

## **EXECUTIVE SUMMARY**

### **Tourist Tax Category C-2 Grant Application Review and Recommendation for FY 13 totaling \$135,000**

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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 13

#### **CONSIDERATIONS: Category “C-2” Grant Applications:**

Grant Applications were made available on our tourism website in March and were due April 30, 2012. 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 18, 2012. The panel included: Lisa Boet, Naples Originals, representing the restaurant industry; Steve McIntire, Chairman Collier County Lodging & Tourism Alliance, representing the hotel industry; Nancy Kerns, Greater Naples Chamber of Commerce, 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 tourist tax funding for Category C-2 is projected by the Collier County Budget Office to be \$315,000 for FY 13. We received three (3) applications totaling \$217,800. The Grant Review Panel used the criteria indicated in the application forms and assigned points according to their evaluation of each applicant's conformity to each of the criteria. The Category C-2 funding recommendations from the panel total \$135,000.

**Holocaust Museum of SW Florida - \$50,000:** The museum staff estimates 2011 overnight visitor attendance for the museum at 1,963 and 4,910 hotel room nights generated. This is the organization's sixth request for funding. The Grant Review Panel noted that the request this year is to cover out of market promotion for several new traveling exhibits at the museum and one conference at an area hotel. Funds will be used for promoting these traveling exhibits in markets that mirror the CVB's targeted markets. The original request was \$100,000 and the Grant Review Panel recommends \$50,000 based on the limited number of hotel room nights and tourist tax revenue returned from these events.

**Naples Art Association, dba von Liebig Art Center - \$60,000:** This organization has been funded for the past six years. Estimated attendance in 2011 at their major events is 76,300 generating 795 hotel room nights. The organization is requesting funding assistance for out of market advertising of their 2012-13 festivals. The Grant Review Panel noted that the museum has events throughout the year, and suggests the majority of TDC funding be used to promote visitation in the shoulder and summer season in markets targeted by the CVB. The original request was \$72,800 and the Grant Review Panel recommends funding at \$60,000 based on the limited number of hotel room nights and tourist tax revenue recovered as a result of these events.

**Philharmonic Center for the Arts - \$25,000:** This organization requested and received \$20,000 in grant funding for a Latin Art Festival in 2009. The organization is under new management with a desire to return to the days of featuring traveling exhibits. They plan to bring “Painting Women”, a traveling exhibit from the Boston Museum of Fine Arts to the Naples Art Museum and to promote the exhibit in out of Collier County markets. Their original request was \$45,000 and the Grant Review Panel concluded that the marketing should be limited to only out of area TV and other outlets and that the museum staff strongly consider scheduling this exhibit in the spring or summer of 2013 during the slower time of year, allowing more time to promote.

**FISCAL IMPACT:** Funding for the C-2 category is projected at \$315,000 in the FY 13 budget. The above recommendations total \$135,000, leaving a contingency for applications that might come later in the year.

**RECOMMENDATION:** Staff recommends approval of the above Category C-2 grant applications for a total of \$135,000 as outlined above.

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

FY 12 GRANT APPLICATION RECAP

May 29, 2012  
New Business 7-e  
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ORGANIZATION	PROJECT NAME	REQUESTED AMOUNT FY 13	USE OF FUNDS	FY 11 AWARD	FY 12 AWARD	Review Panel \$ Recommend	REMARKS
<b>CATEGORY C-2 Budget \$315K</b>							
Holocaust Museum	Teaching Respect-The Ripple Effect	\$100,000	Out of market media for events	\$32,500	\$30,000	\$50,000	6th Request- New initiatives- full funding eligible
Naples Art Association	Bring 'em in-Bring 'em Back	\$72,800	Out of market media for events	\$37,500	\$35,000	\$60,000	7th Request- Some new off season initiatives- full funding eligible
Philharmonic Center for the Arts	Painting Women-Traveling Exhibit	\$45,000	Out of market media for event	0	0	\$25,000	2nd Request- Last was 2009 for \$20,000 Latin Festival-full funding eligible
<b>Cat C-2 Total Requested</b>		<b>\$217,800</b>		<b>\$145,000</b>	<b>\$65,000</b>	<b>\$135,000</b>	
Contingency/Carry forward		\$97,200				\$180,000	
<b>TOTALS CAT. C-2</b>		<b>\$315,000</b>		<b>\$340,000</b>	<b>\$278,000</b>	<b>\$315,000</b>	
<b>CATEGORY B Budget \$125K</b>							
Art Naples World Fest	Intl. Music Festival	\$25,000	out of market ads & prod	\$15,000	\$25,000	\$25,000	3rd Request- \$53K TDT ROI- Full funding eligible
Naples Intl Film Festival	Film Fest	\$40,000	Web banner ads & TV Spots	\$20,000	\$10,000	\$25,000	3rd Request- \$500 TDT ROI- \$500 eligible per guidelines
Old Naples Waterfront Association	Stone Crab Festival	\$25,000	out of market ads & prod	0	0	\$13,000	2nd request. Last year's event was not funded due to the closeness of event to 10/1- Full funding eligible
<b>TOTALS CAT. B Requests</b>		<b>\$90,000</b>		<b>\$35,000</b>	<b>\$35,000</b>	<b>\$63,000</b>	
Contingency/Carry forward		\$35,000				\$62,000	
<b>TOTAL CAT B BUDGET</b>		<b>\$125,000</b>				<b>\$125,000</b>	
<b>PAST APPLICANTS THAT DID NOT APPLY FOR FY 13</b>							
Children's Museum- C-2	Promo of Events/Exhibit	\$150,000	Out of market media & collateral	\$100,000	\$100,000		4TH Request- 40% per guidelines- New Use
Naples Botanical Garden- C-2	Blossoming into Destination	\$208,000	out of market media, web, social	\$75,000	\$75,000		9th Request-Open recommend- modified use
Corrigan Sports Ent. -B	President's Cup Lacrosse	\$10,000	Lacrosse Magazine ads	\$5,000	\$5,000		2nd Request- 80% - out of market media
Corrigan Sports Ent.- B	Paradise Cup Boys Lacrosse	\$5,000	Lacrosse Magazine ads	\$5,000	\$5,000		New Event -runs right after President's Cup
Friends of Rookery Bay- B	Break Attendance Records	\$54,500	Broadcast media & collateral	\$50,000	\$40,000		3rd Request- 60% per guidelines-media & web
United Arts Council- Not a grant	Arts Event Calendar	\$24,000	Print Calendar	\$24,000	\$24,000		5th Req.- Develop digital version - Fund as Tourism Dept Print Project