

## **EXECUTIVE SUMMARY**

### **Recommendation to approve one (1) Collier County Tourist Development Council Category “A” Grant Application for Beach Park Facilities for Fiscal Year 2016/2017 in the Total Amount of \$39,868 and to make the finding that these expenditures promote tourism.**

**OBJECTIVE:** To obtain Collier County Tourist Development Council grant funding.

**CONSIDERATIONS:** Collier County Parks and Recreation is requesting funding for 4 seasonal/job bank beach maintenance personnel in order to better serve the needs of beach visitors during high season. Beach visitation reports (for the most current fiscal year FY15) documents 520,335 visitors at the division’s 4 locations with amenities during the months of January through May.

Barefoot Beach Preserve, Vanderbilt Beach Park, South Marco Beach Access, and Tigertail Beach Park will be staffed by one of these seasonal employees from January 2 through May 31, 2017. Their work schedule will be Friday through Tuesday from 9 am to 5 pm (data demonstrates a slight decrease in visitation on Wednesday and Thursday and those 2 days will be managed by current full-time division employees). The seasonal employees will be responsible for continuous restroom maintenance, trash removal, and customer service.

The cost of these projects will come from the TDC Category “A” Beach Park Facility Funds.

**FISCAL IMPACT:** Funds in the amount of \$39,868 are available for appropriation from Category “A” Tourist Taxes Fund 183.

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

**LEGAL CONSIDERATIONS:** This item has been Approved as to form and legality and requires majority vote for approval. – CMG

**ADVISORY BOARD RECOMMENDATION:** At the January 20, 2016 Parks and Recreation Advisory Board (PARAB) meeting, this grant application was recommended for approval (approved 7 to 0).

**RECOMMENDATION:** That the Collier County Tourist Development Council approve the above-referenced Category “A” grant application in the amount of \$39,868 and make a finding that these expenditures promote tourism.

Prepared by: Nancy E. Olson, Region Manager, Collier County Parks and Recreation

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

**Four (4) Seasonal Job Bank Beach Maintenance Staff**

**1. Name and Address of Project Sponsor Organization:**

Collier County Parks and Recreation Department  
North Collier Regional Park  
15000 Livingston Road  
Naples, FL 34109

**2. Contact Person, Title and Phone Number:**

**Name:** Barry Williams, Director

**Address:** 15000 Livingston Road

**City:** Naples **ST:** FL; **ZIP** 34109

**Phone:** (239) 252-4035 **FAX:** (252) 530-6538

**Other:** (239) 280-7035

**3. Organization's Chief Official and Title:**

Barry Williams, Director  
Collier County Parks and Recreation Department

**4. Details of Project- Description and Location:**

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5. **Estimated project start date:** November 11, 2016.

6. **Estimated project duration:**

- November 11, 2016: Advertise for positions.
- November 18, 2016: Advertisement closes.
- November 30, 2016: Qualified candidates contacted for interviews.
- December 1 – 2, 2016: Conduct interviews; select candidates.
- December 5, 2016: Notify selected candidates.
- December 12 - 16, 2016: HR processing/training
- January 2, 2017: Begin employment
- May 31, 2017: End employment

7. **Total TDC Tax Funds Requested:** \$39,868

8. **If the full amount requested cannot be awarded, can the program/project be restructured to accommodate a smaller award?**

Yes ( )      No ( X )

Four (4) Seasonal Job Bank Beach Maintenance Staff  
(Project Title)

**PROJECT BUDGET**

<b><u>PROGRAM ELEMENT</u></b>	<b><u>AMOUNT</u></b>
TDC Funds Requested	\$ 39,868
City/Taxing District Share	\$ N/A
State of Florida Share	\$ N/A
Federal Share	\$ N/A
<b>TOTAL:</b>	<b>\$39,868</b>

**PROJECT EXPENSES:**

Salaries: 11.8654/hr. x 8 hrs/day x 21 weeks/105days x 4 employees: \$39,868

**TOTAL:** **\$39,868**

**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.**

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**Signature of Sponsor Organization’s Chief Official**

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**Date**