

APPLICATION FOR GRANT FUNDING

GENERAL INSTRUCTIONS

1. Please submit your completed application in digital format (no zip files) via email to Kelly Green, Tourist Tax Coordinator at kellygreen@colliergov.net or in printed format to the Tourism Office, 2660 N. Horseshoe Drive, Suite 105 Naples, FL 34104, attention: Kelly Green.
2. Complete each item of each applicable section. If a question does not apply to your organization, please insert (N/A). Contact Kelly Green at 239-252-2384 or kellygreen@colliergov.net with any questions.
3. Be sure to have your Chief Official and Secretary or their designee sign the application on the last page.
4. One copy of each of the following items is required and attached to original application:

() Charter, Articles of Incorporation, By-Laws, Proof of Current State of Florida Status (except government entities)

() Authority to apply for these tourism tax funds.

() IRS Determination Letter of non-profit status

() Form 990 (except government entities)

() Proof of Liability Insurance naming Collier County as an additional insured that will be in effect during the grant period. *applied for -*

Name of Grant Preparer: (Please Print)

YVONNE RHOADS VP

Signature of Grant Preparer

Yvonne E Rhoads

Date

4/27/2017

PROMOTIONAL MATERIALS (Brochures, flyers, website)

MARKETING PROGRAM (Advertising, Public Relations, Digital or Social Media)

OTHER (Describe) RADIO ADVERTISING

(9) If the entire Tourist Tax funding request cannot be funded, may the project be restructured with less funding? YES () NO

(10) **PROJECT DESCRIPTION:** describe in detail the project for which funding is requested
UPSCALE SHOW OF PRESTIGIOUS AUTOS THAT ARE 25 yrs old and older BROUGHT TO NAPLES FROM ALL OVER THE U.S.A.

(11) **APPLICANT'S GRANT HISTORY:** Have you received previous grant assistance from the Collier County Tourist Development Council?
 YES () NO. If "Yes", specify the year (s), the project name, the amount of the grant awarded and the number of visitors and hotel room nights generated by the grant activity.

YEAR 2016 PROJECT/EVENT NAME NAPLES MARCO REGION 29TH Depot Show

PREVIOUS GRANT AMOUNT \$ 5342.47

VISITORS ATTRACTED: AS IT IS A OPEN SHOW - THIS IS IMPOSSIBLE TO DETERMINE
HOTEL ROOM NIGHTS GENERATED _____

Please add additional year grant details below using the format above.
If you have previously received funding from the TDC, please attach a copy of your FINAL STATUS REPORT including attendance, economic impact and other information that will assist the tourism staff to evaluate your prior experience.

(12) **OTHER FUNDING SOURCES:** List the sources and amounts of confirmed other funds and planned revenue sources to support the amount of the grant. Tourist Tax grant funds cannot be the sole source of funding.

<u>*5.00 CHARGE PER ATTENDEE</u>	\$ <u>18,000⁰⁰</u>
_____	\$ _____
<u>BARR Automotive</u>	\$ <u>500⁰⁰</u>
<u>ANTHONY'S AutoBody</u>	\$ <u>1300⁰⁰</u>
_____	\$ _____
TOTAL OTHER FUNDS:	\$ <u>31,500</u>

(13) Provide projections of the Direct Economic Impact this project will have on Collier County using the event calculator available on County website at <http://www.colliergov.net/index.aspx?page=847>.

Projected # of Overnight Visitors 200 Hotel Room Nights 125
Tourist Tax Revenue \$ 5,000⁰⁰ Direct Visitor Spending \$ 7,000⁰⁰

Economic Impact: \$ 50,000^w +

PROJECT BUDGET RECAP

INCOME SOURCES:

TOURIST DEVELOPMENT TAX GRANT REQUEST

\$ 13,000^w

TOTAL ADDITIONAL FUNDING SOURCES (From #12 previous page)

\$ 31,500^w

OTHER INCOME SOURCES

\$

TOTAL INCOME - ALL SOURCES

\$ 44,500^w

PROJECT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

Please refer to authorized and unauthorized uses on page 2. Provide an itemized summary indicating the intended use of Tourist Development Tax (TDT) funds. **Please be as explicit as possible, including planned cities where advertising or promotional materials will be placed. Indicate the total amount you plan to spend for each category or promotion.** Use additional sheets if necessary.

<u>TAMPA AREA</u>	\$ <u>4,000^w</u>
<u>FORT LAUDERDALE</u>	\$ <u>4,000^w</u>
<u>ALL of FLORIDA MAGAZINES</u>	\$ <u>2,000^w</u>
<u>AACA Magazine = National</u>	\$ <u>3,000^w</u>
Total Tourist Tax Grant Expenses Planned:	\$ <u>13,000^w</u>

Other Project Expenses not using Tourist tax grant funds:

<u>Local Newspapers</u>	\$ <u>2,000^w</u>
<u>Local FLYERS Advertising</u>	\$ <u>1,000^w</u>
<u>RADIO Local</u>	\$ <u>? 3,000^w</u>
	\$
Total Other Project Expenses:	\$ <u>6,000^w</u>
TOTAL PROJECT EXPENSES	\$ <u>13,000^w</u>
Profit (Loss)	\$ <u>19,000^w</u>

CERTIFICATION

Please attach a copy of the Corporate Minutes or proof of authority authorizing this application for Tourist Tax Grant funds for the purposes stated in this application

I have reviewed this Application for Grant Funds from Collier County for FY 2017-18. I am in full agreement with the information contained herein and have the authority to request this funding on behalf of the organization. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

Chief Officer (or designee):

[Signature] Signature
PRESIDENT Printed Name and Title
4-27-2017 Date

Organization Secretary (or designee)

YVONNE RHODAS Signature
YVONNE RHODAS Printed Name and Title
VP 4/27/2017 Date

BOARD APPROVAL IS VERBAL - ONLY LISTED IN MINUTES OF MEETINGS WHICH ARE THE 3RD Monday of each month

EXHIBIT "A"

Collier County Tourist Development Council
Final Status Report (Due by Oct. 15, 2016)

EVENT NAME: ANTIQUE AUTO CLUB OF AMERICA WINTER
REPORT DATE: 4-27-2016 NATIONAL MEET
ORGANIZATION: NAPLES MARCO REGION AACA
CONTACT PERSON: YVONNE RHOADS TITLE: PRESIDENT
ADDRESS: 28 W PERRICAN ST NAPLES FL 34113
PHONE: 239 642 0147 FAX: _____

=====

On an attached sheet, answer the following questions for each element in your scope of work.

Final – These questions should be answered for your final status report.

Was this a first time project? If not, how many times has this event taken place?

What hotels/motels were utilized to support the project and how many?

What is the total economic impact and revenue generated for this event?

Total expenses. (Have all vendors been paid?)

List the vendors that have been paid, if not, what invoices are still outstanding and why?

What is the number of participants that visited the project?

What is the percentage of the total participants from out of Collier County?

What problems occurred if any during the project event?

List any out-of-county- advertising, marketing, and/or public relations that was used to support the project and attach samples.

How could the project been improved or expanded?

Naples Marco Island Region of the Antique Automobile Club of America, Inc.

Yvonne Rhoads President

28 West Pelican St Naples, FL 34113

To: Collier County Tourist Development Council and the County Convention and Visitors Bureau

2660 N. Horseshoe Drive #105 Naples, FL 34104

Dear Kelly Green,

This sheet will answer questions for my final status report.

This indeed was a first time project in conjunction with Collier County. It also was a first ever in Naples National Winter Antique Automobile Meet.

We advertised and utilized the following hotels and resorts;

La Quinta Downtown 1555 5th Ave South, Naples Bay Resort 1500 5th Ave South, Holiday Inn Express 1785 5th Ave South, Hawthorn Suites 3557 Pine Ridge Road, Ramada Inn of Naples 1100 Tamaimi Trail, and La Quinta East 185 Bedzel Circle.

Total impact to the area in terms of revenue would be almost impossible to guess at. We brought 230 car owners and their guests in from all parts of the country. We brought in 160 judges from out of the area plus their spouses. We brought in 3 to 4,000 visitors for a one day event. The number from out of Collier County were at least 60 percent.

Our biggest problem was space.....totally ran out of space to park visitors. We enlisted the local boy scout troop to assist. They were wonderful.

Our advertising in the mentioned prior letter brought us major media attention. All of our advertising has been paid in full. Our local sponsors were the main source of funding for this project.

We are looking forward to our next major show which is already scheduled at the Naples Depot on Fifth Avenue on March 18, 2017. That show will be our 29th major event in Naples.

The improvement we could make the most use of would be help with parking space...we have a lot of handicap needs....elderly needs...family needs....everyone loves our shows.

Very truly yours,

Yvonne Rhoads President

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(✓) Charter, Articles of Incorporation, By-Laws, Proof of Current State of Florida Status (except government entities)

(✓) Authority to apply for these tourism tax funds. → *Please see By Laws, pgs 8 (Officers of the Corporation, ii Chief Executive Officer, and pg. 9, Section 4.7 - CEO.*

(✓) IRS Determination Letter of non-profit status

(✓) Form 990 (except government entities)

(✓) Proof of Liability Insurance naming Collier County as an additional insured that will be in effect during the grant period.

Name of Grant Preparer: (Please Print): Denise C. Bealin

Signature of Grant Preparer

Bealin

Date

4/24/17

**COLLIER COUNTY GOVERNMENT
TOURIST DEVELOPMENT COUNCIL GRANT APPLICATION
CATEGORY "B" MARKETING OR EVENT GRANTS FY 17-18**

I GENERAL INFORMATION

To assist us in evaluating the impact your project may have on Collier County and to better understand what support you are requesting, the following questions must be answered in full.

(1) LEGAL NAME OF ORGANIZATION: Artis—Naples

(2) NAME OF PROJECT OR EVENT: 2017 Naples International Film Festival

(3) Contact Person's Name: Denise C. Bealin

Phone #: 239-254-2660 Cell Phone #: NA

E-mail Address: dbealin@artisnaples.org

(4) COMPLETE ADDRESS OF ORGANIZATION:

STREET: 5833 Pelican Bay Boulevard

CITY: Naples ST: FL ZIP: 34108

PHONE: 239-254-2660 FAX: 239-597-8163

WEBSITE: www.artisnaples.org

(5) ORGANIZATION'S CHIEF OFFICIAL'S NAME: Kathleen van Bergen

TITLE: CEO and President Address if different from above:

NA

PHONE: 239-254-2601 FAX: NA

E-Mail: kvanbergen@artisnaples.org

(6) ORGANIZATIONAL STRUCTURE: (X) NON-PROFIT () GOVERNMENT AGENCY
() FOR-PROFIT ORGANIZATION

(7) GRANT AMOUNT REQUESTED: \$25,000

(8) **PROJECT TYPE** (Check all that apply)

PROMOTIONAL MATERIALS (Brochures, flyers, website)

MARKETING PROGRAM (Advertising, Public Relations, Digital or Social Media)

OTHER (Describe) _____

(9) If the entire Tourist Tax funding request cannot be funded, may the project be restructured with less funding? YES NO

(10). **PROJECT DESCRIPTION:** describe in detail the project for which funding is requested

The Naples International Film Festival (NIFF) is a place for film lovers to connect, exchange ideas and celebrate the art of film in a friendly, welcoming environment. We strongly encourage filmmakers to attend the festival, where they find a warm welcome from staff, volunteers and an enthusiastic community. As of January 1, 2017, NIFF became part of Artis—Naples, with the opening night party and other events continuing to be hosted on the Artis—Naples campus as well as at Silverspot Cinema in Mercato.

An established festival with a solid record of attendance, Artis—Naples looks forward to incorporating NIFF along with other film and digital programming into an already strong portfolio of multidisciplinary programming. The festival features both opening- and closing-night event receptions. In all, there will be 60 film events attended by a total of 5,000 people, including out-of-town filmmakers, over the four-day event held during Naples' shoulder season.

(11). **APPLICANT'S GRANT HISTORY:** Have you received previous grant assistance from the Collier County Tourist Development Council?
 YES NO. Artis—Naples has not previously applied for Category "B" funding. However, the organization has received Category C-2 funding in 2009, 2012 and 2016.

If "Yes", specify the year (s), the project name, the amount of the grant awarded and the number of visitors and hotel room nights generated by the grant activity.

YEAR _____ PROJECT/EVENT NAME _____

PREVIOUS GRANT AMOUNT \$ _____

VISITORS ATTRACTED: _____ # HOTEL ROOM NIGHTS GENERATED _____

Please add additional year grant details below using the format above.

If you have previously received funding from the TDC, please attach a copy of your FINAL STATUS REPORT including attendance, economic impact and other information that will assist the tourism staff to evaluate your prior experience.

(12). **OTHER FUNDING SOURCES:** List the sources and amounts of confirmed other funds and planned revenue sources to support the amount of the grant. Tourist Tax grant funds cannot be the sole source of funding.

Anticipated admission fees during the 2017 Festival (October 26-29, 2017) will support a portion of these additional costs, and Artis—Naples is grateful for the support of a range of individual and corporate donors through membership, sponsorship, our Leadership Circle and board of directors.

Admissions Revenue:	<u>\$ 122,000</u>
Private Contributions:	<u>\$ 100,000</u>
TOTAL OTHER FUNDS:	<u>\$ 222,000</u>

(13) Provide projections of the Direct Economic Impact this project will have on Collier County using the event calculator available on County website at <http://www.colliergov.net/index.aspx?page=847>.

Projected # of Overnight Visitors: 1,500 Hotel Room Nights: 3,000

Tourist Tax Revenue \$7,291 Direct Visitor Spending \$170,580

Economic Impact: \$254,164

PROJECT BUDGET RECAP

INCOME SOURCES:

TOURIST DEVELOPMENT TAX GRANT REQUEST	<u>\$ 25,000</u>
TOTAL ADDITIONAL FUNDING SOURCES (From #12 previous page)	<u>\$222,000</u>
OTHER INCOME SOURCES	<u>\$ NA</u>
TOTAL INCOME - ALL SOURCES	<u>\$247,000</u>

PROJECT EXPENSES:

Intended Uses of Tourist Tax Grant Funds:

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MOGO Digital Display Advertising targeting out-of-Market Florida, plus out-of-market and out of state film-industry folks. \$ 10,000

Agency support for prior-to-event social media as well as on-site festival reporting. This will also include industry promotion of the Naples International Film Festival as a destination festival. \$ 3,500

Traditional advertising in national, industry publications (such as Variety or IndieWire) \$ 11,500

Total Tourist Tax Grant Expenses Planned: \$ 25,000

Other Project Expenses not using Tourist tax grant funds:

Crew, Stagehand, Usher Wages and Benefits \$ 24,365

Artist Fees & Hospitality \$ 2,400

Event Receptions (Food Bev/Décor/Labor) \$ 78,895

In-Market PR/Advertising \$ 26,500

Miscellaneous \$ 8,240

Program Book \$ 1,000

Total Other Project Expenses: \$141,400

TOTAL PROJECT EXPENSES \$166,400

Profit (Loss) \$ 80,600