

EXECUTIVE SUMMARY

Recommendation to approve a change in the events requested in the FY 18 Category C-2 grant to Artis-Naples due to storm damage to the Baker Museum, approve County Attorney approved Contract Amendment # 1 and make a finding that this action promotes tourism.

OBJECTIVE: Approve a change in the event requested in the grant application for Artis-Naples.

CONSIDERATIONS: Artis-Naples applied for an FY 18 Category C-2 grant to cover the expenses to bring the French Moderns exhibition to the Baker Museum in 2018. Unfortunately, due to the damage sustained from Hurricane Irma, the Baker Museum will not reopen until later in 2018. So, the French Moderns exhibition will need to be cancelled. Artis-Naples staff has requested that the TDC and BCC consider a change in the event (s) covered by this grant. The attached letter from Kathleen van Bergen, CEO and President of Artis-Naples, outlines a plan to change the events covered in the grant agreement to funding assistance with the artist's costs related to four upcoming concerts. The new events are as follows:

1. The Vienna Philharmonic Orchestra for two performances on February 27 and 28, 2018
2. The Chicago Symphony Orchestra on February 12, 2018
3. Academy of St. Martin in the Fields featuring violinist Joshua Bell on March 27, 2018

The Artis-Naples staff has projected 1,530 overnight visitors, Direct Visitor Spending of \$152,742 and an Economic Impact of \$227,585.

FISCAL IMPACT: There is no additional fiscal impact associated with this request.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan with this Executive Summary

LEGAL CONSIDERATIONS: This item is approved as to form and legality and requires majority vote for approval. – CMG

RECOMMENDATION: Recommendation to approve a change in the events requested in the FY 18 Category C-2 grant to Artis-Naples due to storm damage to the Baker Museum, approve County Attorney approved Contract Amendment # 1 and make a finding that this action promotes tourism.

Prepared by: Jack Wert, Tourism Director
Attachments: Request letter from Artis-Naples

*Home of The Baker
Museum and the
Naples Philharmonic*

October 18, 2017

Mr. Jack Wert, Executive Director
Members of the Tourist Development Council
Naples, Marco Island, Everglades CVB
2660 N. Horseshoe Drive, Suite 105
Naples, FL 34104

Dear Mr. Wert and the Members of the Tourist Development Council,

Thank you for your time and consideration, as well as your generous support of our programming. As you likely know, Artis-Naples announced last week that The Baker Museum will remain closed into 2018 as the organization works to repair issues from the hurricane events of 2017.

There is no scheduled date for the museum to reopen. The torrential rain from Hurricane Irma revealed several compromised portions of the facade on the second and third floors. Artis-Naples is currently working with an expert team of engineers and architects to identify possible solutions. The institution's chief concerns are the safety and security of its patrons and team members as well as the care of the art in its possession.

While professional conservators found no damage to artwork on site during the storm, works continue to be stored and cared for following industry best practices. Exhibitions traveling to The Baker Museum in fall 2017 have been cancelled, including the planned *French Moderns* exhibition on loan from the Brooklyn Museum. Artis-Naples was awarded a grant from the Tourist Development Council for this exhibition.

This extended closure does not impact the balance of Artis-Naples' season or exhibitions scheduled for presentation in the four galleries inside Hayes Hall, Artis-Naples' main venue. In addition, the rest of Artis-Naples' Kimberly K. Querrey and Louis A. Simpson Cultural Campus is fully operational.

In light of these extraordinary circumstances, Artis-Naples respectfully requests that the Tourist Development Council redirect the 2017-18 grant already awarded for the French Masters exhibit, to be changed to our Visiting Orchestra series of four concerts. This is one of our leading programs, drawing patronage not only from around the country, but indeed, from around the globe. Should the Council agree, we would be pleased and proud to recognize the TDC on promotional materials for all four concerts.

The Visiting Orchestras series brings the world's best orchestras to Hayes Hall and has gotten national press in *The New York Times*, just days after Hurricane Irma struck Southwest Florida. And, *The Wall Street Journal*, noted "Thanks to this continuing residency, classical music in Naples has entered an impressive new phase."

This year's series features:

- 1. The Vienna Philharmonic Orchestra.** One of the world's most celebrated orchestras makes its Florida return in the final year of its three-year residency. With a variety of initiatives ranging from public master classes with members of the Naples Philharmonic Youth Orchestra to lectures on Viennese culture and traditions as part of Artis-Naples' popular Lifelong Learning continuing education series, it presents two landmark concerts under the baton of internationally renowned conductor Gustavo Dudamel. Two concerts with unique programs each night:

February 27

Brahms - *Academic Festival Overture*, Op. 80
Brahms - *Variations on a Theme of Joseph Haydn*
Brahms - Symphony No. 1

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February 28

Mahler - Adagio from Symphony No. 10
Berlioz - *Symphonie fantastique*

2. **Chicago Symphony Orchestra.** Founded in 1891, the Chicago Symphony Orchestra is consistently hailed as one of the greatest orchestras in the world and boasts a robust regional, national and international following. Music Director Riccardo Muti leads the orchestra on February 12 in a richly diverse program, including a giant of the classical canon, Brahms' Symphony No. 2, and a work by Pulitzer Prize-winning composer Jennifer Higdon:

Verdi - Overture to *I vespri siciliani (The Sicilian Vespers)*
Jennifer Higdon - Concerto for Low Brass
Brahms - Symphony No. 2 in D Major

3. **Academy of St. Martin in the Fields.** Joshua Bell, one of the most celebrated violinists of his era, performing on the 1713 Huberman Stradivarius violin, became the first person to hold the post of music director with the Academy since Sir Neville Marriner formed the orchestra in 1958. On March 27, he joins the UK-based orchestra as conductor and soloist for:

Edgar Meyer - Commissioned Work for Violin and Orchestra
Mozart - Violin Concerto No. 5
Mendelssohn - Symphony No. 4, "Italian"

We have completed the TDC's Economic Impact Calculator using very conservative estimates. I must note once more that all of these orchestras and their respective conductors have large International followings. Our experience, in particular with regard to the Vienna Philharmonic Orchestra, which made its Florida debut at Artis-Naples two years ago, and whose only American appearances last year were at Carnegie Hall and Artis-Naples, will deliver significant impact beyond these calculations and robust recognition for Collier County.

Visiting Orchestra Series including the Vienna Philharmonic Orchestra.

Projected# of Overnight Visitors: 1,530

Room Nights: 1,530

Tourist Tax Revenue: \$ 6,528

Visitor Spending: \$152,742

Economic Impact: \$227,585

Funding from this grant award will assist in covering the artist fees associated with bringing these four world-renowned orchestras to our Southwest Florida community. For the Vienna Philharmonic Orchestra alone, those fees exceed \$500,000.

My thanks to Jack and his staff for their assistance with this discussion and to all the members of the Council for your time and consideration.

Sincerely,



Kathleen van Bergen
CEO and President