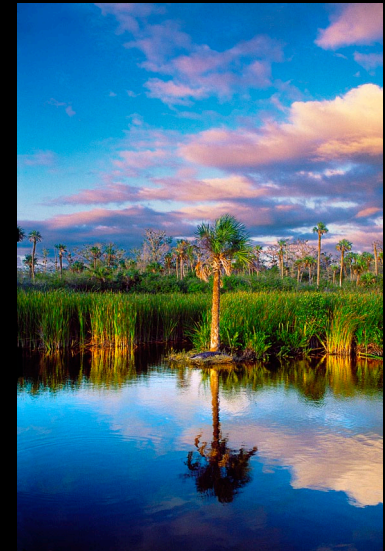
In Time Passing



Alligator Island 1



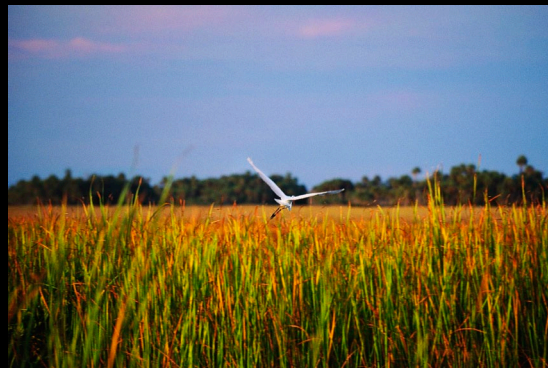
Alligator Island 2



Alligator Island 3



Subtle Beauty



Exploring New Horizons

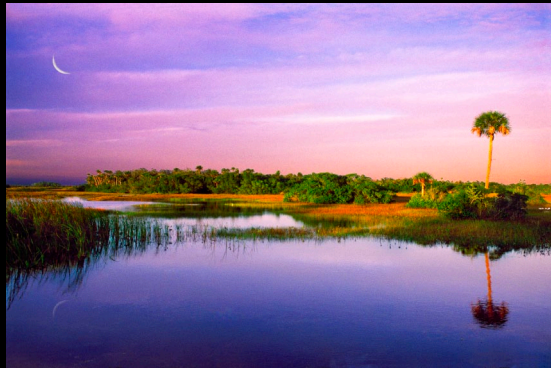


Layers of Tranquility

*Alan S. Maltz*

# Tamiami Trail in Big Cypress Preserve

## *Journey Through Paradise*



Violet is the Night



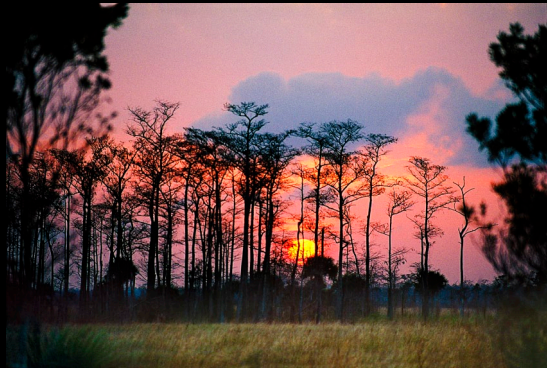
Reflections of Twilight



Mystic Mood



Heaven & Earth



Transcending Moment



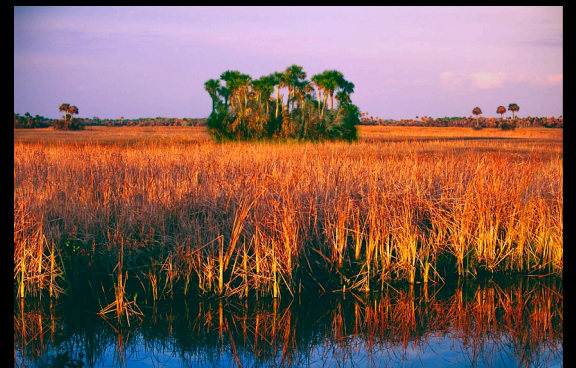
Indigo Skies



Palm Hammock 1



Synchronized in Big Cypress



Palm Hammock 2

*Alan S. Maltz*

# Tamiami Trail in Big Cypress Preserve

## *Journey Through Paradise*



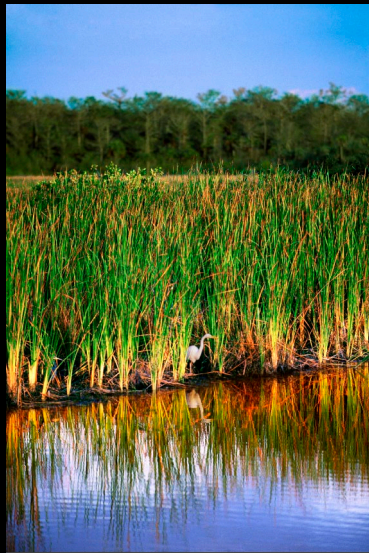
Back from the Wild Side



Walk Like an Egyptian



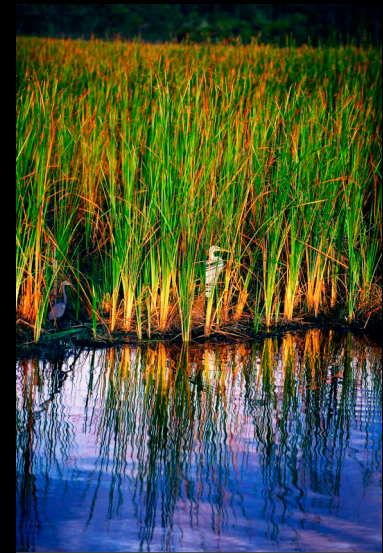
Wild at Heart



At River's Edge 1



Winging It



At River's Edge 2

*Alan S. Maltz*