

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: Everglades City to Wiggins Pass, Collier County
- Project Description (describe how the proposal applies to an **Allowable Use** & a **Guiding Principle**)
 - The Paradise Coast Blueway is a paddling trail beginning in the 10,000 Islands and ending at the Collier County line near Wiggins Pass. Phase I of the trail from the Everglades Wilderness Trail to Everglades City has been completed for GPS coordinates and mapping purposes.
 - A website (www.paradisecoastblueway.com) has been created to assist paddling enthusiasts in navigating the trail. Phase II and Phase III have been mapped out, but GPS coordinates and marketing materials have not been completed due to funding and staff deficits.
 - Grant assistance from RESTORE would enable Collier County to complete the remaining phases of the Paradise Coast Blueway to connect the Everglades Wilderness Trail with the Calussa Blueway in Lee County. This would allow paddling enthusiasts
 -
 -
 - to navigate the entire Southwest Florida coastline in environmentally friendly paddling craft.



- Total Cost: Additional Funding Partners or sources of matching funding if available (RESTORE Act funds):
 - GPS coordinates and ground truthing \$10,000
 - Sign posts along the trail \$25,000
 - Website updating and mapping \$25,000
 - Printed maps and brochures \$15,000
 - Total Promotion Cost: \$75,000

- Tourism funding cost share \$25,000

- Implementation timeline: Phase II has been partially mapped out with GPS coordinates. Completion of Phase II to Naples Bay could be completed by summer of 2013. Phase III from Naples Bay to Wiggins Pass would be completed by July 2014. Marketing could begin immediately for the completed Phase I and progress marketing could be phased in as needed.

Guiding Principles:

1. *Project provides positive environmental and economic benefits, including job creation.*
2. *Project is consistent with local government comprehensive plans and community priorities.*
3. *Project incorporates other funding partners to fully leverage grant resources.*
4. *Project meets the funding criteria set forth in the RESTORE Act.*
5. *Project is diverse and addresses all our community's eligible needs, including coastal and ecosystem restoration and development, flood protection, and tourism promotion.*

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

