

## **EXECUTIVE SUMMARY**

### **Tourist Tax Category B Grant Application Review and Recommendation for FY 13 totaling \$63,000**

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**OBJECTIVE:** Review and make recommendations to the Board of County Commissioners for Tourist Development Tax Category B marketing grant applications for FY 13.

**CONSIDERATIONS: Category "B" Grant Applications:** Grant Applications were made available on our tourism website in March and were due April 30, 2012. In accordance with the Grant Guidelines, 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 and 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 B is projected to be \$125,000 for FY 13. We received three (3) applications totaling \$135,000. 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 B funding recommendations from the panel total \$63,000.

**ArtsNaples World Festival, Inc. - \$25,000:** To promote the second year of a community-wide, multi-venue art and music festival, scheduled for May, 2013. The festival will use multiple Collier area venues and will feature music, art and cultural activities and performances from Latin America. The organization is requesting assistance for advertising in out of market media within a one day drive of Collier. The original request was for \$25,000, and the Grant Review Panel recommends \$25,000.

**Naples International Film Festival - \$25,000:** To promote the fourth annual Naples International Film Festival, November 1-4, 2012. This event has gained national attention and several of the films screened during last year's festival went on to achieve international awards. The funds will be used for promotion of the event using banner ads on Facebook, Google Adwords, film industry publications and film related websites. Due to current funding for FY 12, we will not be able to assist this group in reimbursing promotion expenses in this fiscal year, so all the dollars covered by the grant will need to be expended after October 1, 2012. The Grant Review Panel concluded that the event is still primarily attracting local attendees (150 hotel room nights or 2% of attendees) and needs more emphasis on hotel packages with tickets and restaurants to attract more overnight visitors. The original request was for \$40,000, and the Grant Review Panel recommends \$25,000 for FY 13.

## **TDC Category B Grant Applications Cont.**

**Old Naples Waterfront Association – Stone Crab Festival - \$13,000:** This is the third year of this festival that occurs in October at the start of stone crab season. This year's event is organized by a new organization, the Old Naples Waterfront Association, and is scheduled for October 26-28, 2012. Estimated attendance is 5,000 with 1,000 hotel room nights projected. Six area restaurants and venues will participate in this year's event. The Grant Review Panel noted that the application indicated that much of the planned marketing was earmarked for local media, but that \$13,000 was planned for out of market media. Also, due to limited funds in this fiscal year, we will not be able to assist this group for reimbursed marketing funding in FY 12. All of the approved funds will need to be used for out of market promotion after October 1, 2012. The Grant Review Panel recommends funding \$13,000 for out of market media to promote this year's event.

**FISCAL IMPACT:** Funding for Category B marketing grants in the amount of \$63,000 is included in the Tourism Department's FY 13 marketing budget.

**RECOMMENDATION:** Staff recommends approval of the above Category B marketing grant applications for a total of \$63,000 as outlined above.

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

FY 12 GRANT APPLICATION RECAP

May 29, 2012  
New Business 7-d  
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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