

# 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: Promotion of Collier County's New Artificial Reefs

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](mailto: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: 36 new artificial reefs off the coast of Collier County.
- Project Description (describe how the proposal applies to an **Allowable Use** & a **Guiding Principle**)
  - The new reef system that is currently under construction will provide new recreational diving and fishing opportunities off our coast and will encourage new providers of diving and fishing charters to bring their businesses to Collier County. The new reefs will provide a new attraction for visitors to enjoy while vacationing in our area.
  - It is the mission of the Collier County Tourism Department to promote the outstanding attractions and accommodations we have to offer to prospective visitors from Florida, the US and worldwide.
  - Through a targeted marketing campaign, the new reefs will gain recognition to current and potential fishing and diving enthusiasts throughout Florida, the US and Internationally.
- Total Cost: Additional Funding Partners or sources of matching funding if available (RESTORE Act funds):
 

○ TV, digital and social media campaign	\$125,000
○ Production of ads, TV spots and printed flyers	\$ 25,000
○ Printed brochures	\$ 25,000
○ Website section development	\$ 7,500
Total Promotional Cost:	\$182,500



- Matching advertising and marketing efforts from TDC \$ 25,000
- Implementation timeline:
  - Three months before the opening of the recreational fishing and diving reefs for use, the tourism office will begin placing advertising and distributing printed brochures about the new reefs.

**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 fishing and diving providers in our County 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

