

EXECUTIVE SUMMARY

Recommendation to approve a Collier County Tourist Development Council Category “A” grant application for Beach Park Facilities in the amount of \$600,000 to upgrade and expand the Naples Pier restrooms and to make the finding that the project promotes tourism.

OBJECTIVE: To obtain Collier County Tourist Development Council grant funding for the renovation of the City Pier restrooms.

CONSIDERATIONS: The City of Naples is requesting use of TDC Beach Park Facility Fund (183) monies to upgrade and expand the restrooms at the Naples City Pier. The Naples City Pier is a historically significant structure originally constructed in 1887, and serves as a public access beach facility as well as an iconic symbol of Naples. The current capacity of the restrooms has remained unchanged since the 1970’s with an increasing number of visitors of well over one million annually.

With the approval of Naples City Council, a design has been completed by MHK Architecture and Planning on a pro-bono basis and a project cost estimate of \$600,000 has been developed. This project is being requested out of cycle due to the interest in completing the project in conjunction with the proposed replacement of the pier decking scheduled for the summer of 2015. This will allow for minimal visitor disruption from the timeframe the pier will be closed for these renovations.

Attached as part of the application are construction drawings of the renovation. This project will retain the historically desired Polynesian appearance, while at the same time providing modernized interior components.

FISCAL IMPACT: Funds in the amount of \$600,000 are available for appropriation in TDC Beach Park Facilities Fund (183) reserves. A budget amendment will be required moving funds from reserves into a project budget established for the Naples Pier Restroom project.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan related to this action.

LEGAL CONSIDERATIONS: Pursuant to the Tourist Development Tax Ordinance No. 92-60, as amended, Category D funds are specifically dedicated to fishing piers and subject to a maximum expenditure per year. The proposed project is for public restrooms at the Naples Pier and City of Naples public beach. The Tourist Development Council should make a finding that the public restrooms are a beach park facility. Given this finding, the TDC may make a recommendation to approve the public restrooms as a beach park facility. This item has been approved as to form and legality and requires majority vote for approval. – CMG

ADVISORY BOARD RECOMMENDATION: Approval is needed by the Tourism Development Council before being provided to the Board of County Commissioners for their approval. This item was heard on January 21, 2015 by the Parks and Recreation Advisory Board, but at the time of this printing, their recommendation was not available. This will be provided verbally at the January 26, 2015 meeting.

RECOMMENDATION: That the Collier County Tourist Development Council approve the Naples Pier Restroom Category “A” grant application in the amount of \$600,000 and make a finding that the expenditure promotes tourism and recommend approval of necessary budget amendments.

Prepared by: Barry Williams, Director, Collier County Parks and Recreation

**COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL
CATEGORY "A" GRANT APPLICATION**

Naples Pier Restroom Expansion

1. Name and Address of Project Sponsor Organization:

**City Of Naples
735 Eighth Street South
Naples, Florida 34102**

2. Contact Person, Title and Phone Number:

**Name: David Lykins, CSD Director
Address: 280 Riverside Circle
City: Naples ST: FL ZIP: 34102
Phone: FAX:
Other: Organization's Chief Official and Title:
A. William Moss
City Manager**

3. Details of Project- Description and Location:

Description:

The activity description for this project includes labor and material for the expansion of the restrooms at the Naples Pier. The Pier, a historically significant structure originally constructed in 1887, serves as a public access beach facility, as a major tourist attraction and vacation destination. The current capacity of the Pier restrooms, unchanged since the 1970's, significantly underserves the volume of current and future anticipated visitation. This project will more than double the existing facility capacity improving the quality of the experience from visitors and will better meet public expectations. The Pier is open to the public 24 hours a day, seven days per week.

The Naples Pier captures out-of-county and local visitors well as tourist populations from through-out the region and world. Data for the first eleven months of 2014 captured 1,013,242 visitations. Recent annual Pier visitation data captured by the City reflects the following:

2011 – 932,799 2012 – 1,031,242 2013 – 1,070,545

A structural design has been completed by local architect Matthew Kragh, President, MHK Architecture and Planning. Renderings demonstrating the current floor plan, the proposed expansion and overall design are included as Exhibit "A" with this application. The design retains the historically desired Polynesian appearance and includes modernized interior components.

The restroom expansion will be scheduled concurrently with the replacement of the Pier decking, also a 2014 Fiscal Year TDC funded project. The project scheduling is designed to minimize visitor disruption and the amount of time the Pier structure will be closed to the public.

Location: The project location is at the 12 Avenue – South terminus beach end. Please refer to Project Location Map found in the ADDITIONAL INFORMATION section below.

- 4. **Estimated project start date:** July 2014
- 6. **Estimated project duration:** Completion - September 2014
- 7. **Total TDC Tax Funds Requested:** \$600,000

- 8. **If the full amount requested cannot be awarded, can the program/project be restructured to accommodate a smaller award?**
Yes () No (X)

PROJECT BUDGET

<u>PROGRAM ELEMENT</u>	<u>AMOUNT</u>
TDC Funds Requested	\$ 600,000
City/Taxing District Share	\$ N/A
State of Florida Share	\$ N/A
Federal Share	\$ N/A
TOTAL	\$ 600,000
PROJECT EXPENSES: (Engineering, Mobilization, Contractor, Monitoring etc.)	
Design/Permitting	\$ N/A
Contractor/Materials/Construction	\$ 600,000
TOTAL	\$ 600,000

I have read the Tourist Development Category “A” Beach Funding Policy covering beach renourishment and pass maintenance and agree that my organization will comply with all guidelines and criteria.



Signature of Sponsor Organization’s Chief Official 12/23/14
Date
A. William Moss, City Manager

EXHIBIT A – Additional Information
EXHIBIT B - Naples Pier Restroom Design Renderings

EXHIBIT A

ADDITIONAL INFORMATION

ELIGIBILITY: The pier structure is no more than one-half mile from a public beach facility, public access point, and hotel or motel facilities and is on a beach area classified as eligible.

ORGANIZATIONAL CAPACITY: The City of Naples will be the primary recipient and lead agency for controlling and completing all aspects and activities proposed in this grant application. The City will remain the lead agency for the duration of funding and will be the sole point of contact for all matters related to this proposal. The City has the managerial and financial capability to ensure proper planning, management, and completion of the project described in this application.

BUDGET ASSURANCES: Dual Compensation: If a City project staff member or consultant is involved simultaneously in two or more projects, the staff will not be compensated for more than 100% of their time for any such dual involvement.

PROJECT LOCATION MAP:

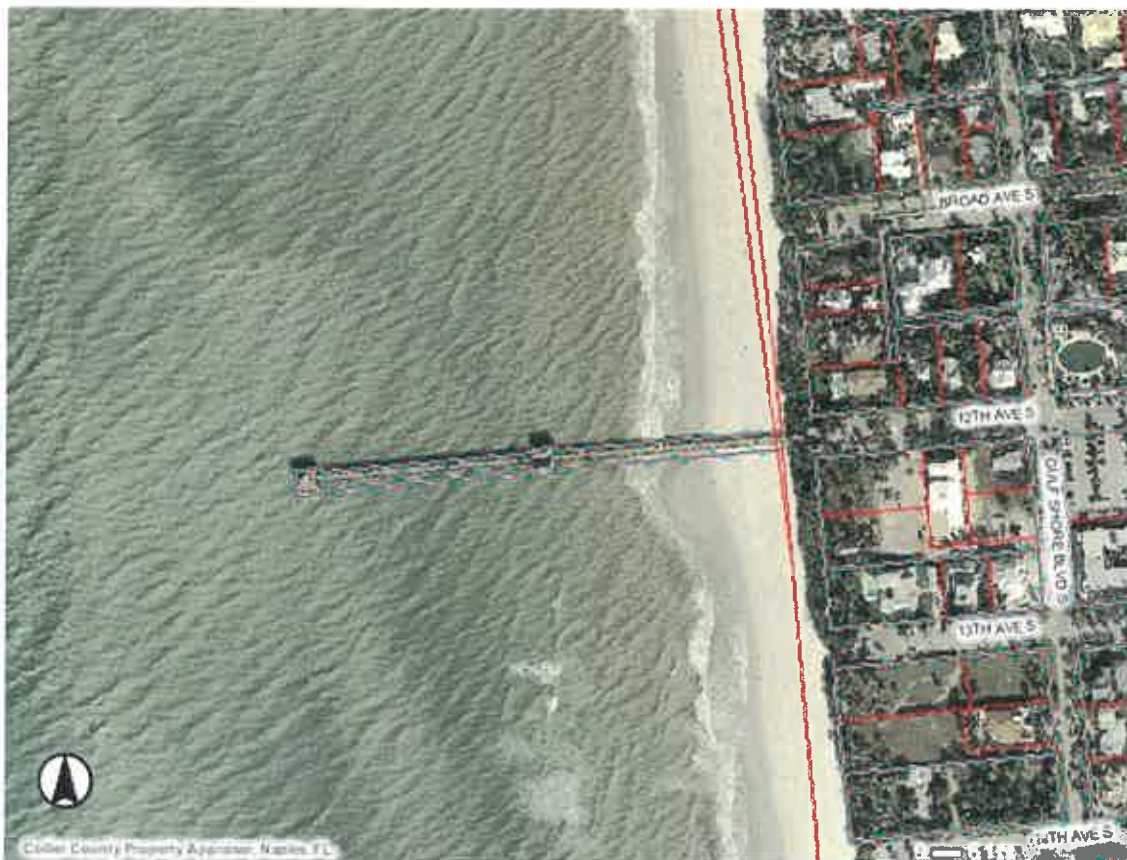


EXHIBIT B

