

## **EXECUTIVE SUMMARY**

### **Tourist Tax Category C-2 Grant Application Review and Recommendation for FY 11 totaling \$277,500**

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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 11.

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

Grant Applications were made available on our tourism website in January and were due April 16, 2010. 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 May 6, 2010. The panel included: Lisa Boet, Naples Originals, representing the restaurant industry; Steve McIntyre, Chairman Collier County Hotel & Lodging Association, representing the hotel industry, Michele Klinowski, Naples Chamber, representing the retail and shopping industry; Doug Rickenbach, Naples Zoo, representing the attractions industry and Elaine Reed, Naples Historical Society, representing the cultural community.

The funding for Category C-2 is projected to be \$300,000 for FY 11. We received seven (7) applications totaling \$796,006.04, so the review committee made reduced funding recommendations based on the \$300,000 projected revenue budget and the repeat request guidelines.

**Freedom Memorial Task Force – \$0:** The request for FY 11 is to support the continuing construction of the memorial. The original request was for \$87,856.04. The Grant Review Committee noted that this memorial is owned and managed by Collier County and therefore does not qualify according to the grant guidelines for C-2 (Non-County owned or operated museums) funding. Funding should come from the C-1 (County owned or operated Museums) funds. So the recommendation is for no funding of this project this year, unless it can be added to the capital projects for County museums.

**Marco Island Historical Society for the Marco Island Museum - \$0:** The Marco Museum was substantially completed in the Fall of 2009 and according to a May 2003 agreement with Collier County, the Historical Society will turn over ownership and operation to Collier County sometime this summer of 2010. The Historical Society maintains they have honored their obligation to the County and that TDC funding should be allocated to continue to build exhibits for the museum. The Grant Review Committee noted that with ownership transferring to the County for the museum, this facility would not qualify for C-2 (Non County owned or operated museums) and should be funded out of the C-1 category beginning in FY 11. The recommendation by the Grant Review Committee and staff is to not fund this request for FY 11.

**Children's Museum of Naples - \$90,000:** The museum is under construction on the north side of North Collier Regional Park and plans to open in spring or early summer of 2011. This is the fourth request for funding from this organization. The requested funds would be used to promote the grand opening. The original request was for \$150,000, but due to limited funding in this category and applying the repeat funding guidelines, the Grant Review Committee and staff recommends funding of \$90,000.

**Friends of Rookery Bay - \$50,000:** The Friends group supports the Rookery Bay National Estuary Preserve with volunteers and fund raising assistance. They are seeking funding to promote the facility using new videos and an enhanced website. The original request was for \$50,000 and the Grant Review Committee and staff recommends funding this request at \$50,000.

**Naples Art Association dba von Liebig Art Center - \$37,500:** This organization has been funded the past four years. They have requested funding assistance for out of market advertising of their festivals. The Grant Review Committee noted that the destination needs additional visitors in the shoulder and summer season and recommends funding promotion of those events that are in these periods, rather than during high season. The original request was \$75,000 and the Grant Review Committee and staff recommend funding at \$37,500 based on reduced funding in the category and the repeat request guidelines.

**Naples Botanical Garden - \$75,000:** This organization has been funded since 2001 during their initial construction phase. They had a major reopening after a multi-million dollar construction project. They will beginning construction of two new gardens this year and are requesting funding for out of market advertising and promotion of the existing venues. The Grant Review Committee and staff recommend funding at \$75,000 based on the limited funding in this category.

**Holocaust Museum of SW Florida - \$25,000:** The traveling boxcar exhibit has been seen at schools all over Collier, Lee and Sarasota Counties in the past year. The museum staff estimates 2009 attendance shows 76% coming from out of Collier County. This is the fourth request for funding. The Grant Review Committee noted that the boxcar going to schools is not a tourism promotion. They would like to see grant funds directed toward promoting visitation to the museum. The original request was \$100,000 and the Grant Review Committee and staff recommends \$25,000, based on the limited funding available in this category and the repeat request guidelines.

**FISCAL IMPACT:** Funding for the C-2 category is projected at \$300,000 in the FY 11 budget. The above recommendations total \$277,500, leaving a small contingency of \$22,500 if needed.

**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 in the total amount of \$277,500.

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

**Synopsis of Grant Applications for FY 11:**

**Category C-2- Non- County Owned or Operated Museums**

**Freedom Memorial-** Requested Amount \$87,856.04 (Amended from \$19,921.80 4/22/10 by CM Office)

Funds are requested for continuing construction of the Freedom Memorial at Golden Gate and Goodlette-Frank including brick pavers. Matching funds are \$33,257.54 from individual and corporate contributions. The memorial is not scheduled for opening for 2 more years, so there is no real visitation estimates or tourist tax or economic impact, even though 100,000 visitors is indicated in the application. This is the third request for funding and all have been for construction which is not an eligible use of funding under the current TDC policy grant guidelines. The requested amount was recently increased from \$19,000 to over \$87,800 due to an anticipated new contribution from an individual:

FY 09 \$125,000

FY 10 \$ 39,000

FY 11 \$87,856.04 (up to 60% eligible = \$52,740)

This project is overseen by the County Manager's office and contributions are collected and deposited with the Clerk's Office.

The required documentation for a Government entity was provided and is in review by the County Attorney.

Staff feels the application meets some of the grant guidelines, but this is a County owned and managed facility and the request is for construction expenses. Staff suggests that no funding be granted this year due to the above findings. We have put some funds into a contingency line if limited funding is recommended by the TDC.

**Marco Island Historical Society- Marco Island Museum – Requested Amount \$150,000**

Funds are requested for Phase 2 of exhibit building. This organization plans to turn over ownership and management of this new museum to the County in July of this year, or as soon as the construction is complete. Once the museum is owned by the County, it would be ineligible for C-2 funding. Matching funds will come from private sector donations and the City of Marco Island. Estimates for visitation for FY 11 is 10,000 with 74% coming from out of the area and estimated economic impact of \$1.8 million.

This is the fourth request for funding from this organization. All required documentation was provided and is being reviewed by the County Attorney.

2002 \$25,000

2009 \$100,000

2010 \$100,000

2011 \$150,000 (eligible for up to 40% funding = \$60,000).

**Marco Museum Cont.**

This application does not meet the TDC guidelines for a C-2 grant because the facility will soon be County owned and operated (July 2010 is anticipated turn over date). Staff recommends the Grant Review Committee find it non-compliant and indicate that funding should come from Category C-1, not C-2.

If funding is recommended by the TDC, it could come from the limited contingency line.

**Children's Museum of Naples- Requested Amount \$150,000**

The Children's Museum (C'mon) is located on the northern end of North Collier Regional Park at Livingston and Immokalee Roads and is nearing completion, and scheduled to open in the spring of 2011. The museum has been built with private donations totaling over \$20 million. The TDC grant funds would be used for the marketing campaign promoting the grand opening of the museum as follows:

PBS TV \$30,000; Magazines \$55,000; Radio \$30,000; Hispanic Media \$10,000; Collateral materials \$25,000; Social media sites \$75,000

Commitments from WGCU, Comcast, area network TV affiliates and the Ritz Carlton and Naples Grande are supporting the grand opening with in-kind contributions. The museum's private sector contributions will be used as the matching funds for the promotional expenditures.

Visitation for 2011 is estimated at 75,000, with an estimated economic impact of \$5 million.

This is the fourth request for TDC funding from the museum- but only 3 were funded:

FY 06-07	\$125,000 (later declined the funds for Preview Center)
FY 08-09	\$150,000 (traveling exhibit)
FY 09-10	\$75,000 (promotion of the museum)
FY 10-11	\$150,000 (grand opening promotion) - Eligible for up to 60% funding=\$90,000

All required documentation has been received and is being reviewed by the County Attorney.

Staff feels the application meets the grant guidelines and recommends the Grant Review Committee consider the application and recommend funding of up to **\$90,000** as follows:

PBS TV & Radio	\$30,000
Magazines	\$30,000
Hispanic Media	\$10,000
Social media	<u>\$20,000</u>
	\$90,000

**Friends of Rookery Bay-** Requested Amount = \$ 50,000

The Friends of Rookery Bay is a support organization that supplies volunteers and fundraising assistance to the Rookery Bay National Estuarine Preserve, located on SR 951 just south of US 41. The grant request is for producing videos (\$20,000) of the many nature activities in Collier County and at Rookery Bay for visitors, enhancements to their website (\$15,000) and out of county advertising of the facility (\$10,000) and miscellaneous local collateral (\$5,000).

This is the second grant request from Rookery Bay:

FY 08- \$25,000 for media, marketing and event promotion expenses

FY 11-\$50,000 for videos, website (eligible for up to 80% = \$40,000)

Annual visitation to Rookery Bay is 15,000 with no estimate of economic impact. Matching funds will come from program fees, memberships and donations.

Staff feels this application meets the TDC grant guidelines and recommends the Grant Review Committee consider this request and make a funding recommendation of perhaps \$ 25,000 for partial funding of the videos and out of county advertising.

**Naples Art Association dba von Liebig Art Center-** Amount Requested \$ \$75,000

The Naples Art Association has been a multi-year applicant for Category C-2 funds. They have transitioned into using TDC funds primarily for out of market advertising and promotion of their major events. The FY 11 request is primarily for promotional support for a Cuban art exhibition in 2010-11. Matching funds will come from Art Association funds, festival fees and private donations.

Annual visitation to the vonLiebig events is projected at 106,000 for 2010 with 880 hotel room nights and economic impact of \$1,706,524.

This is the 5<sup>th</sup> grant request from the Naples Art Association:

2006-07            \$38,000

2007-08            \$50,000

2008-09            \$50,000

2009-10            \$50,000

2010-11            \$75,000 (grant guidelines do not provide for requests beyond 4 years.  
Eligible for up to 40% = \$30,000)

All required documentation has been supplied and is being reviewed by the County Attorney.

Staff feels that in principle this application meets the grant guidelines, but after 4 years, it was hoped that grantees would find other sources of funding. Staff suggests the Grant Review Committee consider this request and recommend some level of funding not to exceed **\$30,000**.

**Naples Botanical Garden**- Requested Amount = \$ 183,150

The Garden reopened in late 2009 after a multi-million dollar reconstruction project. In the 6 months since the grand re-opening through March 2010 they have welcomed 63,634 guests. In 2010 the Garden will continue to promote the existing venue and begin construction on three new gardens- The Water Garden, Asian Garden and the Florida Garden.

The Garden is anticipating visitation in 2011 of 91,500 with an economic impact of \$12 million.

The Garden Board has applied for and has been granted TDC funding since 2001. In the early years, the funds were used for construction. Since 2003 the funds have been used for marketing and promotion:

2003 \$366,500 - Florida Gardens Exhibit promotions

2004 \$ 217,650 - Promotion for expansion projects and special exhibits

2005 \$207,100 for promotion of special traveling exhibits

2006 \$112,500 for regional promotion of the expanding exhibit area

2007 \$140,000 for out-of-area marketing and promotion

2008 - Did not apply due to closure for construction

2009 \$150,000 for grand re-opening promotion expenditures

2010 \$183,150 for promotion of the existing venue in out of area target markets

All required documentation has been supplied and is being reviewed by the County Attorney.

There are no provisions in the TDC grant guidelines for funding beyond 4 years. It was hoped that grantees would find other sources of funding after that period of support. Staff would suggest that the Grant Review Committee consider the application, which meets the other funding guidelines, as a 4<sup>th</sup> year request and consider recommending at the 40% level or up to **\$75,000** as follows:

Paid Advertising OOM in CVB co-op	\$30,000
Web site Maintenance	\$ 5,000
e-mail marketing programs	\$ 2,700
Rack card production	\$10,000
Rack distribution	\$ 5,000
Ad Campaign Production	\$14,300
P.R. Expenses	<u>\$ 8,000</u>
	\$75,000

**Holocaust Museum of S.W. Florida**- Requested Amount = \$ 100,000

The museum is coming off a very successful year of out of area visitation. They continue to use the restored boxcar from the Holocaust as a traveling educational tool throughout SW Florida. TDC funds were initially used for the restoration project grand opening event, and in subsequent years for out-of-area promotion to boost visitation to the museum. Most of the venues that the boxcar is transported to are schools in an effort to educate the students on tolerance.

Visitation statistics supplied by the museum staff show 76% coming from outside Collier County - 45 states and 14 countries. Annual visitation is estimated to be 25,000 with no projected economic impact.

This is the fourth request from the Museum for TDC grant funding:

2007-08 Boxcar Project- \$59,848 of \$100,000 committed

2008-09 Advertising campaign- \$80,000

2009-10 Advertising-\$100,000

2010-11 Advertising- \$100,000 (4<sup>th</sup> year request eligible for up to 40% = \$40,000)

Matching funds will come from the Holocaust Museum's general fund. The TDC grant funds for FY 11 would be used for television and journal advertising in markets out of Collier County.

All required documentation has been supplied and is being reviewed by the County Attorney.

Staff feels that the application meets grant guidelines and requests that the Grant Review Committee consider the request and recommend funding at the 4 year level of **\$40,000** for museum promotion as follows:

PBS TV & Radio	\$25,000
Journals and on-line ads	<u>\$15,000</u>
	\$40,000

**Category B- Marketing and Event Grants**

**Arts Naples World Festival, Inc – Requested Amount \$ 25,000**

This grass roots, Collier County based organization is planning the first-ever community-wide performing and visual art festival, scheduled for May 14-19, 2012. They plan to start the promotion of this multi day, multi venue festival in 2011 in order to build awareness and excitement for the various events. They plan to use print, electronic media and develop relationships with hotel corporations with properties in Collier County and international tour operators that send their clients to our area. They anticipate this will become an annual festival, featuring a different country each year. Their inaugural event was a concert in March 2010 by the Odessa Russia Symphony Orchestra.

It is anticipated that 30% of the attendees at the various events in 2012 will be from out of the area, generating 8,500 hotel room nights and an economic impact of \$10 million.

Matching funds will come from ticket sales, sponsorships, donations and fundraising events. The 2011 grant funds would be used to develop and maintain an event website at \$15,000 and pre-promotion of the event at \$10,000.

All required documentation as been supplied and is being reviewed by the County Attorney.

Staff feels this application meets the funding guidelines and requests the Grant Review Committee consider this request and recommend funding up to **\$15,000** for website development.

**Naples International Film Festival, Inc. Requested Amount \$50,000**

The 2010 Naples International Film Festival is scheduled for Nov. 4-7, 2010 in several venues in Collier County including the Phil, Silverspot Theatre, Norris Center and Cambier Park. This is the second year of this event, but the first time they have applied for grant funding. They plan to begin advertising for this festival during the summer of 2010, so some grant funds will be needed during this fiscal year and the balance in FY 11.

Attendance is primarily locals, with 500 out of town participants anticipated, 500 hotel room nights per day of the event and \$1 million in economic impact for the 2010 event.

Matching funds will come from sponsorships, donations and fund raising events. The FY 11 grant funds would be used for Facebook banner ads , Google Search Engine Optimization, Variety and Hollywood Reporter magazine ads, website advertising and Comcast Cable TV.

The required documentation was supplied and is being reviewed by the County Attorney. A book of all the press clips from the 2009 Film Festival was also provided for review by the committee.

Staff feels this application meets the grant guidelines and requests the Grant Review Committee consider the request and recommend funding up to **\$10,000** for Facebook ads (\$5,000) and Google Search Engine Optimization (\$5,000).

**Naples Cultural Landscape** (Naples Backyard History) – Requested Amount \$25,000

This organization is planning a Naples Waterfront Stone Crab Festival , October 22-23, 2010 at Tin City and Bayfront in downtown Naples. Most of the publicity for this event will need to be done in August and September of 2010, so FY 10 expenditures will need to be honored and reimbursed in FY 11.

TDC grant funds would be used for the development and ongoing maintenance of an event website.

Out of town attendance is projected at 3,000 with an estimated 150 hotel room nights for two days. Economic impact is not estimated in the application.

The required documentation was provided and is being reviewed by the County Attorney.

Staff feels this application meets the grant guidelines and requests the Grant Review Committee consider the request and recommend funding up to **\$10,000** for development of the event website.

**United Arts Council of Collier County**- Requested Amount \$24,000

United Arts Council supports the arts and cultural activities in Collier County through private donations and sponsorships. They produce a monthly calendar of events that is distributed to area hotel concierge desks, visitor information centers and to their statewide mailing list.

This is the fourth request for funding from United Arts:

FY 08 \$18,000

FY 09 \$18,000

FY 10 \$24,000

FY 11 \$24,000 (eligible for up to 40% of request or \$ 9,600

Matching funds will come from memberships and donations and revenue from fund raising events.

Estimates for visitation and economic impact were not provided as this is a difficult measure for an event calendar.

All required documentation for was supplied and is being reviewed by the County Attorney.

Staff feels that this application meets the grant guidelines for marketing assistance and requests that the Grant Review Committee consider the request and recommend funding up to **\$10,000**. Staff further suggests that United Arts use the funds to convert this calendar to a digital format to distribute it on line or through an e-mail program to encourage on overnight visitation to attend events.

**Corrigan Sports Enterprises, Inc.** Requested Amount \$10,000

This is a first time lacrosse event, scheduled for Nov 20-21 at North Collier Regional Park and Vineyards Park. Corrigan Sports will organize and manage this International Women's Lacrosse Coaches Association (IWLCA) sanctioned event, called the President's Cup. Corrigan Sports is a well established national sports event organizer. The requested funding would be used to promote this event to potential participant teams in national lacrosse publications and on lacrosse websites.

5,000 out of area attendees are expected at the event, generating 5,058 hotel room nights with an estimated economic impact of \$2,059,425.

Matching funds will come from entry fees and sponsorship sales.

Most of the required documentation has been supplied and is being reviewed by the County Attorney. The missing minutes, org chart and insurance documentation have been requested.

Staff feels that this application meets the guidelines of a Category B event sponsorship and suggests the Grant Review Committee consider the application and recommend first time event funding of **\$5,000** to be used for advertising in lacrosse publications and websites.

<b>CAT. C-2 GRANT REQUESTS APPLICANT</b>	<b>PROJECT NAME</b>	<b>REQUESTED AMOUNT</b>	<b>STAFF RECOMMEND</b>	<b>REVIEW COMM. RECOMMEND</b>	<b>TDC RECOMMEND</b>	<b>REMARKS</b>
Freedom Memorial Task Force	Freedom Memorial	\$87,856.04	\$9,000.00	\$0		Ongoing Construction Costs
Marco Island Historical Society	Marco Island Museum	\$150,000.00	\$0.00	\$0		2nd phase of exhibit const.
Children's Museum of Naples	Grand Opening	\$150,000.00	\$90,000.00	\$90,000		Third grant request- \$375K
Friends of Rookery Bay	From Ocean to Skies	\$50,000.00	\$25,000.00	\$50,000		Videos, website enhance & OOC Ads
Naples Art Association-von Liebig	Making Naples Your Destination	\$75,000.00	\$30,000.00	\$37,500		Festival Ads, printing, mailings
Naples Botanical Garden	Taking Root and Sprouting Shoots	\$183,150.00	\$75,000.00	\$75,000		Online marketing, regional ads
Holocaust Museum of SW Florida	The Boxcar Project	\$100,000.00	\$40,000.00	\$25,000		PBS ads, online, newsletter, production & exhibits
Contingency for C-2 Grants			\$31,000.00	\$22,500		
Tax Collector Fees			\$14,000.00	\$14,000		
<b>TOTAL CAT. C-2</b>		<b>\$796,006.04</b>	<b>\$314,000.00</b>	<b>\$314,000</b>		
<b>BUDGET = \$314,400</b>						

<b>CAT. B GRANT REQUESTS APPLICANT</b>	<b>PROJECT NAME</b>	<b>REQUESTED AMOUNT</b>	<b>STAFF RECOMMEND</b>	<b>REVIEW COMM. RECOMMEND</b>	<b>TDC RECOMMEND</b>	<b>REMARKS</b>
Art Naples World Festival, Inc	Naples World Festival	\$25,000.00	\$15,000.00	\$15,000		Website development
Naples International Film Festival, Inc.	2010 Naples Film Fest	\$50,000.00	\$10,000.00	\$20,000		Nov. 4-7 '10. Need FY 10 funds Facebook, Google Search, Web Ads
Naples Cultural Landscape	Naples Waterfront Stone Crab Festival	\$25,000.00	\$10,000.00	\$0		10-23-24- Need FY 10 funds Website, regional ads brochures
United Arts Council	Monthly Arts Events Calendar	\$24,000.00	\$10,000.00	\$10,000		Not enough time to promote 10 monthly calendars
Corrigan Sports Enterprises, Inc.	IWLCA Lacrosse Event	\$10,000.00	\$5,000.00	\$5,000		Ads in Lacrosse Mag, & Lacrosse.com
<b>TOTAL CAT B</b>		<b>\$134,000.00</b>	<b>\$50,000.00</b>	<b>\$50,000</b>		
<b>BUDGET = \$50,000</b>						

Jack:

I have reviewed the 12 grant applications submitted. My comments:

As we discussed, I believe funding decisions for Freedom Memorial and MIHS are more of a policy decision than a legal issue.

Freedom Memorial – Did FM get C2 funding – as opposed to C1 – in the past? From the application, it is difficult to determine what the funds will be used for. Construction generally? Brick pavers? Construction is not an authorized use of C2 funds; however the TDC has funded FM in the past. I think the TDC and BCC should make a finding that the project (construction) serves the primary purpose of promotion of tourism.

MIHS – At the time of funding (Oct. 2010), the museum is expected to be a County owned museum and may be better funded under C1. However, the MIHS is still a non-County owned museum and funding could be provided to the historical society. The historical society could make an authorized purchase and donate it to the County. However, the development of exhibits is not an authorized expenditure of Category C funds. I think the TDC and BCC should make a finding that the project (development of exhibits) serves the primary purpose of promotion of tourism.

CMON – out of marketing advertising is an authorized expenditure.

Rookery Bay – creation of promotional videos and out of market advertising is an authorized expenditure. In-county advertising is not eligible.

Von Liebig - out of marketing advertising is an authorized expenditure.

Botanical Garden - out of marketing advertising is an authorized expenditure.

Holocaust Museum - out of marketing advertising is an authorized expenditure.

United Arts Council – Cat. B – calendar - authorized expenditure.

Naples Cultural Landscape – Cat. B – web site development - authorized expenditure.

Arts Naples World Festival – Cat. B - authorized expenditure.

International Film Festival – Cat. B - authorized expenditure – out of County advertising.

Lacrosse – Cat. B - authorized expenditure – out of County advertising/promotion – also to note this is not a County organization and not registered to do business in the state of Florida.

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