

EXECUTIVE SUMMARY

Amendment to Naples Museum of Art, Inc. FY 10 Grant Agreement to change the effective dates

OBJECTIVE: Discuss possible change in effective dates of agreement with Naples Museum of Art, Inc. for a Celebration of Latin Art and Culture event.

CONSIDERATIONS: The Naples Museum of Art, Inc. applied for and was granted a \$20,000 TDC C-2 grant for FY 10 to assist in promoting a Celebration of Latin Art and Culture event at the Museum on October 2-3, 2009. The agreement draft did not provide for a revised effective date of September 1, 2009 to cover the promotion period prior to the event.

In hindsight, it is obvious that the event needed to be promoted at least the month prior to the event. In fact, all of out of market advertising for the event was placed in the month of September 2009. This agreement should have been presented to the BCC earlier than the other grant agreements in order for those September expenses to have been eligible for reimbursement. The grantee did not notice in their review of the agreement that staff had made the effective date October 1 instead of September 1, 2009. In good faith they placed their advertising in September to promote the event.

Staff received a letter from the Naples Museum of Art, Inc. requesting that the effective dates of the agreement be changed to accommodate these promotion expenses in September to fulfill the intent of the grant award. As a result, staff will need to take an amendment to the agreement to the BCC to request this change in dates and need a recommendation from the TDC to do so.

FISCAL IMPACT: The FY 10 grant is for \$20,000 and that amount is included in the approved FY 10 Fund 193 budget to cover the prior fiscal year expenditures.

RECOMMENDATION: Staff requests the TDC recommend an amendment to the Naples Museum of Art, Inc. FY 10 Grant Agreement Amendment to change the effective dates to September 1, 2009 through September 30, 2010.

SUBMITTED BY: Jack Wert, Tourism Director