

RESTORE Act Interest Form

Please fill out the form below to express your interest in funding a project or proposal from the RESTORE Act. (Additional pages may be used, if needed.) Completion of this form does not guarantee funding.

Project Name:

Project Sponsor: Collier County Tourism Department on behalf of the Naples, Marco Island, Everglades Convention & Visitors Bureau (CVB).

Contact Person: Jack Wert, Tourism Director

Address: 2800 Horseshoe Drive N, Naples, FL 34104

Phone: 239-252-2402

Email: jackwert@colliergov.net

Project Type (Allowable Uses for RESTORE Act Funds):

- *Activities to promote tourism and seafood in the Gulf coast region*

Project Overview:

- Location: Naples, FL
- Project Description (describe how the proposal applies to an **Allowable Use & Guiding Principles**)
 - Stone Crab Season begins October 15 and runs through May 15 each year. In October, a festival to celebrate the Stone Crab takes place in downtown Naples called the Stone Crab Festival. This annual event has the potential to grow into a County wide event with proper marketing and promotion.
 - In 2012, the Tourism Department worked closely with the Stone Crab festival committee to assist in promoting this event on the east coast of Florida using social media and digital media outlets to build attendance. That effort was very successful and the attendance for the 2012 festival grew dramatically over the previous two years.
 - By encouraging restaurants in Naples, Marco Island and Everglades City to become a part of this festival, we can grow it to a large signature event for the destination
 - For the 2013 Stone Crab Festival, with additional funding from RESTORE, we could expand our media reach and frequency to attract thousands more visitors to our area.
 - By adding support from Marco and Everglades City restaurants and stone crab fishermen from the region, we can build more business for our area restaurants and show the world that we truly are “The Stone Crab Capital of the World”.



- Total Cost: Additional Funding Partners or sources of matching funding if available (RESTORE Act funds):
 - TV, radio, social and digital media \$75,000
 - Production of TV \$10,000
 - Printed posters, flyers \$ 5,000
 - Total Promotion \$90,000
 - Matching TDC Advertising \$25,000
- Implementation timeline: TV would begin the first week of October in Palm Beach, Ft. Lauderdale, Miami, Sarasota, and Orlando to promote the event. Social media would begin the week before the event and continue during the event to promote more traffic between Naples, Marco Island and Everglades City.

Guiding Principles:

This project supports all of the five Guiding Principles for to use of RESTORE Act funds.

1. ***Project provides positive environmental and economic benefits, including job creation.***
 - a. Promotes our environment, attracts visitors to our area to spend their dollars with restaurants and shops and as more visitors come, more jobs are supported. TDC research indicates that for every 45 visitors attracted to Collier we are able to support one additional tourism industry job.
2. ***Project is consistent with local government comprehensive plans and community priorities.***
 - a. This project supports our comp plan and brings economic vitality to our community.
3. ***Project incorporates other funding partners to fully leverage grant resources.***
 - a. Tourism will provide matching funding to the RESTORE Act Funds to extend the reach and frequency of the advertising messages.
4. ***Project meets the funding criteria set forth in the RESTORE Act.***
 - a. One of the uses of RESTORE Act funds is to promote our coastlines and seafood industry and this promotion does exactly that.
5. ***Project is diverse and addresses all our community's eligible needs, including coastal and ecosystem restoration and development, flood protection, and tourism promotion.***
 - a. The project promotes tourism and our coastal ecosystem.

Mail completed form to: William Lorenz, Director; Natural Resources Department
 2800 North Horseshoe Drive; Naples, Fl 34104
 For additional information please call 239-252-2951 or 239-252-8113

