EXHIBIT "B"

Collier County Tourist Development Council Interim Status Report

EVENT NAME: Everglades: A Work in Progress

REPORT DATE: July 11, 2005

ORGANIZATION: The Conservancy of Southwest Florida

CONTACT PERSON: Steve Carbol TITLE: Environmental Program/Manage

ADDRESS: 1450 Merrihue Drive, Naples, FL 34102

PHONE: 239-403-4239 **FAX:** 239-263-3019

On an attached sheet, answer the following questions to identify the status of the project. Submit this report at least quarterly.

INTERIM – These questions will identify the current status of the project. After the TDC staff reviews this Interim Status Report, if they feel you are behind schedule on the planning stages, they will make recommendations to help get the project stay on schedule.

\triangleright \triangleright Has the planning of this project started?

➤ Project planning has been underway since October 2004. The first phase for the permanent exhibit is already underway. In-house fabrication and renovations to the *Everglades: A Work In Progress* permanent exhibit have begun. The first phase is expected to be completed by late August 2005. Bird carvings from Taylor Studios are all to arrive before September 2005 and be installed in the permanent exhibit with additional plant and animal models and information to complete phase 2. The planning for the *Everglades: A Work In Progress* traveling exhibit is currently 70% completed. Various local graphic designers are currently being considered for the banners and information to be used with the traveling exhibit. Bids are currently not being accepted until the planning process is finished for the traveling exhibit which is to be completed by early August.

> At what point are you at with the planning stage for this project?

We are 90% completed with the planning for this project.

> > Will any hotels/motels be utilized to support this project?

> Yes, hotel/motels will be utilized to house any out-of county visitors throughout the non-peak and peak seasons. Over 90% of proposed advertising for the *Everglades Nature Festival* and the *Everglades: A Work in Progress* exhibit is to be done outside of Collier County, Florida. Thus, attracting visitors from outside the region to Collier County and the Conservancy of Southwest Florida. By bringing in visitors for the *Everglades Nature Festival* and the *Everglades: A Work in Progress* exhibit, it is hoped that these people will become repeat visitors and Conservancy of Southwest Florida members.

> If so, how many hotel room nights will be utilized?

- ➤ Over 70% of visitors to the exhibit are expected to be tourists / non-Florida residents. The *Everglades: A Work in Progress* exhibit at the Nature Discovery Center will be a year-round exhibit attracting visitors to Collier County. As part of the opening week of the exhibit the *Everglades Nature Festival* is designed specifically to attract out-of-town visitors. It is hoped that the project will generate a significant increase in admissions at the Nature Center driving up to 1,500 hotel nights.
- Many of the over 1000 visitors to the *Everglades Nature Festival* and the *Earth Day Festival* were from out of town and utilizing hotels/motels. Furthermore, many out of state visitors not using hotels/motels were still utilizing restaurants, shopping venues and various other entertainment facilities. TDC Surveys were filled out by visitors selected at random by Conservancy staff (See Attached Forms A)

> > What is the total dollar amount to date of matching contributions?

➤ We will submit the bulk of our matching dollars with the final report and upon completion of the contract. Discussions are currently underway with potential donors and supporters of the *Everglades: A Work in Progress* project. In addition we hope to solicit individual donors to sponsor the addition of future bird sculptures for the *Everglades: A Work in Progress* permanent exhibit. Generous contributions will be recognized on small placards next to the species they have sponsored.

> > What is the status of the advertising and promotion for this project?

> The Conservancy's Marketing and Communications department handled the advertising for the *Everglades Nature Festival* and *Earth Day Festival* (See Attached Forms B) These advertisements were approved by the lead naturalist on the

Everglades: A Work in Progress exhibit, the Environmental Education Manager and the Director of Communications and Marketing.

> Have your submitted any advertisements or printed pieces to the TDC staff for approval?

> The advertisements for the *Everglades Nature Festival and Earth Day* have been completed and the ad schedule has been confirmed. Future advertisements are currently being produced for the grand opening of the new *Everglades: A Work In Progress* and will be submitted to the TDC staff for approval.

> How has the public interest for this project been up to this point?

- ➤ Though still in preliminary implementation stages, public response to the *Everglades: A Work in Progress* project has been very positive. The existing Everglades diorama has been one of the Conservancy's most popular exhibits over the last 22 years. Because of the public's affection for the exhibit we have maintained high levels of interest in the upcoming changes. Public support and involvement in this project promise to be very positive and beneficial to the project as a whole.
- ➤ Naples Daily News covered the *Earth Day Festival* which included information regarding the newly added Northern Mockingbird model and the additions to come to the *Everglades: A Work in Progress* permanent exhibit (See Attached Form C). Support for the new permanent exhibit was extremely positive throughout the *Everglades Nature Festival*.



ATTACHED FORMS A

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: KENLYN G	ERALDI		
ADDRESS:	CITY E	LMHURST	ST /L ZIP
NAME OF TEAM:			
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Watersports/Parasailing	Everglades National Park	Everglades Airboat Tour	The Conservancy's Nature Center
King Richards Fun Park	Rookery Bay	Seminole Casino	Teddy Bear Museum
Delnore-Wiggins State	Fakahatchee Strand	Lake Trafford	Other: Please name
<u>Park</u>	Preserve		below
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Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

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King Richards Fun Park	Rookery Bay	Seminole Casino	Teddy Bear Museum	
Delnore-Wiggins State	Fakahatchee Strand	Lake Trafford	Other: Please name	
Park	Preserve		below	

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

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King Richards Fun Park	Rookery Bay Fakahatchee Strand	Seminole Casino	Teddy Bear Museum
Delnore-Wiggins State Park	Preserve Preserve	Lake Trafford	Other: Please name below

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: Tille	Wilher	•	
ADDRESS: 506 & (oncorlst city C	alanto	st/L ZIP3 280 5
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Delnore-Wiggins State	Fakahatchee Strand	Lake Trafford	Other: Please name
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Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.				
NAME: Makella Bennwell				
ADDRESS: HO/ Brustol CITY Wisterick ST/L ZIPLOUSY				
NAME OF TEAM:				
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Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: homas	M DONAGU		
ADDRESS: 48 Mohan	Le Drive CITY	Acton	STMA ZIPO(720
NAME OF TEAM:			
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Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: Jude Wleister
ADDRESS: 1741 Upik Selectory Daples STFC ZIP 341/2
NAME OF TEAM:
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Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: BECKY /+12	485		
ADDRESS: 9040 ORI	eans city Q	en	ST Ce ZIPSO 260
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King Richards Fun Park Delnore-Wiggins State Park	Rookery Bay Fakahatchee Strand Preserve	Seminole Casino Lake Trafford	Teddy Bear Museum Other: Please name below
PLEASE REFER TO OUR ATTRACTIONS.	COLLIER COUNTY		OCATION OF AREA

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: LINDA	& UANS		
ADDRESS: GOYA RE	19AC CITY DE	ENU EM	ST 60 ZIP 80260
NAME OF TEAM:			
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Delnore-Wiggins State	Fakahatchee Strand	Lake Trafford	Other: Please name
Park	Preserve		below
	UR COLLIER COUNTY	BROCHURE FOR L	

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: Arnith K	weller		
ADDRESS: 9 190 U W	ICCA Way CITY TI	noraton	st(o zip80229
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King Richards Fun Park	Park	Tour Seminole Casino	Nature Center
Delnore-Wiggins State	Rookery Bay Fakahatchee Strand	Seminole Casino Lake Trafford	Teddy Bear Museum Other: Please name
Park	Preserve	Lake Hamord	below

PLEASE REFER TO OUR COLLIER COUNTY BROCHURE FOR LOCATION OF AREA ATTRACTIONS. Palm Cottage & Trolley

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: Dous	nelson.		
ADDRESS: 5376 Fa	trucin De CITY O	rlando.	STFL ZIP 3282=
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King Richards Fun Park	Rookery Bay	Seminole Casino	Teddy Bear Museum
Delnore-Wiggins State	Fakahatchee Strand	Lake Trafford	Other: Please name
Park	Preserve		below

Thank you for taking the time to complete the following questions. This information will afford us the opportunity to better serve the needs of Collier County visitors.

NAME: LISA R	oberts			
ADDRESS: 130 Ro	m Rd CITY SC	arsdale	ST MY ZIP 105	3
NAME OF TEAM:				
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ATTACHED FORMS B

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FORT PIERCE MAN WINS



Protecting the nature of our community for 40 years.

Celebrate Farth Week - Celebrate the Fiverslades

.. at the Conservancy of Southwest Florida

Schedule of Events

Monday, April 18 Opening of Clyde Butcher Exhibit

Book Signing 12 - 2 p.m. (Free with regular Conservancy admission)

Tuesday, April 19 Five Lakes Canoe Trip (\$45 per person)

Wednesday, April 20 Conservancy Birding Clinic (\$10 per person)

Thursday, April 21 - Everglades Swamp Walk

I hursday, April 21 Everglades Swamp Walk (\$25 per person)

Friday, April 22 Everglades Day Tour, (\$99 admis/\$59 children 12 ambunder)

Samurkay April 23 Earth Day Festival (Regular Admission waived at the per occur)

For specifics on the events, please call 239-403-4236 www.conservancy.org



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GULF OF MEXICO



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Everyday

Dajoy all the Conservancy Nature Center has to offer

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- Center Manurembils of a
- Wildlife Rehabshation:
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Admission is \$7.00 for adults;
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Takeout and Reviews for Lake W Springs and Halland

SOUTH FLORIDA SUN - SENTINEL | THURSDAY | APRIL 21, 2005

Quick Bites

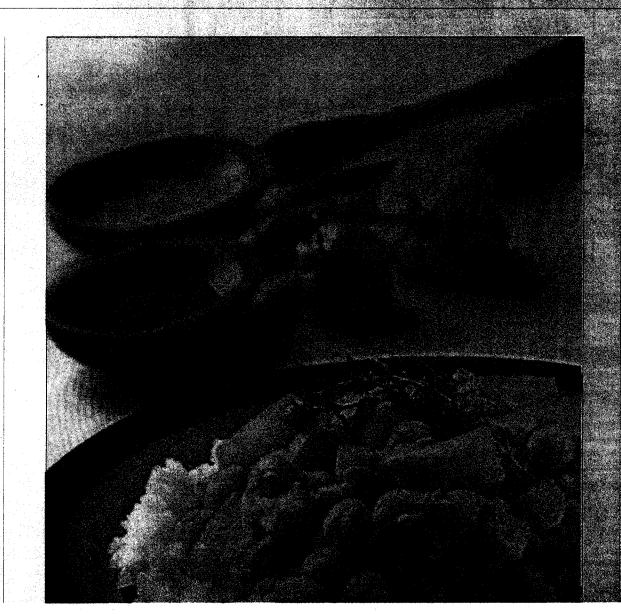
nmm, chocolate plagues

Blood, boils, vermin, pestilence and slaying of the first born. Sounds etizing, eh? Actually, that short list en from the 10 plagues becomes ity tasty during Passover when it ies from The Sweet Tooth in North mi Beach. For the second year, the her candy store has put a sugary ch on the Passover plagues with a piece box of carved chocolates 3) that represents each affliction. he holiday specialty is the creation wners Marilyn and Phil Newman their sons Eric and Arthur, who igned and produce the candies in on-site candy factory. A finely ved lion represents "beasts"; a te chocolate snowflake, "hail"; a -size crab, vermin; a grasshopper, ists; and a baby's basinet, first

We try to do something unique for h holiday," says Marilyn. They e received orders from Israel and land for the candies, which are le under the observant eye of a pi. The Sweet Tooth is at 18340 W. ie Highway, North Miami Beach, -682-1400 or visit www.thesweet h.com. The shop is open daily ept Saturday.

- JEFF RUSNAK





TRADITIONAL FAVORITE

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The new lead pork roas big on flate easy to income

By TOMMY C. SIMMONS

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Week—(Elebrate
the Flyerglades



... at the Conservancy of Southwest Florida

Schedule of Events

April 21 Everglades Swamp Walk (\$25 per person)

April 22 Everglades Day Tour

(\$99 adults/\$59 children 12 and under)

April 23 Earth Day Festival (Regular Admission waived: \$1 per person)

For specifics on the above events, please call 239-403-4236 website: www.conservancy.org

NAPLE

GULF OF MEXICO

The Conservancy of Southwest Florida is located in downtown Naples off Goodlette Flank Roan!

Everyday

Enjoy all the Conservancy Nature Center has to offer

- Guided electric boar tours on the Gordon River
- Interactive exhibits including a live sea mirle in the Nature Discovery Center
- <u> P Nh</u>auremank = 1
- Wildlife Rehabilitations Center.

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SUNDAY, APRIL 17, 2005 | PUBLISHED SINCE 1884

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GROWTH CAN CRAMP BOATERS' FUN: Lanes can be added to an intersiate, and roads can be paved. But what about our water routes?



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BY JOAN D. LAGU Haduardia@news.to.

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รรมสัญหังให้พูรู้สัมธรรม พูรสัง Celebrate Bart ne inversions

... at the Conservancy of Southwest Florida

Schedule of Events

Monday, April 18 Opening of Clyde Butcher Exhibit

Book Signing 12 - 2 p.m. (Free with regular Conservancy admission)

Tuesday, April 19 Five Lakes Canoe Trip

(\$45 per person)

Wednesday, April 20 Conservancy Birding Chinic

(\$10 per person)

Thursday, April 21 Everglades Swamp Walk

(\$25 per person)

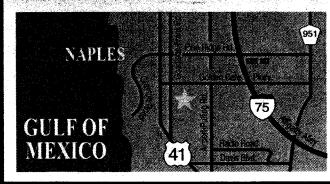
Friday, April 22 **Everglades Day Tour**

(\$99 adults/\$59 children 12 and under)

Saturday, April 23 Earth Day Festival

(Regular Admission waived; \$1 per person)

For specifics on the above events, please call 239-403-4236.



The Conservancy of Southwest Florida is located in downtown Naples off Goodlette-Frank Road.



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Emoy all the Conservancy Nature Center has to offer

- Guided electric boat tours on the Gordon River
- Interactive exhibits including a live sea turtle in the Nature Discovery Center

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- Nature trails
- Wildlife Rehabilitation Center
- Canoe & kayak rentals
- Nature Store

Admission is \$7.50 for adults, \$2 for children 3 - 12. FREE for kids under 3 and Conservancy members

A cooperative effort funded by the Collier County Tourist Development Tax.



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Naples Daily News

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Conservancy hosted Earth Day event in Collier

By TRACY X. MIGUEL, traiguel a naplesnews.com April 24, 2005

The heads of 6-year-old Liam Dowling and his brother, Kyle, 4, almost touched the water as they leaned over the Near Shore Touch Tank to get a closer look at the sea creatures, from crown conchs to horseshoe crabs.

Their parents stood behind, at times joining the fun.

"He's moving, Dad, he's moving," said Liam, pointing at a carnivorous conch.

His mother, Gayle Dowling, 39, was one of thousands of Americans who celebrated the first Earth Day in New York City, so when she heard about the Earth Day celebration on Saturday she thought it would be a great idea to bring the family. Also, her son, Liam, had visited the Conservancy of Southwest Florida last year in a school field trip and had a good time.



Deana Mitchell / Staff

Jonnie Gove, curator of conservation biology for Caribbean Gardens, the Zoo in Naples, hangs onto Molly, a two-toed sloth whose native habitat is the tree canopy of the South American rain forest, at The Conservancy of Southwest Florida on Saturday during the Earth Day Celebration. Gove said that sloths spend most of their lives hanging upside down and are used to viewing the world that way.

Liam, a Poinciana Elementary School first-grader, said he liked all the sea animals and the Conservancy. He especially liked watching the animals when they opened their months.

"They do a great job of getting children to think about saving the planet," said Dowling.

The Conservancy of Southwest Florida held its Earth Day celebration, which marked the 35th anniversary of the day set aside to raise awareness of the environment and the need to protect it.

The official Earth Day was April 22.

The message is: Taking care of Mother Nature should be done daily.

"We want to celebrate the Earth and make people realize what type of wildlife is in Southwest Florida and inspire a stewardship of it," said the Conservancy environmental programs manager Steve Carbol.

Like many, the Dowling couple, of Naples, is concerned about future generations.

Brian Dowling, 39, said it was sad to see recycling and eco-friendly cars as only a trend that turned around.

Instead buying Hummers and other large SUVs, especially in Naples, people should think about hybrid cars, he said.

Hundreds of participants roamed around checking out the Conservancy's regular attractions, such as boat rides on the Gordon River, natural trails, the Wildlife Rehabilitation Center and the Nature Discovery Center.

http://www.naplesnews.com/npdn/cda/article_print/0,1983,NPDN_14940_3724459_ARTI... 4/27/2005

Indoors and outdoors at the Conservancy, the event included a load of activities, including an eco-carnival and face painting for children, a silent auction, more than 20 environmental exhibits, a native plant and flower sale, a farmers market and live entertainment.

Saturday was the debut of the first acrylic bird for display, a model of the northern mockingbird, the Florida state bird.

The exhibit of the native birds of the Everglades will be remolded and finished by the fall, said Carbol.

Carbol said they have been leading up all week to the Earth Day celebration, with canoe and kayak rides. Everglades day trips, a birding clinic and cruises.

The Earth Day event also showcased an art exhibition of the work of Clyde Butcher and Chris Murray.

Marge Galbraith, 62, of Indianapolis, was visiting her son's family, and she came to Saturday's celebration thinking that it would be a great activity for her four grandchildren.

"This was educational, but fun," she said.

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The \$1 admission cost included all activities and Conservancy attractions.

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