Advisory Boards

Minutes and Records

August 30, 2025

8/30/2025

August 30, 2025

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1. Affordable Housing Advisory Committee

2. All Terrain Vehicle Park Ad Hoc Committee

2.A. All Terrain Vehicle Park Ad Hoc Committee - No Meeting *(2025-2572)*

ATTACHMENTS

None

3. Animal Services Advisory Board

4. Bayshore Beautification MSTU Advisory Committee

5. Bayshore/Gateway Triangle Local Redevelopment Adv Board

6. Black Affairs Advisory Board

7. Board of Building Adjustments and Appeals

8. Coastal Advisory Committee

8.A. Coastal Advisory Meeting - 08.14.2025 *(2025-2752)*

ATTACHMENTS

1. 08.14.2025 - Public Notice - CAC Meeting
2. FULL-CAC AGENDA 08.14.2025
3. Signed 06.12.2025 Meeting Minute

9. CSRM Coastal Storm Risk Management Feasibility Study Advisory Committee

10. Code Enforcement Board

10.A Code Enforcement Advisory Board - August 28, 2025

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(2025-2747)

ATTACHMENTS

1. August 28, 2025 Public Notice
2. August 28, 2025 CEB Agenda

11. Collier County Citizens Corps

12. Contractors Licensing Board

13. Comprehensive Watershed Improvement Program Committee

14. Development Services Advisory Committee

14.A. Development Services Advisory Committee (DSAC) - Land Development Review Subcommitee (LDR) - May 20, 2025

(2025-2604)

ATTACHMENTS

1. DSAC-LDR 5-20-25 FINAL Agenda Packet
2. DSAC-LDR 05-20-2025 Public Notice
3. DSAC-LDR Subcommittee 05.20.25 Meeting FINAL Minutes_Signed

14.B. Development Services Advisory Committee (DSAC) - Right of Way Subcommitee (ROW) - July 23, 2025

(2025-2606)

ATTACHMENTS

None

14.C. Development Services Advisory Committee (DSAC) - Right of Way Subcommittee (ROW) - July 23, 2025 *(2025-2623)*

ATTACHMENTS

1. DSAC-ROW 7-23-25 FINAL Agenda Packet
2. DSAC-ROW 07-23-2025 Public Notice
3. DSAC-ROW Subcommittee 07.23.25 Meeting FINAL Minutes_Signed

14.D. Development Services Advisory Committee (DSAC) - June 04, 2025 *(2025-2624)*

ATTACHMENTS

1. DSAC 06-04-2025 FINAL Agenda Packet reduced
2. DSAC 06-04-25 Public Notice
3. DSAC 06.04.25 Meeting FINAL Minutes_Signed

14.E. Development Services Advisory Committee (DSAC) - Impact Fee Review Subcommittee (IFR) - June 19, 2025 *(2025-2625)*

ATTACHMENTS

1. DSAC-IFR 06-19-2025 FINAL Agenda Packet
2. DSAC-Impact Fee Review 06-19-25 Public Notice v2
3. DSAC-IFR 06.19.25 Meeting FINAL Minutes_Signed

15. Emergency Medical Authority

16. Floodplain Management Planning Committee

17. Forest Lakes Roadway and Drainage MSTU Advisory Committee

17.A Forest Lakes Roadway & Drainage MSTU Advisory Committee - August 5, 2025 *(2025-2801)*

.

ATTACHMENTS

1. 0730 Forest Lakes MSTU 0805
2. Agenda & Backup - Forest Lakes MSTU 08-05-25
3. Signed Minutes - Forest Lakes MSTU 06-03-25

18. Golden Gate Beautification MSTU Advisory Committee

18.A Golden Gate Beautification MSTU Advisory Committee - August 19, 2025 *(2025-2804)*

.

ATTACHMENTS

1. 0812 Golden Gate MSTU 0819
2. Agenda & Backup - Golden Gate MSTU 08-19-25
3. Signed Minutes - Golden Gate MSTU 05-20-25

19. Golden Gate Community Center Advisory Board

19.A Golden Gate Community Center Advisory Board 08-04-2025 *(2025-2571)*

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ATTACHMENTS

1. Advisory Board Minutes=07-07-2025-Signed
2. Advisory Board Agenda=08-04-2025
3. _Golden Gate Community Center Advisory Board _ News Releases _ Collier County, FL

20. Golden Gate Estates Land Trust Committee

21. Golden Gate City Economic Development Zone Advisory Board

22. Haldeman Creek Dredging Maintenance MSTU Adv Committee

23. Historical/Archeological Preservation Board

24. Immokalee Community Redevelopment Advisory Board

24.A Immokalee CRA Advisory Board - August 20, 2025 *(2025-2844)*

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ATTACHMENTS

1. CRA Public Notice - 08.20.25
2. CRA Agenda - 08.20.25
3. CRA Minutes - 06.18.25

25. Infrastructure Surtax Citizen Oversight Committee (ad hoc)

26. Land Acquisition Advisory Committee

27. Lely Golf Estates Beautification MSTU Advisory Committee

27.A Lely Golf Estates Beautification MSTU Advisory Committee - August 21, 2025 *(2025-2805)*

.

ATTACHMENTS

1. 0814 Lely MSTU 0821
2. Agenda & Backup - Lely MSTU 08-21-25
3. Signed Minutes - Lely MSTU 07-17-25

28. Library Advisory Board

28.A Library Advisory Board - August 20, 2025 *(2025-2760)*

.

ATTACHMENTS

1. Hybrid Remote LAB Meeting Notice_August 20 2025
2. Approved June 11 2025 LAB Minutes
3. LAB - AGENDA - August 20, 2025

29. Ochopee Fire Control District Advisory Committee

30. Parks and Recreation Advisory Board

30.A Parks and Recreation Advisory Board - 08-13-2025 *(2025-2573)*

.

ATTACHMENTS

1. PARAB August 2025 Agenda
2. 8-5-25 Parks & Recreation Advisory Board Meeting August 13, 2025

31. Pelican Bay Services Division Board

31.A Pelican Bay Services Division Board - August 2025 (No Meeting Held) *(2025-2728)*

.

ATTACHMENTS

None

32. Productivity Committee

33. Public Art Committee

34. Public Safety Coordinating Council

35. Public Transit Advisory Committee

35.A Public Transit Advisory Committee - August 20, 2025 *(2025-2842)*

.

ATTACHMENTS

1. 0813 PTAC 0820
2. Agenda & Backup - PTAC 08-20-25
3. Signed Minutes - PTAC 07-16-25
4. Signed Minutes - PTAC 06-18-25
5. Signed Minutes - PTAC 03-19-25

36. Radio Road Beautification Advisory Committee

36.A Radio Road Beautification MSTU Advisry Committee - August 11, 2025 *(2025-2803)*
.

ATTACHMENTS

1. 0806 Radio Road MSTU 0811
2. Agenda & Backup - Radio Road MSTU 08-11-25

37. Rock Road MSTU

38. Tourist Development Council

38.A Tourist Development Council -August 19, 2025 *(2025-2794)*
.

ATTACHMENTS

1. TDC Public Notice Aug 2025
2. August 19, 2025 full agenda Tourist Development Council Mtg
3. TDC 7.15.25 signed mtg mins

39. Vanderbilt Beach Beautification MSTU Advisory Committee

39.A Vanderbilt Beach Beautification MSTU Advisory Committee - August 7, 2025 *(2025-2802)*
.

ATTACHMENTS

1. 0730 Vanderbilt Beach MSTU 0807
2. Agenda & Backup - Vanderbilt Beach MSTU 08-07-25
3. Signed Minutes - Vanderbilt Beach MSTU 06-05-25

40. Vanderbilt Waterways MSTU

41. Water and Wastewater Authority

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

colliercountyfl.gov
twitter.com/CollierPIO
facebook.com/CollierGov
youtube.com/CollierGov

July 29, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Collier County Coastal Advisory Committee
Collier County, Florida

August 14, 2025
1:00 p.m.

Notice is hereby given that the **Collier County Coastal Advisory Committee** will meet **Thursday, August 14th,** at **1:00 p.m.** in the Board of County Commissioners Chambers, Collier County Government Center, 3299 Tamiami Trail E., Naples, Florida.

The following website provides information on this committee
https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/coastal-advisory-committee

About the public meeting:

Two or more members of the Board of County Commissioners, City of Naples City Council, City of Marco Island City Council, Tourist Development Council, and the Pelican Bay Services Division may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at future meetings of these boards, councils, or agencies.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division located at 3335 Tamiami Trail E., Naples, Florida 34112 or 239-252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Maria Becerra at (239) 252-2966.

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August 14, 2025

Meeting Agenda and Notice

Coastal Advisory Committee (CAC)
Thursday, August 14, 2025– 1:00 p.m.
Collier County Board Chambers
Collier County Government Center
3299 Tamiami Trail East, Third Floor, Naples, FL

Sunshine Law on Agenda Questions
2025 CAC MEETING DATES

I. Call to Order

II. Pledge of Allegiance

III. Roll Call

IV. Changes and Approval of Agenda

V. Public Comments

VI. Approval of CAC Minutes

June 12, 2025

VII. Staff Reports

Extended Revenue Report

VIII. New Business

1. ES - City of Naples - Outfall

- Grant Agreement
- Presentationon

2. ES - Reimbursement Request

- 2023 City of Naples Grant Agreement
- First Amendment

3. Es - 2025 Clam Pass Project

- Maintenance Engineer Plans

IX. Old Business

ES- Emergency Fill - Vanderbilt Beach

X. Announcements

XI. Committee Member Discussion

XII. Next Meeting Date/Location

September 11, 2025 at 1:00 p.m.

XIII. Adjournment

All interested parties are invited to attend, and to register to speak and to submit their objections, if any, in writing, to the board prior to the meeting if applicable.For more information, please contact Andrew Miller at (239) 252-2922.
If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3301 East Tamiami Trail, Naples, FL 34112, (239) 252-8380.

Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time.

Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners) before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

COLLIER COUNTY COASTAL ADVISORY COMMITTEE (CAC)
Thursday, June 12, 2025 – 1:00 p.m.
Collier County Board Chambers
Collier County Government Center,3rd Floor
3299 Tamiami Trail East, Naples, FL 34112

CAC MEMBERS PRESENT - Chairman Joe Burke, City of Naples
Erik Brecknitz, City of Marco Island
Dr. Judith Hushon, City of Naples
Dave Trecker, unincorporated Collier County
Daniel High, City of Marco Island

Robert Roth, City of Marco Island – members voted to allow attendance via zoom

ALSO, PRESENT

Andy Miller, Coastal Zone Management
Colleen Greene, Managing Assistant County Attorney

Any person who decides to appeal a decision of this Board will need a record of the proceedings pertaining thereto and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Neither Collier County nor this Board shall be responsible for providing this record.

MEETING MINUTES

1. **Call to Order**
   The meeting was called to order by Chairman Joe Burke at 1:00 p.m.

2. **Pledge of Allegiance**
   The Committee recited the Pledge of Allegiance.

3. **Roll Call**
   Roll was taken by staff. A quorum was present.

4. **Changes and Approval of the Agenda**
   The agenda was reviewed and approved unanimously.

5. **Approval of Previous Meeting Minutes**
   The Committee approved the May minutes meeting.

6. **Revenue Report**
   Andy Miller presented the revenue report, noting a 33% positive variance from budget forecasts and consistency with last year's revenue trends.

7. **State Funding Request**
   The Committee approved a resolution supporting the county's application to the Florida Department of Environmental Protection (FDEP) for Fiscal Year 2026–2027.

8. **Committee Vacancy Recommendation**
   The Committee recommended Bob Raymond for reappointment.

9. **Collier Creek Dredging Project**
   Members expressed concerns about the progress of the dredging project, including potential environmental hazards and construction impact.

10. **Old Business**
    - Discussion continued on the Tiger Tail Project and concerns regarding environmental impact and property protection.
    - Beach access and fencing were also discussed.

11. **New Member Introduction**
    A new member, Daniel High, was introduced to replace outgoing member Steve Koziar.

12. **Next Meeting Date**
    The next meeting date is scheduled for July 11, 2025 at 1:00 p.m.

13. **Adjournment**
    There being no further business for the good of the County, the meeting was adjourned at 1:45 p.m.

COLLIER COUNTY COASTAL ADVISORY COMMITTEE

Chairman Joe Burke

The Minutes were approved by:

_____

_____
Name Signature

as presented on _____
or amended on _____

FY 25 TDT Collections Report

31-Jul-2025

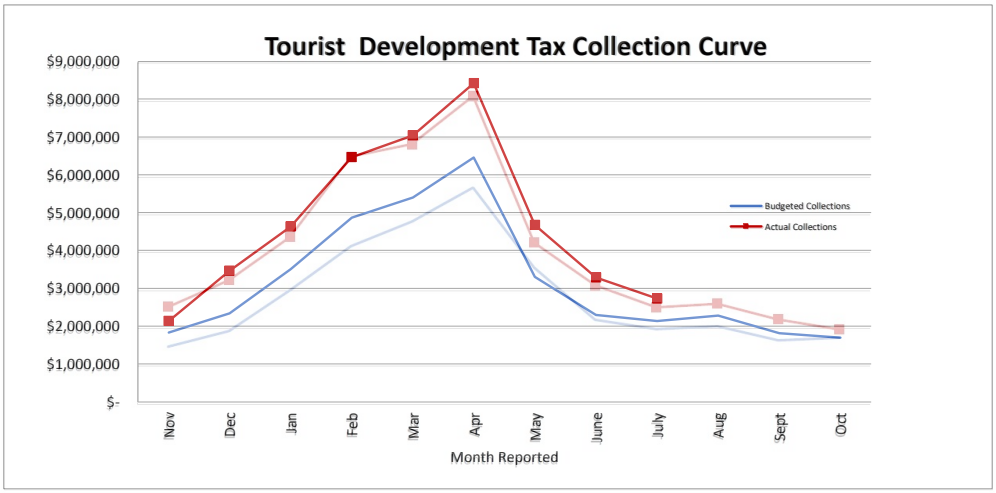
Fund Reporting	Fund	Adopted Budget	Updated Annual Forecast	Budgeted YTD	YTD Actual	Variance to Budgeted YTD
Beach Park Facilities	1100	1,357,700	1,741,630	1,150,356	1,534,583	384,227
TDC Promotion	1101	13,643,700	18,067,418	11,560,070	15,678,779	4,118,709
Non-County Museums	1103	724,300	929,117	613,687	816,793	203,106
TDC Admin	1104	-	-	0	-	-
Beach Renourishment	1105	14,782,800	18,963,074	12,525,210	16,704,092	4,178,881
Disaster Recovery	1106	-	-	0	-	-
County Museums	1107	2,000,000	2,000,000	1,694,565	2,000,000	305,435
TDC Capital	1108	5,415,500	6,946,893	4,588,459	6,122,233	1,533,773
	Gross Budget	**37,924,000**	**48,648,132**	**32,132,348**	**42,856,480**	**10,724,132**
	Less 5% Rev Res	(1,896,200)	28.28%		% Over/(Under) Bud	33.4%
	Net Budget	36,027,800				

Collections

Month Reported	Actual	Cum YTD	% Budget Collected to Date	% Variance FY24 Collections	% Variance FY23 Collections	% Variance FY22 Collections
Nov	2,137,562	2,137,562	5.64%	-16.72%	-9.20%	-5.03%
Dec	3,465,253	5,602,815	14.77%	5.83%	30.93%	19.12%
Jan	4,632,754	10,235,570	26.99%	5.02%	24.82%	3.04%
Feb	6,466,174	16,701,744	44.04%	-1.10%	19.50%	8.28%
Mar	7,042,625	23,744,369	62.61%	2.54%	10.66%	8.83%
Apr	8,422,508	32,166,877	84.82%	3.48%	15.42%	0.80%
May	4,675,081	36,841,958	97.15%	9.54%	15.55%	-3.29%
June	3,285,486	40,127,443	105.81%	4.51%	20.07%	6.22%
July	2,729,036	42,856,479	113.01%	6.66%	11.97%	3.12%
Aug	-	42,856,479	113.01%	n/a	n/a	n/a
Sept	-	42,856,479	113.01%	n/a	n/a	n/a
Oct	-	42,856,479	113.01%	n/a	n/a	n/a
Total	**42,856,479**	**42,856,479**	**YTD**	**2.61%**	**15.81%**	**4.46%**
				48,648,132		

Budget Comparison

	5 Yr History-Cum	5 Yr History-Monthly	Budgeted Collections	Actual Collections	Budget to Actual Variance	Updated Forecast
Nov	4.8%	4.8%	1,827,211	2,137,562	310,352	2,137,562
Dec	11.0%	6.2%	2,338,559	3,465,253	1,126,694	3,465,253
Jan	20.2%	9.2%	3,502,227	4,632,754	1,130,527	4,632,754
Feb	33.1%	12.8%	4,869,752	6,466,174	1,596,422	6,466,174
Mar	47.3%	14.2%	5,397,019	7,042,625	1,645,606	7,042,625
Apr	64.3%	17.0%	6,460,316	8,422,508	1,962,192	8,422,508
May	73.0%	8.7%	3,303,306	4,675,081	1,371,774	4,675,081
June	79.1%	6.1%	2,299,023	3,285,486	986,462	3,285,486
July	84.7%	5.6%	2,134,934	2,729,036	594,102	2,729,036
Aug	90.7%	6.0%	2,277,930	-	-	2,277,930
Sept	95.5%	4.8%	1,816,973	-	-	1,816,973
Oct	100.0%	4.5%	1,696,749	-	-	1,696,749
Total	100.0%	100.0%	**37,924,000**	**42,856,479**	**10,724,132**	**48,648,131**
			% over/(under) budget		33.4%	28.28%



Executive Summary

Recommendation to approve a Category A Grant Application for the City of Naples Stormwater Outfall Pipe Removal and Water Quality Project as a reimbursable grant not to exceed $10,000,000, and make a finding that this project promotes tourism.

OBJECTIVE: To approve a reimbursable grant for the City of Naples Stormwater Outfall Pipe Removal and Water Quality Project not to exceed the amount of $10,000,000.

CONSIDERATIONS: The Tourist Development Council (TDC) provides recommendations on the usage of tourist development tax funds, including Beach Renourishment Projects (Fund 1105). The City of Naples proposed using tourist development taxes for their stormwater outfall pipe removal and water quality project. This type of project may be defined as a "public facility" as set forth in Section 125.0104(5)(a)6, Fla. Stat. This provision requires that "an independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county" prior to the expenditure of tourist development tax funds.

At the May 21, 2024, TDC meeting (Agenda item 7.A.2.) the TDC approved a tourist development tax grant funding request from the City of Naples for professional services provided by Adept Public Relations, LLC., to conduct a "Tourism Impact Study for the Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal and Water Quality (Stormwater) Project" in the amount of $44,879. At the July 9, 2024, BCC meeting (Agenda item 16.B.5), the Board approved the reimbursement request of $44,879 for the study by Adept Public Relations, LLC.

The study notes that the Stormwater Project has perceived economic, environmental, and tourism benefits by improving water quality, aesthetics of the beaches, and the area drainage basin. These elements are important to the businesses in the area that rely on tourism traffic as well as the rental properties and hotels in the vicinity. This project complements other projects in the area that will attract and support tourism such as the Miracle Mile Project, Naples Pier Renovation, and the Naples Beach Club, a Four Seasons Resort redevelopment.

This study was completed independently of the County and the Tourist Development Council. The Coastal Advisory Committee, Tourist Development Council, and Board of County Commissioners all voted to accept the results of this study.

The City is presenting today to seek complete funding approval. The Stormwater Outfall Pipe Removal and Water Quality Project is designed to improve water quality, flood protection, and the City's resiliency to climate change. As part of this project, the beach outfall portion will replace the existing gravity flow system at the north and south ends of the beach and include two pump stations that will pump treated stormwater 1,500 feet into the Gulf, eliminating the need for the existing beach outfall pipes. From the Grant Application, the total budget is $32,622,945. This request includes a detailed budget for the Outfall Pipes that includes $10,469,049.03for directional drilling at the north and south locations, and $262,562 for the removal of the 8 Beach Outfall pipes, totaling $10,731,611.03. The proposed Grant Agreement is for the reimbursable amount of $10 million.

ADVISORY BOARD RECOMMENDATION: This item will be presented to the Coastal Advisory Committee (CAC) on August 14, 2025 and to the Tourist Development Council (TDC) on August 19, 2025.

FISCAL IMPACT: Funding for this reimbursable grant in the amount of $10,000,000 is available within the TDT Beach Renourishment Fund (Fund 1105) reserves.

LEGAL CONSIDERATIONS: Section 125.0104, Fla. Stat., provides the authority for this expenditure and includes the following stringent requirements:

Section 125.0104(5)(a)6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph

(4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:
a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least $10 million in tourist development tax revenue was received;
b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

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

RECOMMENDATIONS: To approve a Grant Agreement with the City of Naples for the City's Stormwater Outfall Pipe Removal and Water Quality Project as a reimbursable grant not to exceed $10,000,000 and make a finding that this project promotes tourism.

PREPARED BY: John Melleky, Arts and Culture Manager, Tourism; Jay Tusa, Director, Tourism

FY 25-26 TOURIST DEVELOPMENT TAX
GRANT AGREEMENT BETWEEN
COLLIER COUNTY AND THE CITY OF NAPLES

Naples Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project

THIS AGREEMENT is made and entered into this ___ day of _____, 2025, by and between the City of Naples, ("City" or "GRANTEE") and Collier County, a political subdivision of the State of Florida, ("County" or "GRANTOR").

RECITALS:

WHEREAS, the City of Naples has submitted a grant application for Tourist Development Tax Funds in the aggregate amount of Ten Million Dollars ($10 million) for the City of Naples' Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project for fiscal year 2025-2026 as described in Exhibit "A," Grant Applications, to this Agreement (the "Projects"); and

WHEREAS, Collier County will use tourist development tax funds as authorized in Section 125.0104(5)(a)6.a-e., Fla. Stat. 2025, for the "public facilities" proposed which required the City to complete a Tourism Impact Study which was completed in Summer 2024 (Exhibit "B"); and

WHEREAS, the Tourism Impact Study found that the City's project will have a positive impact on visitation to the project area, beaches and parks within the City of Naples and Collier County. The findings were reviewed and accepted by the Coastal Advisory Committee (CAC), Tourist Development County (TDC), and the Board of County Commissioners (the Board or BCC); and

WHEREAS, the Coastal Advisory Committee and the Tourist Development Council have reviewed the City's Grant Application and made recommendations to approve funding these

CAO

expenditures and have also made recommended findings that these expenditures promote tourism; and

WHEREAS, the Board of County Commissioners desires to fund the Project with Tourist Development Tax and finds that these expenditures promote tourism.

NOW, THEREFORE, BASED UPON THE MUTUAL COVENANTS AND PREMISES PROVIDED HEREIN AND OTHER VALUABLE CONSIDERATION, IT IS MUTUALLY AGREED AS FOLLOWS:

1. SCOPE OF WORK. GRANTEE prepared a detailed application outlining the City of Naples' Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project, along with a project budget, as part of the grant application process, attached as Exhibit "A" (Tourism Impact Study included herein). GRANTEE shall provide the project activities outlined in the Grant Application within the budgeted amounts provided in the Grant Application. This is a reimbursable grant. GRANTEE shall not be reimbursed for any expenditures incurred prior to the effective date of this Agreement, expenditures not included in the Grant Application, nor be reimbursed for amounts more than those provided in the Grant Application unless an amendment to this Agreement is entered into by GRANTEE and COUNTY.

2. The Project is eligible for funding pursuant to Section 125.0104(5)(a)6.e., Fla. Stat. and complies with definition of "public facility" which means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities.

3. PAYMENT AND REIMBURSEMENT. The aggregate maximum reimbursement under this Agreement shall be Ten Million Dollars ($10 million). GRANTEE shall be paid in accordance

with the fiscal procedures of COUNTY upon submittal of an invoice and upon verification that the services described in the invoice are completed or that goods have been received.

3.1 GRANTEE shall determine that the goods and services have been properly provided and completed and shall submit invoices to the County Manager or his designee. The County Manager, or designee, shall determine that the invoice payments are authorized, and the goods or services covered by such invoice have been provided or performed in accordance with such authorization. The budget for each project, attached as Exhibit "C" shall constitute authorization of the expenditure described in the invoices provided that such expenditure is made in accordance with this Agreement.

3.2 Each invoice submitted by GRANTEE shall be itemized in sufficient detail for audit thereof and shall be supported by copies of corresponding vendor invoices and proof of receipt of goods or performance of the services invoiced. GRANTEE shall certify in writing that all subcontractors and vendors have been paid for work and materials from previous payments received prior to receipt of any further payments. COUNTY shall not pay GRANTEE until the Clerk to the Board of County Commissioners pre-audits payment invoices in accordance with the law.

3.3 GRANTEE shall be reimbursed for its actual costs not to exceed the maximum amount budgeted pursuant to the attached Exhibit "C".

4. ELIGIBLE EXPENDITURES. Only eligible expenditures described in Proposal will be paid by COUNTY. Any expenditures paid by COUNTY which are later deemed to be ineligible expenditures shall be repaid to COUNTY within thirty (30) days of COUNTY'S written request to repay said funds. COUNTY may request repayment of funds for a period of up to two (2) years after termination of this Agreement or any extension or renewal thereof.

5. PAYMENT REQUESTS. Payment requests for interim draws and final payment must be submitted to the County in the form of the Request for Funds form attached to this Agreement as Exhibit "D". All payments are on a reimbursement basis only after proof of paid invoices are presented to the County. County may withhold any interim draw for failure to provide the interim status report, and County shall withhold final payment until receipt of the final status report or other final report acceptable to County. All invoices and requests for payment including the final payment must be received within ninety (90) days of termination of this Agreement. Any invoices and requests for payment not received in this time frame shall be returned to the Grantee and rejected for payment.

6. INSURANCE. GRANTEE is required to submit a Certificate of Insurance naming Collier County, and its Board of County Commissioners and the Tourist Development Council as additional insured parties. The insurance coverages identified in the Certificate of Insurance shall be maintained without interruption from the date of commencement of the Project until the date of final completion required hereunder or as specified in this Agreement, whichever is longer. The Certificate of Insurance shall be issued by a company licensed in the State of Florida, with a current A.M. Best Financial rating of "Class VI" or higher, and provide General Liability Insurance for no less than the following amount:

Bodily Injury Liability - $300,000 each claim per person
Property Damage Liability - $300,000 each claim per person
Personal Injury Liability - $300,000 each claim per person
Worker's Compensation and Employer's Liability – Statutory

The Certificate of Insurance must be delivered to the County Manager, or designee, within ten (10) days of execution of this Agreement by COUNTY. GRANTEE shall not commence activities

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which are to be funded pursuant to this Agreement until COUNTY has received the Certificate of Insurance.

7. CHOICE OF VENDORS AND FAIR DEALING. GRANTEE may select vendors or subcontractors to provide services as described in Proposal. COUNTY shall not be responsible for paying vendors and shall not be involved in the selection of subcontractors or vendors. GRANTEE agrees to disclose any relationship between GRANTEE and subcontractors and/or vendors, including, but not limited to, similar or related employees, agents, officers, directors and/or shareholders. COUNTY may, in its discretion, object to the reasonableness of the expenditures and require repayment if invoices have been paid under this Agreement for unreasonable expenditures. The reasonableness of the expenditures shall be based on industry standards.

8. INDEMNIFICATION. To the extent permitted by law, GRANTEE shall hold harmless and defend COUNTY, and its agents and employees, from any and all suits and actions including attorney's fees and all costs of litigation and judgments of any name and description arising out of or incidental to the performance of this Agreement or work performed thereunder. This provision shall also pertain to any claims brought against the COUNTY by any employee of the named GRANTEE, any subcontractor, or anyone directly or indirectly employed or authorized to perform work by any of them. Nothing herein shall be construed as a waiver of sovereign immunity afforded to GRANTEE pursuant to Florda Statutes 768.28.

9. NOTICES. All notices from COUNTY to GRANTEE shall be in writing and deemed duly served if mailed by registered or certified mail to GRANTEE at the following address:

Bob Middleton, Public Works Director
City of Naples
295 Riverside Circle
Naples, Florida 34102

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bmiddleton@naplesgov.com

All notices from GRANTEE to COUNTY shall be in writing and deemed duly served if mailed by registered or certified mail to COUNTY at the following address:

John R. Melleky
Arts and Culture Manager
Naples, Marco Island, Everglades Convention & Visitors Bureau
2660 Horseshoe Drive N. #105
Naples, Florida 34104
John.melleky@colliercountyfl.gov

GRANTEE and COUNTY may change their above mailing address at any time upon giving the other party written notification pursuant to this section.

10. NO PARTNERSHIP. Nothing herein contained shall be construed as creating a partnership between COUNTY and GRANTEE, or its vendor or subcontractor, or to constitute GRANTEE, or its vendor or subcontractor, as an agent or employee of COUNTY.

11. TERMINATION. COUNTY or GRANTEE may cancel this Agreement with or without cause by giving one hundred eighty (180) days advance written notice of such termination pursuant to Section 9 and specifying the effective date of termination. If COUNTY terminates this Agreement, COUNTY will pay GRANTEE for all expenditures incurred, or contractual obligations incurred with subcontractors and vendors, by GRANTEE up to the effective date of the termination so long as such expenses are eligible.

12. GENERAL ACCOUNTING. GRANTEE is required to maintain complete and accurate accounting records and keep tourist development tax funds in a separate checking account. All revenue related to the Agreement should be recorded, and all expenditures must be incurred within the terms of this Agreement.

13. AVAILABILITY OF RECORDS. GRANTEE shall maintain records, books, documents, papers and financial information pertaining to work performed under this Agreement. GRANTEE

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agrees that COUNTY, or any of its duly authorized representatives, shall, until the expiration of three (3) years after final payment under this Agreement, have access to, and the right to examine and photocopy any pertinent books, documents, papers, and records of GRANTEE involving transactions related to this Agreement.

14. PUBLIC RECORDS COMPLIANCE.

IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (PublicRecordRequest@colliercountyfl.gov).

A provision that requires the contractor to comply with public records laws, specifically to:

1. Keep and maintain public records required by the public agency to perform the service.

2. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.

3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the public agency.

4. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of the contractor or keep and maintain public records required by the public agency to perform the service. If the contractor transfers all public records to the

public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the contractor keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

15. AVAILABILITY OF FUNDS: This Agreement is subject to the availability of Tourist Development Tax revenues. If for any reason tourist tax funds are not available to fund all or part of this Agreement, the COUNTY may upon written notice, at any time during the terms of this Agreement, and at its sole discretion, reduce or eliminate funding under this Agreement.

16. PROHIBITION OF ASSIGNMENT. GRANTEE shall not assign, convey, or transfer in whole or in part its interest in this Agreement without the prior written consent of COUNTY.

17. TERM. This Agreement shall become effective on October 1, 2025, and shall remain effective until sixty (60) days after completion of the Project described in Exhibit "A", but no later than November 30, 2027.

18. AMENDMENTS. This Agreement may only be amended in writing by mutual agreement of the parties and after recommendation by the Tourist Development Council if appropriate, i.e. pertaining to the expenditure of Tourist Development Tax.

19. REQUEST FOR EXTENSION. Any request for additional time to complete the Project(s) described herein, or any request for additional Tourist Development Tax funds, must be made in writing and received by the County Manager or designee at least thirty (30) days prior to the end date of this Agreement as provided in Section 17, TERM.

IN WITNESS WHEREOF, GRANTEE and COUNTY have each respectively, by an authorized person or agent, hereunder set their hands and seals on the date and year first above written.

DATED:
ATTEST:
Crystal Kinzel, Clerk

_____
, Deputy Clerk

BOARD OF COUNTY COMMISSIONERS
COLLIER COUNTY, FLORIDA

By:_____
Burt Saunders, Chairman

Approved as to form and
legality:

CMG
8/1/25
_____
Colleen M. Greene
Managing Assistant County Attorney

ATTEST:

_____
Patricia Rambosk, City Clerk

(corporate seal)
CITY OF NAPLES

Approved as to form and
legal sufficiency:

_____
Matthew McConnell, City Attorney

By: _____
Teresa Heitmann, Mayor

EXHIBIT "A"

Naples Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project Grant Application



EXHIBIT "A"

Naples Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project Grant Application

COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

CATEGORY "A" GRANT APPLICATION

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

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

   City of Naples
   735 8th Street South
   Naples, Florida 34102

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

   Name: Bob Middleton, Public Works Director

   Address: 295 Riverside Circle
   Naples, Florida 34102

   Phone: 239.213.5003

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

   Jay Boodheshwar, City Manager

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

   In accordance with FDEP's directive to remove stormwater outfall pipes from the Naples beaches, the City has designed, permitted, and awarded a Contract Manager at Risk (CMAR) contract for the Beach Outfall Stormwater project that improves water quality, flood protection, and the City's resiliency to climate change. After significant planning, design, and engineering, work on the City's beach outfall removal project is planned to begin in 2024. Stormwater quality will be improved beyond the State's minimum standards through a state-of-the-art stormwater treatment train. Clean stormwater will then be pumped 1,000 feet offshore via new pump stations. The Beach Outfall project will replace the existing gravity flow system with a mechanical pumping system that will include two (2) pump stations with water quality features and backup emergency generators that will pump treated stormwater 1,500 feet into the Gulf of Mexico thereby eliminating the need for the eight (8) existing beach outfall pipes. This project exceeds FDEP's directive to improve stormwater quality, reduce beach erosion, protect environmental species, and remove large, unsightly, and obstructive stormwater pipes from the beautiful beaches of Naples.

   On June 21, 2023, the City entered into a Construction Manager at Risk (CMAR) agreement with a contractor to provide an initial phase of the CMAR to provide a Guaranteed Maximum Price (GMP) then move to the construction phase. The GPM came back at $86 million which does not include the $11 million expenditures made to date including $4.4 million directly attributable to the beach outfall removal, beach protection, and water quality aspect of the project. The

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$4.4 spent to date coupled with $28.2 included in the pending GMP results in an estimated $32.6 million applicable to the beach outfall removal, beach protection, and water quality aspect of the project. The City has obtained $25 million from the State Legislature during the 2024 legislative session as a Line-Item Appropriation awaiting the Governor's approval. It would be reasonable to prorate the portion of the State's funding to this portion of the overall project, resulting in an allocation of the State's pending $25 million award of 38% or $9.5 million for the applicable portion of the project consistent with this TDC request.

The project budget below includes only the portions of the project that are required to remove the eight (8) existing beach outfall pipes, as directed by the FDEP. They are the north and south pump stations and emergency generators, the horizontal directional drilled outfall pipes from the pump stations that are 1,500 into the Gulf, and the removal of the eight (8) beach outfall pipes.

The City respectfully requests consideration for $10 million in TDC funding for this portion of the overall project. As you know, pristine and safe beaches are critical to the economy of Collier County, as is clean water. The recent incidents with Red Tide are events we hope this project will help to minimize in the future, leading to a more robust tourism economy and appreciating property values which are so critical to funding high-quality services provided by the City and County to our residents.

Documents available are the Executive Summaries of the Consultant's Water Quality reports.

Location: Gulf Shore Boulevard North between 2nd Avenue South and Oleander Drive located in the city limits of Naples.

5. **Estimated project start date:** July 1, 2024

6. **Estimated project duration:** 24 Months

7. **Total TDC Tax Funds Requested:** $10,000,000

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

Yes ( ) **No (X)**

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Collier County Tourist Development Council
Category "A" Grant Application (Page 2)

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

PROJECT BUDGET

PROGRAM ELEMENT	AMOUNT
TDC Funds Requested	$ 10,000,000
City/Taxing District Share	$ 13,122,945 (this portion of project)
State of Florida Share	$ 9,500,000 (prorated)
Federal Share	$ 0
TOTAL	$ **32,622,945**

PROJECT EXPENSES:
(Engineering, Mobilization, Contractor, Monitoring etc)

North and South Pump Stations & Generators	$ 22,482,984
Removal of 8 existing beach outfall pipes	$ 223,805
Directional Drill new Outfall pipes	$ 9,916,156
_____	$ _____
_____	$ _____
TOTAL	$ **32,622,945**

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 **Date**

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EXHIBIT "B"

Tourism Impact Study
(Place behind this page)



Independent Tourism Impact Study

Naples Beach Restoration & Water Quality Improvements Project

PO: 02400576

Prepared for:

City of Naples, Florida
295 Riverside Circle | Naples, FL 34102

Prepared by:

ADEPT
Strategy & Public Relations

Independent Tourism Impact Study

Naples Beach Restoration & Water Quality Improvements Project

P.O.: 02400576

Prepared for:

City of Naples, Florida
295 Riverside Circle | Naples, FL 34102

Prepared by:

ADEPT PUBLIC RELATIONS, LLC

ADEPT
Strategy & Public Relations

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EXECUTIVE SUMMARY

TOURISM IMPACT STUDY FOR THE NAPLES BEACH RESTORATION & WATER QUALITY IMPROVEMENTS PROJECT

This Independent Professional Tourism Impact Study analyzes how the Naples Beach Restoration & Water Quality Improvements Project and its North and South Basin Outfalls removal process will drastically enhance the beach aesthetically along the entire project area, increase water quality along the beach shoreline, and reduce flooding, with a particular focus on positive impacts on tourism-related business stemming from the project.

This study is a requirement of Florida Statute 125.014(5)(a)(6)(e) for Grant Agreements between the Collier County Tourist Development Council (TDC) and the City of Naples. The Collier County TDC is a nine member council that meets monthly to make recommendations to the Collier County Board of County Commissioners regarding a proposed plan of uses for tourist development tax revenues, for the effective operation of the special projects or uses of the tourist development tax revenues, and to review all expenditures of revenues from the tourist development trust fund. Segment #1 of the Naples Beach Restoration & Water Quality Improvements Project includes the materials, equipment, and labor required to perform an independent professional tourism impact study, which will be completed in May 2024. It is our understanding that Segment #2 will move forward if the independent professional tourism impact analysis (Segment #1) shows that the project would have a positive impact on tourism-related businesses.

This report serves as proof that the aforementioned independent analysis of the impacts of this project on tourist related businesses has been conducted, with our professional opinion being that the Naples Beach Restoration & Quality Improvements Project and its North and South Basin Outfalls removal process would have a positive impact on tourism-related business in Naples, Florida.

Sincerely,

ADEPT Public Relations, LLC

Dana Pollitt
President

Stephanie Rosendorf-Diaz, Esq.
Senior Strategist

INTRODUCTION

PREFACE

There have been long-standing concerns from the State of Florida's regulatory agencies, City of Naples officials and staff, environmental groups, property owners, residents and visitors that outfalls at Naples Beach adversely impact beach erosion, lateral beach access, sea turtle nesting habitats, water quality and beach aesthetics. In addition, the City has experienced significant flooding of Gulf Shore Blvd and other locations within the project area during high frequency rainfall events.



In order to address these concerns, the Naples City Council voted to move forward with the Beach Restoration and Water Quality Improvement Project, also referred to as the Naples Beach Outfalls Project. This project is a critical step for comprehensive water quality planning for the Naples community.

Stormwater is currently collected and routed, untreated, through aging infrastructure and discharges to the Gulf of Mexico through 10 outfalls along the beach. In 2005, the Florida Department of Environmental Protection (FDEP) instructed Collier County and the City of Naples to address the beach outfalls, and the City has worked for over a decade to get to this point. The project would consolidate the system and re-route stormwater for much-needed treatment before discharging offshore to the Gulf through north and south pump stations.

The Beach Outfalls Project is essential to ensuring the continued protection of regional water resources, the coastal environment, and wildlife, along with the area's residents and visitors by providing the City of Naples with a comprehensive approach to address pollutant sources before that water reaches the stormwater system and the Gulf.





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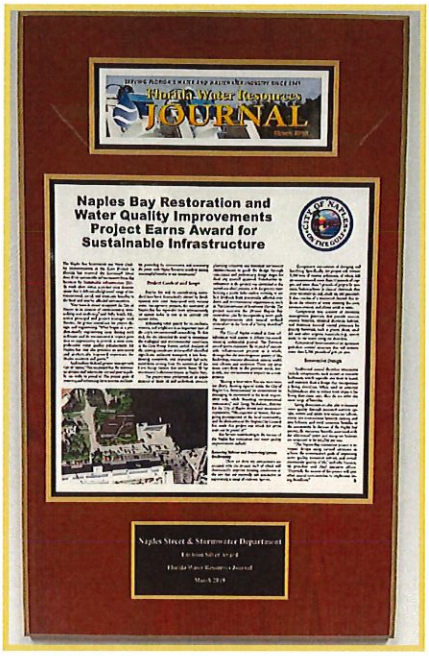
PROJECT BACKGROUND AND HISTORY



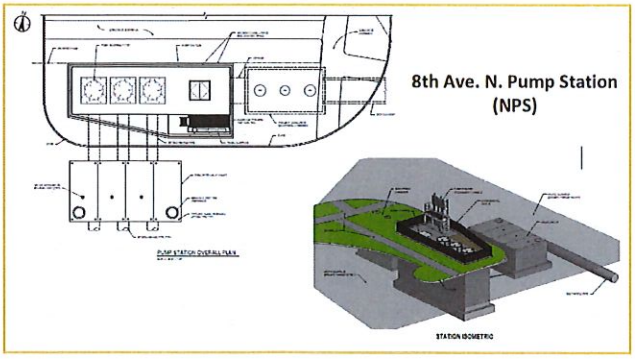
In October of 2009, City of Naples staff began working with Collier County and the Florida Department of Environmental Protection (FDEP) to develop and identify funding sources for a mandated long-range management plan to remove the Beach Outfalls. On January 18, 2012, the City's Master Plan was amended to satisfy the FDEP permit condition requiring the removal of the Beach Outfalls.

The City selected the consulting engineering firm AECOM to evaluate and develop management alternatives for the Beach Outfalls on May 16, 2012, followed by the selection of Erickson Consulting Engineers (hereinafter "ECE") on August 19, 2015 to provide professional engineering services associated with improving flooding, water quality, and erosion for the Beach Outfall project.

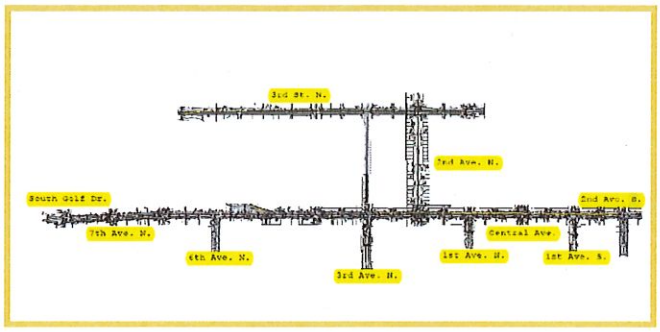
The City Council approved a first Amendment with ECE on November 16, 2016 to conduct a Technical Analysis assessing the feasibility of and provide a 30% Design to consolidate the (9) outfalls to a stormwater pump station, following by approval of the 2nd Amendment on June 12, 2019 with ECE to provide a Feasibility/Alternative Assessment from SGD to 2nd Ave. S. and 60% Design Review for the North/South Drainage and Treatment Train.

Further, the Naples City Council approved the third Amendment on June 17, 2020 with ECE to provide a supplemental report to evaluate the project structure to consolidate and discharge stormwater flow from sub-basins 2-10 and Water Quality Report. Finally, Amendment 4 was approved on November 4, 2020 in order to provide project structure alternatives for the North/South Drainage and Treatment Systems.

Approval of Amendment 5 on November 19, 2021 allowed consultants (ECE to provide site layout and generator for access and Infrastructure for both PS/HDD. City Council approved Amendment 6 on December 15, 2021, for ECE to amend scope and provide preliminary engineering and seek alternative site layouts for NPS, generator, and HDD.



On February 16, 2022, the Naples City Council approved Amendment 7-A for ECE to shift the SPS components and drive aisles to modify and develop a different alternative. The City Council then approved the agreement with DBE Utility Services on February 28, 2022 to perform the Horizontal Directional Drill (HDD) off 3rd Ave. N.



Amendment 7-B was approved by the City Council on February 28, 2022 for ECE to provide CEI Services for the HDD with DBE Utility Services. Moreover, on June 15, 2022, the City Council approved Amendment 8 for ECE to move the NPS from Oleander Dr. to 8th Ave. N. with modifications to permit applications and SPS to develop a back-up generator at Alligator Lake (AL). The City of Naples has also received $5 million in grant funding from the Florida Department of Environmental Protection (FDEP) on July 1, 2022 and later received an additional $10 million from FDEP on July 1, 2023.



Currently, the City of Naples Drainage Basin II system collects stormwater and discharges through ten (10) beach outfalls located within the intertidal beach "swash" zone. These outfalls serve a drainage area of approximately 395 acres. The City has undertaken a proactive stormwater management program to implement projects and sustainable programs to improve water quality, flooding, and coastal resiliency.

In 2007, the City updated its Stormwater Master Plan to establish numerous goals and objectives and identified over $70-million in projects and programs aimed at managing stormwater as a resource, maximizing the treatment of water prior to discharge and improving flooding.

In 2012, the City of Naples amended their stormwater master plan to require the removal of the City's stormwater beach outfalls. These actions were taken in response to a Florida Department of Environmental Protection (FDEP) mandate to remove the outfalls as a condition of the County's beach renourishment projects.

In 2013, an assessment was conducted to identify alternatives to reduce the impacts of the outfalls on the beach while maintaining the same level of service as compared to the existing conditions. These alternatives included the following:

- Integration of beach outfalls with planned beach renourishment

- Integration of beach outfalls with Aquifer Storage and Recovery (ASR) system
- Consolidation of beach outfall pipes with discharge through two beach outfalls
- Redirection of beach outfall flows via pump station to the Bay
- Consolidation and extension of beach outfalls deeper and further into the Gulf of Mexico (subaqueous outfalls)



Based on a combination of design, permitting and environmental considerations, and in consideration of nearby Sarasota County's recent success in the treatment of water quality and reduction in flooding by consolidating, treating and conveying stormwater discharge offshore through a pump station to an 18-inch offshore pipeline (Erickson, 2015), the Naples City Council directed staff to pursue the subaqueous, Gulf outfall alternative.

STUDY METHODOLOGY

This Tourism Impact Study was conducted as required by Florida Statute 125.014(5)(a)(6)(e). Relevant sections of the statute are included here, as follows::



6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least $10 million in tourist development tax revenue was received;

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;

d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and

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e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

As part of this study, two site visits were conducted, the initial site visit for this study took place on May 6, 2024, with an additional site visit on May 14, 2024. In addition, numerous telephone interviews were conducted and email communications were sent and received beginning in April 2024 and taking place throughout May 2024 to engage project stakeholders and community activists to gauge the project's impacts on tourism and tourism related businesses. For example, our first in-person interview was conducted with the City of Naples Public Works Project Manager, Miguel Flores, at the City of Naples Public Works Department offices located at 295 Riverside Circle, Naples, FL 34102, and by telephone and email communication on multiple occasions during the months of April and May 2024. Mr. Flores has worked for the City of Naples on this project for over two years. Additional interview information may be found in the Communications/ Interviews sections of this study.



We met and surveyed visitors from various states across the United States including Kansas, Missouri, Illinois, New York, Massachusetts, Louisiana, and California. Our stakeholders' interviews brought forth that many foreign tourists visit Naples Beach from countries like Italy, Germany, England, and Ireland, among others.

All tourists interviewed stated that they believed the project would promote further tourism business and that they were happy to hear that water quality would be improved. Several indicated that awareness of this project was helpful for their future plans to return to Naples for vacation.

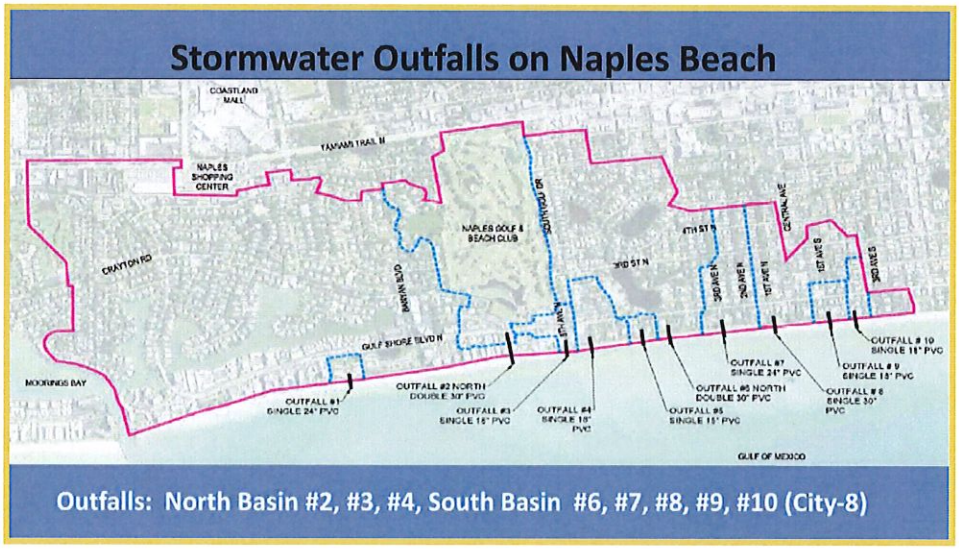
Photos were taken within the entire project area. Additionally, we reviewed numerous reports, studies, plans, schematics, historic photos, community engagement and association-related documents in order to evaluate past project and site characteristics and resident and tourist sentiment, among other variables. We also evaluated estimates of direct and indirect economic impacts resulting from the project. Finally, we evaluated the existing conditions while considering the benefits of the project for the project area and the greater community when making final conclusions for this study.

PROJECT LOCATION AND EXISTING PROJECT CONDITIONS

Located at roughly 26.1566334 N and -81.8082898 W, the center point of the project area lies within the beach located adjacent to the Naples Golf and Beach Club, a Four Seasons Resort.

As part of Florida's Paradise Coast, the City of Naples has a coastline that spans nearly nine miles.[1] With an impressive 40 beach accesses, a prominent highlight is the historic Naples Pier (located south of the project area), an iconic landmark that juts out 1,000-feet into the Gulf of Mexico. It not only offers a prime fishing spot but also serves as a gathering place to watch sunsets and soak in the beautiful atmosphere. Additionally, the City of Naples is blessed with two notable passes: Doctors Pass and Gordon Pass, which provide opportunities for boating, kayaking, and exploring fascinating marine life that thrives in these waters. Whether one is seeking relaxation, adventure, or a mix of both, the beaches of the City of Naples are a true treasure for residents and visitors.

Specific to this project is the City of Naples North and South Drainage Basin system. These systems collect stormwater and discharges through ten (10) beach outfalls located within the intertidal beach "swash" zone. These outfalls serve the project drainage area of approximately 395 acres, as seen in the following image.



Unfortunately, Hurricane Ian caused significant destruction within and South of the project area to the beloved Naples Pier and numerous beach accesses, including Lowdermilk Park located in the project area. The aftermath required dedicated crews of City of Naples employees to work tirelessly to clean up and repair the damages at several beach accesses.[2]

With Collier County, Florida experiencing a 20% decline in visitors in March 2023 compared to March 2022, there are ample opportunities to increase tourism numbers, and the completion of the Naples Beach Restoration & Water Quality Improvements Project, the Naples Pier Redesign and Construction, the Miracle Mile Project and the new Naples Beach Club, a Four Seasons Resort, will help contribute

[1] Naples Beach, https://www.paradisecoast.com/beaches/naples-beach
[2] City of Naples, Florida, https://Naplesgov.com

to that objective and to the TDC's mission of promoting distinctive world class vacation and group meeting experiences, which result in positive economic growth and stability for Collier County.[3]

FINISHED PROJECT AND FUTURE ACTIVITIES/ AMENITIES



The project consists of the Beach Outfall Stormwater project that improves water quality, flood protection, and the City's resilience to climate change. After significant planning, design, and engineering work the City's beach outfall removal project is planned to begin in 2024. Stormwater quality will be improved beyond the State's minimum standards through a state-of-the-art stormwater treatment train. Clean stormwater will then be pumped 1,000 feet offshore via new pump stations.

The Beach Outfall project will replace the existing gravity flow system with a mechanical pumping system that will include two (2) pump stations with water quality features and backup emergency generators that will pump treated stormwater 1,500 feet into the Gulf of Mexico thereby eliminating the need for the eight (8) existing beach outfall pipes. This project exceeds FDEP's directive to improve stormwater quality, reduce beach erosion, protect environmental species, and remove large, unsightly, and obstructive stormwater pipes from the beautiful beaches of Naples. The project area is situated along Naples Beach. The existing outfalls show signs of deteriorating and unsafe infrastructure, poor water quality and extreme flooding during rain events at numerous points within the project area. In addition to the outfalls being unappealing to tourists, residents and the general public, the existing conditions may be considered unsafe or hazardous for visiting pedestrians. The proposed Naples Beach Restoration & Water Quality Improvements Project would complement Naples Beach providing an upgraded natural pedestrian amenity for visiting tourists and local residents alike.[4]

Please see Appendix A for details on the City of Naples Beach Restoration and Water Quality Improvement Project (Beach Outfall Removal) project updates presented to the Naples City Council on April 3, 2024.

Once completed, the Naples Beach Restoration & Water Quality Improvements Project would complement the nearby Naples Pier redesign and construction project, the Miracle Mile project and Naples Beach Club/a Four Seasons Resort development projects and improvements. These

[3] Tourist Development Council, https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/tourist-development-council
[4] City of Naples, Collier County Tourist Development Council Category "A" Grant Application

improvements offer tourists, residents and members of the general public with improved water quality, flood mitigation, safe, visually appealing, and a charming natural beachfront.

Naples Beach offers a wide variety of activities that are fun for the whole family, like shelling and birdwatching, kayaking, swimming, cycling, tours, among many other activities. In addition to outdoor activities, Naples Beach is close to the popular upscale 5th Avenue shopping, entertainment and dining establishments as well as the Coastland Center Shopping Mall and the Naples Zoo..

The tourism industry is responsible for over 38,500 jobs in Collier County, with over two million visitors in 2018 spent over $1.5 billion dollars, resulting in a total economic impact of over $2.1 billion to Collier County.[4]



These improvements will have a positive impact on visitation, resulting in a boost to the local economy from additional tourism spending. The improvements from the Naples Beach Restoration & Water Quality Improvements Project will make the area a more attractive and desirable vacation destination, thus boosting visitors and generating additional revenue for the community. With recent data showing a 15% increase in year-over-year visitation and direct spending in November 2023 compared to November 2022, Collier County tourism is bouncing back from the negative impacts of Hurricane Ian, and these project improvements will increase the overall marketability of Naples, in turn increasing tourism and tourist-related business.

With ample opportunities to continue to increase tourism numbers, the completion of the Naples Beach Restoration & Water Quality Improvements Project, the Naples Pier Redesign and Construction, the Miracle Mile Project and the new Naples Beach Club, a Four Seasons Resort, will help contribute to that objective and to the TDC's mission of promoting distinctive world class vacation and group meeting experiences, which result in positive economic growth and stability for Collier County.[5]

Local residents benefit from the tourism industry through enhanced amenities in the community and through tax savings. Specifically, tourist development taxes pay for extensive beach renourishment, inlet management and beach park facilities programs in Collier County, among other important programs.

Additionally, foot traffic should not present any negative impacts during the short construction schedule, nor should construction negatively impact tourism or commercial bookings in an adverse way. Stormwater Project Benefits Include:

[4] Collier County Tourist Development Council, https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/tourist-development-council
[5] https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/tourist-development-council

- Removing all (8) City Stormwater Beach Outfall Pipes from the Naples Beaches
    - North Basin Outfalls (To be Removed):
        - #2 (2) 30" PVC at 122 LF located directly east of the NBC (To be removed by the NBC noted in the Infrastructure Agreement)
        - #3 (1) 18" PVC LF not disclosed located off 8th Ave. N.
        - #4 (1) 24" PVC at 150 LF located off 7th Ave N.

    - South Basin Outfalls (To be Removed):
        - #6 (2) 30" PVC at 179 LF located between 525/455 GSBN. (Alligator Lake Outfall/Rebuild Only)
        - #7 (1) 24" PVC at 165 LF located off 3rd Ave. N.
        - #8 (1) 30" PVC at 193 LF located off 1st Ave. N.
        - #9 (1) 18" PVC at 173 LF located off 1st Ave. S.
        - #10 (1) 18" PVC at 168 LF located off 2nd Ave. S.

- Improve Water Quality that exceeds the State's Minimum Standards
- Provide Flood Protection
- Increase the City's Resilience to Climate Change within the work area of GSBN
- Increase the Storm Event level of Service from a 5-year storm event to a 25-year storm event

SITE VISITS, COMMUNICATIONS AND INTERVIEWS

Site visits, email communications and telephone and in-person interviews were conducted throughout April and May, 2024. Communications and/or interviews were conducted with community and project stakeholders. Communications and/or interviews were made with, but not limited to, the following individuals:

1. Miguel Flores
   Project Manager, Public Works Department, City of Naples
   Interview and/or Communications: April 16, 17, 18, and 30, 2024; May 3, 5, 6, and 7, 8, 9, 10, 13, 14, 15, 16, 17, 2024

2. Mary Hayes
   Committee Chair, The Naples Miracle Mile Project
   Interview and/or Communications: May 7, 10, 13, 2024

3. Laura Radler
   General Manager, Edgewater Beach Hotel and Downtown Capri Hotel
   Interview and/or Communications: May 7, 8, 14, 2024

4. Jay Newman
   Chief Operating Officer, Athens Development, Naples Beach Club/a Four Seasons Resort
   Interview and/or Communications: May 7, 9, 13, 14, 2024

5. Michael Stratton
   Director of Construction, Athens Development, Naples Beach Club/a Four Seasons Resort
   Interview and/or Communications: May 7, 9, 13, 14, 2024

6. Sloan Nagy
   Director, Business & Economic Research, Greater Naples Chamber
   Interview and/or Communications: May 3, 7, 8, 13, 14, 2024

7. James Bono
   Owner/Concessionaire, Flip Flops Beach Grill and Concessions at Lowdermilk Park
   Interview and/or Communications: May 8, 13, 2024

8. Robin King
   Director of Community Relations/Communications/Naples Airport Authority
   Interview and/or Communications: May 10, 2024

9. Brandon & Kyle
   Trike Tours USA
   Interview and/or Communications: May 10, 2024

10. Chad Merritt
    Director, City of Naples Parks, Recreation & Facilities Department
    Interview and/or Communications: May 13, 15, 16, 2024

11. Lisa M. Douglass
    City of Naples, Billing and Collections Manager, Parking & Finance Department
    Interview and/or Communications: May 10, 13, 14, 2024

12. Stefan Massol
    Deputy Finance Director, Finance Department, City of Naples
    Interview and/or Communications: May 13, 15, 16, 2024

13. Brandon Williamson
    Lowdermilk Park Beach Concessions
    Interview and/or Communications: May 14, 2024

14. Corbin Cartwright
    Lowdermilk Park Beach Concessions
    Interview and/or Communications: May 14, 2024

15. Mark Flint
    Beach Patrol, City of Naples
    Interview and/or Communications: May 14, 2024

16. Maegan Evans
    President, Coquina Sands Association
    Interview and/or Communications: May 13, 2024

17. Sarah Harrington
    Program Manager, Collier County Economic Development Office
    Interview and/or Communications: May 8, 15, 16, 2024

18. Kristina Park
    CEO, Naples Chamber of Commerce
    Interview and/or Communications: May 8, 10, 13, 14, 15, 2024

19. Doug Stewart
    President, Gulf Shore Property Owners Association
    Interview and/or Communications: May 10, 16, 2024

20. Tim Tetzlaff
    Naples Zoo, Director of Conservation
    Interview and/or Communications: May 10, 2024

21. Courtney Jolly
    Naples Zoo, Director of Marketing and Public Relations
    Interview and/or Communications: May 10, 16, 17, 18 2024

22. Coastland Center
    Public Relations Team for BP Retail
    Interview and/or Communications: May 18, 2024

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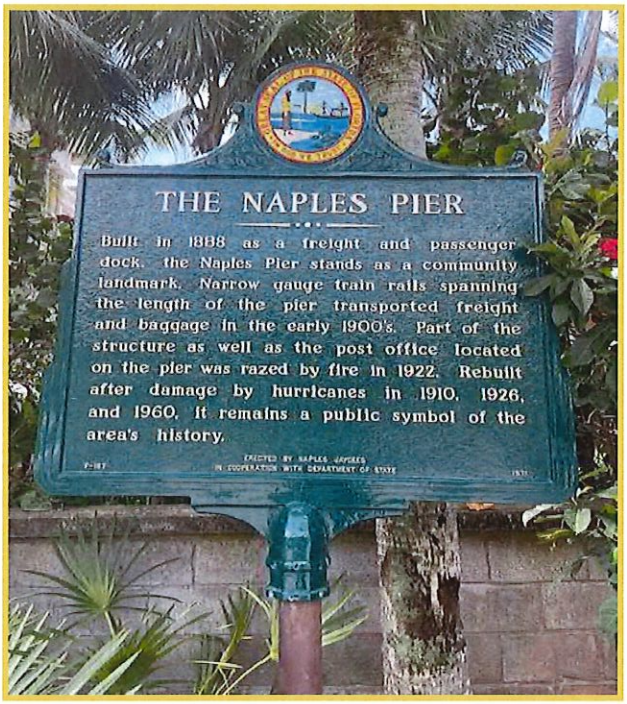
FUTURE PLANS ALONG NAPLES BEACH NEAR THE PROJECT AREA

NAPLES PIER REDESIGN & CONSTRUCTION PROJECT (Located South of Project Basin Areas)



The Naples Pier (located immediately South of the project area) is an iconic landmark in Naples that was originally built in 1888. Since this time, the pier has been rebuilt after hurricanes in 1910, 1926, 1944, and 1960. In 2015 the pier was reconstructed, and then soon after in 2017 Hurricane Irma damaged the structure.

Since then, the City of Naples has been working to extend the life of the pilings by installing modern pile jackets. The current pilings have been in place since the 90's and are showing signs of age. The Naples Pier is visited by over one million visitors annually. Visitors come to fish, socialize, view wildlife, use the concession, exercise, and a variety of other activities. Before the recent damage, the City of Naples was testing a pilot program that prohibited fishing on Sundays in efforts to reduce Brown Pelican injuries and to allow a chance for non-fishermen to use the pier without conflicting fishing activities.



In September 2022, Hurricane Ian caused catastrophic damage to the Naples Pier. Approximately 460 feet of the pier was damaged significantly, with about 140 feet of the end sitting at the bottom of the Gulf. The shelter at the end of the pier and over 30+ pilings make up the 140 feet of pier that is missing, with the concession, shelter, and storage structures located at the midpoint of the pier being completely "gutted" by the waves. Additionally, wave energy lifted the framing and decking at the public shower area.

To that end, the City of Naples has decided to replace the pier with a new pier structure based on modern insights and practices meeting the current federal, state, and local standards and criteria for design and construction. The project's scope of work includes a conceptual design process with analysis of alternatives. Steps shall be taken during the design development process of the replacement structure to minimize the effect of the new pier structure to the adjacent shorelines by reducing the number of piles and increasing the spacing between piles.

The Naples Pier is anticipated to continue to be a landmark structure with unique architectural features that gives it an iconic flare. During this rebuild, the City of Naples is seeking to pursue mitigation opportunities with the design and provide an improved structure that has more versatility regarding its users.

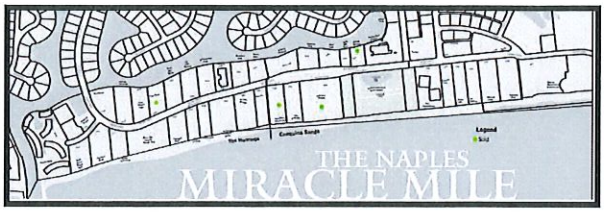
Current timeline of project:

- September 28, 2022 – Hurricane Ian caused catastrophic damage to the Naples Pier. 30+ pilings collapsed, approximately 50% of the pier is missing, and all but 100ft is unusable.
- October 18, 2022 – Engineers assessed the damage to the Naples Pier and started putting together a report to present. They also worked to determine how much of the pier we could open to the public.
- November 9, 2022 – Naples Pier reopened, limited to the area approved by the engineer. Engineers provided a letter approving the current portion open, to open.
- November 30, 2022 – Received the Army Corps Engineers permit.
- December 7, 2023 – Damage assessment presented to City Council, with options. Rebuild was determined to be the best option.
- January 9, 2023 - RFP was posted/advertised for the Naples Pier Design.
- February 3, 2023 - RFP due date, which resulted in 3 companies submitting.
- February 28, 2023 – Evaluation Committee met; it was determined to proceed to presentations due to the high quality of the submissions.
- March 13, 2023 – Presentations were made by 2 of 3 firms, the other firm withdrew. The Evaluation Committee selected THA as the firm to recommend to the City Council.
- April 19, 2023 – City Council approved to pursue a contract with Turrell, Hall & Associates (THA) for the Naples Pier Design.
- June 7, 2023 – The Naples Pier conceptual (30% Plans) was presented to City Council, and City Council selected Option 1 for the design of the pier.
- August 16, 2023 - Naples Pier Update to City Council. Due to Federal and State permitting guidelines, it was determined Option 2 was the only attainable design.
- October 16, 2023 - The Naples Pier 90% Design Plans were approved by City Council.
- March 5, 2024 - The Naples Pier Project opened for construction bids and remained open for 60 days, with the next step being selection of a construction firm for the construction phase of the project.





THE NAPLES MIRACLE MILE PROJECT



The Miracle Mile project is a resident-led initiative started a year ago after the destruction of Hurricane Ian. It is a collaboration of residents and developers along the boulevard, Lowdermilk Park, neighborhood community associations, the Edgewater Hotel, and the Naples Beach Club, the future home of the Four Seasons Hotel. It is the stretch of Gulf Shore Boulevard North (GSBN) that runs from the Naples Beach Club to the Mooring Line Drive Bridge. This stretch of GSBN serves as a gateway to the entire city where many residents and tourists bike and walk along our beautiful beaches. The mission of the Miracle Mile project is to engage stakeholders in a collaborative approach to redevelop a key area in the city in a thoughtful and coordinated manner. The plan is to create and implement a streetscape that includes the following:

1. Retains and builds upon the unique character of Naples.
2. Implements improvements to resiliency/stormwater and underground utilities while remaining environmentally responsible.
3. Creates a cohesive and beautiful landscape in the public realm that residents value while enhancing the neighborhood and city.

More Than 90% of residents ranked the following as the ten most important features:[6]

- Underground utilities
- Sidewalks
- Traffic density
- Low building heights
- Lush landscaping on private property
- Stormwater flooding on the road
- Views to the gulf and bay
- Building setbacks
- Pedestrian crosswalks
- Green space
- Verdant landscaping on public property

NAPLES BEACH CLUB, A FOUR SEASONS RESORT

The Naples Beach Club, A Four Seasons Resort is a world class resort that consists of 216 hotel rooms, 4 food and beverage outlets and campus of amenities. Construction is estimated to generate over 500 direct and indirect jobs including prime and subcontractors, trades, suppliers and vendors. Upon

[6] Source: Mary Hayes

completion of the resort it is estimated that the Beach Club will generate in excess of 500 full time employees. Total construction and development costs are estimated at $1.5 - 2.0 Billion Dollars.



Planning, a Commitment to the Watkins Legacy

Through extensive research – including numerous meetings with the Watkins family, neighbors, and stakeholders in the Naples community – The Athens Group (the Developer of Naples Beach Club, a Four Seasons Resort) embraced a number of the existing resort's beloved features as the foundational core of its proposed plan, including:

- Maintaining the family's tradition of hospitality by the inclusion of a 216-room luxury hotel;
- Preserving in perpetuity 104 acres of the property's 125 acres as recreation and open space; and
- Maintaining the tradition of the Sunset Beach Bar and HB's on the Gulf as gathering places for guests of all ages throughout the year.

Environmental Planning and Sustainability

According to the Naples Beach Club website the Athens Group has a history of environmentally responsible and sustainable development practices. Bringing their award-winning approach to the Naples Beach Club, a Four Seasons Resort, Athens intends to create a resort that embraces the natural attributes of this unique beachfront setting. As part of this history, Athens will grant a restrictive easement on 104 acres of the property that requires this area to remain recreation and open space in perpetuity. In addition, 70 acres of the 104 acres of recreation and open space will remain as permeable open space in order for the entire City to receive preferential flood insurance premiums.

Gulf Shore Garden

The Gulf Shore Garden plan will transform the section of Gulf Shore Boulevard North that bisects the property into a lushly landscaped corridor that will further beautify this section of the City. In addition

to landscaping and sidewalks, the plan preserves existing bike lanes and enhances the street to improve pedestrian safety, including a reduction in crossing points, a landscaped center pedestrian median, and an improved pedestrian "Coconut Connector" crossing with added safety features, including lighting.

Project Entitlements

The Athens Group has received the required City of Naples discretionary entitlements from the Planning Advisory Board and the City Council for the development of the Naples Beach Club, a Four Seasons Resort. The Athens Group continues to process the required development and building permits to ensure the property's responsible development.

The City of Naples has a multi-step review and approval process that includes City planning staff and many City departments, such as Streets and Stormwater, FEMA and Naples Fire-Rescue, as well as the Design Review Board, the Planning Advisory Board, and the Naples City Council. In addition, key components of the project have been and will be thoroughly reviewed and approved by the state, such as its stormwater runoff and water quality plans.



There is a tremendous amount of project activity in the basin areas. Each of the aforementioned projects and their associated businesses will attract tourism to the Beach Restoration & Water Quality Improvements Project area and associated North and South Basins. The completion of these projects that are currently underway should enhance the marketability of the beach, the City of Naples and the region. Each of these projects appear to be compatible and complementary to each other, sure to drive revenue to the local economy while attracting additional tourism and associated business to the area.

LOCAL BUSINESSES IN THE PROJECT AREA

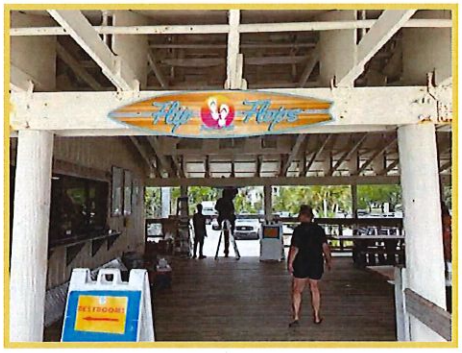
LOWDERMILK PARK

Lowdermilk Park is one of Naples' premier beachfront parks. Lowdermilk park has parking spaces, sand volleyball courts, one children's playground, two gazebos, picnic tables, benches, restroom and shower facilities, two gazebos for rent, and ADA beach access mats. Lowdermilk park offers event rental including corporate events, birthdays, weddings and family reunions, among others. Lowdermilk has 213 paid revenue generating parking spaces. Lowdermilk park has recently



undergone tremendous renovations following Hurricane Ian. Construction and repairs included but not limited to new decking, walls, equipment, electrical, HVAC system, showers, restrooms and the concession areas. In addition the City Naples Lowdermilk Park Landscaping, Irrigation and Median Restoration Project which has an estimated construction cost of $318,459.09 and the FEMA-reimbursable repair costs from Hurricane Ian renovations total roughly $212,000. As part of this study we interviewed the City of Naples Parks Department and the Committee Chair for The Naples Miracle Mile Project who both verified the vast number of tourists that use the Lowdermilk park, parking and concessions amenities. Both were supportive of the project and felt strongly that the outfall removal project, associated water quality improvements and flood control aspects would enhance and promote tourism in the project area.

FLIP FLOPS BEACH GRILL



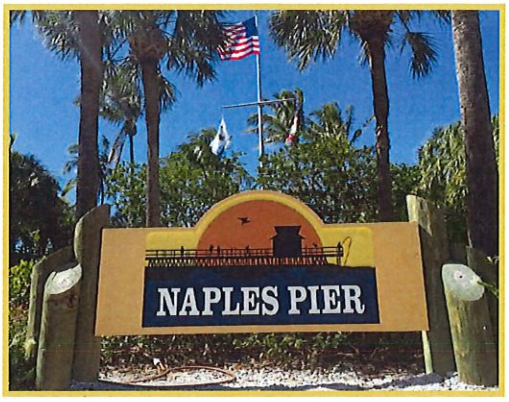
The Flip Flops Beach Grill and Lowdermilk Park concession stand is located beach side in the middle of the park. Service includes: hamburgers, hot dogs, sausage, sandwiches, salads, coffee, sodas, and sundries. Beach umbrellas, kayaks, chairs, cabanas, wheelchairs and other items are also available for rental at the concession stand. In our discussion with the Owner/Concessionaire and staff members of Flip Flop Beach Grill and Concessions they indicated that they felt the Beach Outfall project would benefit the area businesses with increased tourists and the overall marketability of Naples Beach. In our discussion with the City of Naples Parks Department the concessions area at Lowdermilk recently underwent renovations post Hurricane Ian. Repairs and improvements included decking, walls, equipment, electrical, HVAC system, showers, restrooms and the concession areas. To date the City of Naples has identified FEMA-reimbursable repair costs from Hurricane Ian totaling roughly $212,000. This number does not include costs related to landscaping and irrigation repairs for the park. As mentioned previously the total cost for the landscaping, irrigation and median restoration at Lowdermilk has an estimated construction cost of $318,459.09.



NAPLES PIER (Located South of Project Basin Areas)

The historic Naples Pier is located on the Gulf of Mexico at the west end of 12th Avenue South. While the pier is not located within the basin area it is located in the immediate project vicinity. The Naples Pier is a favorite location for visiting tourists and sightseers. The Pier features restrooms, showers,

ADA beach access mat, and a concession stand with covered eating area and beach supplies.

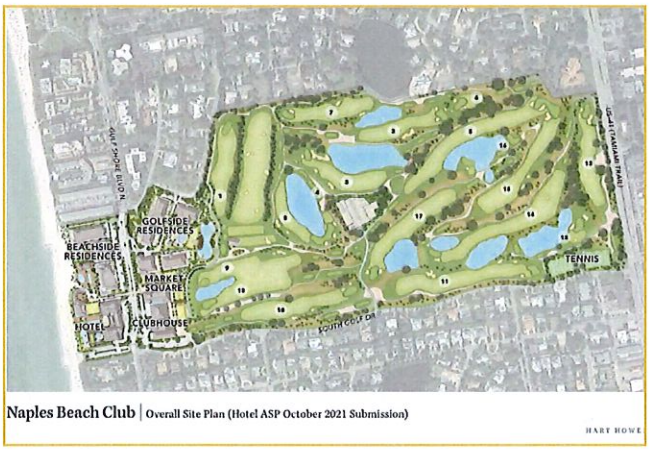


Due to damage from Hurricane Ian, only a portion of the pier is open to the public, and no fishing is currently allowed on the pier at this time. The Concession area is also currently closed, though the Naples Pier itself is open daily 24 hours, 7 days a week, 365 days per year.

Parking at the Pier: Parking for beach access in the City of Naples requires the resident or visitor to have a beach parking permit or pay-by-space. This is enforced year round. The pier parking lot is closed from 11:00 pm - 5:00 am.[7]

During our site visit to the Naples Pier and along the beach we interviewed several visiting tourists who indicated that they were pleased to hear that the Outfalls were being removed and that they felt positive about the opportunity to return to Naples Beach in the future knowing that water quality would be improved and the large diameter pipes would be removed. We witnessed more than one tour group located at the Pier and the parking facilities across the street from the pier.

NAPLES BEACH CLUB, A FOUR SEASONS RESORT



Naples Beach Club | Overall Site Plan (Hotel ASP October 2021 Submission)

HART HOWE

Open for nearly 75 years, the Naples Beach Hotel & Golf Club guests enjoyed the Gulf of Mexico's morning breezes and majestic sunsets along an expansive white sand stretch of beachfront in the heart of Naples. The Athens Group, a world-class developer and curator of authentic destination resorts and residences, has envisioned a redevelopment plan that continues the property's hospitality tradition and improves the resort's golf course and beach bar, while thoughtfully planning the future of this special place for generations to come. As part of Athens' redevelopment of this storied property, the resort will be renamed the Naples Beach Club, a Four Seasons Resort.

This coveted address of approximately 150 residences within a 125-acre walkable coastal village:

- 1,000+ feet of beachfront
- 216-room Four Seasons Hotel
- Private Residents' Club and amenities

[7] Source: naplesgov.com

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- 18-hole Fazio-designed golf course
- Market Square town center
- Spa and wellbeing center
- Racquet sports
- Destination dining

Market Square at the Beach Club will boast a vibrant town center, which will be open to owners, hotel guests and local residents.[8]

- General Store boutique market with beer & wine, grab-and-go foods and sundries
- Market Square Bar & Grill with game room & 3-lane bowling alley
- "Kids For All Seasons" kids' club
- Indoor movie screenings
- Gathering spaces with firepits
- Lawn recreation

EDGEWATER BEACH HOTEL

The Edgewater Beach
Hotel is an all-suite beachfront hotel featuring over 100 elegantly appointed accommodations. Each of the Hotels spacious suites blend resort-style amenities with the comforts of home. The hotel's accommodations boast beautiful views of the sugar-white sand beach and the Gulf of Mexico or the City of Naples. The Edgewater Hotel boasts an average of about 70,000 guests per year. The hotel has approximately 120 employees and hosts an estimated thirty (30) events throughout the year; ranging from a combination of weddings, meetings, and business conferences.



As part of this Tourism Impact Study we spoke with leadership from the Edgewater Hotel who expressed their support for the project stating that water quality and flooding were their personal priorities as related to the overall project. They stated further that hotel employees have experienced first hand issues during rain and storm events and their ability to access work due to stormwater flooding in the project area. Finally, from a personal level the Hotel representative stated that when they take their family to the beach they avoid the outfall areas due to water quality issues and simply not knowing what is coming from the large diameter outfalls located along the beach. *Photo Credit: https://www.opalcollection.com/*

[8] Source: https://naplesbeachclub.com/

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VACATION RENTALS

There are dozens of vacation rentals within the entire project area as can be seen in the images below. These properties generate millions of dollars in annual revenue to private landowners who pay property tax within the City of Naples and Collier County. These 'heads in beds' are visiting tourists that use the beaches, restaurants, grocery stores and other amenities that can be found in the Naples Beach area within and near the project limits.





Vacation rentals attract tourists and visitors, generating direct revenue for the City and County as well as drive traffic to the beaches and revenue for local businesses when tourists spend money at local retail, shops, and institutions.

Short-term rentals bring in tourism dollars that support natural amenities like parks and beaches, local businesses such as restaurants, shops, and activity providers. They also create jobs for cleaning crews, property managers, landscapers and other service providers in the area. The following is an abbreviated list of how vacation rentals benefit local communities:

- Driving economic and tax benefits.
- Helping homeowners earn extra income.
- Creating and supporting good jobs.
- Supporting and increasing traffic to small businesses.
- Spread the benefits of tourism.

As part of this Independent Study we identified numerous vacation rental providers whose listings contained descriptions of proximity to Naples Beach as part of their advertising of the property. The beach improvements from the Naples Beach Restoration & Water Quality Improvements Project are likely to lead to additional tourists visiting the beach area. With this additional tourist activity will come additional revenue for resident homeowners renting their properties, as well as the City of Naples and Collier County, Florida.[9]

[9] Sources: https://vrbo.com, https://airbnb.com, https://hostaway.com, https://vacationcompany.com

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PRIVATE TOURS & TOUR COMPANIES



Regular tours can be seen taking place daily along Naples Beach. From Segways to bicycles, trikes, electric mopeds, scooters and more. These tours appear to be a perfect way for tourists to tour the city for riders of all ages. The customizable tours seem to be a comfortable way for both kids and adults to enjoy the tours making it a true family friendly activity. These tours appear to be a fun way for people of all ages to try something new while getting to tour the city accompanied by one of the tour company's local guides. The local tour company's pride themselves on knowledgeable local guides who are experts on the area and are sure to give tourists the best tour of the city. These local guides have a proven track record of providing tourists a glimpse of the hidden gems amongst the iconic sights the city has to offer. Ask questions, get recommendations, and truly get a feel for what the City of Naples has to offer. As part of this study we spoke with one tour company who favored the Beach Outfall Removal Project and indicated the project would be a benefit to their tourism related business. Because this project will help alleviate flooding in the area, the local tour company and other local businesses could be able to operate more hours and days and provide more services that they would otherwise be unable to do without the flood mitigation that will result from the project's completion. Overall, tourism will be positively impacted because visitors will have increased access to the area and anticipated revenue generated based on these activities.



REGIONAL ECONOMIC ENGINE

NAPLES MUNICIPAL AIRPORT (Located Outside of Project Area)

Connecting people to the Paradise Coast of Naples Beach, Marco Island and the Everglades through an exceptional airport experience, Naples Airport (APF) accommodates more than 100,000 general aviation takeoffs and landings each year.

Minutes from the Gulf of Mexico, downtown Naples, Naples Beach and I-75, the airport provides friendly services focused on the needs of pilots and passengers, including U.S. Customs clearing for international arrivals. The airport is also home to sightseeing tours, air charter operators, flight schools and other businesses here to meet the needs of its clientele.

Information obtained from the Naples Airport Authority shows that while overall travel activity has only grown modestly, the Naples Airport has seen an increase in jet activity, particularly since the onset of the COVID-19 pandemic. The COVID-19 pandemic caused a worldwide increase in the demand for private air travel. This change in consumer patterns coupled with Naples' demographics,

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high end development and the airline's struggles in recovering from the pandemic is expected to drive demand for private air travel for the foreseeable future. Over 360 aircraft call the airport home. 80% of the clientele of NAA own homes in Naples signifying that roughly 20% of travel through Naples Airport Authority could potentially be from business and tourism related travel to the region.

An interview was conducted with leadership from the Naples Airport Authority and follow up communications were received from the Authority indicating that since the Naples Airport isn't involved in promoting tourism – and that the majority of their clientele are homeowners – the Authority doesn't have a strong statement on behalf of tourism. The Airport Authority was kind enough to provide details of their operation, certain statistics, and their most recent annual report and other FAQs. As part of this Independent Tourism Impact Study we appreciated the opportunity to speak with leadership from the Airport. We recognize that the Airport is one of the region's economic engines and a gateway for visitors entering Naples, its beaches, neighborhoods and Greater Collier County and Southwest Florida.

PARKING AT NAPLES BEACH (PROJECT AREA)

The City of Naples currently has approximately 1,039 parking spaces within the project area. Of those spaces approximately 642 are Visitor Paid revenue generating parking spots and 397 are Resident Only spots. The two paid, revenue generating parking areas within the project basin areas and the past twelve months of revenue from 5/13/2023 to 5/13/2024 are as follows:

- 8th Ave N- $35,589.67
- Lowdermilk Park- $892,537.84

Nearly $1M in annual non-resident visitor paid revenue generating parking spots was created in the past twelve months. Reduction in flooding should contribute to more non resident visitor paid revenue in the future due to accessibility alone. Increased use of non resident visitor paid parking based on Improved water quality and marketability of outfall free beaches could be anticipated. Below is a list of the Beach Parking Visitor Paid and Resident Only parking spaces by Street within the project basin areas:

Visitor Paid /Resident	Beach End/Location	# of Parking Spaces
Visitor Paid	Seagate	26
Visitor Paid	Horizon Way	38
Visitor Paid	Vedado	39
Visitor Paid	Via Miramar	41
Visitor Paid	Lowdermilk	213
Visitor Paid	8th Ave N	21
Visitor Paid	5th Ave S	20

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Visitor Paid	8th Ave S	12
Visitor Paid	Broad Ave-100 Block	29
Visitor Paid	Broad Ave 200 Block	26
Visitor Paid	The Pier	117
Visitor Paid	13th Ave S	21
Visitor Paid	13th Ave S-100 Block	9
Visitor Paid	14th Ave S	30
Resident Only	7th Ave N	13
Resident Only	North Lake Dr	39
Resident Only	6th Ave North	10
Resident Only	4th Ave N	15
Resident Only	3rd Ave N	14
Resident Only	2nd Ave N	16
Resident Only	1st Ave N	17
Resident Only	Central Ave	12
Resident Only	1st Ave S	15
Resident Only	2nd Ave S	11
Resident Only	3rd Ave S	14
Resident Only	4th Ave S	15
Resident Only	6th Ave S	12
Resident Only	7th Ave S	16
Resident Only	9th Ave S	15
Resident Only	10th Ave S	15
Resident Only	11th Ave S	13
Resident Only	Broad Ave S	21
Resident Only	15th Ave S	17
Resident Only	16th Ave S	30
Resident Only	17th Ave S	10
Resident Only	18th Ave S	25
Resident Only	33rd Ave S	17
Resident Only	32nd Ave S	15
		1039

PLANNED CONSTRUCTION SPENDING AT PROJECT SITE

On June 21, 2023, the City entered into a Construction Manager at Risk (CMAR) agreement with a contractor to provide an initial phase of the CMAR to provide a Guaranteed Maximum Price (GMP) then move to the construction phase. The GPM came back at $86 million which does not include the $11 million expenditures made to date including $4.4 million directly attributable to the beach outfall removal, beach protection, and water quality aspect of the project. The $4.4 spent to date coupled with $28.2 included in the pending GMP results in an estimated $32.6 million applicable to the beach outfall removal, beach protection, and water quality aspect of the project. The City of Naples has obtained $25 million from the State Legislature during the 2024 legislative session as a Line-Item Appropriation awaiting the Governor's approval. If the portion of the State's funding to this portion of the overall project was prorated, it could result in an allocation of the State's pending $25 million award of 38% or $9.5 million for the applicable portion of the project consistent with this TDC request.

ECONOMIC IMPACTS OF CONSTRUCTION SPENDING

It is estimated that the Naples Beach Restoration and Water Quality Improvement Project is anticipated to employ and create forty-five (45) direct (prime contractor and staff) construction jobs and over sixty (60) indirect (subs, trades, suppliers) construction jobs. The bidding of this work will take place using standard City contracts and procurement methods.

ADDITIONAL IMPACTS

Projects such as the Naples Beach Restoration and Water Quality Improvement Project can produce additional economic impacts, as well as broader social and community benefits. In addition to the positive economic impacts of project construction, further revenue may be generated from spending by both residents and visitors.

INFRASTRUCTURE SPENDING

Infrastructure spending includes expenditures associated with construction facilities, materials, labor, and equipment. It is important to note that the economic impacts that arise from infrastructure spending can be significant.

EMPLOYMENT AND PERSONAL SPENDING BY NON-RESIDENT LABOR

While working in Naples Beach, non-residents may spend a portion of their salaries and wages while working on the project. This spending may include meals, lodging, fuel, entertainment, hardware, supplies, recreational activities or other personal purchases.

It is worth noting that construction projects can also generate additional economic, community and social benefits. These may include the creation of opportunities for trainees or interns, the development of business partnerships, the creation of spin-off projects and contributions to the overall aesthetics, safety, security and walkability to an area.

The Naples Beach Restoration & Water Quality Improvements Project is anticipated to employ and create forty-five (45) direct (prime contractor and staff) construction jobs and over sixty (60) indirect (subs, trades, suppliers) construction jobs. The project is estimated to have a duration of approximately 24 months.

WALK SCORE AND BIKE SCORE



An area's Walk Score or Walkability measures the walkability of an address based on the distance to nearby places and pedestrian friendliness. Factors influencing walkability include the presence and/ or absence in quality of footpaths, sidewalks or other pedestrian right-of-ways.

Walk Score for the City of Naples: The Naples Beach Restoration & Water Quality Improvements Project Site is located in the City of Naples, Florida, which has an average Walk Score of 35 out of 100 and has 19,537 residents.[10] Photo Credit: Exporenaples.com



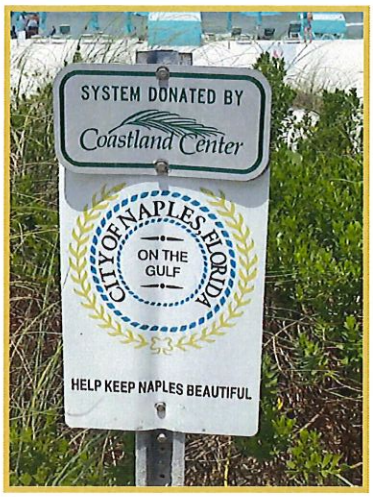
Similarly, an area's Bike Score measures the suitability of an area for biking based on bike lanes and trails, hills, road connectivity, and destinations. Accordingly, Naples has an average Bike Score of 45 out of 100. Photo Credit: Naplesnews.com

Existing beach outfall structures have been determined to have an impact on lateral beach access. As a result of the beach outfall removal project it could be determined that walk scores may be positively impacted. Furthermore, with the ongoing projects in the area like the Miracle Mile project, the Naples Pier and the Naples Beach Club, once completed the entire basin should be more walkable and bikeable for residents and visitors alike, given the improved conditions and alleviation of flooding that will result from the project.

[10] *Living in Naples*, https://www.walkscore.com/FL/Naples

ENVIRONMENTAL IMPACT

Stormwater project environmental benefits include the removal of eight (8) City Stormwater Beach Outfall Pipes from the Naples Beaches, which will improve water quality that exceeds the state's minimum standards, provide flood protection, increase the City's resilience to climate change within the work area of GSBN, and increase the Storm Event Level of Service from a 5-year storm event to a 25-year storm event. Furthermore, it has been stated that the existing beach outfalls adversely impact beach erosion, lateral beach access, sea turtle nesting habitats, water quality and beach aesthetics. In addition, the City has experienced significant flooding of streets and other public and private infrastructure during high frequency rainfall events.



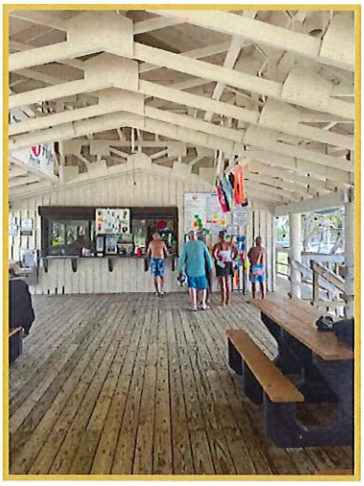
CONCLUSION AND RECOMMENDATIONS

POSITIVE IMPACT ON TOURIST ACTIVITIES

The Naples Beach Restoration & Water Quality Improvement Project is anticipated to generate positive economic activity for the City of Naples. These improvements will have a positive impact on visitation to the project area, beaches and parks within the City of Naples and Collier County, Florida. We anticipate that this project along with the other projects mentioned in this study that are currently taking place as well as those planned will be complementary to each other and the entire project area resulting in a boost to the local Naples economy from additional tourism spending. Existing pedestrian traffic should not present any negative impacts during the construction schedule, nor will construction activities affect tourism or commercial bookings (lodging, vacation rentals, tours or events) in an adverse way. Once completed the water quality, flood control and resiliency project is anticipated to promote the marketability of the area and attract more foot traffic to City Beaches, parks, roads and sidewalks within the project area. The construction phase of the Beach Outfall Removal project is expected to have minimal impact on tourism. Maintenance of Traffic (MOT) plans along with sequencing and phasing will take place during construction to minimize any impacts on residential traffic and local businesses.

In our discussions with stakeholders, of utmost importance was the water quality issue associated with stormwater, followed by flooding during rain and hurricanes and the aesthetics of the unsightly, unsafe and deteriorating outfalls. Many surveyed indicated that they do not take their families to sit near the outfalls along the beach because they do not know what is coming out of the outfalls. The removal of the outfalls will indeed remedy that concern and should attract more beach goers within the project area. Furthermore, lateral beach access and turtle nesting impacts have also come up in discussions with stakeholders, and that issue will also be addressed by the beach outfall removal.

Our findings support that improving water quality, providing flood protection, and increased resiliency will promote tourism in the future. Each of these factors was found to also have the potential to dramatically increase the marketability of Naples and Collier County for future visitors seeking a clean, safe and aesthetically pleasing Naples Beach.



Each and every stakeholder or individual we communicated with on behalf of this independent study was in support of improved water quality and flood protection and each expressed support and concurred that these would be a benefit to tourism related business in the area.

CAO

Moreover, with the most recent data[11] showing record tourism numbers in Florida for the first quarter of 2024, the completion of the Naples Beach Restoration & Water Quality Improvements Project is anticipated to help contribute to tourism-related business and positive economic growth and stability for Collier County as more and more visitors come to the region.

The City of Naples has repeatedly advocated for improving water quality and preventing flooding during heavy rain events. We strongly concur that pristine and safe beaches are critical to the economy of Collier County, as is clean water. Furthermore, Red Tide are events that the City of Naples anticipates the Naples Beach Restoration & Water Quality Project will help to minimize in the future, leading to a more robust tourism economy and appreciating property values which are so critical to funding high-quality services provided by the City and County to its residents.

In conclusion, it is our professional opinion that the Naples Beach Restoration & Water Quality Improvements Project will have a positive impact on tourism and tourist related business activities in the City of Naples and Collier County, Florida.

[11] Governor Ron DeSantis announces record breaking tourism numbers. (2024, May 16). https://www.flgov.com/2024/05/16/governor-ron-desantis-announces-record-breaking-tourism-numbers/#:~:text=The%20total%20visitation%20for%20Q1,and%20CEO%20of%20VISIT%20FLORIDA.

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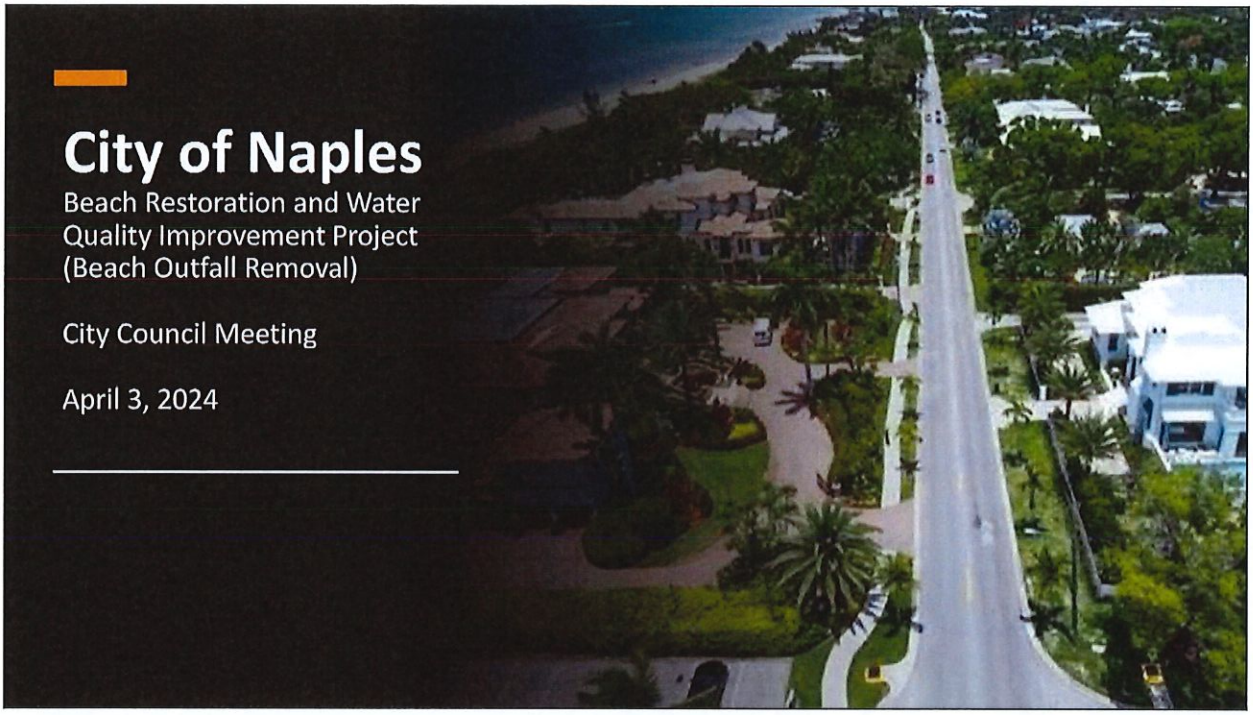
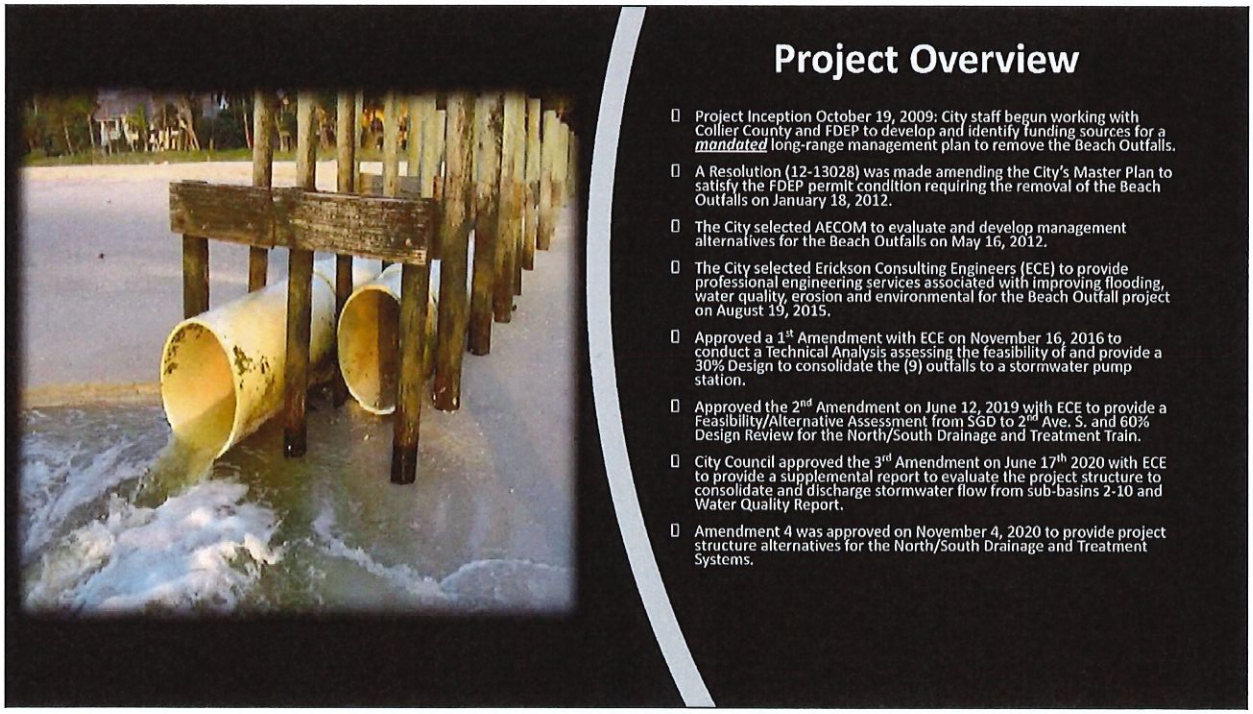
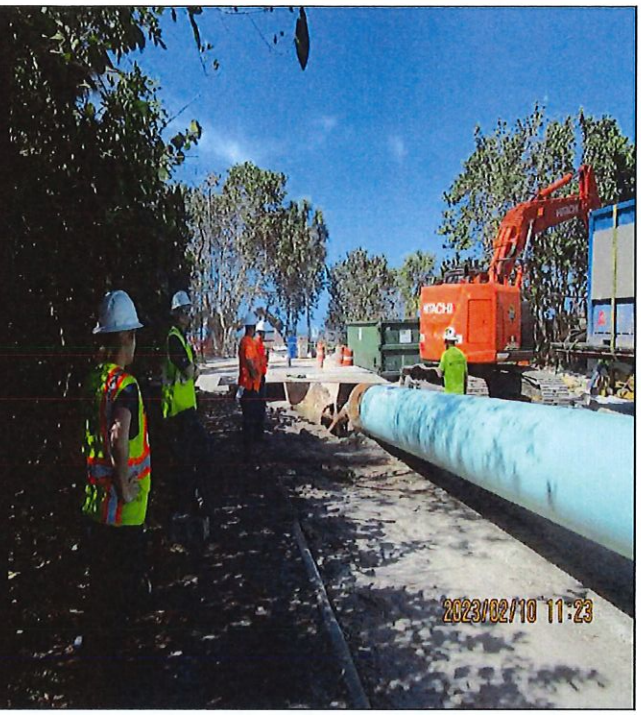
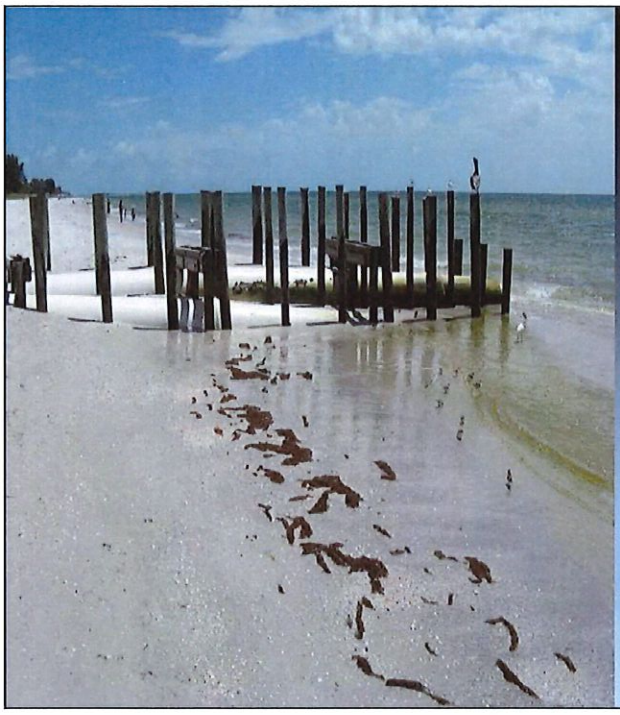

City of Naples
Beach Restoration and Water Quality Improvement Project (Beach Outfall Removal)
City Council Meeting
April 3, 2024


Project Overview
Project Inception October 19, 2009: City staff begun working with Collier County and FDEP to develop and identify funding sources for a mandated long-range management plan to remove the Beach Outfalls.
A Resolution (12-13028) was made amending the City's Master Plan to satisfy the FDEP permit condition requiring the removal of the Beach Outfalls on January 18, 2012.
The City selected AECOM to evaluate and develop management alternatives for the Beach Outfalls on May 16, 2012.
The City selected Erickson Consulting Engineers (ECE) to provide professional engineering services associated with improving flooding, water quality, erosion and environmental for the Beach Outfall project on August 19, 2015.
Approved a 1st Amendment with ECE on November 16, 2016 to conduct a Technical Analysis assessing the feasibility of and provide a 30% Design to consolidate the (9) outfalls to a stormwater pump station.
Approved the 2nd Amendment on June 12, 2019 with ECE to provide a Feasibility/Alternative Assessment from SGD to 2nd Ave. S. and 60% Design Review for the North/South Drainage and Treatment Train.
City Council approved the 3rd Amendment on June 17th 2020 with ECE to provide a supplemental report to evaluate the project structure to consolidate and discharge stormwater flow from sub-basins 2-10 and Water Quality Report.
Amendment 4 was approved on November 4, 2020 to provide project structure alternatives for the North/South Drainage and Treatment Systems.

Overview (Continue)

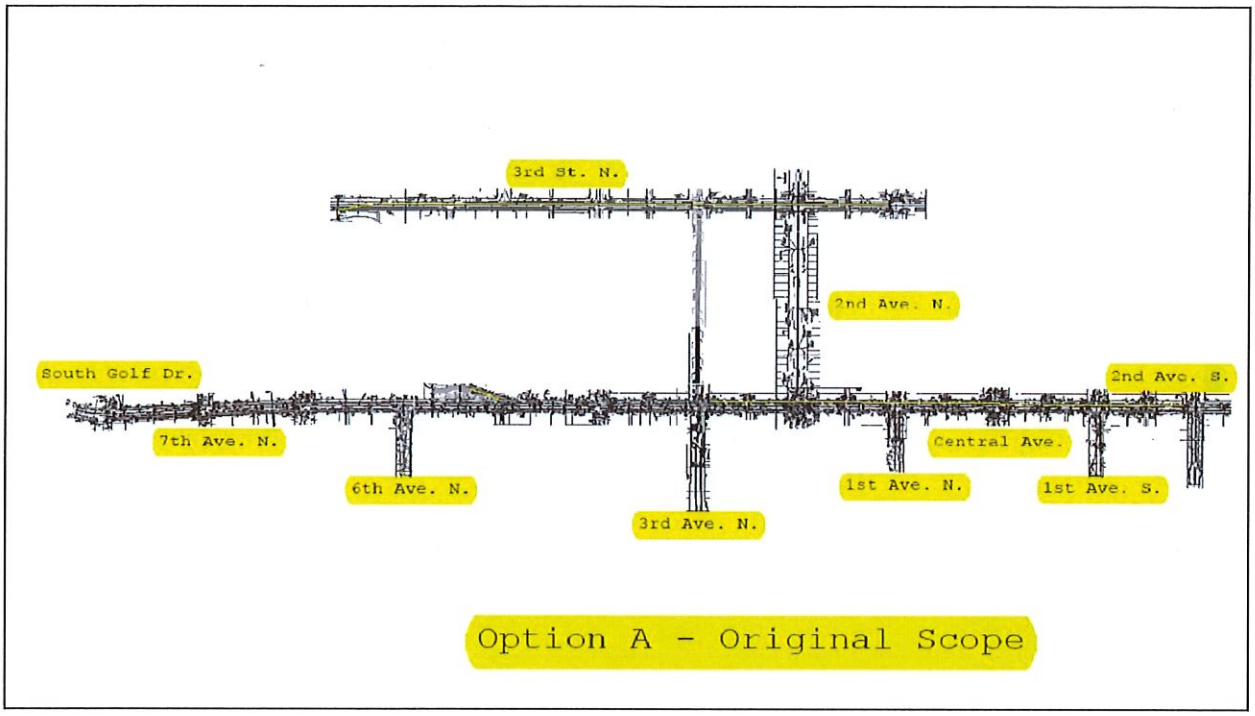
- Amendment 5 was approved on November 19th 2021 for ECE to provide site layout/generator for access and Infrastructure for both PS/HDD.
- City Council approved Amendment 6 on December 15th 2021 for ECE to amend scope and provide preliminary engineering and seek alternative site layouts for NPS, generator, and HDD.
- On February 16th 2022 City Council approved Amendment 7-A for ECE to shift the SPS components and drive aisles to modify and develop a different alternative.
- City Council approved the agreement with DBE Utility Services on February 28th 2022 to perform the Horizontal Directional Drill (HDD) off 3rd Ave. N.
- Amendment 7-B was approved by City Council on February 28th 2022 for ECE to provide CEI Services for the HDD with DBE Utility Services.
- On June 15th 2022 City Council approved Amendment 8 for ECE to move the NPS from Oleander Dr. to 8th Ave. N. with modifications to permit applications and SPS to develop back-up generator at Alligator Lake (AL).
- The City received $5 million in grant funding from FDEP on July 1, 2022 and later received an additional $10 million from FDEP on July 1, 2023.

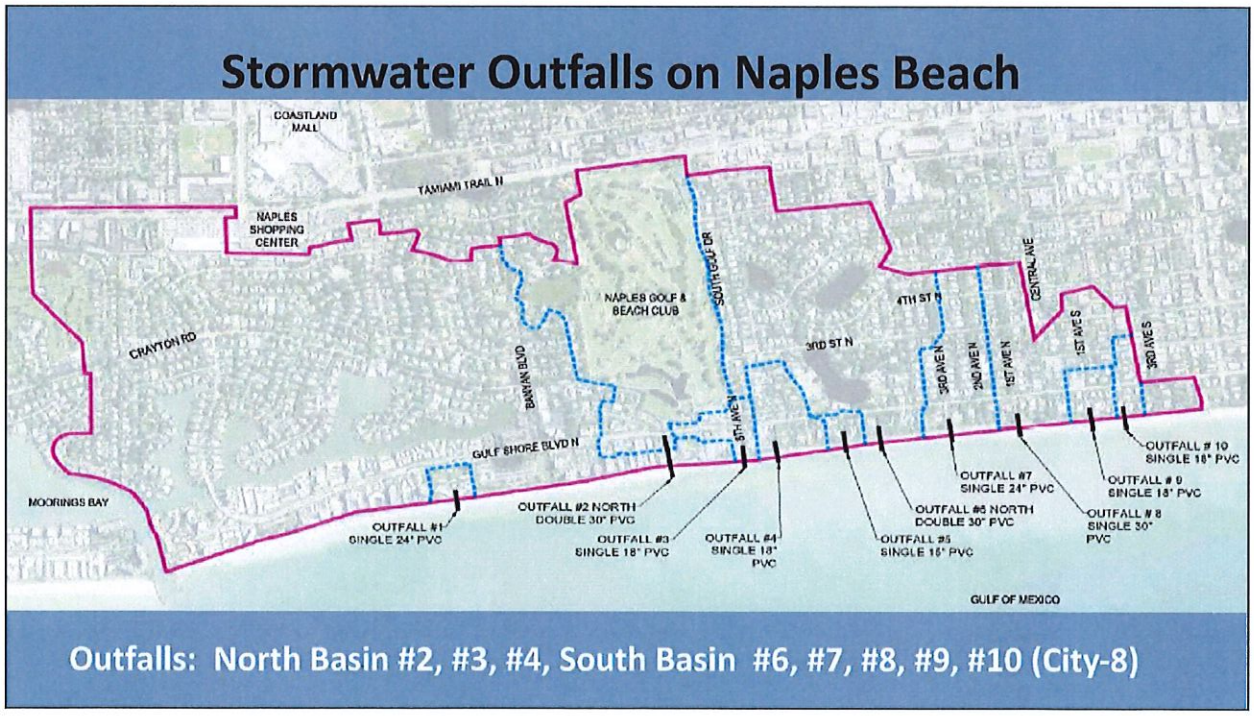


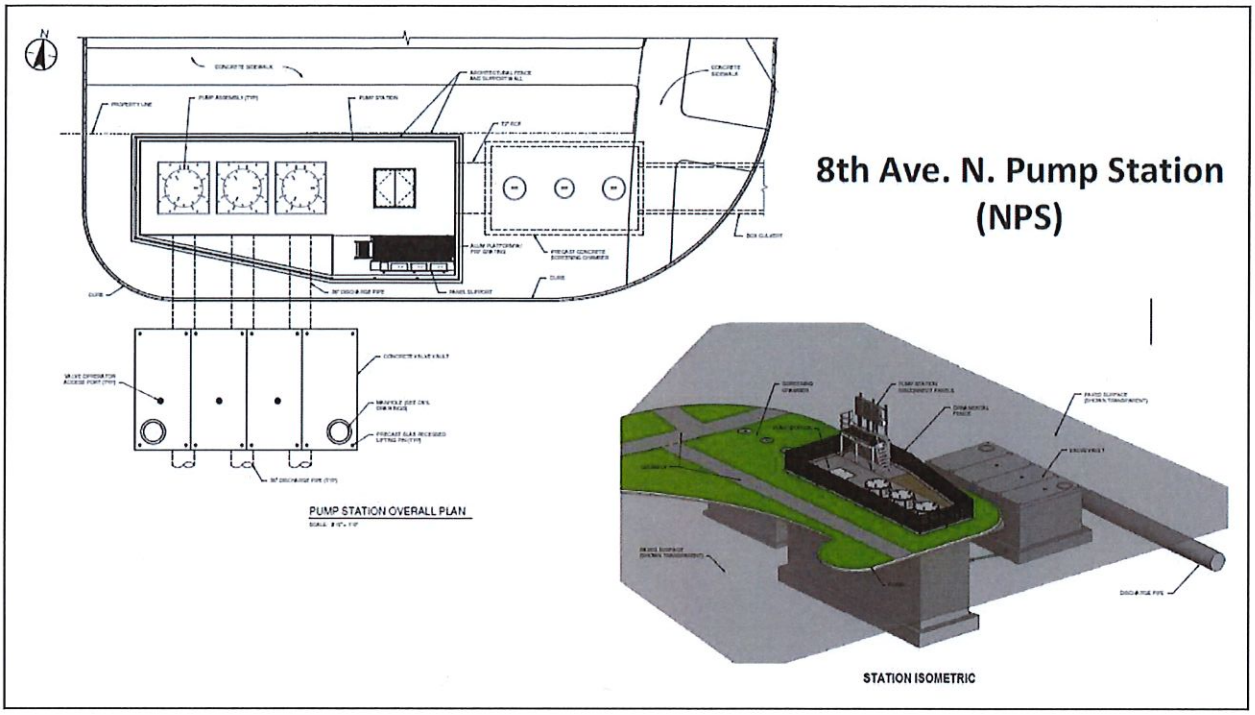


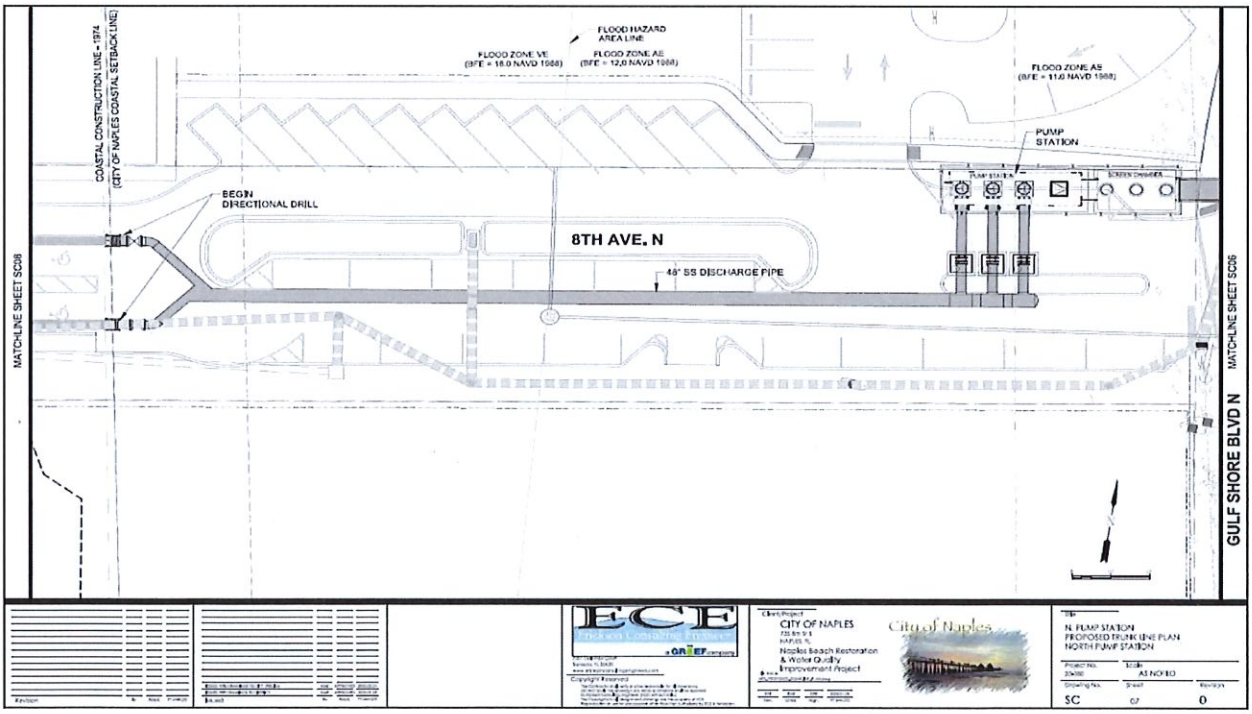
Stormwater Project Benefits Include:

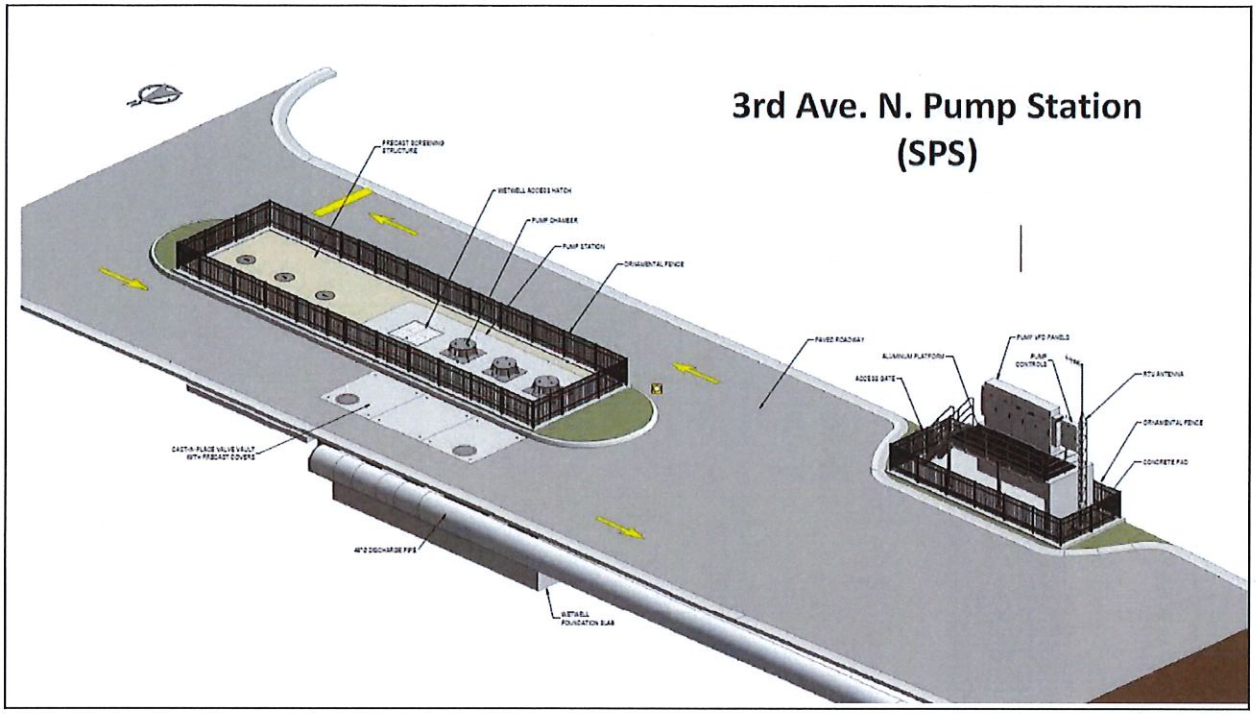
- Removing all (8) City Stormwater Beach Outfall Pipes from the Naples Beaches
- Improve Water Quality that exceeds the State's Minimum Standards
- Provide Flood Protection
- Increase the City's Resiliency to Climate Change within the work area of GSBN
- Increase the Storm Event level of Service from a 5-year storm event to a 25-year storm event

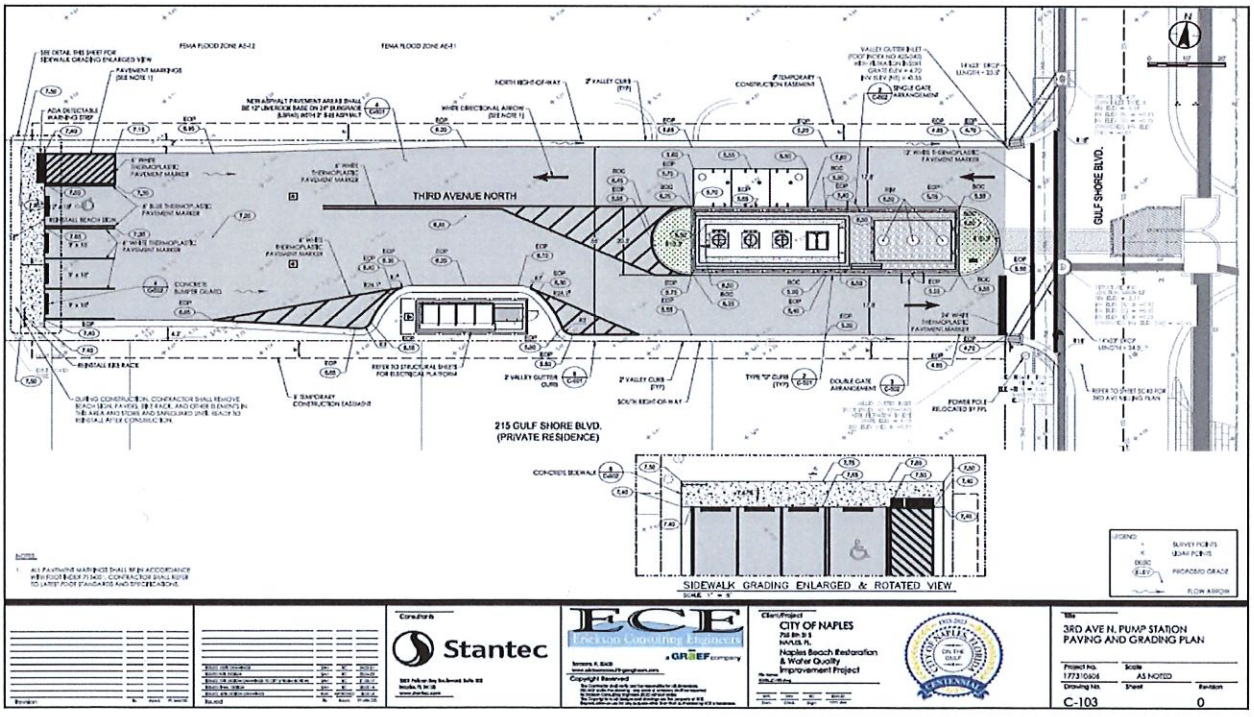

3rd St. N.
2nd Ave. N.
South Golf Dr.
2nd Ave. S.
7th Ave. N.
Central Ave.
6th Ave. N.
1st Ave. N.
1st Ave. S.
3rd Ave. N.
Option A - Original Scope


Stormwater Outfalls on Naples Beach
COASTLAND MALL
TAMIAMI TRAIL N
NAPLES SHOPPING CENTER
CRAYTON RD
NAPLES GOLF & BEACH CLUB
SOUTH GOLF DR
BAYAN BLVD
4TH ST N
3RD ST N
CENTRAL AVE
3RD AVE N
2ND AVE N
1ST AVE N
1ST AVE S
3RD AVE S
GULF SHORE BLVD N
5TH AVE N
MOORINGS BAY
OUTFALL #1 SINGLE 24" PVC
OUTFALL #2 NORTH DOUBLE 30" PVC
OUTFALL #3 SINGLE 18" PVC
OUTFALL #4 SINGLE 18" PVC
OUTFALL #5 SINGLE 18" PVC
OUTFALL #6 NORTH DOUBLE 30" PVC
OUTFALL #7 SINGLE 24" PVC
OUTFALL #8 SINGLE 30" PVC
OUTFALL # 9 SINGLE 18" PVC
OUTFALL # 10 SINGLE 18" PVC
GULF OF MEXICO
Outfalls: North Basin #2, #3, #4, South Basin #6, #7, #8, #9, #10 (City-8)


8th Ave. N. Pump Station
(NPS)
PUMP STATION OVERALL PLAN
STATION ISOMETRIC


COASTAL CONSTRUCTION LINE - 1974
(CITY OF NAPLES COASTAL SETBACK LINE)
FLOOD HAZARD AREA LINE
FLOOD ZONE VE (BFE = 18.0 NAVD 1988)
FLOOD ZONE AE (BFE = 12.0 NAVD 1988)
FLOOD ZONE AE (BFE = 11.0 NAVD 1988)
PUMP STATION
BEGIN DIRECTIONAL DRILL
8TH AVE. N
48" SS DISCHARGE PIPE
MATCHLINE SHEET SC08
MATCHLINE SHEET SC08
GULF SHORE BLVD N
ECE
CITY OF NAPLES
Naples Beach Restoration & Water Quality Improvement Project
City of Naples
N. PUMP STATION
PROPOSED TRUNK LINE PLAN
NORTH PUMP STATION
AS NOTED
SC
07
0

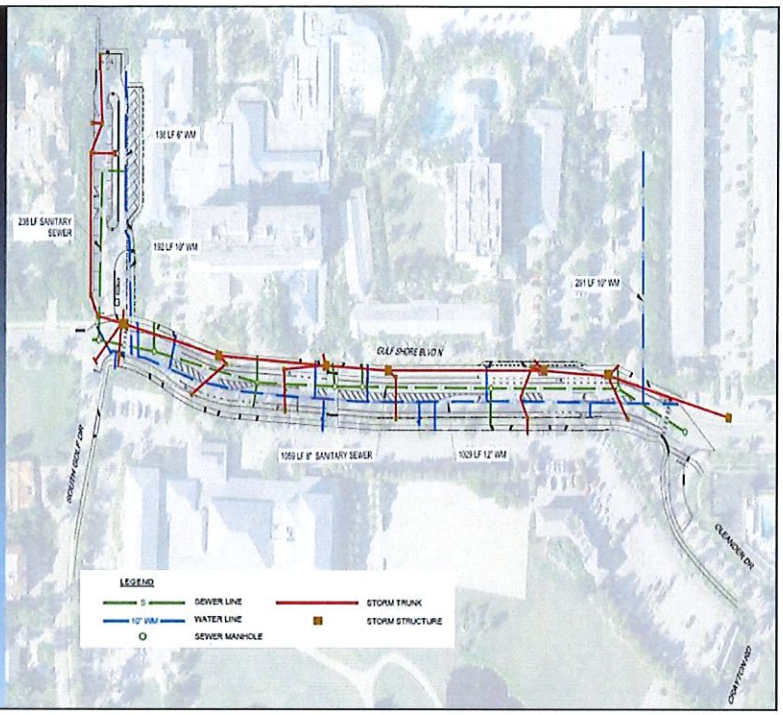

3rd Ave. N. Pump Station
(SPS)

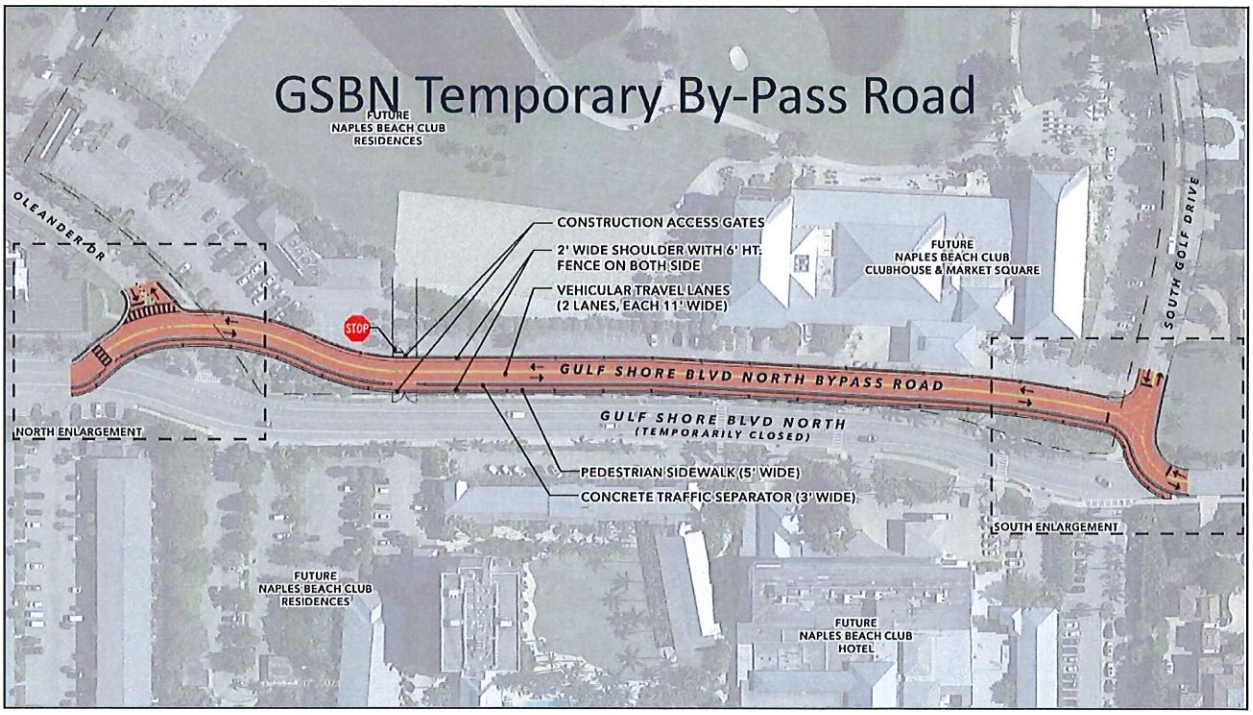

THIRD AVENUE NORTH
GULF SHORE BLVD.
215 GULF SHORE BLVD.
(PRIVATE RESIDENCE)
SIDEWALK GRADING ENLARGED & ROTATED VIEW
Stantec
ECE
Ericksen Consulting Engineers
CITY OF NAPLES
Naples Beach Restoration & Water Quality Improvement Project
3RD AVE N. PUMP STATION
PAVING AND GRADING PLAN
C-103

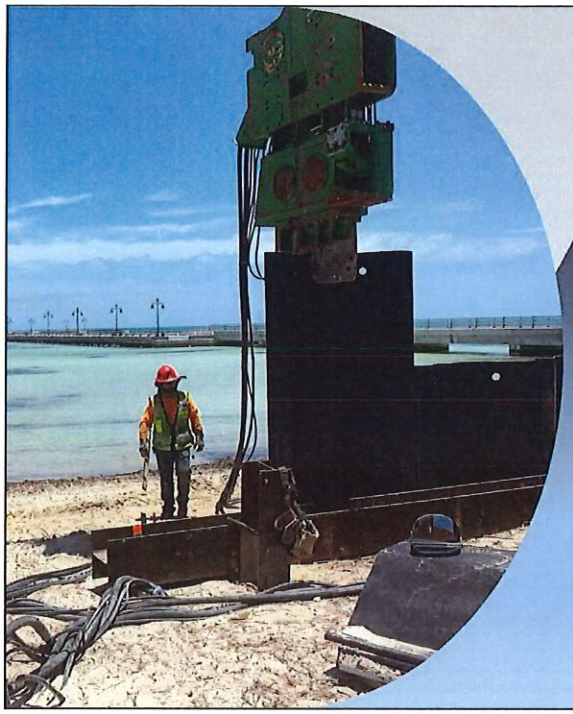
Naples Beach Club Infrastructure Agreement

Special City Council Meeting March 20, 2023 (Follow-up from the February 27, 2023 Meeting)

- As part of this MOU, NBC would construct at its sole cost and expense a temporary bypass road (Bypass Road) from South Golf Drive to Oleander Drive that will be parallel to GSBN in order to provide for vehicular, bicycle and pedestrian access during the performance of the infrastructure work.
- NBC will design and install a temporary storm water outfall line that functions at the existing level of service, at its cost, to facilitate the gravity flow of storm water from GSBN to an existing outfall into Gulf of Mexico until such time as the City's North Outfall Pump Station becomes operational.
- The construction work set forth in this MOU is contemplated to commence no later than July 2023 and is contemplated to be completed no later than January 2024 but, in all events, this work will need to be completed prior to the contemplated opening of the NBC hotel in the first quarter of 2025.





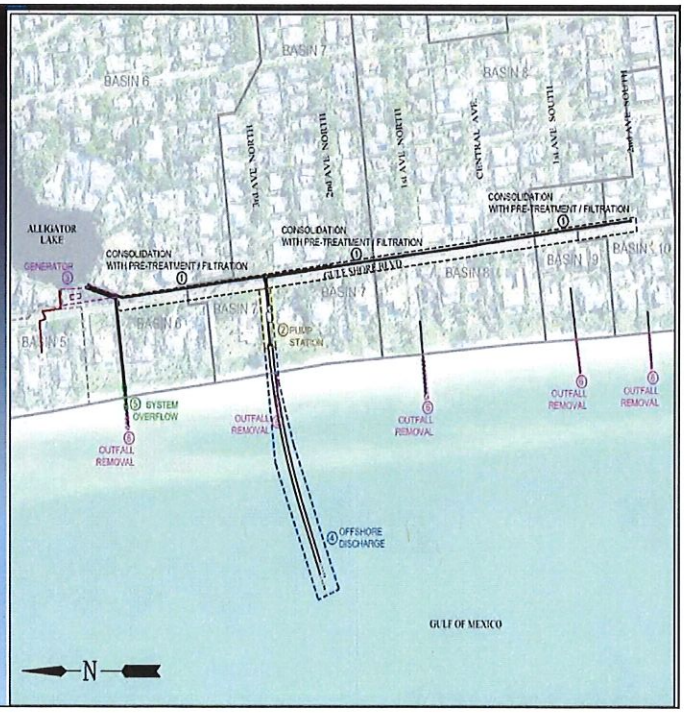


Kiewit Infrastructure South Co. – Construction Manager at Risk (CMAR)

- On March 8, 2023, the City of Naples Evaluation Committee ranked Kiewit Infrastructure South Co. as the highest-ranking firm from a Request for Qualifications advertisement that was sent out November 18, 2022.
- On June 21, 2023, City Council approved the CMAR agreement resulting in a fee of $1,566,468 for Pre-construction Phase Services and a 12% Guaranteed Maximum Price (GMP) that would be delivered December 2023.
- As part of the Pre-construction phase of the CMAR, Kiewit reviewed the Beach Outfall design and provided an evaluation of the Water Quality improvements expected from the design of the new system.
- City staff received a revised GMP of approximately $86,202,407 in January 2024 from Kiewit that significantly exceeded the Engineer's Opinion of Probable Cost (OPC) of $32 million.
- On January 16, 2024, staff presented three (3) options for the construction of the stormwater beach outfall project. During discussions with City Council, it was recommended to obtain pricing for a fourth option that provides the construction of the South phase.
- At the February 20, 2024, Council Meeting Kiewit presented a fourth option along with Constructability Analysis, Value Engineering, and Water Quality assessment. City staff reviewed the financial impact and investigating additional/alternative funding possibilities.

System Description

- Two (2) Pump Stations located at 8th Ave. N. and 3rd Ave. N. with (2) offshore directional drilled discharge lines per location reaching 1,500 feet offshore into the Gulf of Mexico
- Two (2) Diffusion System(s)
- Approx. (78) New Curb Inlet Catch Basins
- Installation of approx. 6,000 feet of Stormwater Pipe varying in size from 24 to 54 inches
- Treatment through Stormwater BMP's



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APPENDIX B - COLLIER COUNTY TDC CATEGORY "A" GRANT APPLICATION

COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

CATEGORY "A" GRANT APPLICATION

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

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

   City of Naples
   735 8th Street South
   Naples, Florida 34102

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

   Name: Bob Middleton, Public Works Director

   Address: 295 Riverside Circle
   Naples, Florida 34102

   Phone: 239.213.5003

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

   Jay Boodheshwar, City Manager

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

   In accordance with FDEP's directive to remove stormwater outfall pipes from the Naples beaches, the City has designed, permitted, and awarded a Contract Manager at Risk (CMAR) contract for the Beach Outfall Stormwater project that improves water quality, flood protection, and the City's resiliency to climate change. After significant planning, design, and engineering, work on the City's beach outfall removal project is planned to begin in 2024. Stormwater quality will be improved beyond the State's minimum standards through a state-of-the-art stormwater treatment train. Clean stormwater will then be pumped 1,000 feet offshore via new pump stations. The Beach Outfall project will replace the existing gravity flow system with a mechanical pumping system that will include two (2) pump stations with water quality features and backup emergency generators that will pump treated stormwater 1,500 feet into the Gulf of Mexico thereby eliminating the need for the eight (8) existing beach outfall pipes. This project exceeds FDEP's directive to improve stormwater quality, reduce beach erosion, protect environmental species, and remove large, unsightly, and obstructive stormwater pipes from the beautiful beaches of Naples.

   On June 21, 2023, the City entered into a Construction Manager at Risk (CMAR) agreement with a contractor to provide an initial phase of the CMAR to provide a Guaranteed Maximum Price (GMP) then move to the construction phase. The GPM came back at $86 million which does not include the $11 million expenditures made to date including $4.4 million directly attributable to the beach outfall removal, beach protection, and water quality aspect of the project. The

$4.4 spent to date coupled with $28.2 included in the pending GMP results in an estimated $32.6 million applicable to the beach outfall removal, beach protection, and water quality aspect of the project. The City has obtained $25 million from the State Legislature during the 2024 legislative session as a Line-Item Appropriation awaiting the Governor's approval. It would be reasonable to prorate the portion of the State's funding to this portion of the overall project, resulting in an allocation of the State's pending $25 million award of 38% or $9.5 million for the applicable portion of the project consistent with this TDC request.

The project budget below includes only the portions of the project that are required to remove the eight (8) existing beach outfall pipes, as directed by the FDEP. They are the north and south pump stations and emergency generators, the horizontal directional drilled outfall pipes from the pump stations that are 1,500 into the Gulf, and the removal of the eight (8) beach outfall pipes.

The City respectfully requests consideration for $10 million in TDC funding for this portion of the overall project. As you know, pristine and safe beaches are critical to the economy of Collier County, as is clean water. The recent incidents with Red Tide are events we hope this project will help to minimize in the future, leading to a more robust tourism economy and appreciating property values which are so critical to funding high-quality services provided by the City and County to our residents.

Documents available are the Executive Summaries of the Consultant's Water Quality reports.

Location: Gulf Shore Boulevard North between 2nd Avenue South and Oleander Drive located in the city limits of Naples.

5. **Estimated project start date:** July 1, 2024

6. **Estimated project duration:** 24 Months

7. **Total TDC Tax Funds Requested:** $10,000,000

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

Yes ( ) No (X)

DRAFT

Collier County Tourist Development Council
Category "A" Grant Application (Page 2)

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

PROJECT BUDGET

PROGRAM ELEMENT	AMOUNT
TDC Funds Requested	$ 10,000,000
City/Taxing District Share	$ 13,122,945 (this portion of project)
State of Florida Share	$ 9,500,000 (prorated)
Federal Share	$ 0
TOTAL	$ 32,622,945

PROJECT EXPENSES:
(Engineering, Mobilization, Contractor, Monitoring etc)

North and South Pump Stations & Generators	$ 22,482,984
Removal of 8 existing beach outfall pipes	$ 223,805
Directional Drill new Outfall pipes	$ 9,916,156
_____	$ _____
_____	$ _____
TOTAL	$ 32,622,945

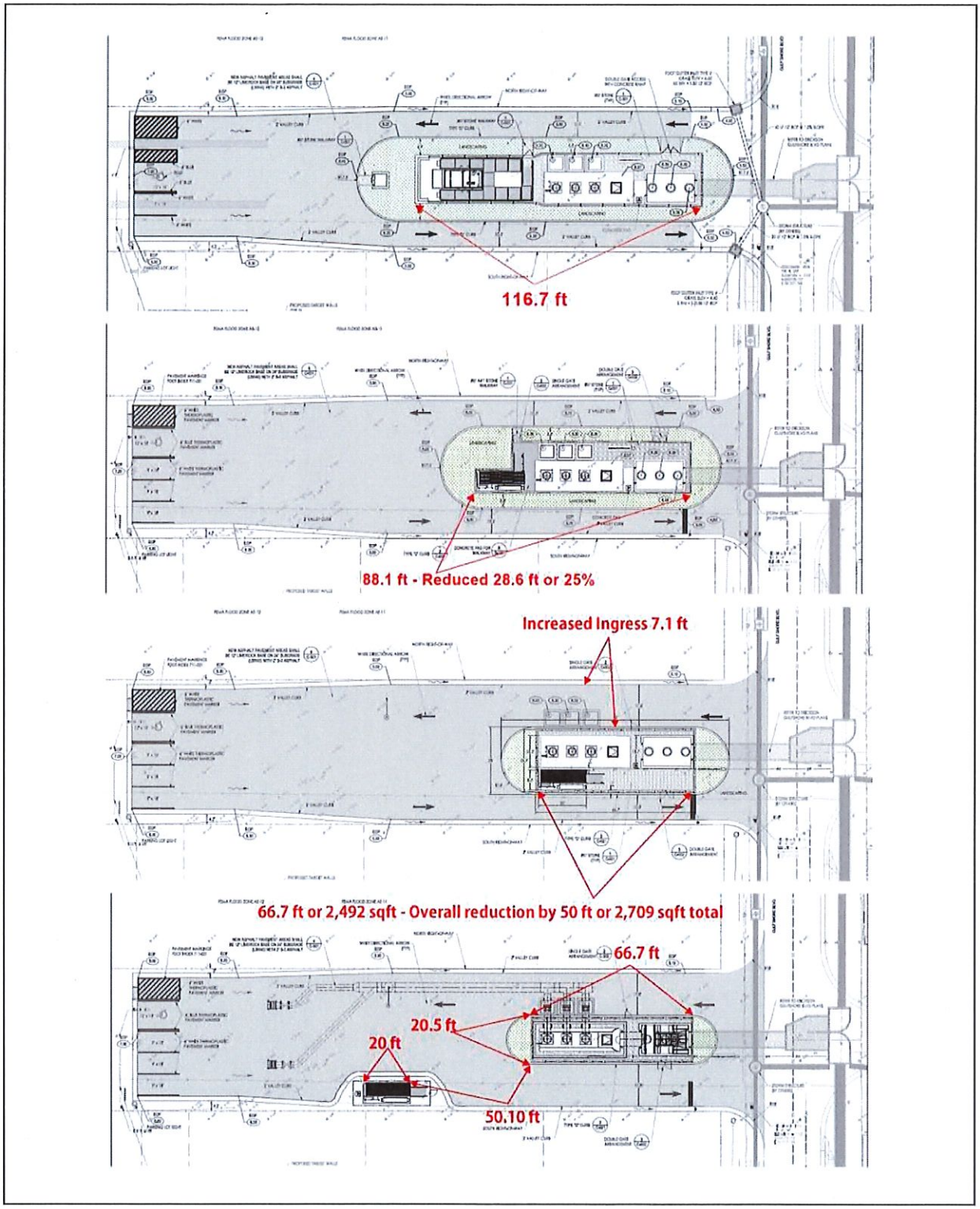
I have read the Tourist Development Category "A" Beach Funding Policy covering beach renourishment and pass maintenance and agree that my organization will comply with all guidelines and criteria.

Jay Boodheshwar Digitally signed by Jay Boodheshwar
Date: 2024.03.20 17:37:34 -04'00'

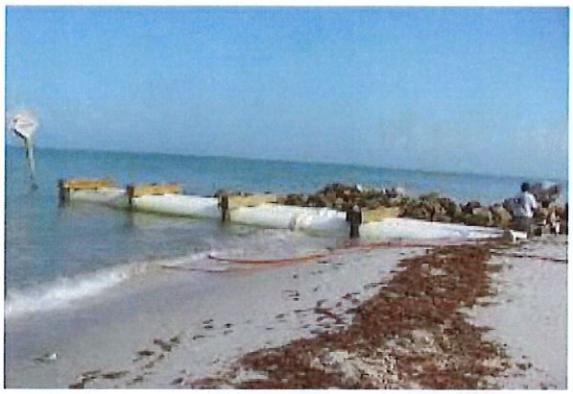
Signature of Sponsor Organization's Chief Official **Date**

DRAFT

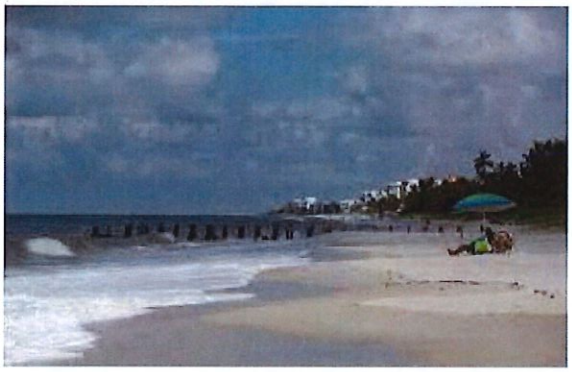
APPENDIX C - BEACH OUTFALL PS MODIFICATIONS - OCTOBER 2022 - R2



APPENDIX D - NAPLES BEACH OUTFALL & PROJECT AREA FLOODING PHOTOS



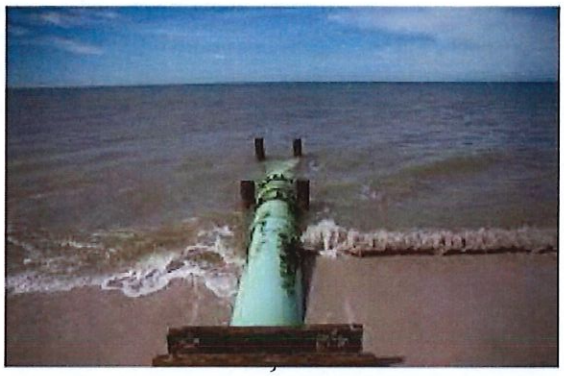




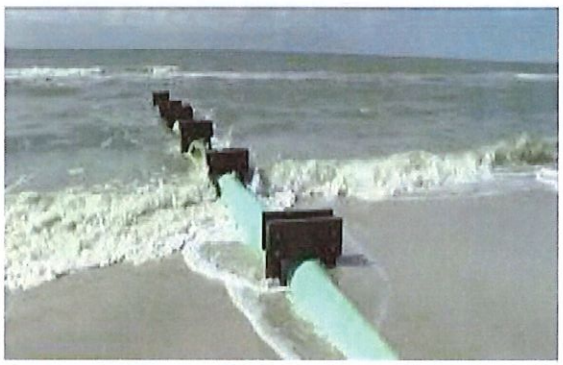
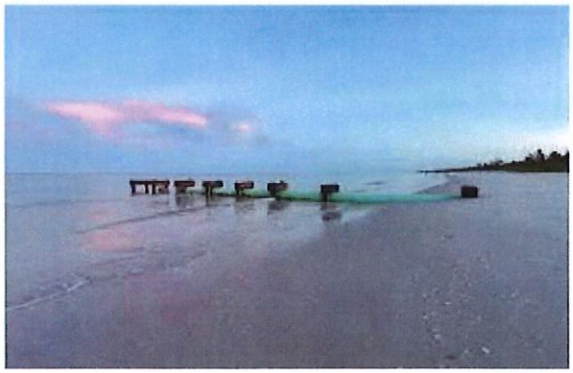






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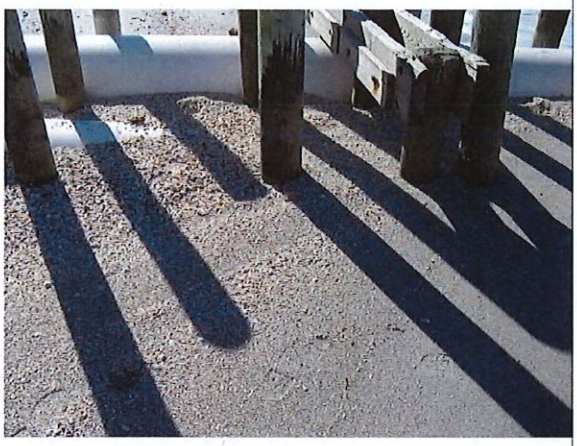
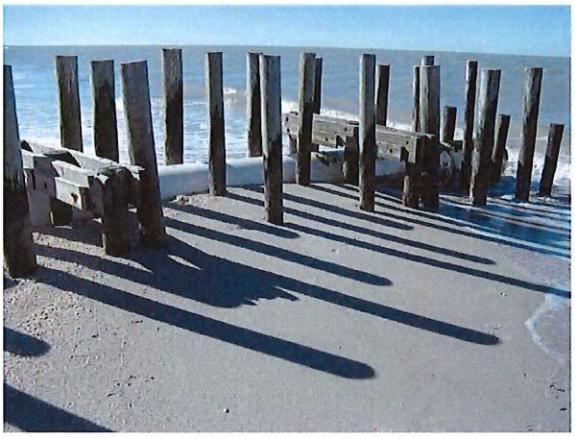


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APPENDIX E - COMMUNICATIONS - SUPPORT FROM COMMUNITY STAKEHOLDERS

Coquina Sands

> Good morning:
>
> Thank you for reaching out. Coquina Sands welcomes hundreds of people into our neighborhood weekly as Lowdermilk Park is in our geography. Personally, I think anything that enhances the beach's aesthetics is a benefit to our city. But more importantly, this initiative is a big plus because it will improve water quality and flooding issues. One of the biggest deterrents to tourism is red tide and algae issues. We can't control water releases from northern counties that impact our water quality and algae, but the Beach Outfall Project will help the city with more local control.
>
> As we all adjust to Naples being the "it" destination for quality of life, we need to ensure our beautiful beaches and water remain two of the main drivers for increased tourism. Clearly, flood control, resiliency and clean water will also have a big impact on keeping the real estate market active and sustainable and ultimately, people safer.
>
> Regards,
>
> Maegan Evans
>
> President Coquina Sands

Edgewater Beach Hotel

> From: Laura Radler <Laura.Radler@ophotels.com>
> Date: Thu, May 16, 2024 at 8:19 AM
> Subject: City of Naples Beach Outfall Project
> To: Dana Pollitt <dana@adept.co>
>
> Good morning Dana,
>
> Nice speaking with you last Friday and I appreciate you providing the additional information on the Outfall Project specifically as it relates to improved water quality. Without a doubt, the beautiful beaches of Naples are a number one driver of tourism for the area. Therefore, I would support this project as it would improve water quality along our beaches. While I understand that this is a City of Naples project, media coverage regarding red tide and bacteria in the water creates a negative for all of the tourism community in Collier County.
>
> Additionally the improvement of storm water drainage as well as decreased beach erosion make this project even more attractive.
>
> Best regards,
>
> Laura Radler
> General Manager I Edgewater Beach Hotel
> 1901 Gulf Shore Boulevard North I Naples, FL 34102
> Ph. 239.403.2000 I Direct 239.403.2156 I Fax 239.403.2100
> www.EdgewaterNaples.com

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Greater Naples Chamber of Commerce

From: Kristina Park <Kristina@napleschamber.org>
Date: Thu, May 16, 2024 at 9:32 AM
Subject: Re: City of Naples - Tourist Impact Study
To: Dana Pollitt <dana@adept.co>, Sloan Nagy <sloan@napleschamber.org>
Cc: Jay Boodheshwar <jboodheshwar@naplesgov.com>, Miguel Flores <mflores@naplesgov.com>

Dana,

Thank you for your patience in connecting during this unusually busy week. Below is the message of support from the Greater Naples Chamber. Please let me know if you have any further questions.

--

Recognizing the interconnectedness of our economy and our ecology, we are grateful that the leaders within the City of Naples are seeking opportunities to invest in beach restoration and water quality. We believe that this initiative holds immense promise in enhancing the environmental quality, safety and attractiveness of our community, thereby benefiting both residents and visitors alike.

Visitors seeking a clean, safe, and aesthetically pleasing beach experience will undoubtedly find Naples Beach to be an irresistible destination, thereby fueling the growth of our tourism sector and benefiting the local economy. We believe that the successful execution of this project will play a pivotal role in promoting tourism and enhancing the marketability of Naples and Collier County as premier destinations for visitors seeking pristine beaches, secure surroundings, and aesthetic allure. The allure of Naples Beach is a cornerstone of our local tourism industry, and ensuring its cleanliness, safety, and visual appeal is paramount in attracting discerning travelers from across the globe.

As the premier advocate for the business community, water quality and resiliency sit as one of the top priorities for the Greater Naples Chamber. By elevating the water quality standards, providing flood protection measures, and bolstering our resilience to climatic fluctuations, we are not only safeguarding our natural heritage but also enhancing the economic vitality of our region. Employers within our hospitality based economy depend on these dollars to support their business and its ability to grow and thrive in Naples.

Warm wishes,

Kristina Park
President & CEO
Greater Naples Chamber

E: Kristina@napleschamber.org

2150 Goodlette-Frank Road N.
Suite 101, Naples, FL 34102

www.NaplesChamber.org
Facebook | Instagram
Event Calendar

Gulf Shore Property Owners Association

From: gspoanaples@gmail.com
Date: May 16, 2024 at 6:11:18 PM EDT
To: Mary Hayes <maryscalahayes@gmail.com>, clifford holland <ceholland22@gmail.com>, Maegan Evans <mae@fallsrivergroup.com>
Cc: Dana Pollitt <dana@adept.co>, Miguel Flores <mflores@naplesgov.com>, Beth Petrunoff <bpetrunoff@naplesgov.com>
Subject: RE: City of Naples Tourist Impact Study

Mary - unless I am mistaken, Beach Outflows is a priority for the City of Naples for many reasons, including beautification of beaches to make out Gulf Shoreline more attractive for property owners and tourists alike. Here is the link to the discussion at the May 3rd presentation.
https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2527738/City_Council_Presentation_04-03-2024_03-26-2024__2_.pdf
Naturally, Gulf Shore Property Owners are very supportive of the efforts,
I have copied all on this email. GSPOA is emphatically supporting removal of Beach Outflow pipes. We have been speaking in favor of outflow pipe removal.

Doug Stewart
President, Gulf Shore Property Owners Association
GSPOAnaples@gmail.com
Mobile +1.708.267.6527

Mary Hayes - Naples Miracle Mile Project

From: Mary Hayes <maryscalahayes@gmail.com>
Date: May 13, 2024 at 6:43:41 AM EDT
To: Dana Pollittl <dana@adept.co>
Cc: Beth Petrunoff <bpetrunoff@naplesgov.com>, Bob Middleton <RMiddleton@naplesgov.com>, Miguel Flores <mflores@naplesgov.com>
Subject: Re: City of Naples Tourist Impact Study

Good morning Dana. Nice to speak to you this past Friday regarding the City of Naples stormwater outfall project. As you read in the attached article below the Miracle Mile project is a resident led initiative that collaborates with the developers, City of Naples staff, neighborhood community associations, the Edgewater Hotel and the Naples Beach Club; the future home of the Four Seasons Hotel. As stakeholders, our entire focus is on the streetscape on the public realm to develop a safe, structurally sound and cohesively aesthetic boulevard between the Naples Beach Club and Doctor's Pass/Mooring Line Bridge.

The Miracle Mile boulevard is the scenic gateway to the City. It serves as a venue for many residents and tourists that visit the Edgewater Hotel and the future Four Seasons Hotel on the Miracle Mile as they run, walk and bike down the boulevard. It is also the street in which they enter the City's crown jewel of full service beach parks, Lowdermilk Park. The stormwater outfall project would really benefit the Miracle Mile. Reducing street flooding as a result of afternoon rains or rain storm events as well as improving water quality and reducing beach erosion will be very important to our residents and the thousands of tourists that help support our local economy.

Dana, please let me know if I can provide you with further input.

Mary

Mary Hayes, Chair
Naples Miracle Mile Project
516-375-7011

Naples Airport Authority

> From: **Robin King** <Rking@flynaples.com>
> Date: Fri, May 10, 2024 at 5:43 PM
> Subject: City of Naples Beach Restoration
> To: Dana Pollitt <dana@adept.co>
>
> Hi Dana,
>
> I shared with our leadership here the work you're doing with the City, and we are in agreement that since the Naples Airport isn't involved in promoting tourism – and that the majority of our clientele are homeowners – we don't have a strong statement on behalf of tourism.
>
> I hope the annual report and other FAQ material can provide you with the information needed for your study.
>
> All the best,
>
> Robin King | Director of Community Relations/Communications
>
> (239) 643-0733
> 160 Aviation Drive North
> Naples, FL 34104
> flynaples.com

Sara Harrington - Collier County Office of Economic Development

> From: Sarah Harrington <Sarah.Harrington@colliercountyfl.gov>
> Date: Thu, May 16, 2024 at 10:46 AM
> Subject: RE: Naples Beach Restoration & Water Quality Improvements Project
> To: Dana Pollitt <dana@adept.co>, Miguel Flores <mflores@naplesgov.com>
>
> Hi Dana,
> Appreciate your reaching out and taking the time to speak with me this morning.
> The below letter from the Greater Naples Chamber (GNC) echoes the positive connection between reducing the visual obstructions on the beach line, increased aesthetics of the Naples beaches, and environmental benefits such as improved water quality and enhancing the coastal resiliency all of which contribute to greater marketability of the beaches and promotion of tourism in the proposed Naples Beach Restoration & Water Quality Improvements Project.
>
> Please let me know if I may be of further assistance. Hope you have a nice day. Thank you!
>
> Sarah Harrington
> Manager - Planning
> Economic Development & Housing

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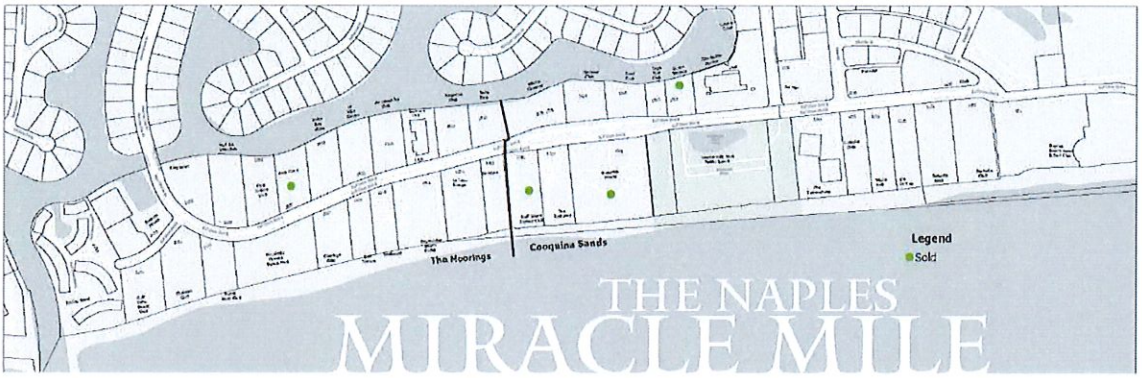
APPENDIX F - THE NAPLES MIRACLE MILE ARTICLE



The Miracle Mile project is a resident-led initiative started a year ago after the destruction of Hurricane Ian. It is a collaboration of residents and developers along the boulevard, Lowdermilk Park, neighborhood community associations, the Edgewater Hotel, and the Naples Beach Club, the future home of the Four Seasons Hotel. It is the stretch of Gulf Shore Boulevard North (GSBN) that runs from the Naples Beach Club to the Mooring Line Drive Bridge. This stretch of GSBN serves as a gateway to the entire city where many residents and tourists bike and walk along our beautiful beaches.

The mission of the Miracle Mile project is to engage stakeholders in a collaborative approach to redevelop a key area in the city in a thoughtful and coordinated manner. The plan is to create and implement a streetscape that includes the following:

1. Retains and builds upon the unique character of Naples.

2. Implements improvements to resiliency/stormwater and underground utilities while remaining environmentally responsible.

3. Creates a cohesive and beautiful landscape in the public realm that residents value while enhancing the neighborhood and city.

In case you missed the *Naples Daily News* articles and WINK News stories on the Miracle Mile project, on February 7 at the regular city council meeting over 140 Miracle Mile residents and all 38 developments on the Miracle Mile were represented. The Coquina Sands and the Moorings residents made their presence very clear that they are fully engaged about what is going to happen to the boulevard in their neighborhood. The decision was made that day for the approval of the funding for consultants, Agnoli, Barber & Brundage recently purchased by LJA, which is another full-service local engineering consultancy firm, to move forward. LJA's task is to create a conceptual master plan for the above-ground streetscape on the public right of way. The committee has already started meeting with the consultant and looks forward to sharing their progress thus far with residents. Right now, the consultant is working on developing a right-of-way base map of the boulevard and creating the Naples Miracle Mile website.

A big part of our project is community engagement. We want to hear from our residents. The committee completed a survey last summer that was emailed out to residents by the Gulf Shore Property Owners, Moorings, and Coquina Sands Associations. There were 864 responses. Residents were asked what features are most important to them along the Miracle Mile.

MORE THAN 90% OF RESIDENTS RANKED THE FOLLOWING AS THE TEN MOST IMPORTANT FEATURES:

- underground utilities
- sidewalks
- traffic density
- low building heights
- green space
- lush landscaping on private property
- stormwater flooding on the road
- views to the gulf and bay
- building setbacks
- pedestrian crosswalks
- green space
- verdant landscaping on public property

The committee has met with residents and presented at neighborhood association meetings several times over the last year. They also plan on doing another survey in the future as well as creating additional in-person opportunities for residents to provide us with their further input about how they envision the future of the Miracle Mile.

The reason why this neighborhood project has been so successful thus far is that all the stakeholders have been collaborative. Current long-time residents, developers, future residents of these new luxury developments, the city of Naples, and the many tourists that will visit our two hotels will all benefit from a more structurally sound, safer, and aesthetically cohesive Miracle Mile.

MARY HAYES
Committee Chair
The Naples Miracle Mile Project
MaryScalaHayes@gmail.com

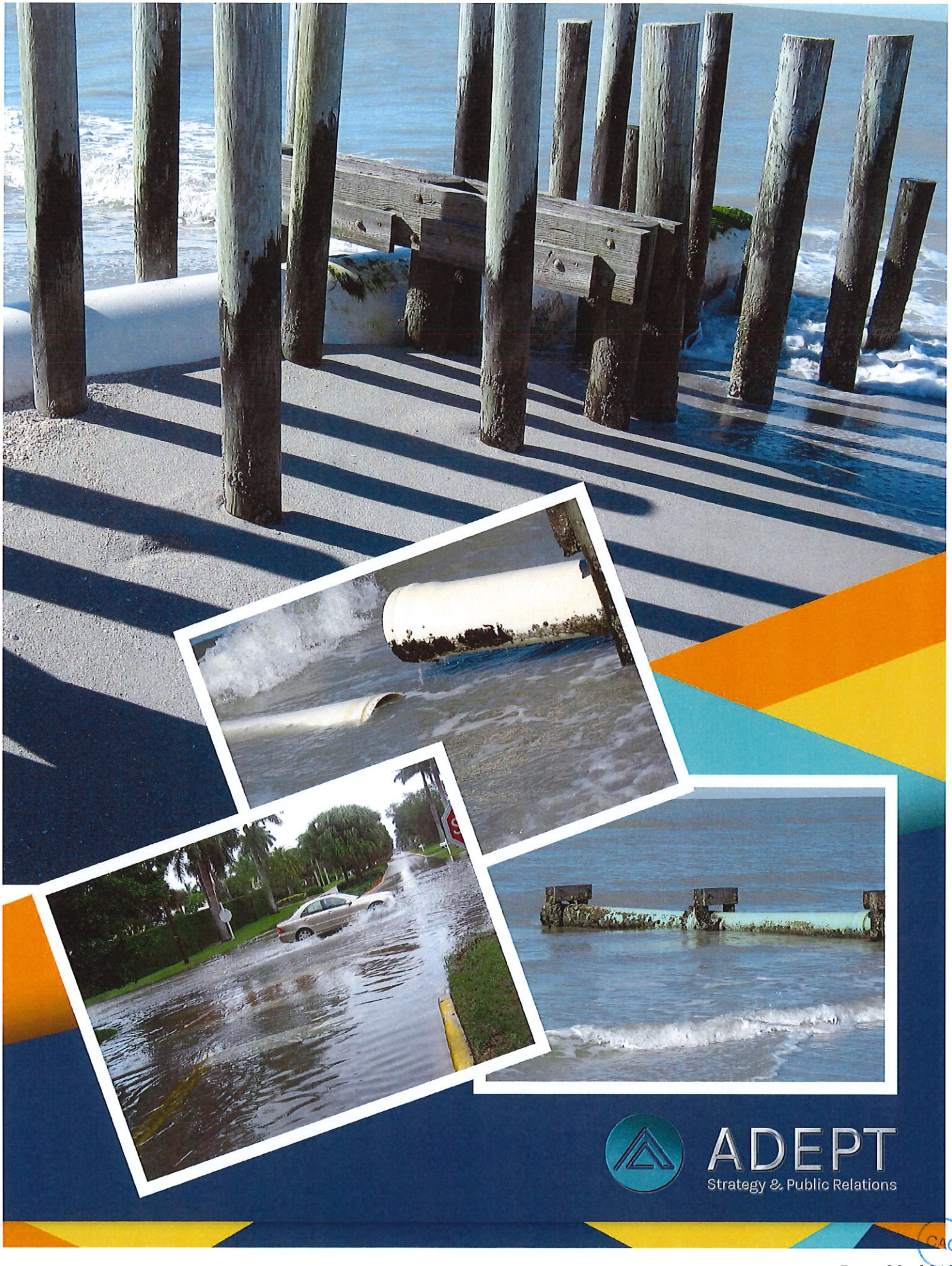

ADEPT
Strategy & Public Relations

EXHIBIT "C"

BUDGET – CITY OF NAPLES

Project budget includes:

Only the portions of the project that are required to remove the eight (8) existing beach outfall pipes, as directed by the FDEP. The[re] are the north and south pump stations and emergency generators, the horizontal directional drilled outfall pipes from the pump stations that are 1,500 [feet] into the Gulf, and the removal of the eight (8) beach outfall pipes.

AGGREGATE TOTAL	$10,000,000.00

Exhibit C

TDC Application Budget - City of Naples Beach Outfall Stormwater Project	
Description of Item	Construction Cost
Directional Drill - North (Kiewit)	$6,265,674.00
Directional Drill - South (DBE)	$4,203,375.03
Removal of (8) Beach Outfall Pipes (Kiewit)	$262,562.00
Grand Total	**$10,731,611.03**

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EXHIBIT "D"

REQUEST FOR REIMBURSEMENT
COLLIER COUNTY TOURIST DEVELOPMENT TAX

EVENT NAME_____

ORGANIZATION_____

ADDRESS_____

CONTACT PERSON_____**TELEPHONE ( )**_____

REQUEST PERIOD FROM_____ **TO**_____

REQUEST# _____

( ) INTERIM REPORT ( ) FINAL REPORT

TOTAL CONTRACT AMOUNT $_____

EXPENSE	BUDGET	REIMBURSEMENT REQUESTED
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

NOTE: Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

Each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it will take a maximum of 45 days for the County to process a check.

Furnishing false information may constitute a violation of applicable State and Federal laws.
CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ **TITLE**_____

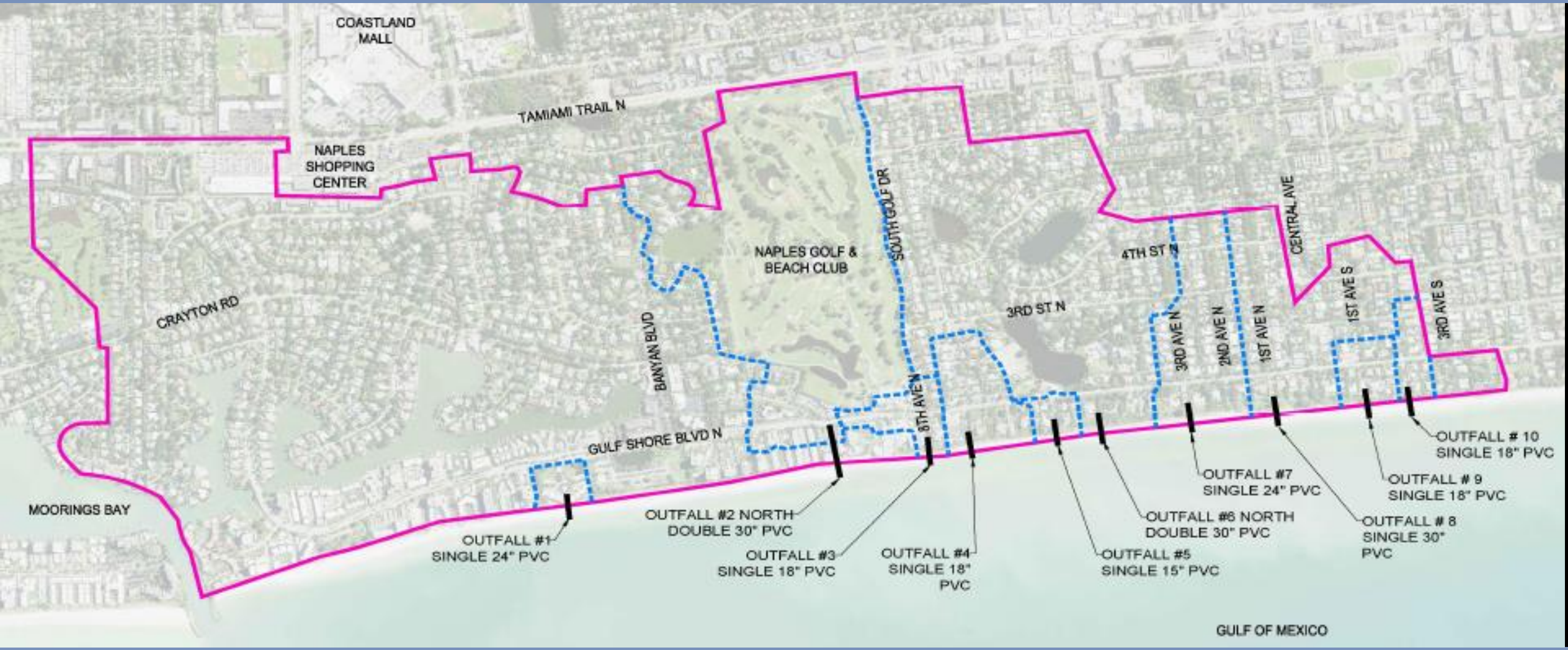


City of Naples

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

Tourist Development Council Funding Request

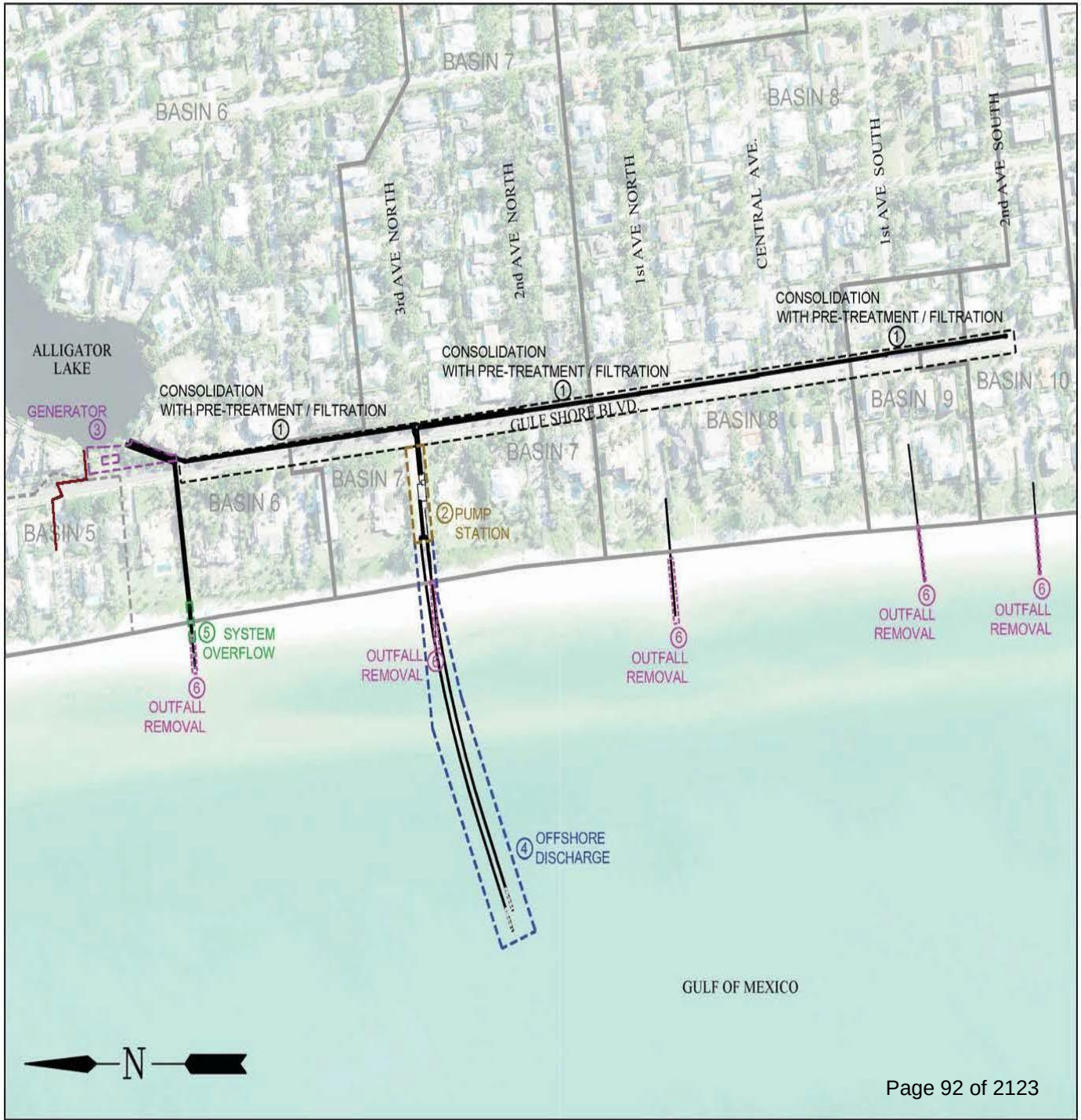
Stormwater Outfalls on Naples Beach



Outfalls: North Basin #2, #3, #4, South Basin #6, #7, #8, #9, #10 (City-8)

System Description

- Two (2) Pump Stations located at 8th Ave. N. and 3rd Ave. N. with (2) offshore directional drilled discharge lines per location reaching 1,500 feet offshore into the Gulf of Mexico
- Two (2) Diffusion System(s)
- Approx. (78) New Curb Inlet Catch Basins
- Installation of approx. 6,000 feet of Stormwater Pipe varying in size from 24 to 54 inches
- Treatment through Stormwater BMP's





Stormwater Project Benefits/Tourism Impacts Include:

- Removing all (8) unsafe and deteriorating Outfalls from the Naples Beaches (aesthetically pleasing)
- Improve Water Quality that exceeds the State's Minimum Standards (attract more beach goers)
- Provide Flood Protection (increase foot traffic)
- Increase the City's Resiliency within the work area of GSBN
- Increase the Storm Event level of Service from a 5-year storm event to a 25-year storm event (positive economic growth and stability)

Positive Impacts on Tourist Activities

- Attract more foot traffic to City beaches, parks, roads, and sidewalks within the project area.
- Boost to the local Naples economy from additional tourism spending.
- The removal of the outfalls will remedy the concern of many not knowing what is coming out of the outfalls and attract more beach goers/tourism within Naples.
- Perception of clean, safe and aesthetically pleasing beaches will increase the marketability of Naples and Collier County.
- Findings support that improving water quality, flood protection and increased resiliency will promote tourism in the Naples footprint.
- Overall, this project will have a positive impact on tourism and tourism related business/activities.
- On March 11, 2025, BBC approved the Tourism Study.













In closing, the City's Tourism Impact Study reveals that the project will not only improve Water Quality but boost tourism. The City of Naples respectfully requests the Coastal Advisory Council to approve funding in the amount of $10M for the Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project.





EXECUTIVE SUMMARY

Recommendation to approve a request for reimbursement from the City of Naples in the amount not to exceed $700,000 using tourist development tax funds for beach maintenance and Lowdermilk Park parking lot maintenance, waive any irregularities in the process, authorize the necessary budget amendment, and make a finding that this expenditure promotes tourism.

OBJECTIVE: Approve the City of Naples' request for reimbursement of tourist development tax funds.

CONSIDERATIONS: The City of Naples applies for tourist development tax grants each year through the Tourist Development Council (TDC). The County approved the TDC Grant Agreement on September 26, 2023 (Item 16B9) and approved a First Amendment on May 14, 2024 (Item 16B3). The Grant Agreement provides that funding is reimbursable upon receipt of City invoices subject to review and approval by County Staff and Clerk's Finance prior to reimbursement. Due to unforeseen circumstances, the City did not submit the request for reimbursement during the term of the FY 23-24 Grant Agreement which expired on November 30, 2024. The City performed the work in compliance with the Grant Agreement during the grant term (FY 23-24) and is seeking reimbursement after the fact. County Staff supports the City's request due to the work performed on City beaches and in Lowdermilk Park.

The Grant Agreement awarded $500,000 for Beach Maintenance to reimburse the City for costs associated including $300,000 for staff salaries and $200,000 for operating costs for beach maintenance. The City planned to request reimbursement but inadvertently did not. At the time, the City shifted to hurricane recovery in late 2024 and experienced some staff changes that redirected the focus.

The City was also awarded $200,000 for Lowdermilk Park to reimburse the City for costs associated with parking lot maintenance in Lowdermilk Park. The parking lot was resurfaced in August of 2024, just before the two hurricanes hit. The project is complete; however, the City did not timely seek reimbursement due to hurricane recovery and staff changes.

The Grant Agreement also awarded $2.2 million dollars for the Naples Pier which funds have not been spent or sought for reimbursement. The City will request that the funds be awarded in FY 2026 due to State and Federal permitting issues.

County Staff will review and approved the invoices prior to submittal which will not exceed $700,000. Following approval of this item, the invoices will be submitted to County Finance for payment.

This item is consistent with the Infrastructure and Asset Management element of Collier County's Strategic Plan by preparing for the impacts of natural disasters on our critical infrastructure and natural resources

GROWTH MANAGEMENT IMPACT: This item is consistent with the Conservation and Coastal Management Element of the County's Growth Management Plan

ADVISORY COMMITTEE RECOMMENDATIONS: The Coastal Advisory Committee (CAC) will review this request for reimbursement on August 14, 2025, and the Tourist Development Council (TDC) will review this item on August 19, 2025.

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

STAFF RECOMMENDATION: Collier County's Coastal Zone staff has reviewed and supports the request.

FISCAL IMPACT: Funding in the amount of $700,000 is budgeted for Fiscal Year 2025 within the TDC Beach Renourishment Fund (1105), The source of funding is the Tourist Development Tax.

RECOMMENDATION: To approve a request for reimbursement from the City of Naples in the amount not to exceed $700,000 using tourist development tax funds for beach maintenance and Lowdermilk Park parking lot maintenance, waive any irregularities in the process, authorize the necessary budget amendment, and make a finding that this expenditure promotes tourism.

Prepared by: Andrew Miller, Coastal Zone Management

Attachments: Grant Agreement dated September 26, 2023
First Amendment dated May 14, 2024
City request for reimbursement and invoices

2023-2024 TOURIST DEVELOPMENT TAX
GRANT AGREEMENT BETWEEN
COLLIER COUNTY AND THE CITY OF NAPLES
CATEGORY "A" CITY OF NAPLES' PROJECTS

THIS AGREEMENT is made and entered into this 26th day of September, 2023, by and between the City of Naples, ("GRANTEE") and Collier County, a political subdivision of the State of Florida, ("COUNTY").

RECITALS:

WHEREAS, CITY has submitted two grant applications for Tourist Development Tax Funds in the aggregate amount of Four Hundred Thousand Dollars ($400,000) for the City of Naples' Beach Cleaning and Maintenance Staff Salaries ($200,000) and for Naples Pier Repair and Maintenance ($200,000.00) for fiscal year 2023-2024 as described in Exhibit "A," Grant Applications, to this Agreement (the "Projects"); and

WHEREAS, the Coastal Advisory Committee and the Tourist Development Council have reviewed the Grant Applications and made recommendations to approve funding these expenditures and have also made recommended findings that these expenditures promote tourism; and

WHEREAS, the Board of County Commissioners desires to fund the Projects with Tourist Development Tax and finds that these expenditures promote tourism.

NOW, THEREFORE, BASED UPON THE MUTUAL COVENANTS AND PREMISES PROVIDED HEREIN AND OTHER VALUABLE CONSIDERATION, IT IS MUTUALLY AGREED AS FOLLOWS:

1. SCOPE OF WORK. GRANTEE prepared detailed applications outlining the Projects to be accomplished, along with a project budgets, as part of the grant application process, attached as Exhibits "A." GRANTEE shall provide the project activities outlined in the Grant Application

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within the budgeted amounts provided in the Grant Application. GRANTEE shall not be reimbursed for any expenditures not included in the Grant Application nor be reimbursed for amounts in excess of those provided in the Grant Application unless an amendment to this Agreement is entered into by GRANTEE and COUNTY.

2. PAYMENT AND REIMBURSEMENT. The aggregate maximum reimbursement under this Agreement shall be Four Hundred Thousand Dollars ($400,000). GRANTEE shall be paid in accordance with the fiscal procedures of COUNTY upon submittal of an invoice and upon verification that the services described in the invoice are completed or that goods have been received.

2.1 GRANTEE shall determine that the goods and services have been properly provided and shall submit invoices to the County Manager or his designee. The County Manager, or his designee, shall determine that the invoice payments are authorized, and the goods or services covered by such invoice have been provided or performed in accordance with such authorization. The budget for each project, attached as Exhibit "B," shall constitute authorization of the expenditure described in the invoices provided that such expenditure is made in accordance with this Agreement.

2.2 Each invoice submitted by GRANTEE shall be itemized in sufficient detail for audit thereof and shall be supported by copies of corresponding vendor invoices and proof of receipt of goods or performance of the services invoiced. GRANTEE shall certify in writing that all subcontractors and vendors have been paid for work and materials from previous payments received prior to receipt of any further payments. COUNTY shall not pay GRANTEE until the Clerk to the Board of County Commissioners pre-audits payment invoices in accordance with the law.

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2.3 GRANTEE shall be paid for its actual cost not to exceed the maximum amount budgeted pursuant to the attached Exhibit "B."

3. ELIGIBLE EXPENDITURES. Only eligible expenditures described in Proposals will be paid by COUNTY. Any expenditures paid by COUNTY which are later deemed to be ineligible expenditures shall be repaid to COUNTY within thirty (30) days of COUNTY'S written request to repay said funds. COUNTY may request repayment of funds for a period of up to one (1) year after termination of this Agreement or any extension or renewal thereof.

4. PAYMENT REQUESTS. Payment requests for interim draws and final payment must be submitted to the County in the form of the Request for Funds form attached to this Agreement as Exhibit "C." All payments are on a reimbursement basis only after proof of paid invoices are presented to the County. County may withhold any interim draw for failure to provide the interim status report, and County shall withhold final payment until receipt of the final status report or other final report acceptable to County. All invoices and requests for payment including the final payment must be received within ninety (90) days of termination of this Agreement. Any invoices and requests for payment not received in this time frame shall be returned to the Grantee and rejected for payment.

5. INSURANCE. GRANTEE is required to submit a Certificate of Insurance naming Collier County, and its Board of County Commissioners and the Tourist Development Council as additionally insured. The insurance coverages identified in the Certificate of Insurance shall be maintained without interruption from the date of commencement of the Projects until the date of completion of all Projects required hereunder or as specified in this Agreement, whichever is longer. The Certificate of Insurance shall be issued by a company licensed in the State of

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Florida, with a current A.M. Best Financial rating of "Class VI" or higher, and provide General Liability Insurance for no less than the following amount:

Bodily Injury Liability - $300,000 each claim per person
Property Damage Liability - $300,000 each claim per person
Personal Injury Liability - $300,000 each claim per person
Worker's Compensation and Employer's Liability – Statutory

The Certificate of Insurance must be delivered to the County Manager, or his designee, within ten (10) days of execution of this Agreement by COUNTY. GRANTEE shall not commence activities which are to be funded pursuant to this Agreement until COUNTY has received the Certificate of Insurance.

6. CHOICE OF VENDORS AND FAIR DEALING. GRANTEE may select vendors or subcontractors to provide services as described in Proposal. COUNTY shall not be responsible for paying vendors and shall not be involved in the selection of subcontractors or vendors. GRANTEE agrees to disclose any relationship between GRANTEE and subcontractors and/or vendors, including, but not limited to, similar or related employees, agents, officers, directors and/or shareholders. COUNTY may, in its discretion, object to the reasonableness of the expenditures and require repayment if invoices have been paid under this Agreement for unreasonable expenditures. The reasonableness of the expenditures shall be based on industry standards.

7. INDEMNIFICATION. To the extent permitted by law, GRANTEE shall hold harmless and defend COUNTY, and its agents and employees, from any and all suits and actions including attorney's fees and all costs of litigation and judgments of any name and description arising out of or incidental to the performance of this Agreement or work performed thereunder. This provision shall also pertain to any claims brought against the COUNTY by any employee of the

CAO

named GRANTEE, any subcontractor, or anyone directly or indirectly employed or authorized to perform work by any of them.

8. NOTICES. All notices from COUNTY to GRANTEE shall be in writing and deemed duly served if mailed by registered or certified mail to GRANTEE at the following address:

Chad Merritt, Director
Parks, Recreation, and Facilities Department
City of Naples
280 Riverside Circle
Naples, Florida 34102
cmerritt@naplesgov.com

All notices from GRANTEE to COUNTY shall be in writing and deemed duly served if mailed by registered or certified mail to COUNTY at the following address:

Andrew Miller, Manager
Coastal Zone Management
Collier County Government
2685 S. Horseshoe Drive
Naples, Florida 34104
Andrew.Miller@colliercountyfl.gov

GRANTEE and COUNTY may change their above mailing address at any time upon giving the other party written notification pursuant to this section.

9. NO PARTNERSHIP. Nothing herein contained shall be construed as creating a partnership between COUNTY and GRANTEE, or its vendor or subcontractor, or to constitute GRANTEE, or its vendor or subcontractor, as an agent or employee of COUNTY.

10. TERMINATION. COUNTY or GRANTEE may cancel this Agreement with or without cause by giving thirty (30) days advance written notice of such termination pursuant to Section 8 and specifying the effective date of termination. If COUNTY terminates this Agreement, COUNTY will pay GRANTEE for all expenditures incurred, or contractual obligations incurred

CAO

with subcontractors and vendors, by GRANTEE up to the effective date of the termination so long as such expenses are eligible.

11. GENERAL ACCOUNTING. GRANTEE is required to maintain complete and accurate accounting records and keep tourism tourist development tax funds in a separate checking account. All revenue related to the Agreement should be recorded, and all expenditures must be incurred within the terms of this Agreement.

12. AVAILABILITY OF RECORDS. GRANTEE shall maintain records, books, documents, papers and financial information pertaining to work performed under this Agreement. GRANTEE agrees that COUNTY, or any of its duly authorized representatives, shall, until the expiration of three (3) years after final payment under this Agreement, have access to, and the right to examine and photocopy any pertinent books, documents, papers, and records of GRANTEE involving transactions related to this Agreement.

13. AVAILABILITY OF FUNDS: This Agreement is subject to the availability of Tourist Development Tax revenues. If for any reason tourist tax funds are not available to fund all or part of this Agreement, the COUNTY may upon written notice, at any time during the terms of this Agreement, and at its sole discretion, reduce or eliminate funding under this Agreement.

14. PROHIBITION OF ASSIGNMENT. GRANTEE shall not assign, convey, or transfer in whole or in part its interest in this Agreement without the prior written consent of COUNTY.

15. TERM. This Agreement shall become effective on October 1, 2023 and shall remain effective until sixty (60) days after completion of the Project described in Exhibit "A", but no later than November 30, 2024.

CAO

16. AMENDMENTS. This Agreement may only be amended in writing by mutual agreement of the parties and after recommendation by the Tourist Development Council if appropriate, i.e. pertaining to the expenditure of Tourist Development Tax.

17. REQUEST FOR EXTENSION. Any request for additional time to complete the Projects described herein, or any request for additional Tourist Development Tax funds must be made in writing and received by the County Manager or designee at least thirty (30) days prior to the end date of this Agreement as provided in Section 15, TERM.

IN WITNESS WHEREOF, GRANTEE and COUNTY have each respectively, by an authorized person or agent, hereunder set their hands and seals on the date and year first above written.

DATED:
ATTEST:
CRYSTAL Kinzel, Clerk

by 9/28/23
Attest as to Chairman's signature only

Deputy Clerk

BOARD OF COUNTY COMMISSIONERS
COLLIER COUNTY, FLORIDA

By:
Rick LoCastro, Chairman

Approved as to form and legality:

Colleen M. Greene
Managing Assistant County Attorney

ATTEST:
PATRICIA RAMBOSK, City Clerk

(corporate seal)
CITY OF NAPLES

Approved as to form and legal sufficiency:

Vose Law Firm, City Attorney

By:
Teresa Heitmann, Mayor

CAO

Executive Summary

Recommendation to approve a beach fill project on Vanderbilt Beach and to (1) authorize a Purchase Order in the amount of $165,212.50 for construction to Earth Tech Enterprises, Inc. under Agreement 21-7885 "Beach Maintenance Related Activities" for an On-Call Urgent Services beach fill project on Vanderbilt Beach and a Purchase Order for $49,500 to Stewart Materials, LLC under Agreement 21-7827 "Beach Compatible Sand Supply" for the purchase of beach quality sand, and (2) make a finding that this expenditure promotes tourism (Project 90066).

OBJECTIVE: To approve a beach fill project on Vanderbilt Beach in the amount of $214,712.50.

CONSIDERATIONS: Over the summer / fall of 2024, Hurricanes Debby, Helene, and Milton caused extensive erosion along much of Collier County beaches. Post-storm monitoring reports recommended renourishment projects at Vanderbilt, Pelican Bay, and Naples beaches to address the heavy sand losses due to the storms. Renourishment projects at all three beaches are currently under design and anticipated to be constructed in the fall / winter of 2025/2026.

Since the storms of summer 2024, erosion at Vanderbilt beach between FDEP reference monuments R-28 and R-29 (approximately 500' north of Vanderbilt Beach Road) has increased to the point that the beach width at higher tides is insufficient to provide access for emergency vehicles.

On March 8, 2022 (Item 16.A.12) the Board awarded contract No. 21-7885 "Beach Maintenance Related Activities" to TSI Disaster Recovery, LLC, Earth Tech Enterprises, Inc., and Kelly Brothers, Inc. for providing on-call urgent beach-related maintenance activities. TSI Disaster Recovery, LLC is no longer available under the contract. Due to the urgency of the request, quotes for the work were requested from Earth Tech Enterprises, Inc. and Kelly Brothers, Inc., to be due by June 18, 2025. Kelly Brothers, Inc. responded with a no-bid on June 17, 2025, and Earth Tech's quoted price for construction, received on June 19, 2025, at $165,212.50.

On May 11, 2021 (Item 11.H), the Board awarded Agreement No. 21-7827 "Beach Compatible Sand Supply" to Stewart Materials, LLC to supply beach-compatible sand for the renourishing of County beaches. The purchase of approximately 4,500 tons of sand at the contract price of $11.00 per ton, or up to $49,500 is necessary to complete the project.

Since the combined quotes totaling $214,712.50, exceed the $200,000 amount approved by the Tourist Development Council on June 17, 2025, staff will seek additional authorization from the Tourist Development Council at their July 15, 2025 meeting. Approval of this item will allow the selected contractor to construct an expedited truck haul beach fill operation to provide a short-term remedy to address the current erosion until the full-scale renourishment project re-establishes the 100' design standard beach width in the fall of 2025. The intent of the expedited spot renourishment is to obtain Board approval and immediately issue Purchase Orders so that work can be completed before the upcoming July 4, 2025 holiday weekend.

This item is consistent with the Quality of Place Objectives of the County's Strategic Plan

ADVISORY COMMITTEE RECOMMENDATIONS: The Tourist Development Council (TDC) approved a not to exceed amount of $200,000 for this project on June 17, 2025 (8-0). This item will be returned to the TDC to seek authorization for the additional expenditure of tourist development tax funds ($14,712.50). This item will be presented to Coastal Advisory Committee (CAC) as an after-the-fact notification on July 10, 2025.

FISCAL IMPACT: Funding in the amount of $200,00 is available within the TDC Beach Renourishment Fund (1105), Vanderbilt Beach Maintenance Project (90066). The source of funding is tourist development tax. The remaining $14,712.50 is available within the MSTU General Fund (1101), Coastal Zone Management (110409), pending approval by the Tourist Development Council. Upon approval, the general fund will be reimbursed, and the expenditure will be charged to TDC Beach Renourishment Fund (1105).

GROWTH MANAGEMENT IMPACT: This item is consistent with the Conservation and Coastal Management

Element of the Growth Management Plan.

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

RECOMENDATIONS: Recommendation to approve a beach fill project on Vanderbilt Beach and to (1) authorize a Purchase Order in the amount of $165,212.50 for construction to Earth Tech Enterprises, Inc. under Agreement 21-7885 “Beach Maintenance Related Activities” for an On-Call Urgent Services beach fill project on Vanderbilt Beach and a Purchase Order for $49,500 to Stewart Materials, LLC under Agreement 21-7827 “Beach Compatible Sand Supply” for the purchase of beach quality sand, and (2) make a finding that this expenditure promotes tourism (Project 90066).

Prepared by: Andrew Miller, P.E., Coastal Zone Management, Capital Project Planning, Impact Fees and Program Management Division

COLLIER COUNTY COASTAL ADVISORY COMMITTEE (CAC)
Thursday, June 12, 2025 – 1:00 p.m.
Collier County Board Chambers
Collier County Government Center,3rd Floor
3299 Tamiami Trail East, Naples, FL 34112

CAC MEMBERS PRESENT - Chairman Joe Burke, City of Naples
Erik Brecknitz, City of Marco Island
Dr. Judith Hushon, City of Naples
Dave Trecker, unincorporated Collier County
Daniel High, City of Marco Island

Robert Roth, City of Marco Island – members voted to allow attendance via zoom

ALSO, PRESENT

Andy Miller, Coastal Zone Management
Colleen Greene, Managing Assistant County Attorney

Any person who decides to appeal a decision of this Board will need a record of the proceedings pertaining thereto and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Neither Collier County nor this Board shall be responsible for providing this record.

MEETING MINUTES

1. **Call to Order**
   The meeting was called to order by Chairman Joe Burke at 1:00 p.m.
2. **Pledge of Allegiance**
   The Committee recited the Pledge of Allegiance.
3. **Roll Call**
   Roll was taken by staff. A quorum was present.
4. **Changes and Approval of the Agenda**
   The agenda was reviewed and approved unanimously.
5. **Approval of Previous Meeting Minutes**
   The Committee approved the May minutes meeting.
6. **Revenue Report**
   Andy Miller presented the revenue report, noting a 33% positive variance from budget forecasts and consistency with last year's revenue trends.

7. **State Funding Request**
   The Committee approved a resolution supporting the county's application to the Florida Department of Environmental Protection (FDEP) for Fiscal Year 2026–2027.

8. **Committee Vacancy Recommendation**
   The Committee recommended Bob Raymond for reappointment.

9. **Collier Creek Dredging Project**
   Members expressed concerns about the progress of the dredging project, including potential environmental hazards and construction impact.

10. **Old Business**
    - Discussion continued on the Tiger Tail Project and concerns regarding environmental impact and property protection.
    - Beach access and fencing were also discussed.

11. **New Member Introduction**
    A new member, Daniel High, was introduced to replace outgoing member Steve Koziar.

12. **Next Meeting Date**
    The next meeting date is scheduled for July 11, 2025 at 1:00 p.m.

13. **Adjournment**
    There being no further business for the good of the County, the meeting was adjourned at 1:45 p.m.

COLLIER COUNTY COASTAL ADVISORY COMMITTEE

Chairman Joe Burke

The Minutes were approved by:

_____

_____

Name Signature

as presented on 8/14/25

or amended on _____

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

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youtube.com/CollierGov

August 15, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Collier County Code Enforcement Board
Collier County, Florida

August 28, 2025
9:00 a.m.

Notice is hereby given that the **Collier County Code Enforcement Board** will meet on **Thursday, August 28, 2025, at 9:00 a.m.** in the Board of County Commissioners Chambers, third floor, Collier County Government Center, 3299 Tamiami Trail E., Naples, Florida. The meeting will be broadcast live with closed captioning on Collier Television channel 97/98 and via live streaming at www.colliercountyfl.gov/ctv.

About the public meeting:

Two or more members of the Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future Board of County Commissioners meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48-hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Thomas Iandimarino at (239) 252-5706.

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COLLIER COUNTY
Code Enforcement Board
Nuisance Abatement Board

AGENDA

Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112

August 28, 2025
9:00 AM

Robert Kaufman, Chair
Kathleen Elrod, Member
Sue Curley, Member
John Fuentes, Member
Lee Rubenstein, Member
Tarik N. Ayasun, Member
Vacant, Member
Vacant, Alternate
Vacant, Alternate

Notice: Respondents may be limited to twenty (20) minutes for case presentation unless additional time is granted by the Board. Persons wishing to speak on any agenda item will receive up to five (5) minutes unless the time is adjusted by the Chairman.

All parties participating in the public hearing are asked to observe Roberts Rules of Order and speak one at a time so that the court reporter can record all statements being made.

Any person who decides to appeal a decision of this Board will need a record of the proceedings pertaining thereto, and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Neither Collier County nor the Code Enforcement Board shall be responsible for providing this record.

1. **Pledge of Allegiance**

2. **Roll Call**

3. **Approval of Minutes**

4. **Approval of Agenda**

5. **Public Hearings/Motions**

5.A. Motions

5.A.1. Motion for Continuance of Imposition of Fines Hearing

5.A.2. Motion for Extension of Compliance Deadline

5.A.2.1. CASE NO: **CESD20230001084**

OWNER: **Erick Padilla**
OFFICER: Rickey Migal
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a). Large storage building erected in the rear of property without proper permits.

FOLIO NO: 41825120001
PROPERTY ADDRESS: 5245 Hickory Wood Drive, Naples, FL 34119

5.A.2.2. CASE NO: **CESD20250000451**

OWNER: **Maikel Gonzalez and Alberto Gonzalez**
OFFICER: Wade Cohen
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a). Garage converted to living space, including electrical, plumbing and mini-split A/C. No permit(s) on file for the described work.

FOLIO NO: 35995440009
PROPERTY ADDRESS: 4561 26th Avenue SW, Naples, FL 34116

5.A.3. Motion for Re-Hearing

5.B. Stipulations (Non-Contested Cases and Present at the Hearing)

5.C. Emergency Cases

5.D. Hearings

5.D.1. CASE NO: **CESD20240005086**

OWNER: **Sylvia A Del Sordo and Nicholas J Etienne**
OFFICER: Brain Owen
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Structure

added/built on property without proper county permits or inspections.

FOLIO NO: 37065920004
PROPERTY ADDRESS: 440 11th St SW, Naples, FL 34120

5.D.2. CASE NO: **CESD20230007752**

OWNER: **Sergio Ruiz and Yusleidy Torres**
OFFICER: Charles Marinos
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). An Estate-zoned property with a pool cabana installed without permit.

FOLIO NO: 41281560108
PROPERTY ADDRESS: 2639 18th Avenue SE, Naples, FL 34117

5.D.3. CASE NO: **CELU20250001718**

OWNER: **VANDERBILT LIVING LLC**
OFFICER: Rickey Migal
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A) and 2.02.03. Piles of dirt and crushed concrete dumped throughout this property.

FOLIO NO: 41827360005
PROPERTY ADDRESS: 5131 Cherry Wood Dr, Naples, FL 34119

5.D.4. CASE NO: **CESD20240011507**

OWNER: **MI CASA BONITA INVESTMENT GROUP LLC**
OFFICER: Maria Rodriguez
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Single Family Home was modified without permits to include but not limited to: Unpermitted structural alterations/additions, enclosure of carport(s), replacement and addition of windows and doors, installed of a minimum of 5 A/C mini-splits, electrical and roof was modified.

FOLIO NO: 75210280001
PROPERTY ADDRESS: 1610 7th Avenue, Immokalee, FL 34142

5.D.5. CASE NO: **CESD20240006446**

OWNER: **Maria Ramirez Francisco**
OFFICER: Brian Owen
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Property has three chicken coops on site. No permits or inspections on file for the structure.

FOLIO NO: 36913920005

PROPERTY ADDRESS: 140 21st St Sw, Naples, FL 34120

5.D.6. CASE NO: **CESD20250003027**

OWNER: **FRONTERRA PROPERTY OWNER'S ASSOCIATION INC**

OFFICER: Wade Cohen

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a). Unpermitted Pool heater.

FOLIO NO: 34550000063

PROPERTY ADDRESS: 8717 Madrid Cir, Naples, FL 34104

5.D.7. CASE NO: **CESD20250006441**

OWNER: **OLSZEWSKI REVOCABLE TRUST**

OFFICER: Brian Owen

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Violation consist of but are not limited to the following: Interior changes to three car garage to include stud/drywall, electrical and plumbing additions.

FOLIO NO: 71820000206

PROPERTY ADDRESS: 3190 Safe Harbor Dr, Naples, FL 34117

5.D.8. CASE NO: **CESD20250005901**

OWNER: **Paul Alcimeus and Luciennie Mentor**

OFFICER: Wade Cohen

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a). Bathroom remodel and exterior remodel including plumbing and electric without required permits.

FOLIO NO: 36442400009

PROPERTY ADDRESS: 5067 27th Pl SW, Unit 2, Naples, FL 34116

5.D.9. CASE NO: **CESD20250001575**

OWNER: **Jonathan Turner and Olivia M Turner**

OFFICER: Ryan Kitts

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Unpermitted Electrical (2 recess lights installed) by an unlicensed contractor and unpermitted drywall installation.

FOLIO NO: 25600102202

PROPERTY ADDRESS: 9006 Cascada Way, Unit 201, Naples, FL 34114

5.D.10. CASE NO: **CENA20240007813**

OWNER: **JAMES L BAKER EST AND STEVE BAKER EST**
OFFICER: Brian Owen
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A) and 2.02.03. Litter and/or prohibited outdoor storage upon/throughout this property.

FOLIO NO: 192840000
PROPERTY ADDRESS: 1767 Acremaker Rd, Naples, FL 34120

5.D.11. CASE NO: **CELU20240004544**

OWNER: **MICELI FAMILY REVOCABLE TRUST**
OFFICER: Sherry Patterson
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A) and 2.02.03. Food Trailers being stored and/or used on parcel.

FOLIO NO: 53353200009
PROPERTY ADDRESS: 3929 Bayshore Dr, Naples, FL 34112

5.D.12. CASE NO: **CESD20240006181**

OWNER: **895 24TH AVE ANNEX LLC**
OFFICER: Brian Owen
VIOLATIONS: Collier County Code of Laws and Ordinances, Chapter 110, Article II, Section 110-31(a) and 110-32. ROW permit is expired.

FOLIO NO: 37594240103
PROPERTY ADDRESS: 407 24th Ave NW, Naples, FL 34120

6. Old Business

6.A. Motion for Reduction/Abatement of Fines

6.B. Motion for Imposition of Fines and Liens

6.B.1. CASE NO: **CESD20210013130**

OWNER: **FAIRWAY PRESERVE AT OLDE CYPRESS A CONDOMINIUM**
OFFICER: Rickey Migal
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Unpermitted electrical work performed on various carports and expired permits for the following carports: 7905 Preserve Circle-carports 1, 2, and 3; 7915 Preserve Circle-carports 1 and 2; 7925 Preserve Circle-carport 1; 7935 Preserve Circle-carports 1 and 2; 7940 Preserve Circle-carports 1 and 2; 7945 Preserve Circle-carports 1 and 2; 7960 Preserve Circle-carport; 7965 Preserve Circle-carport; 7975 Preserve Circle-carport 1; 7985 Preserve Circle-carports 1 and 2. Unpermitted electrical work completed on storage buildings - installation of new lighting.

FOLIO NO: 186760206

PROPERTY ADDRESS: 7995 Preserve Circle, Clubhouse, Naples, FL 34119

6.B.2. CASE NO: **CESD20230005772**

OWNER: **Jose Martinez**

OFFICER: Maria Rodriguez

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a). A storage container walk-in freezer with electric placed on commercial zoned property without first obtaining the authorization of the required permit(s).

FOLIO NO: 81681440008

PROPERTY ADDRESS: 218 W Main St, Immokalee, FL 34142

6.B.3. CASE NO: **CEVR20230008759**

OWNER: **EDINGTON PLACE LLC**

OFFICER: Doug Williams

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 3.05.01(B). Mechanical clearing of vegetation on a vacant lot without a permit.

FOLIO NO: 727400006

PROPERTY ADDRESS: 1095 Barefoot Williams Rd, Naples, FL 34113

6.B.4. CASE NO: **CEAU20250002739**

OWNER: **Eduardo Silguero and Natividad Silguero**

OFFICER: Jernell Herard

VIOLATIONS: Collier County Code of Laws and Ordinances, Chapter 110, Article II, Section 110-31(a), and The Florida Building Code 8th Edition (2023), Chapter 1, Section 105.1. A fence constructed without a permit and blocking a Collier County easement.

FOLIO NO: 63863720001

PROPERTY ADDRESS: 709 Broward Street, Immokalee, FL 34142

6.B.5. CASE NO: **CESD20230007938**

OWNER: **Yordis Gutierrez and Zulema Sol Garcia**

OFFICER: Craig Cooper

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Structures, including two (2) sheds/shade structures, electrical box/electric light pole, animal pens, animal coupe(s), and a tiki hut, all in the rear of the home, erected prior to obtaining the proper Collier County permit(s).

FOLIO NO: 40303640004

PROPERTY 2021 Everglades Boulevard N, Naples, FL 34120

ADDRESS:

6.B.6. CASE NO: **CESD20230006882**

OWNER: **Shane M Shadis**
OFFICER: Jonathan Musse
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a). Bathroom remodel without a valid Collier County permit.

FOLIO NO: 74860880001
PROPERTY ADDRESS: 1430 Green Valley Cir, Unit 702, Naples, FL 34104

6.B.7. CASE NO: **CELU20250006375**

OWNER: **12275 COLLIER BLVD LAND TRUST**
OFFICER: Bradley Holmes
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A), 1.04.01(B), 5.04.01(F) and 2.03.03(D). Unpermitted/unapproved activities including but not limited to: outdoor preparation of food/drink, outdoor sales of food/drink, and seated consumption of food/drink, all in the parking lot/sidewalk area of the plaza.

FOLIO NO: 35778600008
PROPERTY ADDRESS: 12275 Collier Blvd, Naples, FL 34116

6.B.8. CASE NO: **CEPF20240010335**

OWNER: **Abdallah Masoud Mustafa**
OFFICER: Wade Cohen
VIOLATIONS: Collier County Land Development Code 04-41, as amended, Section 10.02.06(B)(1)(a), and The Florida Building Code 8th Edition (2023), Chapter 1, Section 109.1. Permit PRBD20200416629 has expired with fees due and open conditions. Permit PRBD20200416627 has expired with fees due.

FOLIO NO: 45846280007
PROPERTY ADDRESS: 1270 13th Street SW, Naples, FL 34117

6.B.9. CASE NO: **CELU2022002018**

OWNER: **KIRK SANDERS REVOCABLE TRUST**
OFFICER: Brian Owen
VIOLATIONS: Collier County Land Development Code 04-41, as amended,1.04.01(A) and 2.02.03. Junk Including but not limited to car and ATV parts, appliances, unlicensed and/or inoperable vehicles, unlicensed and/or inoperable trailers, unlicensed and/or inoperable boats and unlicensed and/or inoperable RV's stored on an improved AG zoned property.
FOLIO NO: 333320004
PROPERTY ADDRESS: 2260 Keane Ave, Naples, FL 34117

6.B.10. CASE NO: **CENA20220005940**

OWNER: **KIRK SANDERS REVOCABLE TRUST**

OFFICER: Brian Owen

VIOLATIONS: Collier County Code of Laws and Ordinances, Chapter 54, Article VI, Section 54-181. Accumulation of litter, including but not limited to vehicle and ATV parts, trash, remnants from a dismantled RV, and other items laying around on the property.

FOLIO NO: 333320004

PROPERTY ADDRESS: 2260 Keane Ave, Naples, FL 34117

6.B.11. CASE NO: **CESD20240002270**

OWNER: **Yenny Rodriguez Pino and Rockny Garcia Rodriguez**

OFFICER: Charles Marinos

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). An improved estates zoned property with interior garage renovations, adding walls, split A/C unit, electrical, and a side door added to access exterior. Permits required but not obtained. Exterior electrical modifications for A/C unit, power outlet and plumbing modifications for a washer and dryer set. Permits required but not obtained. Wood dog kennels in the rear of the property. Permits required but not obtained. Demolition permits will be required for all electrical and plumbing modifications not retained through a separate permit.

FOLIO NO: 39394880004

PROPERTY ADDRESS: 2380 2nd Avenue SE, Naples, FL 34117

6.B.12. CASE NO: **CELU20240002393**

OWNER: **951 COMMERCE CENTER PROPERTY OWNERS ASSOCIATION**

OFFICER: Wade Cohen

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A). A private road being used as a commercial bus stop.

FOLIO NO: 21785002302

PROPERTY ADDRESS: 8845 Davis Blvd, Naples, FL 34104

6.B.13. CASE NO: **CESD20210012586**

OWNER: **William N Kogok Jr**

OFFICER: Brian Owen

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Unpermitted structures, pump house, and garage on Estates property.

FOLIO NO: 37987840000

PROPERTY 3620 White Blvd, Naples, FL 34117

ADDRESS:

6.B.14. CASE NO: **CENA20240008342**

OWNER: **HOLE IN ONE FAIRWAY LLC**

OFFICER: Wade Cohen

VIOLATIONS: Collier County Code of Laws and Ordinances, Chapter 54, Article VI, Sections 54-179 and 54-181. Litter, including but not limited to: lumber, garbage, food and drink wrappers/containers, and loose and bagged waste excrement.

FOLIO NO: 36444600001

PROPERTY ADDRESS: 4820 Golden Gate Parkway, Naples, FL 34116

6.B.15. CASE NO: **CENA20230003369**

OWNER: **DHOME BUILDERS INC**

OFFICER: Brian Owen

VIOLATIONS: Collier County Code of Laws and Ordinances, Chapter 54, Article VI, Section 54-181, and Collier County Land Development Code 04-41, as amended, Section 2.02.03. An improved estates zoned property with an accumulation of litter, including but not limited to the following: A/C equipment, roofing tiles, building materials, a shipping container, vehicle parts, appliances, tools, furniture, organic materials, wood, plastic, paper, cardboard, metal, and glass.

FOLIO NO: 37591560006

PROPERTY ADDRESS: 711 18th Avenue NW, Naples, FL 34120

6.B.16. CASE NO: **CELU20230011037**

OWNER: **Cristhian M Lopez, Misleydis C Rodriguez and Ricardo M Rodriguez Leyva**

OFFICER: Charles Marinos

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A), 2.02.03, 5.02.03, 5.02.03(A) and 5.02.03(D), and Collier County Code of Laws and Ordinances, Chapter 126, Article IV, Section 126-111(b). Estates zoned property with multiple commercial trailers/vehicles parked/stored and utilized to operate an unauthorized commercial trucking business not in conformance with regulations of the zoning district and without the issuance of a Business Tax Receipt.

FOLIO NO: 40574960005

PROPERTY ADDRESS: 2719 10th Avenue NE, Naples, FL 34120

6.B.17. CASE NO: **CEVR20240002227**

OWNER: **Cristhian M Lopez, Misleydis C Rodriguez and Ricardo M Rodriguez Leyva**

OFFICER: Charles Marinos

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 3.05.01(B). Removal of native

vegetation where the total area cleared exceeds the one (1) acre allowed to be cleared by the building permit issued for construction of the principal structure and alteration of land through placement of fill that removed or otherwise destroyed vegetation without first obtaining approval from the County.

FOLIO NO: 40574960005

PROPERTY ADDRESS: 2719 10th Avenue NE, Naples, FL 34120

6.B.18. CASE NO: **CESD20240003978**

OWNER: **Jeffrey J Allman and Bertha L Allman**

OFFICER: Brian Owen

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 10.02.06(B)(1)(a), 10.02.06(B)(1)(e) and 10.02.06(B)(1)(e)(i). Violations consist of but are not limited to the following: shed built without proper county permits or inspections. Dog kennel built onto the shed without proper permits and inspections. Dog run built with chain link fencing, no permits or inspections.

FOLIO NO: 36716680005

PROPERTY ADDRESS: 3340 7th Avenue NW, Naples, FL 34120

6.B.19. CASE NO: **CEVR20210009902**

OWNER: **IRON RANCH CONTAINERS INC**

OFFICER: Charles Marinos

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 3.05.01(B) and 10.02.06(B)(1)(a). Removal of native and/or Prohibited Exotic vegetation from unimproved property using heavy machinery without first obtaining required vegetation removal permit from Collier County and local and/or State approval.

FOLIO NO: 304320004

PROPERTY ADDRESS: 1370 Dove Tree St, Naples, FL 34117

6.B.20. CASE NO: **CELU20210010367**

OWNER: **IRON RANCH CONTAINERS INC**

OFFICER: Charles Marinos

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 1.04.01(A) and 2.02.03. Storing vehicles, mobile homes, and storage containers is not allowable use for this undeveloped Ag zoned property. Office trailers on property without permits or county approval.

FOLIO NO: 304280005

PROPERTY ADDRESS: 1340 Dove Tree St, Naples, FL 34117

6.B.21. CASE NO: **CEVR20210010368**

OWNER: **IRON RANCH CONTAINERS INC**

OFFICER: Charles Marinos

VIOLATIONS: Collier County Land Development Code 04-41, as amended, Sections 3.05.01(B) and 10.02.06(B)(1)(a). Removal of native and/or Prohibited Exotic vegetation from unimproved property using heavy machinery without first obtaining required vegetation removal permit from Collier County and local and/or State approval.

FOLIO NO: 304280005

PROPERTY ADDRESS: 1340 Dove Tree St, Naples, FL 34117

6.C. Motion to Rescind Previously Issued Order

6.D. Motion to Amend Previously Issued Order

7. New Business

8. Consent Agenda

8.A. Request to Forward Cases to County Attorney's Office as Referenced in Submitted Executive Summary.

8.A.1. CASE NO:

OWNER:

OFFICER:

VIOLATIONS:

FOLIO NO:

PROPERTY ADDRESS:

9. Reports

10. Comments

11. Nuisance Abatement Board

11.A. Hearings

12. Next Meeting Date - THURSDAY SEPTEMBER 25, 2025, AT 9:00AM

13. Adjourn

Collier County

Growth Management Community Development

Development Services Advisory Committee

Land Development Review Subcommittee

Tuesday, May 20, 2025
3:00 pm

2800 N. Horseshoe Dr.
Naples, FL 34104
Growth Management Community Development Department
Conference Room 609/610

Please contact Eric Johnson at (239) 252-2931 or Eric.Johnson@colliercountyfl.gov if you have any questions or wish to meet with staff.

DSAC – Land Development Review Subcommittee
2025 Land Development Code Amendments

Agenda

Tuesday, May 20, 2025

3:00 pm

2800 N. Horseshoe Dr., Naples, FL 34104

Growth Management Community Development, Conference Rooms 609/610

NOTICE:

Persons wishing to speak on any Agenda item will receive up to three (3) minutes unless the Chairman adjusts the time. Speakers are required to fill out a "Speaker Registration Form", list the topic they wish to address, and hand it to the Staff member before the meeting begins. Please wait to be recognized by the Chairman and speak into a microphone. State your name and affiliation before commenting. During the discussion, Committee Members may direct questions to the speaker.

Please silence cell phones and digital devices. There may not be a break in this meeting. Please leave the room to conduct any personal business. All parties participating in the public meeting are to observe Roberts Rules of Order and wait to be recognized by the Chairman. Please speak one at a time and into the microphone so the Hearing Reporter can record all statements being made.

1. Call to Order – Chairman
2. Approval of Agenda
3. Old Business
4. New Business
    a. PL20250004659 – Home Based Business Updates LDCA
    b. PL20250005043 – Group Housing Updates LDCA
    c. PL20250005475 – Mailed Notice Rural Agricultural Zoned Land LDCA
    d. PL20240008632 – Solar Facilities and Electrical Substations LDCA
5. Public Speakers
6. Reminders of Upcoming DSAC-LDR Subcommittee Meeting Dates Discussion:
    a. Tuesday, June 17, 2025
    b. Tuesday, September 16, 2025
    c. Tuesday, November 18, 2025
7. Adjourn

For more information, please contact Eric Johnson at (239) 252-2931
or at Eric.Johnson@colliercountyfl.gov

LAND DEVELOPMENT CODE AMENDMENT

PETITION
PL20250004659

ORIGIN
Growth Management Community Department (GMCD)

SUMMARY OF AMENDMENT
This Land Development Code (LDC) amendment proposes to update LDC section 5.02.00 Home Occupations to ensure consistency between the County's regulations and the changes that were recently made to the Florida Statutes relative to home-based businesses. LDC amendments are reviewed by the Board of County Commissioners (Board), Collier County Planning Commission (CCPC), Development Services Advisory Committee (DSAC), and the Land Development Review Subcommittee of the DSAC (DSAC-LDR).

HEARING DATES

Board	TBD
CCPC	TBD
DSAC	TBD
DSAC-LDR	05/20/2025

LDC SECTIONS TO BE AMENDED

5.02.00	HOME OCCUPATIONS
5.02.01	Applicability
5.02.02	Allowable Home Occupation Uses
5.02.03	Standards

ADVISORY BOARD RECOMMENDATIONS

DSAC-LDR	DSAC	CCPC
TBD	TBD	TBD

BACKGROUND The County's original provisions for home occupational uses were introduced into the LDC, pursuant to Ordinance 1980-04. The adoption of Ordinance 1995-31 established the current travelling prohibition to and from the residence, by customers, employees, and clients of the business operating as a home occupation. These standards have remained relatively unchanged, except for several minor amendments and the most recent occurring in 2005 which prohibited the meeting or parking at the residence.

On July 1, 2021, F.S. 559.955 Home-Based Businesses, became an effective law that allow small business entrepreneurs to use residential property in ways that are consistent with residential land use (see Exhibit A). The law sets forth criteria that home-based businesses must meet to operate in areas zoned for residential use. It stipulates that "the local government may not enact or enforce any ordinance, regulation, or policy, or take any action to license or otherwise regulate a home-based business in a manner that is different from other businesses in a local government's jurisdiction." It is noteworthy, by F.S. 559.955 (4), that "Any adversely affected current or prospective home-based business owner may challenge any local government action in violation of this section. The prevailing party in a challenge may recover reasonable attorney fees and costs incurred in challenging or defending the action, including reasonable appellate attorney fees and costs." As such, the purpose and intent of this LDC amendment is to update LDC section 5.02.00 to comply with current State law.

FISCAL & OPERATIONAL IMPACTS
No fiscal impacts are anticipated.

GMP CONSISTENCY
The proposed LDC amendment has been reviewed by Comprehensive Planning staff and may be deemed consistent with the GMP.

EXHIBITS: A) None

Amend the LDC as follows:

5.02.00 – Home Occupations/Home-Based Businesses

5.02.01 – Purpose and Intent

The intent of this section is to provide minimum standards for home occupations/ home-based businesses to ensure compatibility with the surrounding character and integrity of the residential neighborhood, while maintaining consistency with section 559.955, Florida Statutes. A business is considered a home occupation/ home-based business if it operates, in whole or in part, from a residential property and meets LDC section 5.02.03 standards and criteria.

5.02.02 – Applicability

Home occupations/ home-based businesses shall be allowed at any residential dwelling.

5.02.03 – Standards

The home occupation/ home-based business shall be incidental to the use of the dwelling. A home occupation/ home-based business shall meet the following criteria:

A. The employees of the business who work at the residential dwelling must also reside in the residential dwelling, except that up to a total of two employees or independent contractors who do not reside at the residential dwelling may work at the business. More than one home occupation/ home-based business may occur on-premises; however, for all businesses based at the residential dwelling, the total number of employees working on-premises but do not reside at the residential dwelling, shall be limited to two. The business may have additional remote employees that do not work at the residential dwelling.

B. Parking related to the business activities of the home occupation/home-based business shall comply with residential parking requirements of the LDC, and the need for parking generated by the business shall not be greater in volume than would normally be expected at a similar residence where no business is conducted. Vehicles and trailers used in connection with the business must be parked in legal parking spaces that are not located within the right-of-way, on or over a sidewalk, or on any unimproved surfaces at the residence. Any land clearance as a result of any parking area expansion shall be in compliance with LDC section 3.05.00. Parking or storage of commercial vehicles or equipment shall be allowed only in compliance with the requirements for commercial vehicles as set forth in Collier County's PARKING, STORAGE, AND USE OF VEHICLE CONTROL ORDINANCE (Ord. No. 2010–26, as amended).

C. As viewed from the street and neighboring residential properties, the use of the residential property is consistent with the uses of the residential areas that surround the property. External modifications made to a residential dwelling to accommodate a home occupation/ home-based business must conform to the residential character and architectural aesthetics of the neighborhood. The home-based business shall not conduct retail transactions at a structure other than the residential dwelling; however, incidental business uses and activities may be conducted at the residential property.

D. The activities of the home occupation/ home-based business are secondary to the property's use as a residential dwelling.

E. All business activities shall comply with any relevant local or state regulations with respect to signage and equipment or processes that create noise, vibration, heat, smoke, dust, glare, fumes, or noxious odors. Relevant County regulations for this paragraph are those that apply to a residence where no business is conducted.

F. All business activities shall comply with any relevant local, state, and federal regulations with respect to the use, storage, or disposal of any corrosive, combustible, or other hazardous or flammable materials or liquids. Relevant County regulations for this paragraph are those that apply to residence where no business is conducted.

G. All home occupations/home-based businesses shall be regulated and licensed in a manner consistent and equivalent to other licensed businesses within Collier County, except as provided in this Section.

# # # # # # # # # # # # #

~~**5.02.00 – HOME OCCUPATIONS**~~

~~**5.02.01 – Applicability**~~

~~Home occupations shall be allowed in any zoning district which permits residential dwellings as a permitted use.~~

~~**5.02.02 – Allowable Home Occupation Uses**~~

~~There shall be no retail sale of materials, goods, or products from the premises.~~

~~**5.02.03 – Standards**~~

~~The home occupation shall be clearly incidental to the use of the dwelling for dwelling purposes. The existence of the home occupation shall not change the character of the dwelling.~~

~~A. An allowable home occupation shall be conducted by an occupant of the dwelling.~~

~~B. There shall be no on-site or off-site advertising signs.~~

~~C. The use shall not generate more traffic than would be associated with the allowable residential use. To that end, traveling to and from as well as meeting or parking at the residence by either employees of the business operated therefrom who are not residing at the subject address or by customers or clients of the home occupations is prohibited.~~

~~D. There shall be no receiving of goods or materials other than normal delivery by the U.S. Postal Service or similar carrier.~~

~~E. Parking or storage of commercial vehicles or equipment shall be allowable only in compliance with the requirements for commercial vehicles in the County Code.~~

~~F. The on-site use of any equipment or materials shall not create or produce excessive noise, obnoxious fumes, dust, or smoke.~~

~~G. The on-site use of any equipment or tools shall not create any amount of vibration or electrical disturbance.~~

~~H. No on-site use or storage of any hazardous material shall be kept in such an amount as to be potentially dangerous to persons or property outside the confines of the home occupation.~~

~~I. There shall be no outside storage of goods or products, except plants. Where plants are stored, no more than fifty (50) percent of the total square footage of the lot may be used for plant storage.~~

~~J. A home occupation shall be subject to all applicable County occupational licenses and other business taxes.~~

Eric Johnson

From: Audrey Mares <dutmarab@comcast.net>
Sent: Tuesday, April 29, 2025 9:42 PM
To: Eric Johnson
Cc: Neighbor - Tim & vicki maloney
Subject: Collier County 5.02.00---Amendment PL20250004659 vs PL20220006029

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

Mr. Johnson
Good Morning

The County Attorney already approved the Land Development Code Amendment, PL20220006029 proposed language in 2022.

> 5.02.02 - Applicability
>
> 2022-------"Home occupations/ home-based business shall be allowed ***inside any dwelling*** within any
> zoning district that permits residential dwellings as a permitted use"

There would be no reason to modify the Applicability verbiage since the Florida Statute (559.955) has not changed or modified since passing into law in 2021.

> 2025------ "Home occupations/ home-based businesses shall be **allowed at any residential dwelling"**

This is a sea shift change in the 2025 vs 2022 language. The interpretation in the new language would mean a business doesn't need to work inside the dwelling but use the dwelling as an operating hub such as a commercial landscape company.
Reading some other Florida Counties Home-Base Business Statute it is clear working inside the house and some even apply a business square footage requirement. One that I have been talking to is South West Ranches. Working inside the house is settled law.

I would say if Collier County wanted a Commercial Landscape Company operating under the Florida State Statute-Home-Base Business it will more than likely happen.
We have a Commercial Landscape Company that worked for over a year under the Collier County Home Occupation License. A violation but no enforcement. He has dropped the Home Occupation and now is operating under the LDC with 5 combination commercial trucks & trailers allowed based on square footage of the house. Nice thing to wake up to at 5:30am

Reading Collier County 2022 proposal vs the 2025 proposal is in my mind a “bait and switch” allowing larger commercial operations within a residential neighborhood.
My comments were not referring to the State Statute as it hasn’t changed.

In our mind we under the impression the 2022 proposal was going to get pulled out of the drawer dusted off and resubmitted.

Thanks
William Mares

On Apr 29, 2025, at 9:58 AM, Eric Johnson <Eric.Johnson@colliercountyfl.gov> wrote:

Good morning, Mr. Mares. Thank you for your email.

It was my understanding that I used the most recent version of the previous amendment. I can assure you there is no “bait and switch” going on here.

I copied/pasted a portion of the Florida Statutes. Our County Attorney’s Office will determine if the proposed provisions are consistent with Florida Statutes:

The way the process works, once staff determines the provisions are in good working order, the LDC amendment will be scheduled for public hearing. We have email distribution lists that we maintain, which notifies interested parties of upcoming public hearings. If you’d like, I can put you on an email distribution list to notify you by email when the LDC amendment will be heard at a public hearing. I strongly encourage you to attend the meeting and offer your comments.

Keep in mind that relevant emails (e.g., offering opinions, objections, endorsements, etc.) from the public that are associated with this topic will be included in the packet that is provided to the Board of County Commissioners. Thanks!

Eric Johnson AICP, CFM, LEED Green Associate
Manager - Planning
Zoning

Office:239-252-2931

Eric.Johnson@colliercountyfl.gov

From: Audrey Mares <dutmarab@comcast.net>
Sent: Monday, April 28, 2025 10:06 PM
To: Eric Johnson <Eric.Johnson@colliercountyfl.gov>
Cc: Neighbor - Tim & vicki maloney <bessieblues@gmail.com>
Subject: Re: Florida Statute--Home-Based Business--Underway

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Mr. Johnson
Good Morning

I see the 2025 Collier County proposed Home-Based Business doesn't match the 2022 proposal.

5.02.02 - Applicability

2025------ *"Home occupations/ home-based businesses shall be allowed at any residential dwelling"*

2022-------*"Home occupations/ home-based business shall be allowed inside any dwelling within any*
zoning district that permits residential dwellings as a permitted use"

Who changed the language to be against us home owners that have to live or put up with this everyday in a once quiet neighborhood.

A business working inside a house one can put up with not a commercial landscaper combination truck & trailers coming and going 5:30am to 8:00pm M-Sat. It's ok if one resides in a gated community or HOA

The new language goes against the intent of the Florida State Statute (559.955). The intent was to work in the house & live in the house when reading the notes from the Florida Law Makers. Residing in the house and operating a commercial landscape company from the house was not the purpose of the Home Based Business. The house just becomes a facade to fall under the Home-Based Business.

Anyway this seems like a bait and switch to the first proposal and now falls outside what the other counties already have in place.

Thanks
William Mares

Mr. Johnson

Good morning

Did call GMCD and they said Zoning's request for Florida Statute—Home-Base Business does go to them. The GMCD fills out the form(s) and it is sent to the various departments for comment. This particular one was sent to legal.

1.----The part that says "was this submitted before" is for “only” this submittal not any in the past that have a different submittal number.
I mentioned to him that is sort of deceiving as there was a previous submittal for the exact same request giving a person like Byron Donalds the impression this is a first time submittal.

2.— The Rev# 1 is when the first submittal is sent out. I also mentioned an Engineer, Contractor or a common layman this would mean it has already made one submittal already.
Rev # 1 on a drawing is the second time it has been submitted. This would pertain to any drawing in the US.

We don’t agree with how it is done because it goes against common sense but it’s GMCD strange rules we must follow.

Thanks
William Mares

On Apr 21, 2025, at 9:14 AM, Eric Johnson <Eric.Johnson@colliercountyfl.gov> wrote:

Mr. Mares,

That form did not come from the Zoning office. It came from GMCD Client Services.

Eric Johnson AICP, CFM, LEED Green Associate
Manager - Planning
Zoning

Office:239-252-2931

Eric.Johnson@colliercountyfl.gov

From: Audrey Mares <dutmarab@comcast.net>
Sent: Friday, April 18, 2025 9:26 PM
To: Eric Johnson <Eric.Johnson@colliercountyfl.gov>
Cc: Neighbor - Tim & vicki maloney <bessieblues@gmail.com>
Subject: Florida Statute--Home-Based Business--Underway

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extreme caution when opening attachments or clicking links.

Mr. Johnson
Good Morning
Thanks for the update

Now the Florida Statute—Home-Based Business is now being resurrected from Nov 2022. That is Good. Hopefully it doesn't get withdrawn by upper management?

On the first page of the application titled "FOR CAO USE ONLY" which I have attached a copy at bottom of page.
There is one question where it says "REQUEST FOR LEGAL SERVICES." My question is:
(1) Item Previously Submitted—***NO***---------—This was previously submitted under PL20220006029 dated Sept 14, 2022.
Do you want the impression this is the first time for submittal? Maybe a revision but not a new submittal?

(2) What does Rev # 1 mean. This is the same as on the original submittal.

Thanks
William Mares

Mr. Mares,

Please be advised that staff will be reviewing the LDC amendment to ensure compliance with current Florida Statutes. Please see the status of the amendment in the attached.

As I mentioned earlier, Mr. Bosi anticipates having a discussion with the Board of County Commissioners at their next public hearing on April 22. We want to get their direction for any particulars, so as to effectively and efficiently carry out their will in a public setting. Thank you.

Eric Johnson AICP, CFM, LEED Green Associate
Manager - Planning
Zoning

Office:239-252-2931

Eric.Johnson@colliercountyfl.gov

From: Audrey Mares <dutmarab@comcast.net>
Sent: Wednesday, April 16, 2025 9:24 PM
To: Eric Johnson <Eric.Johnson@colliercountyfl.gov>
Cc: Neighbor - Tim & vicki maloney <bessieblues@gmail.com>
Subject: Florida Statute--Home-Based Business

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Mr. Johnson
Thanks for your response
The Florida Statute—Home-Based Business is a state law passed in 2021 and presides over all 67 counties. So Collier County's Home Occupation Ordinance is a moot point. I would think the direction from the County Commissioners is pretty simple—follow the state law which has not happened since 2021.
You and your team had the Florida Statute headed towards the finish line but it was withdrawn.
Thanks
William Mares PE

> On Apr 16, 2025, at 4:50 PM, Eric Johnson <Eric.Johnson@colliercountyfl.gov> wrote:
>
> Good afternoon, Mr. Mares. Thank you for your email.
>
> I wanted to let you know that the Zoning Director, Mr. Mike Bosi, anticipates having a discussion with the Commissioners at their public hearing on April 22, 2025.
>
> Mr. Bosi hopes to receive direction from the Commissioners as to how they want staff to proceed.

Eric Johnson AICP, CFM, LEED Green Associate
Manager - Planning
Zoning

Office:239-252-2931

Eric.Johnson@colliercountyfl.gov

From: Audrey Mares <dutmarab@comcast.net>
Sent: Tuesday, April 15, 2025 10:19 PM
To: Eric Johnson <Eric.Johnson@colliercountyfl.gov>
Cc: Neighbor - Tim & vicki maloney <bessieblues@gmail.com>
Subject: Florida Statute--Home-Based Business

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Mr. Johnson
Good Morning

My name is William Mares.
Tim Maloney and I have been working with the Code & Zoning Department to understand why the Florida State Statute—Home-Based Business (559.955) is not a part of our ordinances.
We have a Commercial Landscape Company move into our street next to 951 and Pine Ridge in Dec 2023.
We are finding out the fellow signed the Collier County Home Occupation Document with its stipulations which is not enforced by the Code

Department. The company operates a minimum of 5 combination trucks and trailers from the residence. He doesn't work at the house but from the house.

Our research shows the Florida Statute was passed into law in mid July 2021. In mid 2022 Collier County started the review process to embed the State Statute into the Collier County Statute. When reading the review notes we see Mr. Zachary Karto was the point person. Then in the middle of the review process the Statute was withdrawn. Stating Upper Management made the request.
As we understand Mr Karto reported to you during that time? Do you have any idea who pulled the Proposed Statute as it looked like it was making good progress? No one seems to know. Some were not aware of the review process.
Now Collier County has no Home-Based Business Statute embedded into their Code.

Tim & I have met with Amy Patterson, Jamie French and others trying to get it back on track so it can be codified into Collier County Ordinances.

Thanks
William Mares

Under Florida Law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by telephone or in writing.

559.955 Home-based businesses; local government restricti

(1) Local governments may not enact or enforce any ordinance, any action to license or otherwise regulate a home-based business ir

(2) A home-based business that operates from a residential prop (3):

(a) May operate in an area zoned for residential use.

(b) May not be prohibited, restricted, regulated, or licensed in a other businesses in a local government's jurisdiction, except as othe

(c) Is only subject to applicable business taxes under chapter 20 municipality in which the home-based business is located.

(3) For purposes of this section, a business is considered a home in whole or in part, from a residential property and meets the follov

(a) The employees of the business who work at the residential d residential dwelling, except that up to a total of two employees or i not reside at the residential dwelling may work at the business. The remote employees that do not work at the residential dwelling.

(b) Parking related to the business activities of the home-based zoning requirements and the need for parking generated by the busi volume than would normally be expected at a similar residence whe Local governments may regulate the use of vehicles or trailers opera or on a street right-of-way, provided that such regulations are not m residence where no business is conducted. Vehicles and trailers used business must be parked in legal parking spaces that are not located over a sidewalk, or on any unimproved surfaces at the residence. Lo the parking or storage of heavy equipment at the business which is v neighboring property. For purposes of this paragraph, the term "hea commercial, industrial, or agricultural vehicles, equipment, or mach

(c) As viewed from the street, the use of the residential propert the residential areas that surround the property. External modificati dwelling to accommodate a home-based business must conform to tl


Collier County
Collier County 311

DRAFT 2022

Amend the LDC as follows:

5.02.00 – Home Occupations/Home-Based Business

5.02.01 – Purpose and Intent

The intent of this section is to provide minimum
based businesses to ensure compatibility with the su
residential neighborhood, while maintaining consistenc
Home occupations/ home-based businesses shall no
licensed in a manner that is different from other busine
section. A business is considered a home occupation
whole or in part, from a residential property.

5.02.02 – Applicability

Home occupations/ home-based business shall
zoning district that permits residential dwellings as a pe

5.02.03 – Standards

The home occupation/ home-based business sh
dwelling. A home occupation/ home-based business sh

A. The employees of the business who work at the r
residential dwelling, except that up to a total of tw
who do not reside at the residential dwelling may v
occupation/ home-based business may occur o
based at the residential dwelling, the total numbe
do not reside at the residential dwelling, shall be
additional remote employees that do not work at t

LAND DEVELOPMENT CODE AMENDMENT

PETITION
PL20250005043

ORIGIN
Board of County Commissioners (Board)

SUMMARY OF AMENDMENT
This Land Development Code (LDC) amendment proposes to update LDC section 5.05.04 Group Housing to increase the maximum floor area ratio from 0.45 to 0.60 to meet current market needs for the following group housing units: nursing homes, assisted living facilities and continuing care facilities. LDC amendments are reviewed by the Board of County Commissioners (Board), Collier County Planning Commission (CCPC), Development Services Advisory Committee (DSAC), and the Land Development Review Subcommittee of the DSAC (DSAC-LDR).

HEARING DATES

Board	TBD
CCPC	TBD
DSAC	TBD
DSAC-LDR	05/20/2025

LDC SECTION TO BE AMENDED
5.05.04 Group Housing

ADVISORY BOARD RECOMMENDATIONS

DSAC-LDR	DSAC	CCPC
TBD	TBD	TBD

BACKGROUND

On March 6, 2025, the Collier County Planning Commission directed staff to begin on an LDC Amendment to increase the maximum Floor Area Ratio (FAR) for group housing facilities from 0.45 to 0.60. Additionally, on April 22, 2025, the Board of County Commissioners, under agenda item 15.C Board and Staff General Communications further directed staff to begin on an LDC Amendment to increase the maximum FAR from 0.45 to 0.60 for group housing facilities, county-wide. The discussion was started by Commissioner McDaniel, Jr. to formalize a common deviation requested by PUDs and to help facilitate current group housing facilities market needs.

The original provisions for Floor Area Ratio (FAR) for Group Housing were introduced into the LDC pursuant to Ordinance 1997-26. The FAR standard of 0.45 for group housing was determined by staff, at that time, by reviewing all current and planned group care facilities that were both in existence and coming on board. The research found that the largest group housing facility at that time (i.e. The Carlisle) had a FAR of 0.456. Standards have remained relatively unchanged since 1997. A greater FAR was first introduced through a Growth Management Plan Amendment (Ordinance 05-25 on June 7, 2005) that approved the Vanderbilt Beach Road Neighborhood Commercial Subdistrict and allowed for a maximum FAR of 0.60 and 200 units of assisted living facilities, independent living facilities, continuing care retirement communities, and nursing homes.

This LDC Amendment implements updates to the LDC to implement Board direction to increase the maximum floor area ratio from 0.45 to 0.60 for the following group housing facilities: nursing homes, assisted living facilities and continuing care facilities. This LDC Amendment updates the LDC to correct a scrivener error in 5.05.04.D, “aging-in-pace” that should read “aging-in-place”.

FISCAL & OPERATIONAL IMPACTS
No fiscal impacts are anticipated.

GMP CONSISTENCY
The proposed LDC amendment has been reviewed by Comprehensive Planning staff and may be deemed consistent with the GMP.

EXHIBITS: A) None

Amend the LDC as follows:

5.05.04 – Group Housing

* * * * * * * * * * * * *

D. All other care housing environments as defined in this Code, including, but not limited to, care units, assisted living units, continuing care retirement communities, nursing homes, and dwelling units that are part of an aging-in-place living environment shall adhere to the following standards in addition to those established by the underlying zoning district.

1. The maximum floor area ratio shall not exceed 0.45, except that for nursing homes, assisted living facilities, and continuing care facilities, the floor area ratio may be increased to 0.60, provided that the Future Land Use Element of the Growth Management Plan allows for the greater floor area ratio.

2. No structure shall be erected within twenty (20) feet of any abutting lot or parcel which is zoned residential, nor within twenty-five (25) feet of a road right-of-way, except for properties within the GGPOD, the front setback shall be in accordance with LDC section 4.02.26 B.1.

3. Parking spaces required:

   a. Independent living units. One (1) per dwelling unit.

   b. Assisted living units. 0.75 per assisted unit.

   c. Nursing care units. Two (2) parking spaces per five (5) beds.

4. The procedures for applications and review of proposed group care facilities are set forth in Chapter 10.

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LAND DEVELOPMENT CODE AMENDMENT

PETITION
PL20250005475

ORIGIN
Board of County Commissioners (BCC)

HEARING DATES

Board	TBD
CCPC	TBD
DSAC	TBD
DSAC-LDR	05/20/2025

SUMMARY OF AMENDMENT
This amendment shall increase the written mailed notice distance requirement from 1,000 feet to one mile when there is a change in land use to Rural Agriculture (A) zoned lands. It requires an amendment to the Administrative Code,-Chapter 8 C. LDC amendments are reviewed by the Board of County Commissioners (Board), Collier County Planning Commission (CCPC), Development Services Advisory Committee (DSAC), and the Land Development Review Subcommittee of the DSAC (DSAC-LDR).

LDC SECTION TO BE AMENDED
10.03.05 Required Methods of Providing Public Notice

ADVISORY BOARD RECOMMENDATIONS

DSAC-LDR	DSAC	CCPC
TBD	TBD	TBD

BACKGROUND

When property is located within the Rural or Urban Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan designated area, the method of providing public notice by mailed notices for land use petitions change is to mail property owners within one mile (5,280 feet) of the property lines of a subject project. For other areas not located within the Urban designated area of the Future Land Use Element of the Growth Management Plan, mailed notices are sent to property owners within 1,000 feet of the subject property with the exception of the Rural and Urban Golden Gate Estates designated areas. This 1,000 feet mailed notice distance requirement was recently recognized by the Board to be deficient in notifying the surrounding community and nine property owners for a site-specific rezone petition to change the land use on 160 acres of Rural Agricultural zoned land. As a result, on April 25, 2025, the Board directed Zoning staff to prepare and publicly vet a Land Development Code amendment that would extend and increase the mailed notice distance requirement, from 1,000 feet to one mile for land use petitions that require a site-specific Growth Management Plan amendment, rezone, or Conditional Use request in the Rural Agricultural (A) Districts.

Staff researched other Florida's counties public mailed notification distance requirements and found they vary, as presented in Exhibit B. Most recently, Seminole County adopted, by ordinance 2024-02, public notice procedures to amend their future land use and zoning maps, non-residential variances and special exceptions. The County's mailed notification requirements are minimum notice standards based upon an urban versus rural area's project acres size and minimum number of parcels to be notified. The project sizes ranged from 0 to 5 acres, greater than 5 to 10 acres, and greater than 10 acres. For rural areas, the respective minimum number of parcels to receive mailed notices are 15, 25 and 30 parcels.

Staff prepared Exhibit C to illustrate, in each of the Board of County's Commissioner's District, the expected number of property owners that would be notified and the number of mailings that could be

sent at various distances for 1,000/1,320/2,640/and 5,280 feet or one-mile for six (A) zoned projects.

The proposed amendment, if approved, would extend and increase the mail distance notification requirement to one-mile (5,280 feet) for site-specific GMP amendments, rezones, or Conditional Use requests on all parcels currently zoned (A).

FISCAL & OPERATIONAL IMPACTS	**GMP CONSISTENCY**
There is no fiscal impact to the County. Costs associated with mailed notices are the responsibility of the petitioner.	To be provided by Comprehensive Planning Staff after first review.

EXHIBITS: A) Administrative Code Change B) Other Florida Counties C) Mailed Notice Distance Table.

Amend the LDC as follows:

10.03.05 – Required Methods of Providing Public Notice

This section shall establish the required methods of providing public notice. Chapter 8 of the Administrative Code shall establish the public notice procedures for land use petitions.

A. Neighborhood Information Meetings (NIM). Neighborhood Information Meetings, where required, shall be held prior to the first public hearing and noticed as follows:

1. Mailed Notice shall be sent prior to the NIM and shall be pursuant to LDC section 10.03.05 B.

2. Newspaper Advertisement prior to the NIM.

B. Mailed Notice.

1. Where required, Mailed Notice shall be sent to property owners in the notification area as follows:

a. For areas in the urban designated area of the future land use element of the Growth Management Plan notices shall be sent to all property owners within 500 feet of the property lines of the subject property.

b. For all other areas, except areas designated in the Rural Golden Gate Estates Sub-Element or Urban Golden Gate Estates Sub-Elements of the Golden Gate Area Master Plan, notices shall be sent to all property owners within 1,000 feet of the property lines of the subject property.

c. For areas designated within the Rural Golden Gate Estates Sub-Element or Urban Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan, notices shall be sent to all property owners within one-mile of the subject property lines.

d. For a petition involving a site-specific GMP amendment, rezoning, or Conditional Use request on Rural Agricultural (A) zoned lands, mailed notices shall be sent to all property owners within one mile of the subject property lines.

~~d~~ e. Notices shall also be sent to property owners and condominium and civic associations whose members may be impacted by the proposed land use changes and who have formally requested the county to be notified. A list of such organizations must be provided and maintained by the county, but the applicant must bear the responsibility of insuring that all parties are notified.

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C. Mailed Notice

Applicability For applicable land use petitions, a **mailed notice** shall be as follows.

Notice Requirements Mailed written notices shall be sent by regular mail to **property owners in the notification area** listed below. Names and addresses of **property owners** shall be those listed on the latest ad valorem tax rolls of the County. The **mailed notice** must be sent out at least 15 days before the hearing for all applications, except as identified otherwise in the Administrative Code.

The **applicant** must provide a copy of the list of all parties noticed by the required notification deadline to the Zoning Division staff.

The written notice must include:

a. Date, time, and location of the **NIM** meeting or public hearing;

b. Description of the proposed land uses; and

c. 2 in. x 3 in. map of the project location.

For a conditional use, rezoning, PUD, PUD extension, or variance, the notice must also include:

a. A clear description of the proposed land uses;

b. A clear description of the applicable development standards;

c. Intensity or density in terms of total floor area of commercial or industrial space and dwelling units per acre for residential projects;

d. A clear description of the institutional or recreational uses when part of the development strategy; and

e. The substance of the proposed ordinance or resolution (rezoning only).

For a site plan with deviations for redevelopment projects, the notice must also include the type of deviation sought.

The Clerk to the BCC will make a copy of all notices available for public inspection during regular business hours.

Recipients of Mailed Written Notice **Property owners in notification area** are described below and shall be based on the latest tax rolls of Collier County and any other persons or entities who have formally requested notification from the County:

Urban designated area of the future land use element

The notification area includes:

1. All property owners within 500 feet of the property lines of the subject property.

of the growth management plan	For a site-specific GMP amendment, rezoning, or a conditional use request on Rural Agricultural zoned lands, all property owners within one mile of the property lines of the subject property.

2. If any of the land in the area listed in paragraph 1 is owned by the same person or entity who owns the subject property, the 500-foot or one mile distance is measured from the boundaries of the entire ownership or PUD.

3. The maximum notification area is ½ mile (2,640 feet) from the subject property except for areas designated in the Urban Golden Gate Estates Sub-Element of the Golden Gate Estates Master Plan and a site-specific request for GMP amendment, rezoning, or Conditional Use on Rural Agricultural zoned lands.

All other areas The notification area includes:

1. All property owners within 1,000 feet of the property lines of the subject property. However, for areas designated in the Urban and Rural Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan or a site-specific request for GMP amendment, rezoning, or Conditional Use on Rural Agricultural zoned land, notices shall be sent to all property owners within one mile of the property lines of the subject property, except for Estates (E) zoned variance applications, which shall remain at 1,000 feet of the subject property.

2. If any of the land in the area listed in paragraph 1 is owned by the same person or entity who owns the subject property, the 1,000-foot or one mile distance is measured from the boundaries of the entire ownership or PUD.

3. The maximum notification area is ½ mile (2,640 feet) from the subject property, except for areas designated in the Urban and Rural Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan or a site-specific request for GMP amendment, rezoning, or Conditional Use on Rural Agricultural zoned lands.

Associations Notification shall also be sent to **property owners** and condominium and civic associations whose members are impacted by the proposed land use changes and who have formally requested the county to be notified. A list of such organizations shall be provided and maintained by the County, but the **applicant** must bear the responsibility of insuring all parties are notified.

Updated Resolution ~~2021-143~~ 2025-XXX

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Exhibit B – Other Florida Communities

Other Florida Counties	Mailed Notification Distances (4-28-25)		
Alachua- Sec.2.2.9 (B)	400'		
Broward -Sec. 39-38 (b)	½ mile blasting- from excavation perimeter	County Rezone: 300' Owner Rezone, Variance: 500', Dump, Sanitary landfill, incinerator or resource recovery facility: **4 miles**	Rural, Estate, or Agriculture District: 1,000'
Charlotte- Sec.3-9-6-3 f. (2)	Variances: 1,000'	Sec. 3-9-6-2 e (2) Special Exceptions: 1,000'	Sec. 3-9-10 (e) Zoning Atlas and Comp. Plan Amendments: 1,000'
Clay -Appendix C Sec. 12-9 (5) (I)	PUDs, Mudbogging: 1,000'	Rezone: 350'	
Desoto Sec. 20-1502	10 or more property owners: 1,000'		
Hernando Appendix A Sec.7 A.	500', Public Service Facility Overlay District: Telecommunication Tower-1,320'		
Escambia- Sec. 2.1.1 a.(2)c.	Borrow pits, Recycling Facilities, LDC and CD&D, and Rezones north of 9 Mile Rd.-**2,500'**, south of 9 Mile Rd.-500'	Borrow pits, Recycling Facilities, LDC and CD&D, and Rezones north of 9 Mile Rd.-**2,500'**, south of 9 Mile Rd.-500'	
Hillsborough Sec.10.03.02 E	Agricultural and Residential 1 Categories: 500' Otherwise 300'		
Lee Sec.34-202 a. (9)	500' (1,000' for wireless communications facilities)	750' for less than 10 property owners notified (1,250' for wireless communications facilities)	
Leon -Sec. 10-7.401-406	Type A review-600', Type B-800', Type C 1,000'		
Levy -Sec. 50-3 (a) Indian River-Sec. 902.12 b.4.(b.2) Lake- Sec 14.00.05 B. Osceola-Sec. 2.3.5 A.	300'	**Levy 2,500'** for SE-electric generating facilities or mining	**Levy 2 miles** for SE-mining that includes blasting or 50 or more one way truck trips
Martin -Comprehensive Plan Sec. 1.9 -Public Participation: Inside Urban Service Area 1,000', Outside Urban Service Districts Area **2,500'**		Zoning: Sec. 10.6.E-Development Applications 500', parcels and for outside of primary urban district: 1,000' and all HOA, POA, Condo Associations	

Exhibit B – Other Florida Communities

Miami-Dade Art. XXXVI Sec. 33-310 (d)	Developments of Regional Impact (DRIs): **one mile**	Applications other than DRIs, District boundary changes, use variances, special exceptions or unusual uses: **one-half mile**	District boundary change for Residential uses of less than 10 units, a change of prefix within BU (Business) or IU (Industrial), or use variance involving such a prefix change: **500'**
Palm Beach- Chapter B, Sec. 5C.1.a	Urban/Suburban, Agriculture Reserve and Glades Tier: 500' Exurban and Rural Tiers: 1,000'		
Pasco County- 304.2 B.	500' or 1,000'		
Pinellas- 138.253 (c)	250'		
Polk -Sec. 960	500' Minimum of 12 different landowners		
Santa Rosa- Sec. 11.03.02 A. &B.	Borrow pit, C&D, LCD disposal facility: 1,500'	Rezones, Conditional Uses or Special Exception 500', if within Rural Protection Zone: 1,500'	
Sarasota County -Art. 5 Sec.124-36 C (5) c.1	750'	1,500' for Rural or Semi-Rural as shown on the comprehensive plan future land use map	
Sarasota County-Mangrove Trimming and Preservation	Variances: 500'		
Sarasota County–Myakka River Protection Code	Variances: 750'		
Seminole -Sec.30.3.4	Urban: 0-5 acres 5 to 10 acres 10+ acres	500' 1,000' 1,500'	N/A Minimum parcels 15 25
	Rural Area: 0-5acres 5-10 acres 10+ acres	1,500' **2,500'** **5,000'**	15 Minimum parcels 25 30
St. Lucie -Sec. 11.00.00 D. Manatee Sec. 312.7 Sumter Sec. 13-314(a) (3)B	500'		
St. John County-9.06.04 B. Marion County-3.5.3.B (2) and 2.7.3 C.	300'		

Exhibit C – Mailed Distance Notification

Location and Rural Agricultural District (A) Zoned Acres (05-09-2025)	Mailed Distances/Number of Parcel Notices (Property Owners)				Commission District
	1,000 feet	1,320 feet 1/4 mile	2,640 feet 1/2 mile	5,280 feet 1 mile	1 Mile Mailed Notice Requirement for Rural and Urban Golden Gate Estates Designated Parcels, adopted by Ord.2021-25
SABAL PALM PROJECT 160+/-Acres	**19 (9)**	**22 (11)**	**109 (72)**	**1887 (1694)**	**1**
8929 Collier Blvd. 9.5 acres	218 (147)	314 (208)	833 (478)	1849 (1113)	1
Pine Ridge and Goodlette Rd. 7.26 acres	175 (135)	404 (329)	963 (824)	5680 (4569)	2
Off of Rock Road 17.36 acres	72 (56)	88 (65)	371 (330)	1178 (1067)	3
End of Bayshore Drive 71.6 acres	326 (223)	422 (300)	836 (656)	2821 (2410)	4
8909 State Rd. 82 5 acres	3 (3)	3 (3)	4 (3)	7 (4)	5

Note: Mailed notice numbers do not account for situations where one individual/entity owns multiple parcels, such as developer, condo or HOAs, unless marked off by curved brackets which represent (the number of different property owners).

Mailed Notice Distance Sites with their respective property identification numbers are the following::

District 1 Parcel ID: **00418400302**- 9.49 acres, Address 8928 Collier Blvd. PL PL20230018397.

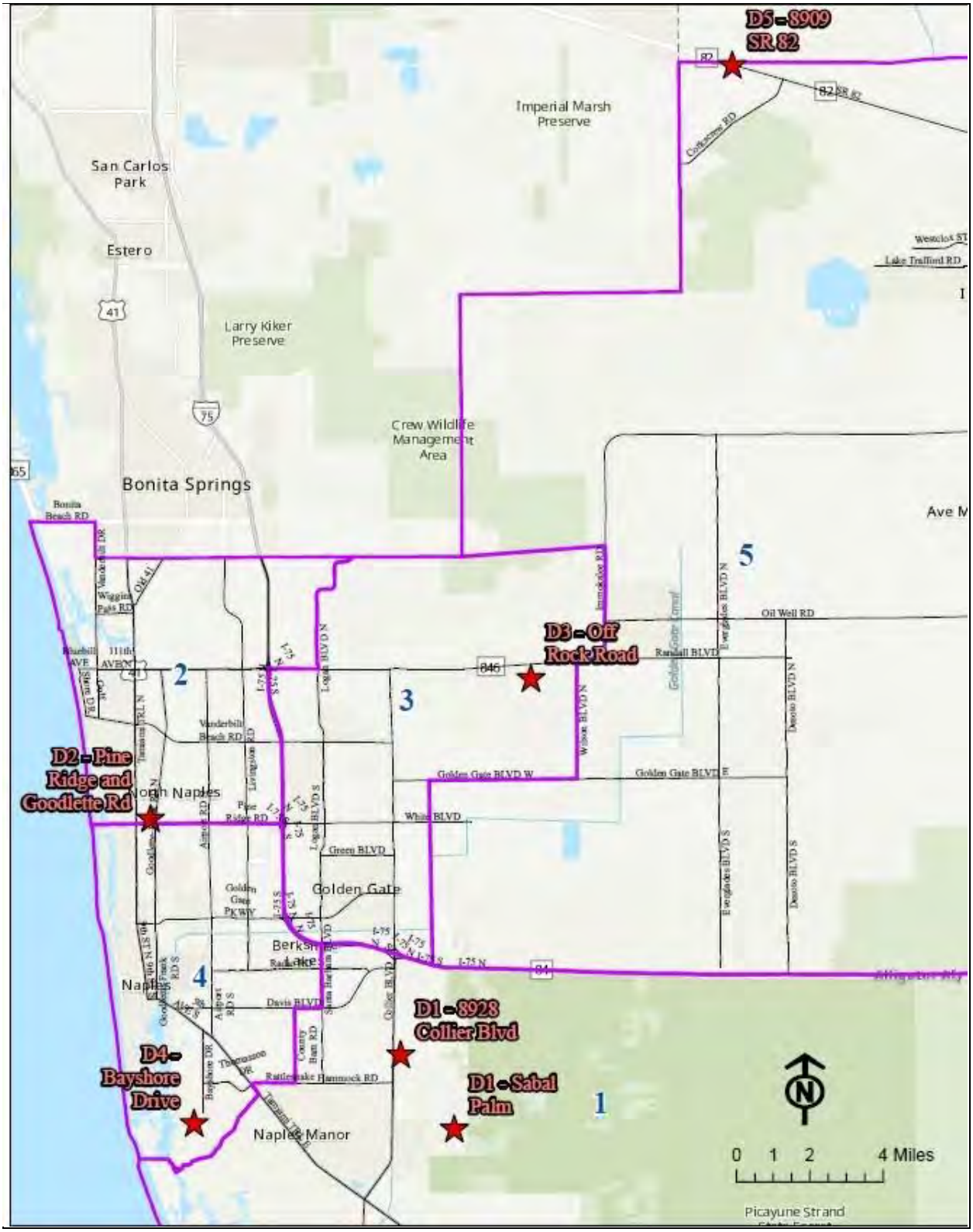
District 2 Parcel IDs: **67184440008, 67184400006**-7.26 acres, Address Unknown Pine Ridge Estates PL20250004918.

District 3 Parcel IDs :**00213600006,00212680001,00213000004,00214366307**-17.36 acres, Address Unknown Rock Road

District 4 Parcel IDs: **6183800004, 61837960006**- 71.6 acres Bayshore PL20250003046.

District 5 Parcel ID: **50290006**-5 acres, 8909 SR 82 Julian Grove PL20240002941 GMPA.

Exhibit C – Mailed Distance Notification



REQUEST STATEMENT
Electric Substations and Solar Facilities
LDC Amendment

I. REQUEST

Florida Power & Light Company (FPL) requests to amend the Collier County Land Development Code to incorporate provisions related to the locations and development standards for solar facilities and Electric Substations. The proposed amendment (Exhibit "A") was preceded by several changes to Florida Statutes §163.3205 (Solar Facilities) and 163.3208 (Electric Substations) in recent years which have established statewide allowances for the development of solar facilities and Electric Substations in certain zoning districts "by right," i.e. without zoning approval. For each of these uses, Florida Statutes also establish guidelines and limitations for associated development standards that may be adopted by local jurisdictions, and which are reflected in the enclosed amendment. The referenced statutes are attached as Exhibit "B".

Currently, solar facilities are not explicitly addressed in the LDC. Historically, Staff has treated the solar facilities as "Essential Services", which requires a Conditional Use in agricultural zoning districts - in conflict with the above referenced statutes. Electric substations are subject to standards related to "Essential Services" but there are no specific standards for buffering or setbacks for Electric Substations. Florida Statutes have defined specific design standards for both solar facilities and Electric Substations. Due to the recent updates and guidance provided in Florida Statutes, County Staff must review both the Collier County LDC and Florida Statutes for relevant development standards, which can be conflicting and cumbersome, and can result in numerous "Requests for Additional Information" that slow the permitting process.

II. FPL SOLAR PROGRAM

FPL has made a significant commitment to renewable and clean energy through its dynamic and visible focus on increasing solar-generated energy to Floridians. Today, FPL generates over 4,000 megawatts (MW) of solar energy across the state. By no later than 2045, FPL plans to significantly expand its statewide solar capacity, increasing the mix of solar generation on FPL's system to more than 90,000 MW.

FPL's solar energy centers offer the lowest energy generating costs to customers, generate zero emissions, and remove fuel cost volatility from customer bills, as they use only the sun for fuel. When the sun is shining, the panels absorb the sunlight and convert it into direct current energy. The energy then flows through an inverter where it is transformed into alternating current electricity, the kind that is used in a residential home. The energy travels through FPL's energy grid, where it is delivered to homes and businesses.

There are numerous benefits associated with each FPL solar project that include creating employment opportunities during construction, procurement of local resources when possible, economic boost to local businesses during construction, zero-emissions electricity generation, decreasing land use intensity and traffic after construction, and increasing tax revenues for the County.

FPL's commitment to expanding access to clean energy is highly visible in Collier County, providing a low intensity and sustainable use for former agricultural lands. Currently, FPL has one solar energy

center in operation, has permitted four (4) additional solar energy center projects, and numerous Electric Substations in Collier County. These solar energy centers each deliver 74.5 megawatts of renewable energy to residents of Collier County.

Electric substations are common throughout the entirety of FPL's service area and a critical component of the transmission and distribution of electricity; moreover, the development of solar facilities continues to be an important part of FPL's approach to the generation, storage, and transmission of electricity. The proposed LDC amendments will further FPL's goals to deliver reliable, economic, and clean energy, as well as improve the permitting process, thereby reducing the burden on Collier County staff resources.

III. PROPOSED CHANGES

The proposed LDC amendment proposes to update the code for compliance with Florida Statutes relating to solar facilities and Electric Substations in efforts to streamline permitting and creating clarity between state and local regulations. The amendment also introduces several requirements for solar facilities which are not provided for in Florida Statutes, but which address recurring staff review issues based on the aforementioned solar projects in Collier County. These standards include the following:

- **New and amended definitions for Electric Substations and solar facilities in LDC section 1.08.02.**

  A new definition is added for Electric Substations based on the definition found in §163.3208, Florida Statutes. The proposed definition also includes the allowance for co-located data centers as accessory uses. These data centers are considered unmanned facilities and do not have staffing on site.

  Solar facilities are defined based on the definition found in §163.3205, Florida Statutes, and include a list of potential accessory uses.

- **Adds Electric Substations to the list of allowable locations for Essential Services in LDC section 2.01.03.**

  Florida Statutes established in §163.3208, that Electric Substations "shall be a permitted use in all land use categories in the applicable local government comprehensive plan and zoning districts within a utility's service territory except those designated as preservation, conservation, or historic preservation of the future land use map…" Consistent with this provision, Electric Substations are added to the list of uses in LDC section 2.01.03 A, as a use "permitted in all zoning districts, except CON districts, RFMU sending lands, NRPAs, HSAs, and FSAs." Additionally, accessory and collocated uses typical of electric substations are added to the list of uses. Co-located, unmanned data centers serve other uses that are co-located with Electric Substations and utilize excess power at the substation to operate servers used in cloud computing. These uses do not require any administrative offices or visitors beyond the regular maintenance also required for the substation. These structures can be located within the footprint of the substation.

- **Adds solar facilities to the list of permitted uses in LDC section 2.03.01.**

  As allowed by §163.3205, Florida Statutes, states that "A solar facility shall be a permitted use in all agricultural land use categories in a local government comprehensive plan." Consistent with this provision, solar facilities area added to LDC section 2.01.03 E, which allows essential services to be permitted in the Agricultural Zoning district. A cross reference is also added for clarity regarding development standards applicable to solar facilities.

- **Identifies that off-site preserves may be approved administratively in LDC section 3.05.07 H.1.f.iii.**

  This section currently allows for off-site preserves to be approved administratively for essential services, affordable housing, and where on-site native vegetation is fragmented or not contiguous to off site preserve areas. The proposed LDC amendment adds solar facilities to this section to allow flexibility to provide preservation areas off site for those preserves that may be approved administratively. All other requirements for off-site preserves in the LDC will remain in effect for solar facilities.

- **Adds development standards applicable to Solar Facilities in new LDC section 5.05.16.**

  This section establishes Supplementary Standards for Solar Facilities. The new section includes the purpose and intent of the regulations and provides site design requirements for solar facilities.

  Florida Counties may adopt buffering and landscaping requirements for solar facilities, however, §163.3205 Florida Statutes, limits those requirements to "not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in the agricultural land use categories and zoning districts." Consistent with this limitation, this new section clarifies that solar facilities abutting or adjacent to other agriculturally zoned property shall not be required to provide landscape buffers when adjacent to lands under the same ownership.

  The proposed amendment requires a Type "D" buffer when adjacent to or abutting public rights-of-way and allows existing native vegetation to be used to meet buffer requirements. When adjacent to any other zoning district or use, buffers shall comply with agricultural uses LDC section 4.06.02. Additionally, this section specifies that no buffer is required between solar facilities and electrical substations.

  This new section also includes standards for glare and fencing to address staff concerns raised during review of the proposed amendment and clarifies that the area including solar panels and transmission lines shall be considered open space if the ground beneath the panel remains pervious. This proposed standard related to open space adopts the current staff review processes in the LDC.

  This section also provides a modified standard from entry and exit streetlighting for solar facilities in LDC Section 6.06.03 B. Streetlights are typically required on both sides of entry and exit locations, or one fixture is allowed at single lane driveways, for all SDPs. Since solar facilities are unmanned and only require few vehicle trips per month for typical periodic maintenance, the amendment proposes to allow one fixture at entry and exit locations regardless of the number of lanes and provided the minimum footcandle values are met. This lighting requirement is proposed as a requirement for lighting on both sides of entry and exit

locations does not achieve the same outcome as it would for a commercial shopping center, office buildings, or any other uses that include regular visits from customers or other users. Furthermore, this exemption reduces the potential for unnecessary light pollution to impact surrounding uses, and aids in compliance with dark sky initiatives. For example, the entrances to the Solar Energy Center SDPs within the Immokalee Solar Energy Center property and King Ranch Property (identified below) included entry and exit lighting as required by code. These sites are located over two miles east of Corkscrew Rd. on SR 82. In this instance, streetlighting unnecessarily illuminates sites located in a rural area of the County which does not receive regular vehicular traffic at night.

This modified standard is cross-referenced in LDC section 6.06.03.

This section also includes a requirement for decommissioning and abandonment plans for both private and public utilities.

- **Adds development standards applicable to Electric Substations in new LDC section 5.05.17.**

  This section establishes Supplementary Standards for Electric Substations. The new section includes the purpose and intent of the regulations and provides for several site design requirements for Electric Substations.

  All buffering and setback standards in this section reiterate those established in §162.3208.

  This section also clarifies that accessory uses like co-located, unmanned data centers, shall comply with the same buffer and setback requirements as the principal use (the Electric Substation).

- **A waiver from the requirement for a Traffic Impact Statement (TIS) solar facility Site Development Plans (SDPs) in LDC section 10.02.03 D.**

  Solar facilities do not require staff on-site after construction, except for monthly maintenance activities, and therefore do not generate enough vehicle trips to warrant the need for a TIS. In recognition of the nature of this use, Collier County staff has granted TIS waivers for SDPs for solar facilities. The proposed amendment memorializes that no TIS is needed in the LDC and will eliminate the need for repetitive TIS waivers to be granted, reducing burdens on staff time.

These proposed changes ensure that the Collier County LDC is applied consistently for solar facilities and electric substations, and that the adopted requirements comply with all applicable State Laws. Where noted, additional changes have been proposed to address common issues which are identified during the staff review process. These changes are informed by several permitted and constructed solar facilities in the County, as evidence of their appropriateness and the County's general support of these concepts. It is also important to note that several other jurisdictions have adopted similar LDC amendments to streamline the permitting of clean energy facilities.

IV. SOLAR FACILITES IN COLLIER COUNTY

The following solar facilities were permitted or are in review in Collier County and the site plan for each approval is attached as Exhibit C. Images of other example Solar Facilities in Florida, are attached as Exhibit D

1. Immokalee Solar Energy Center: 578± acres producing 74.5 megawatts and located east of the SR 29/SR 82 intersection.

2. King Ranch - Boardwalk Solar Energy Center: 705± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

3. King Ranch - Goldenrod Solar Energy Center: 610± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

4. King Ranch - Treefrog Solar Energy Center: 663± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

5. King Ranch - Spoonbill Solar Energy Center: 733± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

V. DECISION-MAKING COMPLIANCE

The LDC does not provide specific decision-making compliance for the review of LDC amendments. The proposed amendment is consistent with §163.3205 and 163.3208. The proposed amendment maintains internal consistency through the inclusion of cross-references and the inclusion of all applicable sections related to development standards for solar facilities and Electric Substations. With the exception of several standards proposed to address frequent review issues, the proposed amendment is limited to those regulations allowed by State Law.

The Growth Management Plan (GMP) identifies essential services as permitted use in the Agricultural/Rural Designation but does not address development standards for specific uses. The proposed development standards ensure that the uses are compatible with surrounding uses. Additionally, Policy 6.1.5 in the Conservation and Coastal Management Element (CCME) exempts agricultural uses from preservation requirements. Therefore, the proposed amendment is consistent with the GMP.

Additional Considerations

Section 163.3205 F.S. limits the elements that may be included in a county ordinance related to solar facilities to buffer and landscape area requirements. However, several additional health, safety and welfare issues have been considered in the drafting of the proposed amendment.

Solar Facility Size

Section 163.3205 F.S. limits the elements that may be included in a county ordinance to buffer and landscaping requirements. Furthermore, the statute does not distinguish between small- and large-scale solar facilities, therefore solar facilities are permitted in agricultural zoning districts regardless of size. Moreover, the section indicates that it is the "It is the intent of the Legislature to encourage renewable solar electrical generation throughout this state. It is essential that solar facilities and associated electric infrastructure be constructed and maintained in various locations throughout this

state in order to ensure the availability of renewable energy production, which is critical to this state's energy and economic future." In accordance with the limitations and intent of this section, the proposed amendment does not include any limitations on acreage nor on the megawatt capacity of solar facilities.

Glare/Heat

Solar panels are built to absorb light, rather than reflect it. Multiple studies show no glint or glare risk. In fact, solar energy centers are located at dozens of airports and military bases around the U.S., in some cases next to runways. Similar to other land uses in the Agricultural zoning district, the potential for glare is mitigated by buffer requirements in the proposed amendment.

Fire Safety

The accessory uses associated with Solar facilities are listed in the proposed LDC amendment. FPL provides training to first responders to help them effectively understand their role in responding to potential incidents at Battery Energy Storage System (BESS) facilities. This includes meeting with local fire departments to provide them with an orientation prior to commissioning a new battery site.

Each non-walk-in battery container is equipped with advanced fire detection and physical safety systems to quickly identify and mitigate thermal events.

Fire is detected by photoelectric smoke and thermal detectors. These detectors trigger audible and visual alarms on the exterior of the battery containers and via communication to the site energy management system which transmits alarm signals to FPL's 24/7/365 Renewable Operations Control Center (ROCC). The ROCC, which serves as a proprietary monitoring station and supervises all FPL battery sites, can isolate and shut down the facility remotely. In these cases, firefighting is provided without the use of water. No fire safety provisions are included in the proposed amendment as standard industry practices are adequate to protect fire safety at the proposed facilities.

Noise

Inverters/transformers are required to comply with the Collier County Noise Control Ordinance in Chapter 54, Article 54 of the Code of Laws and Ordinances. No exemption from this ordinance has been requested as a part of this amendment. Additionally, this LDC amendment request codifies the rules adopted in Section 163.3208 F.S. in 2023 and does not create any new noise impacts from inverters/transformers.

Height

There are two potential considerations regarding height at solar facilities. Tilt height is an engineering specification that impacts the efficiency of the panels and land use/maintenance. Again, 163.3205(4) states that "A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that area permitted uses in ag land use categories and zoning districts." Therefore, tilt height is outside of the county's purview and no new standards are proposed related to maximum height requirements.

Additionally, the amendment does not include any changes to the maximum height in the Agricultural Zoning District, therefore all solar panels and accessory uses shall abide by the existing height restrictions in the LDC.

Site Safety

FPL also includes a requirement for high voltage and no trespassing signs to be located every 200 feet in areas that are adjacent to public roads. This standard has been added to the LDC amendment.

Decommissioning and Abandonment of Solar Facilities

The County would not be responsible to bear the burden of the cost for the dismantlement/decommissioning should a solar facility (or other power plant) be abandoned. The Public Service Commission has authority over this item and as such has implemented rules regarding how it is managed, please see attached. This requirement to comply with state standards has been reiterated in the proposed text and adds a separate requirement for private utilities.

VI. FISCAL OR OPERATIONAL IMPACTS

The proposed amendment codifies land use regulations that were adopted into state law in 2021 and 2023. Collier County currently reviews new Solar Facilities and Electric Substations through the Site Development Plan process; therefore, no new process or operational changes are required to enforce the proposed amendment.

The proposed amendment also adopts additional development standards not addressed by State Law. Similarly, these revised standards will be reviewed as a part of the existing SDP process and will not require the creation of any new staff review processes. At the same time, adoption of the proposed standards will facilitate the consistent application of LDC criteria to these facilities and may reduce staff review time required for these applications. The potential for fewer reviews and reduced time spent addressing comments related to the proposed standards may result in cost and time savings for private applicants.

For these reasons, the adoption of the amendment does not impose new requirements on the County, or developers of solar facilities or electric substations. Therefore, there are no new fiscal or operational impacts to Collier County or private applicants associated with continuing to enforce existing state law.

VII. CONCLUSION

Collier County staff has previously sought to adopt LDC amendments which formalize staff review practices to ensure consistent application of the LDC, eliminate confusion and repetitive requests for additional information, provide exemptions from standards that do not apply to Solar Facilities, and clearly identify all development requirements.

Similarly, the proposed LDC amendment adopts allowances provided by the state related to development location and certain development standards. All changes not specifically provided for by Florida Statutes are also intended to memorialize existing staff review and development outcomes, provide necessary exemptions, or to allow for collocation of developing technologies as accessory uses.

Adoption of the proposed LDC amendment will facilitate consistent staff reviews, eliminate repetitive requests for additional information thereby reducing burdens on staff resources, clarify development

standards for solar facilities and Electric Substations, and ensure local consistency with Florida Statutes.

For these reasons, the Applicant respectfully requests approval of this LDC amendment as proposed.

EXHIBIT A

SOLAR GENERATING FACILITIES LDC AMENDMENT

Amend the LDC as follows:

1.08.02 – Definitions

* * * * * * * * * * * * *

Electric substation: A facility that takes electricity from the transmission grid and switches and/or converts it to another voltage for the transmission grid or to a lower voltage so it can be distributed to customers through one or more lines. Electric substations may also include accessory administration or maintenance buildings and related accessory uses and structures,

* * * * * * * * * * * * *

Solar facility: A production facility for electric power which uses photovoltaic modules to convert solar energy to electricity that may be stored on site, delivered to a transmission system, and consumed by customers primarily offsite. Solar Facilities consist principally of photovoltaic modules, a mounting or racking system, power inverters, transformers, collection systems, battery systems, fire suppression equipment, and associated components.

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2.01.03 – Essential Services

Essential services are hereby defined as services designed and operated to provide water, sewer, gas, telephone, electricity, cable television or communications to the general public by providers which have been approved and authorized according to laws having appropriate jurisdiction, and government facilities. Essential services are allowed in any zoning district subject to the following conditions:

A. The following uses shall be deemed permitted uses in all zoning districts, except CON districts, RFMU sending lands, NRPA~~S~~s, HSA~~S~~s, and FSA~~S~~s:

1. Water lines and sewer lines;

2. Natural gas lines, except those associated with oil extraction and related processing operations as defined in this Code and regulated under applicable federal and state law;

3. Telephone lines, telephone switching stations, and cable television lines;

4. Electrical transmission and distribution lines, electric substations subject to section 5.05.17 (including accessory and related uses and structures and collocated uses including but not limited to administration buildings and unmanned utility structures battery systems), and emergency power structures;

a. Accessory and Collocated Uses. Electric Substations may have accessory and collocated uses and structures that are customarily located near or constructed in conjunction with any one of the permitted principal uses or structures and is accessory or ancillary to its use, including but not limited to, above ground fuel storage tanks, equipment storage, storage yards, laydown yards, and unmanned utility structures, such as, battery storage, data centers.

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2.03.01 – Agricultural Zoning Districts

A. Rural Agricultural District (A). The purpose and intent of the rural agricultural district (A) is to provide lands for agricultural, pastoral, and rural land uses by accommodating traditional agricultural, agricultural related activities and facilities, support facilities related to agricultural needs, and conservation uses. Uses that are generally considered compatible to agricultural uses that would not endanger or damage the agricultural, environmental, potable water, or wildlife resources of the County, are permissible as **conditional uses** in the A district. The A district corresponds to and implements the Agricultural/Rural land use designation on the future land use map of the Collier County GMP, and in some instances, may occur in the designated urban area. The maximum **density** permissible in the rural agricultural district within the urban mixed use district shall be guided, in part, by the **density** rating system contained in the future land use element of the GMP. The maximum **density** permissible or permitted in A district shall not exceed the **density** permissible under the **density** rating system. The maximum **density** permissible in the A district within the agricultural/rural district of the future land use element of the Collier County GMP shall be consistent with and not exceed the **density** permissible or permitted under the agricultural/rural district of the future land use element.

1. The following subsections identify the uses that are permissible by right and the uses that are allowable as **accessory** or **conditional uses** in the rural agricultural district (A).

a. *Permitted uses.*

* * * * * * * * * * * * *

5. Conservation uses.
6. **Oil and gas exploration** subject to state drilling permits and Collier County site **development plan** review procedures.
7. **Family care facilities**, subject to section 5.05.04.
8. Communications towers up to specified height, subject to section 5.05.09.
9. **Essential services**, as set forth in section 2.01.03.
10. Schools, public, including "**Educational plants**."
11. **Solar facilities**, subject to section 5.05.16, including accessory administration or maintenance buildings, battery systems, electric transmission lines, substations, energy storage equipment, and related accessory uses and structures.

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3.05.07 – Preservation Standards

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H. Preserve Standards.

1. Design Standards.

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f. Off-site vegetation retention.

i. Purpose and Intent. The purpose of this subsection f. is to identify the criteria to satisfy on-site preserve requirements off site. The intent of the on-site preserve requirement is to retain, maintain, and preserve existing native vegetation on site as provided for in the Conservation and Coastal Management Element of the GMP. However, in limited situations on-site preserve may be considered less viable as a functional preserve if it is 21,780 square feet (one-half acre) or less and isolated. Therefore, in limited situations, providing for a preserve off site can achieve the goals and objectives of the GMP. This section shall not apply to lands located within the RLSA or RFMU districts.

ii. Applicability and prohibitions. Except where it is prohibited, applicants may request that the on-site native vegetation retention requirement be satisfied in full off site where the native vegetation requirement is 21,780 square feet (one-half acre) or less, and the preserves have not been identified on an approved development order by the County. Off-site preserves are prohibited if one or more of the following is found on site:

a) Xeric scrub, hardwood hammocks, mangrove (excluding mangrove fringes less than 40 feet in width, as measured from the root line, on artificially created shorelines), coastal dune and strand environments, and listed species habitat or corridors per the requirements or recommendations of the FFWCC or USFWS;

b) Preserves that are located within or contiguous to natural flowways required to be retained per the requirements of the SFWMD, natural water bodies, estuaries, government required preserves (not meeting the off-site preservation criteria herein), NRPAs, or contiguous to property designated for purchase by Conservation Collier or purchased by Conservation Collier, or contiguous to properties containing listed species nests, buffers, corridors and foraging habitat per the requirements or recommendations of the FFWCC or USFWS. For the purpose of this section, natural flowways shall also include those identified during wetland permitting

with applicable State and Federal agencies, regional drainage studies, or surface water management permits; or

c) The on-site native vegetation retention requirement is greater than 21,780 square feet (one-half acre).

iii. Off-site preserves approved administratively. Except as limited in LDC section 3.05.07 H.1.f.ii., the County Manager or designee may approve deviations to meet the on-site preserve requirements off site in only the following four situations:

a) Essential services facilities;

b) Affordable housing approved by the Collier County Community and Human Services Division;

c) Projects where on-site native vegetation is fragmented; or

d) Projects where on-site native vegetation is not contiguous to off-site preserve areas;

e) **Solar facilities**.

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4.06.02 – Buffer Requirements

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C. Types of **buffers**. Within a required **buffer** strip, the following types of **buffers** shall be used based on the matrix in table 2.4. (See Figure 4.06.02.C-1)

* * * * * * * * * * * * *

Table 2.4 Table of **Buffer** Requirements by Land Use Classifications

	Adjacent Properties Zoning District and/or Property Use													
Subject Property's District/Use	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Agriculture (A [1 5])	-	B	B	B	B	B	A	A	A	A	D	A	-	A
2. Residential (E, RSF) single-family	A	A	B	B	B	B	B	C	B	*	D	B	-	C
3. Residential (RMF-6, RMF-12, RMF-16) multifamily	A	B	A	A	A	B	B	B	B	*	D	B	-	C

	Adjacent Properties Zoning District and/or Property Use													
4. Residential tourist (RT)	A	B	A	A	B	B	A	B	B	*	D	B	-	B
5. Village residential (VR)	A	A	B	B	A	B	B	B	B	*	D	B	-	B
6. Mobile home (MH)	A	B	B	B	B	A	B	B	B	*	D	B	B	B
7. Commercial [3] (C-1, C-2, C-3, C-4, C-5); Business Park (BP)	A	B	B	B	B	B	A	A	A	*	D	B	B	B
8. Industrial [2] (I)	A	C	B	B	B	B	A	A [2]	A	*	D	B	B	B
9. Public use (P), community facility (CF), Golf Course Clubhouse, Amenity Center	A	B	B	B	B	B	A	A	A	*	D	B	-	C
10. Planned unit development (PUD)	*	*	*	*	*	*	*	*	*	*	D	*	*	*
11. Vehicular rights-of-way [5]	D	D	D	D	D	D	D	D	D	D	-	B	-	D
12. Golf course maintenance building	B	B	B	B	B	B	B	B	B	B	B	A	B	C
13. Golf course	-	-	-	-	-	-	-	-	-	-	-	B	-	C
14. Automobile service station [4]	A	C	C	B	B	B	B	B	C	*	D	C	C	D

Table 2.4 information: The letter listed under "Adjacent Properties Zoning District and/or Property Use" shall be the landscape buffer and screening alternative required. Where a conflict exists between the buffer required by zoning district or property use, the more stringent buffer shall be required. The "-" symbol shall represent that no buffer is required. The PUD district buffer, due to a variety of differing land uses, is indicated by the "*" symbol, and shall be based on the landscape buffer and screening of the district or property use with the most similar types, densities and intensities of use. Where a conflict exists between the buffering requirements and the yard requirements of this Code, the yard requirements of the subject zoning district shall apply.

[1] **Buffering** in agriculture (A) districts shall be applicable at the time of site **development plan** (SDP) submittal.

[2] Industrial (I) zoned property, where abutting industrial (I) zoned property, shall be required to install a minimum 5-foot-wide type A **landscape buffer** adjacent to the side and rear property lines. The buffer area shall not be used for water management. In addition, trees may be reduced to 50 feet on center along rear and side perimeter **buffers** only. This reduction in **buffer** width shall not apply to **buffers adjacent** to vehicular **rights-of-way** or nonindustrial zoned property. **Abutting** industrial zoned properties may remove a side or rear **buffer** along the

shared property line in accordance with Section 4.06.02 C.7. This exception to **buffers** shall not apply to **buffers abutting** to vehicular **rights-of-way**.

[3] **Buffer** areas between commercial **outparcels** located within a **shopping center**, Business Park, or similar commercial **development** may have a shared **buffer** 15 feet wide with each **abutting** property contributing 7.5 feet. The **outparcels** may remove a side or rear **buffer** along the shared property line between comparable uses within the same zoning designation in accordance with Section 4.06.02 C.7. These provisions shall not apply to **right-of-way buffers**.

[4] Refer to section 5.05.05 for **automobile service station** landscape requirements.

[5] Refer to section 5.05.16 for **solar facility** landscape requirements.

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5.05.16 – Solar Facilities

A. Purpose and Intent. This section is intended to provide development standards for solar facilities consistent with other similar uses in the agricultural zoning districts.

B. Development Standards.

1. Site Design Requirements.

a. Principal and accessory structures must comply with the Rural Agriculture (A) site development standards set forth in LDC Section 4.02.01, except as noted below.

b. Buffering.

i. **Solar facilities** shall not be required to provide landscape buffers where located abutting or adjacent to agriculturally zoned property when under same ownership. Otherwise, a Type A buffer is required adjacent to agriculturally zoned property. Where existing native vegetation exists it may be used to meet the buffer requirements.

ii. Where **solar facilities** are adjacent or abutting to public rights-of-way, a Type "D" buffer is required, where existing native vegetation exists it may be used to meet the buffer requirements.

a) Site preparation must include removal of non-native vegetation that will compete with newly planted plantings. Site preparation may be necessary to adequately prepare the site for planting. Site preparation may include such activities as re-contouring, disking, roller chopping, bush hogging, prescribed burning, herbiciding, or other recognized vegetation management activities.

b) Fertilization and appropriate watering are required at time of planting

iii. No buffer is required between Solar Facilities and Electric Substations.

iv. All other buffers must comply with the requirements LDC Section 4.06.02.

c. Glare. No facility shall produce reflective glare that could affect or impair aircraft traffic control or vehicular traffic as determined by the FAA.

d. Fencing. Fencing shall be a minimum of four (4) feet in height, where proposed. Fence height shall be measured in accordance with LDC section 5.03.02.F.

e. Open Space. For purposes of calculating the open space requirements, the area of the solar panels and transmission lines shall be considered open space if the ground beneath the panel remains pervious.

f. Streetlights. One (1) full cutoff fixture at the facility entry or exit outside of the intersecting public right-of-way will be allowed to meet the requirements of LDC Section 6.06.03 B. regardless of the number of driveway lanes, and shall meet minimum required foot-candle values in LDC Section 6.06.03 B.2. This requirement may be waived by the County Manager or Designee, when adjacent to tribal lands or not located on an arterial road.

C. Decommissioning and Abandonment Plans.

1. Private utilities shall provide Decommissioning and Abandonment Plans to demonstrate that no costs associated with decommissioning the solar facility are borne by the County.

2. Public utilities shall be consistent with the Electric Utilities Dismantlement Studies required by 25-6.04364 F.A.C.

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5.05.17 – Electric Substations

A. Purpose and Intent. This section is intended to provide development standards for Electric Substations consistent with standards provided in Florida Statutes.

B. Development Standards.

1. Buffering and Setbacks.

a. Trees and shrub material in this setback shall comply with the buffer requirements in LDC section 4.06.02.

b. Setbacks for **Electric Substations** shall be the same as principal structure setbacks for the zoning district.

2. Fences and walls.

a. **Electric substations** in zoning districts with setbacks between 50 and 100 feet shall include a security fence with a minimum height of 10 feet.

b. **Electric substations** in zoning districts with setbacks less than 50 feet shall include a buffer wall or fence with a minimum height of 8 feet.

3. Buffering and Setbacks for certain Accessory Uses. Collocated unmanned data centers, allowed as an accessory use to electric substations shall comply with all buffering and setback requirements for Electric Substations.

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6.06.03 – Streetlights

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B. At the entry/exit of any residential or commercial **development** approved through a SDP, SDPA, or PPL located on a public **collector** or **arterial street**, the following additional standards shall apply. For projects subject to architectural design standards, see LDC section 5.05.08 F. for related provisions. For **solar facilities**, see LDC section 5.05.16. for related provisions.

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10.02.03 – Requirements for Site Development, Site Improvement Plans and Amendments thereof

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D. Site Development Plan Requirements (SDP). A pre-application meeting shall be conducted by the County Manager or designee prior to the submission of any site development plan for review. This meeting may be waived by the County Manager or designee upon the request of the applicant.

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6. **Solar facilities** shall not be required to provide a Traffic Impact Statement.

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The 2024 Florida Statutes

163.3205 Solar facility approval process.—

(1) It is the intent of the Legislature to encourage renewable solar electrical generation throughout this state. It is essential that solar facilities and associated electric infrastructure be constructed and maintained in various locations throughout this state in order to ensure the availability of renewable energy production, which is critical to this state's energy and economic future.

(2) As used in this section, the term "solar facility" means a production facility for electric power which:

(a) Uses photovoltaic modules to convert solar energy to electricity that may be stored on site, delivered to a transmission system, and consumed primarily offsite.

(b) Consists principally of photovoltaic modules, a mounting or racking system, power inverters, transformers, collection systems, battery systems, fire suppression equipment, and associated components.

(c) May include accessory administration or maintenance buildings, electric transmission lines, substations, energy storage equipment, and related accessory uses and structures.

(3) A solar facility shall be a permitted use in all agricultural land use categories in a local government comprehensive plan and all agricultural zoning districts within an unincorporated area and must comply with the setback and landscaped buffer area criteria for other similar uses in the agricultural district.

(4) A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in agricultural land use categories and zoning districts.

(5) This section does not apply to any site that was the subject of an application to construct a solar facility submitted to a local governmental entity before July 1, 2021.

History.—s. 1, ch. 2021-178.

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163.3208 Substation approval process.—

(1) It is the intent of the Legislature to maintain, encourage, and ensure adequate and reliable electric infrastructure in the state. It is essential that electric infrastructure be constructed and maintained in various locations in order to ensure the efficient and reliable delivery of electric service. Electric infrastructure should be constructed, to the maximum extent practicable, to achieve compatibility with adjacent and surrounding land uses, and the criteria included in this section are intended to balance the need for electricity with land use compatibility.

(2) The term "electric substation" means an electric substation, including accessory administration or maintenance buildings and related accessory uses and structures, which takes electricity from the transmission grid and converts it to another voltage or lower voltage so it can be distributed to customers through one or more lines.

(3) Electric substations are a critical component of electric transmission and distribution. Except for substations in s. 163.3205(2)(c), local governments may adopt and enforce reasonable land development regulations for new and existing electric substations, addressing only setback, landscaping, buffering, screening, lighting, and other aesthetic compatibility-based standards. Vegetated buffers or screening beneath aerial access points to the substation equipment shall not be required to have a mature height in excess of 14 feet.

(4) New and existing electric substations shall be a permitted use in all land use categories in the applicable local government comprehensive plan and zoning districts within a utility's service territory except those designated as preservation, conservation, or historic preservation on the future land use map or duly adopted ordinance. If a local government has not adopted reasonable standards for substation siting in accordance with subsection (3), the following standards shall apply to new electric substations:

(a) In nonresidential areas, the substation must comply with the setback and landscaped buffer area criteria applicable to other similar uses in that district, if any.

(b) Unless the local government approves a lesser setback or landscape requirement, in residential areas, a setback of up to 100 feet between the substation property boundary and permanent equipment structures shall be maintained as follows:

1. For setbacks between 100 feet and 50 feet, an open green space shall be formed by installing native landscaping, including trees and shrub material, consistent with the relevant local government's land development regulations. Substation equipment shall be protected by a security fence consistent with the relevant local government's land development regulations.

2. For setbacks of less than 50 feet, a buffer wall 8 feet high or a fence 8 feet high with native landscaping consistent with the relevant local government's regulations shall be installed around the substation.

(5) If the application for a proposed electric substation or for changes to an existing electric substation demonstrates that the substation design is consistent with the local government's applicable setback, landscaping, buffering, screening, and other aesthetic compatibility-based standards, the application for development approval for or changes to the substation shall be approved.

(6)(a) This paragraph applies to the proposed placement or construction of a new electric substation within a residential area. Before submitting an application for the location of a new electric substation in residential areas,

the utility shall consult with the local government regarding the selection of a site. The utility shall provide information regarding the utility's preferred site and as many as three alternative available sites, including sites within nonresidential areas, that are technically and electrically reasonable for the load to be served, if the local government deems that the siting of a new electric substation warrants this additional review and consideration. The final determination on the site application as to the preferred and alternative sites shall be made solely by the local government within 90 days of presentation of all the necessary and required information on the preferred site and on the alternative sites. In the event the utility and the local government are unable to reach agreement on an appropriate location, the substation site selection shall be submitted to mediation conducted pursuant to ss. 44.401-44.406, unless otherwise agreed to in writing by the parties, and the mediation shall be concluded within 30 days unless extended by written agreement of the parties. The 90-day time period for the local government to render a final decision on the site application is tolled from the date a notice of intent to mediate the site selection issue is served on the utility or local government, until the mediation is concluded, terminated, or an impasse is declared. The local government and utility may agree to waive or extend this 90-day time period. Upon rendition of a final decision of the local government, a person may pursue available legal remedies in accordance with law, and the matter shall be considered on an expedited basis.

(b) A local government's land development and construction regulations for new electric substations or for changes to existing electric substations and the local government's review of an application for the placement or construction of a new electric substation or for changes to an existing electric substation shall only address land development, zoning, or aesthetic compatibility-based issues. In such local government regulations or review, a local government may not require information or evaluate a utility's business decisions about its service, customer demand for its service, or quality of its service to or from a particular area or site, unless the utility voluntarily offers this information to the local government.

(7) Substation siting standards adopted after the effective date of this act do not apply to applications for new electric substations or for changes to existing electric substations which were submitted before the notice of the local government's adoption hearing.

(8)(a) If a local government has adopted standards for the siting of new electric substations or for changes to existing electric substations within any of the local government's land use categories or zoning districts, the local government shall grant or deny a properly completed application for a permit to locate a new electric substation or change an existing electric substation within the land use category or zoning district within 90 days after the date the properly completed application is declared complete in accordance with the applicable local government application procedures. If the local government fails to approve or deny a properly completed application for a new electric substation or for changes to an existing electric substation within the timeframes set forth, the application is automatically approved, and the applicant may proceed with construction consistent with its application without interference or penalty. Issuance of such local permit does not relieve the applicant from complying with applicable federal or state laws or regulations and other applicable local land development or building regulations, if any.

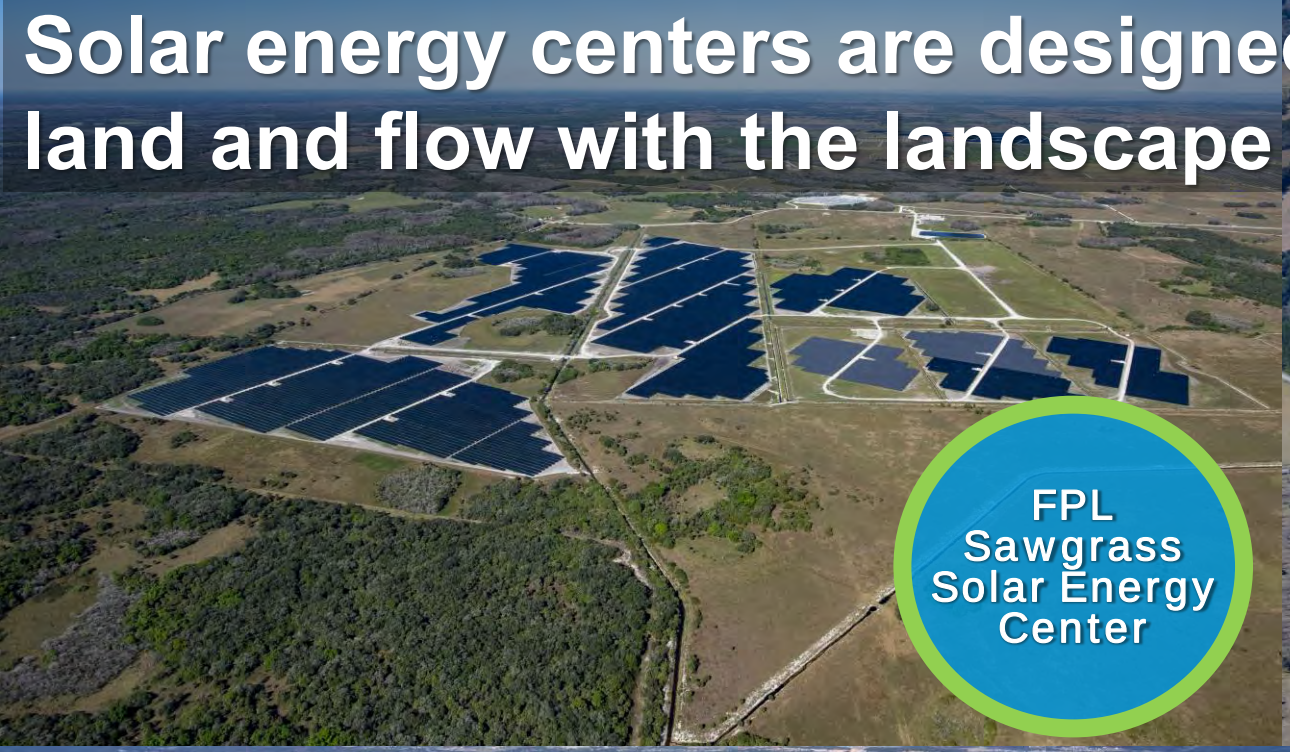
(b) The local government shall notify the permit applicant within 30 days after the date the application is submitted as to whether the application is, for administrative purposes only, properly completed and has been properly submitted. Further completeness determinations shall be provided within 15 days after the receipt of additional information. However, such determination is not approval of the application.

(c) To be effective, a waiver of the timeframes set forth in this subsection must be voluntarily agreed to by the utility applicant and the local government. A local government may request, but not require, a waiver of the timeframes by the applicant, except that, with respect to a specific application, a one-time waiver may be required in the case of a declared local, state, or federal emergency that directly affects the administration of all permitting activities of the local government.

(d) The local government may establish reasonable timeframes within which the required information to cure the application deficiency is to be provided, or the application will be considered withdrawn or closed.

History.—s. 1, ch. 2006-268; s. 4, ch. 2023-31.

Solar energy centers are designed to maximize previously farmed land and flow with the landscape of the natural surroundings









Solar components are low impact to the land

Panels installed on a racking system leaving existing pervious soil









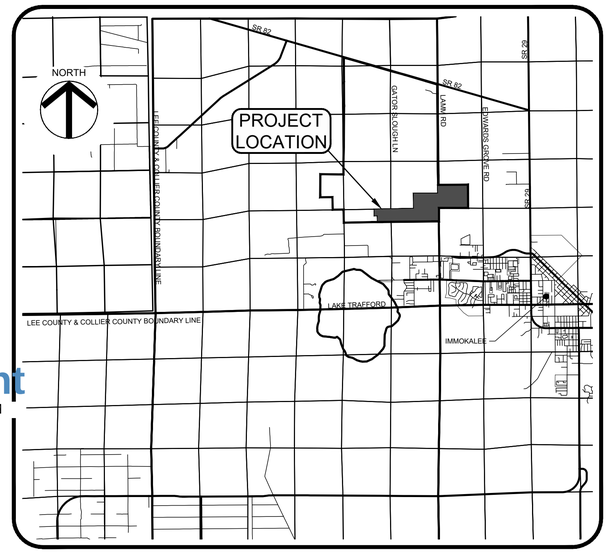




CONSTRUCTION PLANS FOR

KING RANCH SOLAR FIELD BOARDWALK

A PART OF SECTIONS 2, 11, 12, 22, 25, AND 26,
ALL OF SECTIONS 13, 14, 23, AND 24
TOWNSHIP 46 SOUTH, RANGE 28 EAST
TOGETHER WITH
A PART OF SECTION 19
TOWNSHIP 46 SOUTH, RANGE 29 EAST
COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP
NO SCALE

SHEET INDEX

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PROPERTY INFORMATION

TOTAL SITE AREA	
PUD NAME	
ORDINANCE #	
ZONING	

PROPERTY LEGAL DESCRIPTION

A PARCEL OF LAND LYING IN A PART OF SECTIONS 2, 11, 12, 22, 25 AND 26, AND ALL OF SECTIONS 13, 14, 23 AND 24, TOWNSHIP 46 SOUTH, RANGE 29 EAST, COLLIER COUNTY, FLORIDA, AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SECTION 11 REFERRED TO ABOVE AND RUNNING THENCE NORTH 00°34'45" WEST ALONG THE WEST LINE OF THE ABOVE MENTIONED SECTION 2, A DISTANCE OF 887.57 FEET TO A POINT ON THE SOUTH RIGHT-OF-WAY OF STATE ROAD NUMBER 82; THENCE SOUTH 73°57'58" EAST ALONG SAID RIGHT-OF-WAY, A DISTANCE OF 11,036.37 FEET TO A POINT ON THE EAST LINE OF THE ABOVE MENTIONED SECTION 12, WHICH IS ALSO THE DIVISION LINE BETWEEN RANGE 28 EAST AND RANGE

29 EAST OF SAID TOWNSHIP 46 SOUTH; THENCE SOUTH 00°15'08" EAST ALONG SAID RANGE LINE AND SAID EAST LINE OF SECTION 12, A DISTANCE OF 433.50 FEET TO THE EAST 1/4 CORNER OF SAID SECTION 12; THENCE SOUTH 00°19'25" EAST, STILL ALONG SAID EAST LINE OF SECTION 12, A DISTANCE OF 2,785.94 FEET TO THE TO THE SOUTHEAST CORNER THEREOF; THENCE SOUTH 01°11'21" EAST ALONG THE EAST LINE OF SECTION 13 REFERRED TO ABOVE, A DISTANCE OF 5,311.35 FEET TO THE SOUTHEAST CORNER OF SAID SECTION 13; THENCE SOUTH 00°29'24" EAST ALONG THE EAST LINE OF THE ABOVE MENTIONED SECTION 24, A DISTANCE OF 2,652.83 FEET TO THE EAST 1/4 CORNER THEREOF; THENCE NORTH 89°23'51" EAST ALONG THE NORTH LINE OF THE SOUTH 1/2 OF SECTION 19 REFERRED TO ABOVE, A DISTANCE OF 3,297.39 FEET TO THE NORTHWEST CORNER OF LAND CONVEYED TO BARRON COLLIER PARTNERSHIP, LLLP BY DEED RECORDED IN OFFICIAL RECORDS BOOK 2493 AT PAGE 2779, PUBLIC RECORDS OF SAID COLLIER COUNTY; THENCE SOUTH 00°36'04" EAST ALONG THE WEST BOUNDS OF THIS LAST MENTIONED CONVEYANCE, A DISTANCE OF 2,678.91 FEET TO A POINT ON THE SOUTH LINE OF SAID SECTION 19; THENCE SOUTH 89°52'15" WEST ALONG THE SOUTH LINE THEREOF, A DISTANCE OF 3,296.80 FEET TO THE SOUTHEAST CORNER OF THE ABOVE MENTIONED SECTION 24; THENCE SOUTH 00°41'13" EAST ALONG THE EAST LINE OF SECTION 25 REFERRED TO ABOVE, A DISTANCE OF 1,459.41 FEET; THENCE SOUTH 89°06'51" WEST ALONG THE NORTHERLY BOUNDS OF A PARCEL OF LAND CONVEYED TO SOUTH FLORIDA WATER MANAGEMENT DISTRICT BY DEED RECORDED IN OFFICIAL RECORDS BOOK 2585 AT PAGE 2735, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 5,369.17 FEET TO A POINT ON THE EAST LINE OF THE ABOVE MENTIONED SECTION 26; THENCE SOUTH 89°05'14" WEST, STILL THE NORTH BOUNDS OF THIS LAST MENTIONED CONVEYANCE AND CONTINUING ON THE SAME COURSE ALONG THE NORTH BOUNDS OF LAND CONVEYED TO COLLIER COUNTY BY DEED RECORDED IN OFFICIAL RECORDS BOOK 4425 AT PAGE 3298, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 5,281.45 FEET TO A POINT ON THE WEST LINE OF THE ABOVE MENTIONED SECTION 26; THENCE NORTH 01°11'17" WEST ALONG SAID WEST LINE, A DISTANCE OF 1,450.51 FEET TO THE SOUTHWEST CORNER OF SECTION 23 REFERRED TO ABOVE; THENCE SOUTH 88°55'57" WEST ALONG THE SOUTH LINE OF THE ABOVE MENTIONED SECTION 22, BEING ALSO THE NORTH LINE OF LAND CONVEYED TO COLLIER COUNTY BY DEED RECORDED IN OFFICIAL RECORDS BOOK 4425 AT PAGE 3298, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 1,320.70 FEET TO THE SOUTHWEST CORNER OF THE SOUTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 22 REFERRED TO ABOVE; THENCE NORTH 00°29'00" WEST ALONG THE EAST LINE OF LAND CONVEYED TO COLLIER COUNTY BY DEED RECORDED IN OFFICIAL RECORDS BOOK 4425 AT PAGE 3280, PUBLIC RECORDS OF SAID COLLIER COUNTY, BEING ALSO THE WEST LINE OF THE SOUTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 22, A DISTANCE OF 1,343.35 FEET TO THE NORTHWEST CORNER OF THE SOUTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 22; THENCE SOUTH 88°58'22" WEST ALONG THE SOUTH LINE OF THE NORTH 1/2 OF THE SOUTHEAST 1/4 OF SAID SECTION 22, A DISTANCE OF 1,321.33 FEET TO THE NORTHWEST CORNER OF THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 22;

THENCE NORTH 00°38'43" WEST ALONG THE WEST LINE OF THE EAST 1/2 OF SAID SECTION 22; BEING ALSO THE EAST LINE OF LAND CONVEYED TO SOUTH FLORIDA WATER MANAGEMENT DISTRICT BY DEED RECORDED IN OFFICIAL RECORDS BOOK 1577 AT PAGE 681, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 2,684.61 FEET TO THE NORTHWEST CORNER OF THE SOUTH 1/2 OF THE

NORTHEAST 1/4 OF SAID SECTION 22; THENCE NORTH 88°53'07" EAST ALONG THE SOUTH LINE OF THE NORTH 1/2 OF THE NORTHEAST 1/4 OF SAID SECTION 22 AND ALONG THE BOUNDS OF THE CONVEYANCE LAST ABOVE MENTIONED, A DISTANCE OF 2,642.18 FEET TO A POINT ON THE WEST LINE OF SECTION 23 REFERRED TO ABOVE; THENCE NORTH 00°35'47" WEST ALONG SAID WEST LINE, A DISTANCE OF 1,343.10 FEET TO THE SOUTHWEST 1/4 OF THE ABOVE MENTIONED SECTION 14; THENCE NORTH 00°09'59" WEST ALONG SAID WEST LINE OF SECTION 14, A DISTANCE OF 5,398.82 FEET TO THE SOUTHWEST CORNER OF SECTION 11 REFERRED TO ABOVE; THENCE NORTH 00°28'13" WEST ALONG WEST LINE OF SAID SECTION 11, A DISTANCE OF 2,699.12 FEET TO THE WEST 1/4 CORNER THEREOF; THENCE NORTH 00°28'02" WEST, STILL ALONG SAID WEST LINE OF SECTION 11, A DISTANCE OF 2,699.24 FEET TO THE POINT OF BEGINNING.

LESS AND EXCEPT

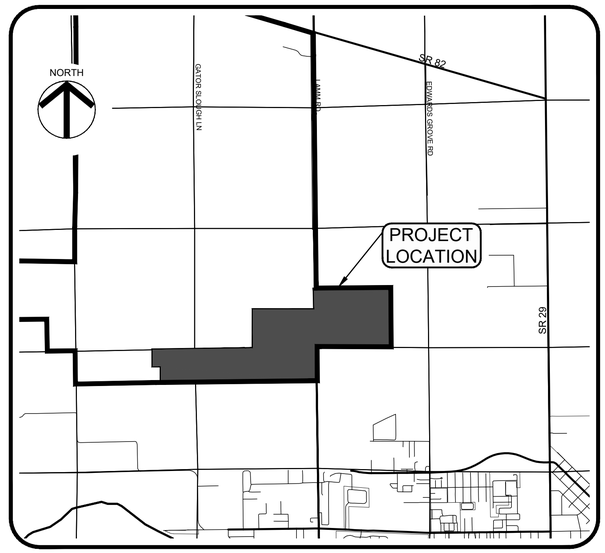
A PARCEL OF LAND LYING IN A PART OF SECTIONS 12 & 13, TOWNSHIP 46 SOUTH, RANGE 28 EAST, COLLIER COUNTY, FLORIDA, AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A POINT BEING THE INTERSECTION OF THE SOUTH RIGHT-OF-WAY OF STATE ROAD NUMBER 82 AND THE EAST LINE OF THE ABOVE MENTIONED SECTION 12, WHICH IS ALSO THE DIVISION LINE BETWEEN RANGE 28 EAST AND RANGE 29 EAST OF SAID TOWNSHIP 46 SOUTH; THENCE SOUTH 00°15'08" EAST ALONG SAID RANGE LINE AND SAID EAST LINE OF SECTION 12, A DISTANCE OF 433.50 FEET TO THE EAST 1/4 CORNER OF SAID SECTION 12; THENCE SOUTH 00°19'25" EAST, STILL ALONG SAID EAST LINE OF SECTION 12, A DISTANCE OF 2,785.94 FEET TO THE SOUTHEAST CORNER THEREOF; THENCE SOUTH 89°10'17" WEST ALONG THE SOUTH LINE OF SAID SECTION 12, A DISTANCE OF 136.48 FEET TO THE POINT OF BEGINNING OF THE FOLLOWING DESCRIBED LANDS:

THENCE SOUTH 00°34'02" EAST, A DISTANCE OF 1890.15 FEET; THENCE NORTH 89°55'02" WEST, A DISTANCE OF 787.56 FEET; THENCE SOUTH 00°36'07" EAST, A DISTANCE OF 226.74 FEET;

THENCE SOUTH 87°27'18" WEST, A DISTANCE OF 177.65 FEET; THENCE NORTH 37°35'47" WEST, A DISTANCE OF 453.94 FEET; THENCE NORTH 23°16'40" WEST, A DISTANCE OF 230.37 FEET; THENCE NORTH 15°25'17" WEST, A DISTANCE OF 611.52 FEET; THENCE NORTH 00°19'42" WEST, A DISTANCE OF 1004.57 FEET; THENCE NORTH 89°31'07" WEST, A DISTANCE OF 968.23 FEET; THENCE NORTH 00°10'10" WEST, A DISTANCE OF 363.86 FEET; THENCE NORTH 74°50'54" EAST, A DISTANCE OF 88.80 FEET; THENCE NORTH 33°13'46" EAST, A DISTANCE OF 45.78 FEET; THENCE NORTH 02°40'47" WEST, A DISTANCE OF 99.07 FEET; THENCE NORTH 25°52'35" WEST, A DISTANCE OF 105.91 FEET; THENCE NORTH 57°47'42" WEST, A DISTANCE OF 32.19 FEET; THENCE NORTH 81°14'04" WEST, A DISTANCE OF 33.92 FEET; THENCE NORTH 00°10'10" WEST, A DISTANCE OF 223.46 FEET; THENCE SOUTH 89°34'09" EAST, A DISTANCE OF 2442.24 FEET; THENCE SOUTH 00°34'02" EAST, A DISTANCE OF 897.05 FEET TO THE PLACE AND POINT OF BEGINNING.

CONTAINING 4415.353 ACRES OF LAND, MORE OR LESS.



PROJECT SITE MAP
NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD
JUNO BEACH, FL 33408
PHONE: (561) 694-4000

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS
KING RANCH SOLAR FIELD BOARDWALK
CLIENT: FLORIDA POWER & LIGHT COMPANY

COVER SHEET

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 1

VERTICAL ELEVATIONS BASED ON: NAVD-88

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GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +X.XX FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. THE PROPERTY OWNER IS RESPONSIBLE FOR REPLACEMENT OF ALL DEAD LANDSCAPE MATERIAL AND FOR THE MAINTENANCE OF THE REQUIRED IRRIGATION SYSTEM.
9. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
10. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
11. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE.
12. SIDEWALK SHALL BE CONSTRUCTED OF CONCRETE, ASPHALT OR PAVERS AT THE DISCRETION OF THE DEVELOPER.
13. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
14. CONTRACTOR SHALL BE RESPONSIBLE FOR MAINTAINING TRAFFIC AND USAGE OF THE EXISTING STREETS ADJACENT TO THE PROJECT. ALL TRAFFIC MAINTENANCE CONTROL SHALL BE IN ACCORDANCE WITH SECTION 102-OF THE FDOT STANDARD SPECIFICATIONS AND WITH THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD), PART 6. FOR WORK WITHIN A PUBLIC RIGHT-OF-WAY CONTRACTOR TO FURNISH A COLLIER COUNTY APPROVED MAINTENANCE OF TRAFFIC PLAN.
15. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
16. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
17. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
18. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
19. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
20. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
21. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
22. THE PROPERTY OWNER IS RESPONSIBLE FOR MAINTENANCE OF INFRASTRUCTURE (EXCEPT THOSE UTILITIES THAT ARE TO BE DEDICATED TO IWSD) LOCATED WITHIN THE FIRE STATION SITE.
23. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.
24. COUNTY ROW PERMIT IS REQUIRED FOR ANY CONSTRUCTION/MAINTENANCE WORK PERFORMED WITHIN THE PUBLIC ROADWAY ROW.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.

UTILITIES PROVIDING SERVICE

CABLE TELEVISION:
COMCAST
10600 WESTLINKS DR. SUITE 4
FORT MYERS, FLORIDA 33913
PHONE (239) 432-1805

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

POTABLE WATER AND SANITARY SEWER:
IMMOKALEE WATER AND SEWER DISTRICT
1020 SANITATION ROAD
IMMOKALEE, FLORIDA 34142
PHONE (239) 658-3630

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

TELEPHONE:
COMCAST
12600 WESTLINKS DR. SUITE 4
FORT MYERS, FLORIDA 33913
PHONE (239) 432-1805

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
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239.405.7777

CONSTRUCTION PLANS
KING RANCH SOLAR FIELD
BOARDWALK
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 86421

SET NUMBER: 22004770-01

SHEET : 2

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PANTHER HABITAT LINE

PROPERTY BOUNDARY (TYP.)

SR 82

LAMM ROAD

EDWARDS GROVE RD

EXISTING SUBSTATION
(PL20220000843)

PROPERTY BOUNDARY (TYP.)

PROPERTY BOUNDARY (TYP.)

PROPERTY/PROJECT BOUNDARY (TYP.)

EXISTING
AGI

PROJECT BOUNDARY (TYP.)

EXISTING AGI (TO REMAIN)

EXISTING
AGI

N

HATCH LEGEND

- AREA TO BE CLEARED (451.27 AC)
- DREDGE AREA (XX AC) (BY OTHERS)
- EXISTING PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 3

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PANTHER HABITAT LINE

PROPERTY BOUNDARY (TYP.)

SR 82

EXISTING ACCESS PATH TO REMAIN

LAMM ROAD

EDWARDS GROVE RD

EXISTING SUBSTATION (PL2020000843)

PROJECT BOUNDARY (TYP.)

EXISTING ACCESS PATH TO REMAIN

PROPERTY/PROJECT BOUNDARY (TYP.)

PROJECT BOUNDARY (TYP.)

N

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 4

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD
BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN - BOARDWALK

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

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PROJECT BOUNDARY (TYP.)

EXISTING WETLAND W/ 25' BUFFER (TYP.)

6 FT PANTHER FENCE (TYP.)

INVERTER PAD (TYP.)
TOP EL. = XX.XX FT-NAVD OR 12" ABOVE E.G. WHICHEVER IS GREATER

PROJECT BOUNDARY (TYP.)

PROPOSED 12' SOLAR ACCESS PATH

MATCH LINE SEE SHEET 8

EXISTING ACCESS PATH TO REMAIN

PROPERTY/PROJECT BOUNDARY (TYP.)

6 FT PANTHER FENCE (TYP.)

INVERTER PAD (TYP.)
TOP EL. = XX.XX FT-NAVD OR 12" ABOVE E.G. WHICHEVER IS GREATER

PROPOSED GATE (TYP.)

PROPOSED 12' SOLAR ACCESS PATH

MATCH LINE SEE SHEET 7

EXISITNG AGI TO REMAIN

EXISTING FURROW DITCH TO REMAIN

PROPOSED GATE (TYP.)

SOLAR ARRARY (TYP.)

INVERTER PAD (TYP.)
TOP EL. = XX.XX FT-NAVD OR 12" ABOVE E.G. WHICHEVER IS GREATER

EXISTING AGI PUMP TO REMAIN

PROPOSED GATE (TYP.)

6 FT PANTHER FENCE (TYP.)

EXISTING AGI TO REMAIN

TURNAROUND (TYP.)

PROPOSED 12' SOLAR ACCESS PATH

MATCH LINE SEE SHEET 9

N

VERTICAL ELEVATIONS BASED ON: NAVD-88

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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN A

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 6

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BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS
KING RANCH SOLAR FIELD BOARDWALK
CLIENT: FLORIDA POWER & LIGHT COMPANY
BOARDWALK - SITE PLAN B

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

VERTICAL ELEVATIONS BASED ON: NAVD-88

SHEET : 7

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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN C

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 8

VERTICAL ELEVATIONS BASED ON: NAVD-88

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ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN D

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

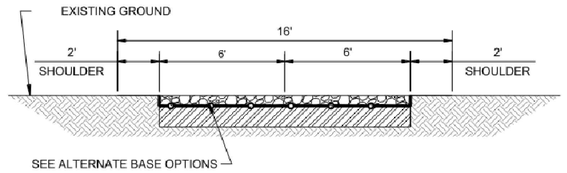
FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

VERTICAL ELEVATIONS BASED ON: NAVD-88

SHEET : 9



ALTERNATE BASE OPTIONS:

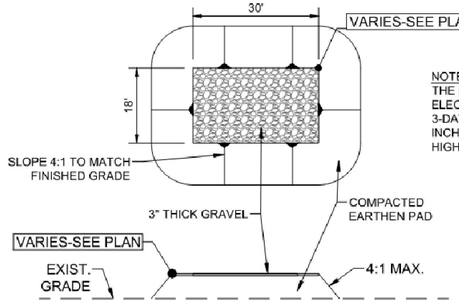
OPTION 1:
6" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

OPTION 2:
6" AGGREGATE BASE (LBR 100), GEOTEXTILE FABRIC OR GRID
COMPACTED NATIVE SOIL SUBGRADE

OPTION 3:
6" AGGREGATE BASE (LBR 100)
12" STABILIZED SUBGRADE (LBR40)

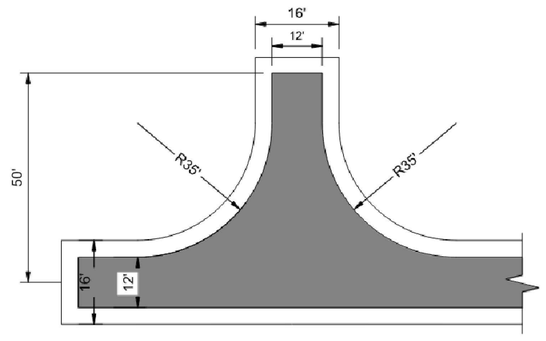
OPTION 4:
10" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

ACCESS PATH SECTION
NOT TO SCALE

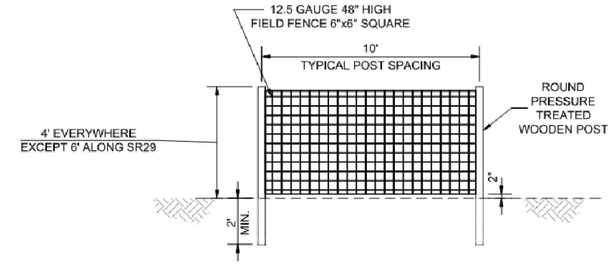


NOTE:
THE MINIMUM BOTTOM ELEVATION OF ALL ELECTRICAL EQUIPMENT SHALL BE THE 25-YEAR 3-DAY PEAK STAGE ELEVATION + 1 FOOT OR 12 INCHES ABOVE GROUND ELEVATION, WHICHEVER IS HIGHER.

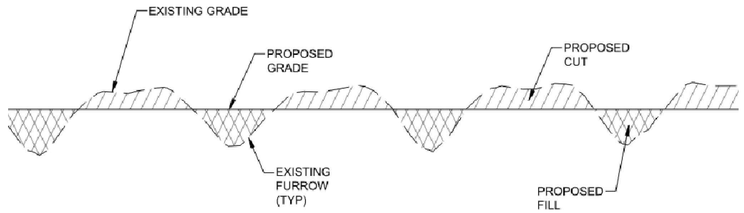
TYPICAL INVERTER PAD DETAIL
NOT TO SCALE



TYPICAL TURNAROUND DETAIL
NOT TO SCALE



PANTHER FENCE DETAIL
NOT TO SCALE



TYPICAL FURROW GRADING
NOT TO SCALE

VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 10

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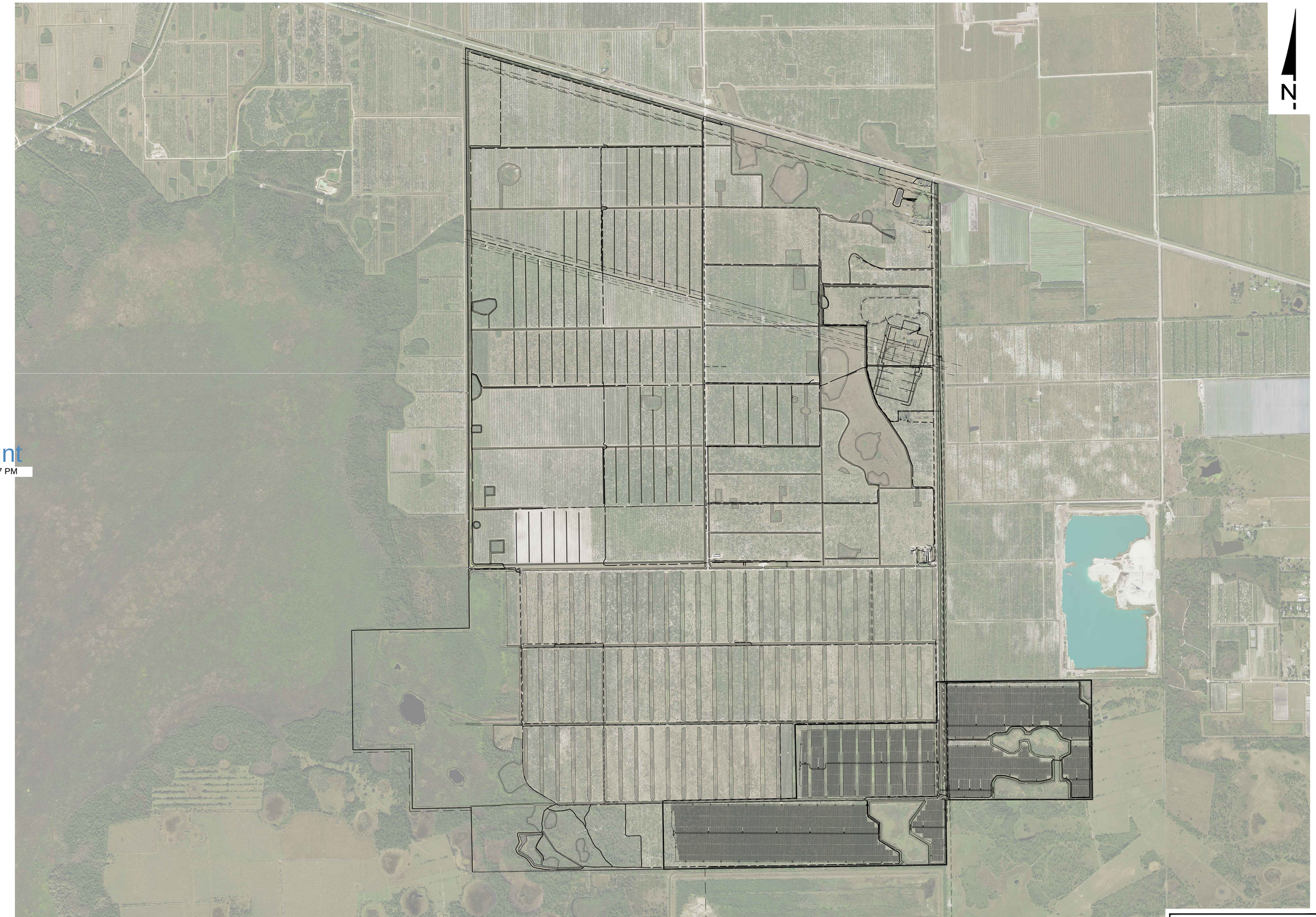

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

FLUCFCS

PLAN REVISIONS

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SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 11

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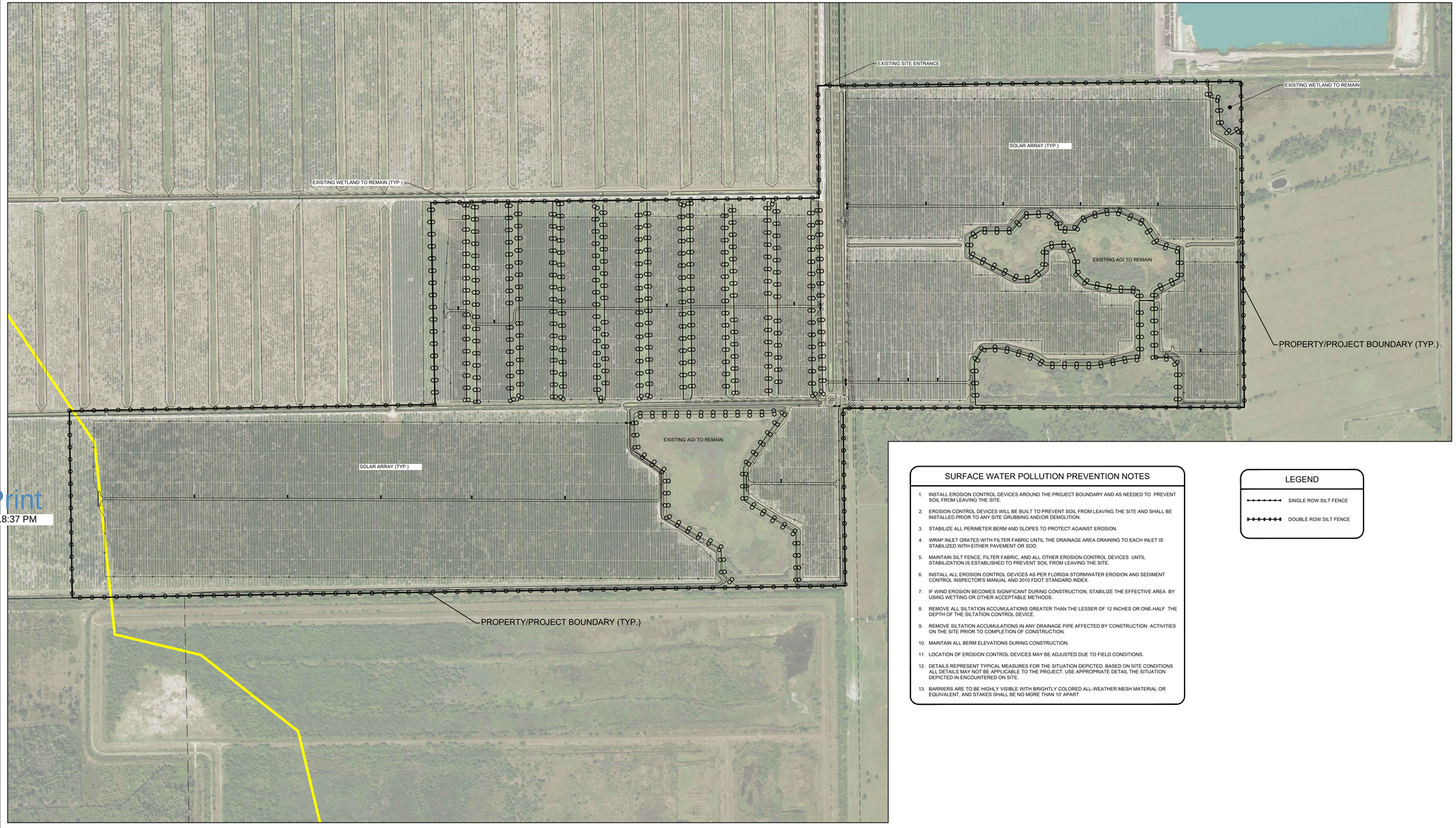
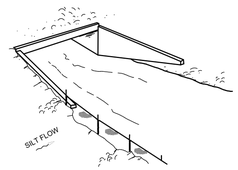


SURFACE WATER POLLUTION PREVENTION NOTES

1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

LEGEND

- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE



TYPE III SILT FENCE



TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

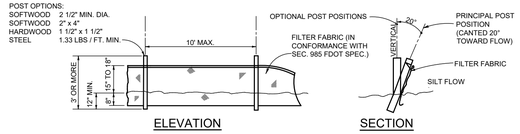


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

VERTICAL ELEVATIONS BASED ON: NAVD-88

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239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 12

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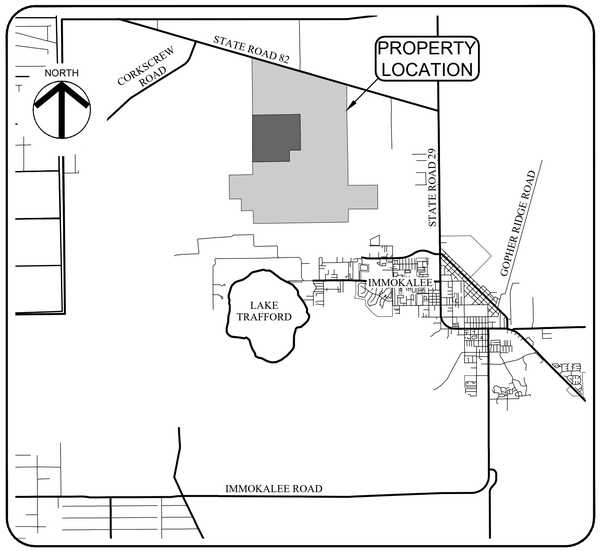
SITE DEVELOPMENT PLANS FOR

FPL GOLDENROD SOLAR ENERGY CENTER

PART OF SECTION 14 TOWNSHIP 46 SOUTH, RANGE 28 EAST

COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP

NO SCALE

SHEET INDEX	
1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - GOLDENROD
6	GOLDENROD - SITE PLAN A
7	GOLDENROD - SITE PLAN B
8	GOLDENROD - SITE PLAN C
9	GOLDENROD - SITE PLAN D
10	GOLDENROD - SITE PLAN E
11	GOLDENROD - SITE PLAN F
12	GOLDENROD - SITE PLAN G
13	GOLDENROD - SITE PLAN H
14	GENERAL DETAILS 1
15	GENERAL DETAILS 2
16	DRAINAGE PLAN
17	STORMWATER POLLUTION PREVENTION PLAN
18	ENTRY LIGHTING PLAN

PROPERTY INFORMATION	
TOTAL PROJECT AREA	610.33 AC
EXISTING ZONING	A-MHO-RLSAO
EXISTING LAND USE	AGRICULTURE (CITRUS GROVE)
FUTURE LAND USE	A-RMU-RLSA
PROPOSED LAND USE	SOLAR ENERGY CENTER/ ESSENTIAL SERVICE
FOLIO #	00050520006, 00050600007, 0005064009

PROPERTY LEGAL DESCRIPTION

A parcel of land lying in a part of Sections 2, 11, 12, 22, 25 and 26, and all of Sections 13, 14, 23 and 24, Township 46 South, Range 28 East, together with a part of Section 19, Township 46 South, Range 29 East, Collier County, Florida, and being more particularly described as follows;

Beginning at the Northwest corner of Section 11 referred to above and running thence North 00°34'45" West along the West line of the above mentioned Section 2, a distance of 887.57 feet to a point on the South Right-Of-Way of State Road Number 82; thence South 73°57'58" East along said Right-Of-Way, a distance of 11,036.37 feet to a point on the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the to the Southeast corner thereof; thence South 01°11'21" East along the East line of Section 13 referred to above, a distance of 5,311.35 feet to the Southeast corner of said Section 13; thence South 00°29'24" East along the East line of the above mentioned Section 24, a distance of 2,652.83 feet to the East 1/4 corner thereof; thence North 89°23'51" East along the North line of the South 1/2 of Section 19 referred to above, a distance of 3,297.39 feet to the Northwest corner of land conveyed to Barron Collier Partnership, LLLP by deed recorded in Official Records Book 2493 at Page 2779, public records of said Collier County; thence South 00°36'04" East along the West bounds of this last mentioned conveyance, a distance of 2,678.91 feet to a point on the South line of said Section 19; thence South 89°52'15" West along the South line thereof, a distance of 3,296.80 feet to the Southeast corner of the above mentioned Section 24; thence South 00°41'13" East along the East line of Section 25 referred to above, a distance of 1,459.41 feet; thence South 89°06'51" West along the Northerly bounds of a parcel of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 2585 at Page 2735, public records of said Collier County, a distance of 5,369.17 feet to a point on the East line of the above mentioned Section 26; thence South 89°05'14" West, still along the bounds of this last mentioned conveyance and continuing on the same course along the North bounds of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 5,281.45 feet to a point on the West line of the above mentioned Section 26; thence North 01°11'17" West along said West line, a distance of 1,450.51 feet to the Southwest corner of Section 23 referred to above; thence South 88°55'57" West along the South line of the above mentioned Section 22, being also the North line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 1,320.70 feet to the Southwest corner of the Southeast 1/4 of the Southeast 1/4 of Section 22 referred to above; thence North 00°29'00" West along the East line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3280, public records of said Collier County, being also the West line of the Southeast 1/4 of the Southeast 1/4 of said Section 22, a distance of 1,343.35 feet to the Northwest corner of the Southeast 1/4 of the Southeast 1/4 of said Section 22; thence South 88°58'22" West along the South line of the North 1/2 of the Southeast 1/4 of said Section 22, a distance of 1,321.33 feet to the Northwest corner of the Southwest 1/4 of the Southeast 1/4 of said Section 22; thence North 00°38'43" West along the West line of the East 1/2 of said Section 22, being also the East line of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 1577 at Page 681, public records of said Collier County, a distance of 2,684.61 feet to the Northwest corner of the South 1/2 of the Northeast 1/4 of said Section 22; thence North 88°53'07" East along the South line of the North 1/2 of the Northeast 1/4 of said Section 22 and

along the bounds of the conveyance last above mentioned, a distance of 2,642.18 feet to a point on the West line of Section 23 referred to above; thence North 00°35'47" West along said West line, a distance of 1,343.10 feet to the Southwest 1/4 of the above mentioned Section 14; thence North 00°09'59" West along said West line of Section 14, a distance of 5,398.82 feet to the Southwest corner of Section 11 referred to above; thence North 01°28'13" West along West line of said Section 11, a distance of 2,699.12 feet to the West 1/4 corner thereof; thence North 00°28'02" West, still along said West line of Section 11, a distance of 2,699.24 feet to the POINT OF BEGINNING.

LESS AND EXCEPT

A parcel of land lying in a part of Sections 12 & 13, Township 46 South, Range 28 East, Collier County, Florida, and being more particularly described as follows:

Commencing at a point being the intersection of the South Right-Of-Way of State Road Number 82 and the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the Southeast corner thereof; thence South 89°10'17" West along the South line of said Section 12, a distance of 136.48 feet to the POINT OF BEGINNING of the following described lands: thence South 00°34'02" East, a distance of 1890.15 feet; thence North 89°55'02" West, a distance of 787.56 feet; thence South 00°36'07" East, a distance of 226.74 feet; thence South 87°27'18" West, a distance of 177.65 feet; thence North 37°35'47" West, a distance of 453.94 feet; thence North 23°16'40" West, a distance of 230.37 feet; thence North 15°25'17" West, a distance of 611.52 feet; thence North 00°19'42" West, a distance of 1004.57 feet; thence North 89°31'07" West, a distance of 968.23 feet; thence North 00°10'10" West, a distance of 363.86 feet; thence North 74°50'54" East, a distance of 88.80 feet; thence North 33°13'46" East, a distance of 45.78 feet; thence North 02°40'47" West, a distance of 99.07 feet; thence North 25°52'35" West, a distance of 105.91 feet; thence North 57°47'42" West, a distance of 32.19 feet; thence North 81°14'04" West, a distance of 33.92 feet; thence North 00°10'10" West, a distance of 223.46 feet; thence South 89°34'09" East, a distance of 2442.24 feet; thence South 00°34'02" East, a distance of 897.05 feet to the place and POINT OF BEGINNING.

TOGETHER WITH THE FOLLOWING EASEMENTS:

Easement No. 1:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

Non-exclusive Easement for ingress and egress over the East 60 feet and the North 60 feet of the East 1/2 of the East 1/2 of the Southwest 1/4 of the Southeast 1/4 and the North 60.00 feet of the West 1/2 of the Southwest 1/4 of the Southeast 1/4 of Section 22, Township 46 South, Range 28 East, Collier County, Florida, as granted in Grant of Easement between Frank J. Pepper. Jr., as Personal Representative of the Estate of Bernice D. Pepper, and Charles Parker, Joyce P. Hearn and Frank J. Pepper, Jr., as the sole devisees under the Last Will and Testament of Bernice D. Pepper, Grantors, and Turner Corporation, a Florida corporation, as Grantee, dated August 15, 1986, and recorded September 22, 1986, in Official Records Book 1219, Page 1113, of the Public Records of Collier County, Florida.

Easement No. 2:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

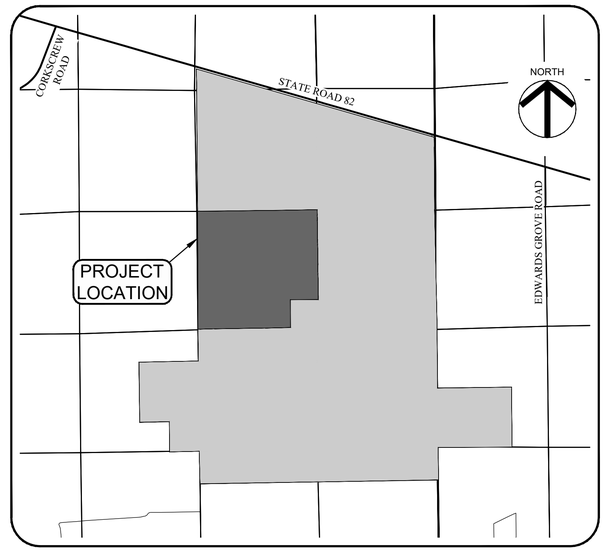
Non-exclusive Easement for ingress and egress over:

a. The East 60.00 feet of the North 2531.00 feet of the South 3861.14 feet of Section 26, Township 46 South, Range 28 East, CollierCounty, Florida;

b. The East 60.00 feet of Section 35, Township 46 South, Range 28 East, Collier County, Florida, lying North of Pepper Road.

c. The North 60.00 feet of the Northeast 1/4 of the Northeast 1/4, and the East 60 feet of the North 60 feet of the Northwest 1/4 of the Northeast 1/4 of Section 27, Township 46 South, Range 28 East, Collier County, Florida.

as granted in Grant of Easement between Rex Properties, Inc., a Florida corporation, Grantor, and Turner Corporation, a Florida corporation, as Grantee, dated August 19,1986, recorded September 22, 1986, in Official Records Rook 1219, Page 1118, of the Public Records of Collier County, Florida.



PROJECT SITE MAP

NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD

JUNO BEACH, FLORIDA 33408

PHONE: (561) 694-4000

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

COVER SHEET

PLAN REVISIONS

1	07/15/2024 REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

Digitally signed by Jeremy H Arnold
Date: 2024.03.19 16:00:19-04'00'

SET NUMBER: 22004770-02

SHEET : 1

VERTICAL ELEVATIONS BASED ON: NAVD-88

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GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +1.36 FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
9. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
10. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE.
11. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
12. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
13. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
14. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
15. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
16. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
17. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
18. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.

DEVELOPMENT STANDARDS ⚠		
MINIMUM SETBACKS		PROVIDED SETBACKS
FRONT YARD	50 FT	4,843.9 FT
SIDE YARD	30 FT	985.2 FT
REAR YARD	50 FT	6,967.2 FT
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50 FT	10 FT
ZONED BUILDING HEIGHT	50 FT	10 FT

UTILITIES PROVIDING SERVICE

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

811 Know what's below. Call before you dig.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.

ATWELL
866.850.4200 www.atwell-group.com
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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS
⚠ 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

VERTICAL ELEVATIONS BASED ON: NAVD-88

SHEET : 2

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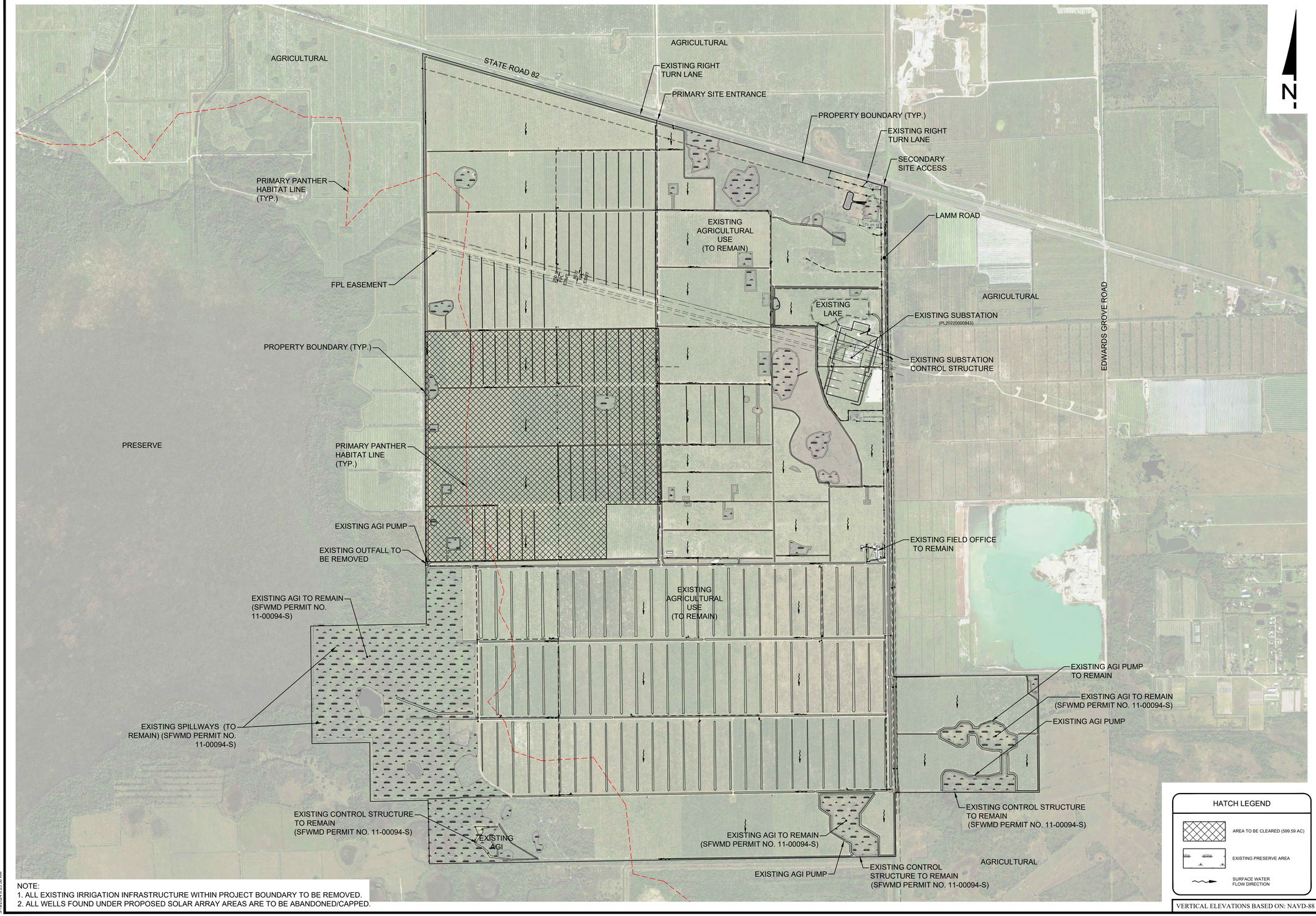

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

HATCH LEGEND

- AREA TO BE CLEARED (599.59 AC)
- EXISTING PRESERVE AREA
- SURFACE WATER FLOW DIRECTION

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

1	03/10/2024	REVISED PER COLLIER COUNTY COMMENTS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 3

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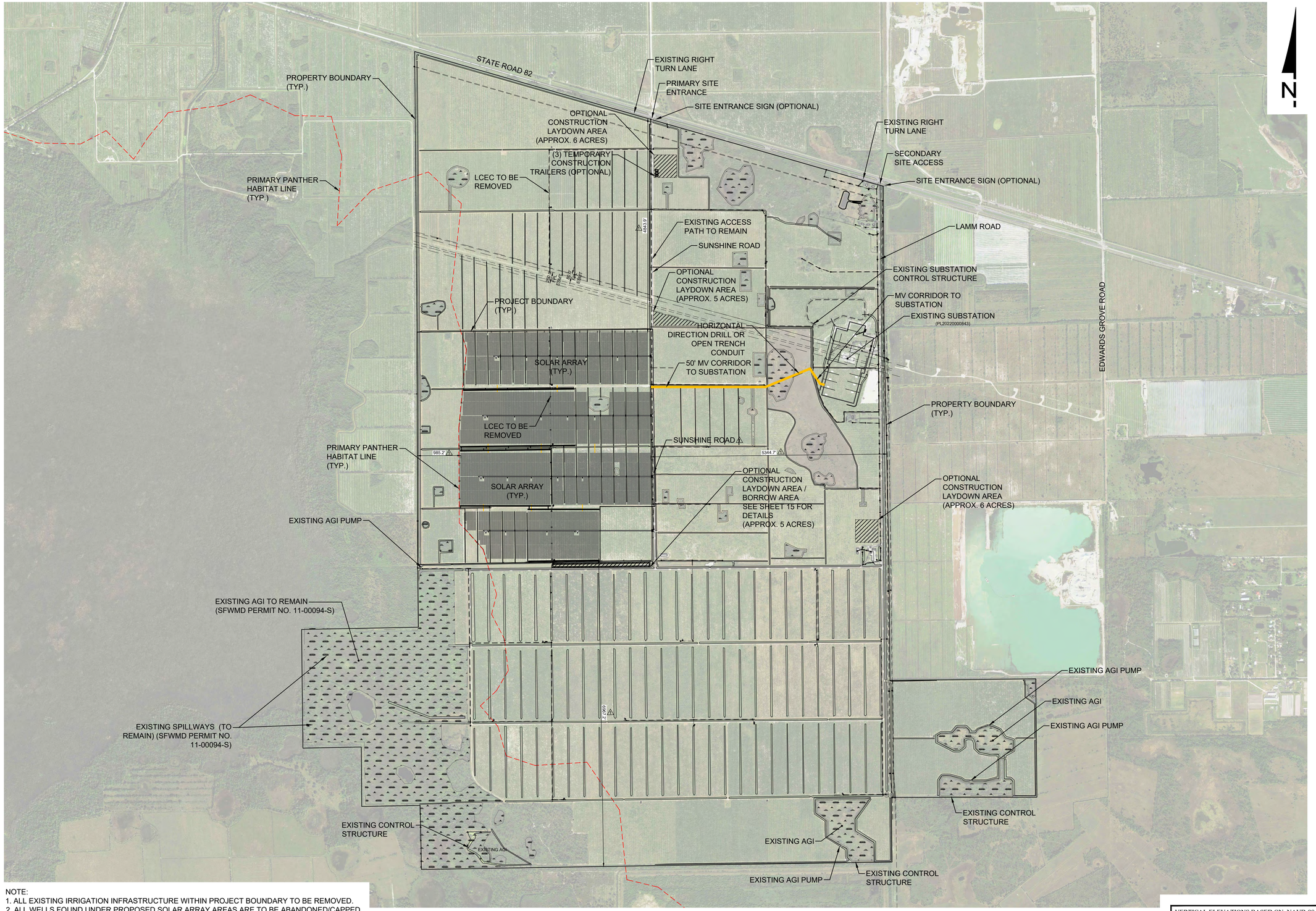

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

1	03/17/2024	REVISED PER COLLIER COMPY COMMENTS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 4

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PRIMARY PANTHER HABITAT LINE (TYP.)
EXISTING DRAINAGE CANAL TO REMAIN (TYP.)
PROJECT BOUNDARY (TYP.)
EXISTING ACCESS ROAD TO REMAIN
4 FT FENCE (TYP.)
SOLAR ARRAY (TYP.)
GATE (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
SOLAR ARRAY (TYP.)
INVERTER PAD (TYP.)
INVERTER PAD (TYP.)
PROPERTY BOUNDARY (TYP.)
HORIZONTAL DIRECTION DRILL CONDUIT
PROJECT BOUNDARY (TYP.)
50' MV CORRIDOR TO SUBSTATION
PRIMARY PANTHER HABITAT LINE (TYP.)
SOLAR ARRAY (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
INVERTER PAD (TYP.)
EXISTING DRAINAGE CANAL TO REMAIN (TYP.)
GATE (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
INVERTER PAD (TYP.)
SOLAR ARRAY (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
INVERTER PAD (TYP.)
SOLAR ARRAY (TYP.)
BORROW AREA (SEE SHEET 15 FOR DETAILS)

NOTE:
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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

KEY MAP
N.T.S.
SHEET 6
SHEET 7
SHEET 8
SHEET 9
SHEET 10
SHEET 11
SHEET 12
SHEET 13

LEGEND
- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- OSW
- ACCESS PATHWAY
- WETLAND AREA
- HORIZONTAL DIRECTION DRILL LOCATION

VERTICAL ELEVATIONS BASED ON: NAVD-88

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MASTER SITE PLAN - GOLDENROD

PLAN REVISIONS

03/17/2025	REVISED PER COLLIER COUNTY COMMENTS

0 150 300 600
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 68421

SET NUMBER: 22004770-02

SHEET : 5

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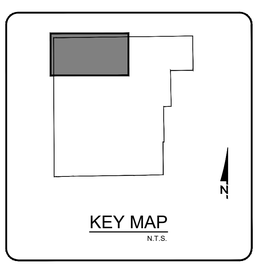

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN A

PLAN REVISIONS
1 05/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 6

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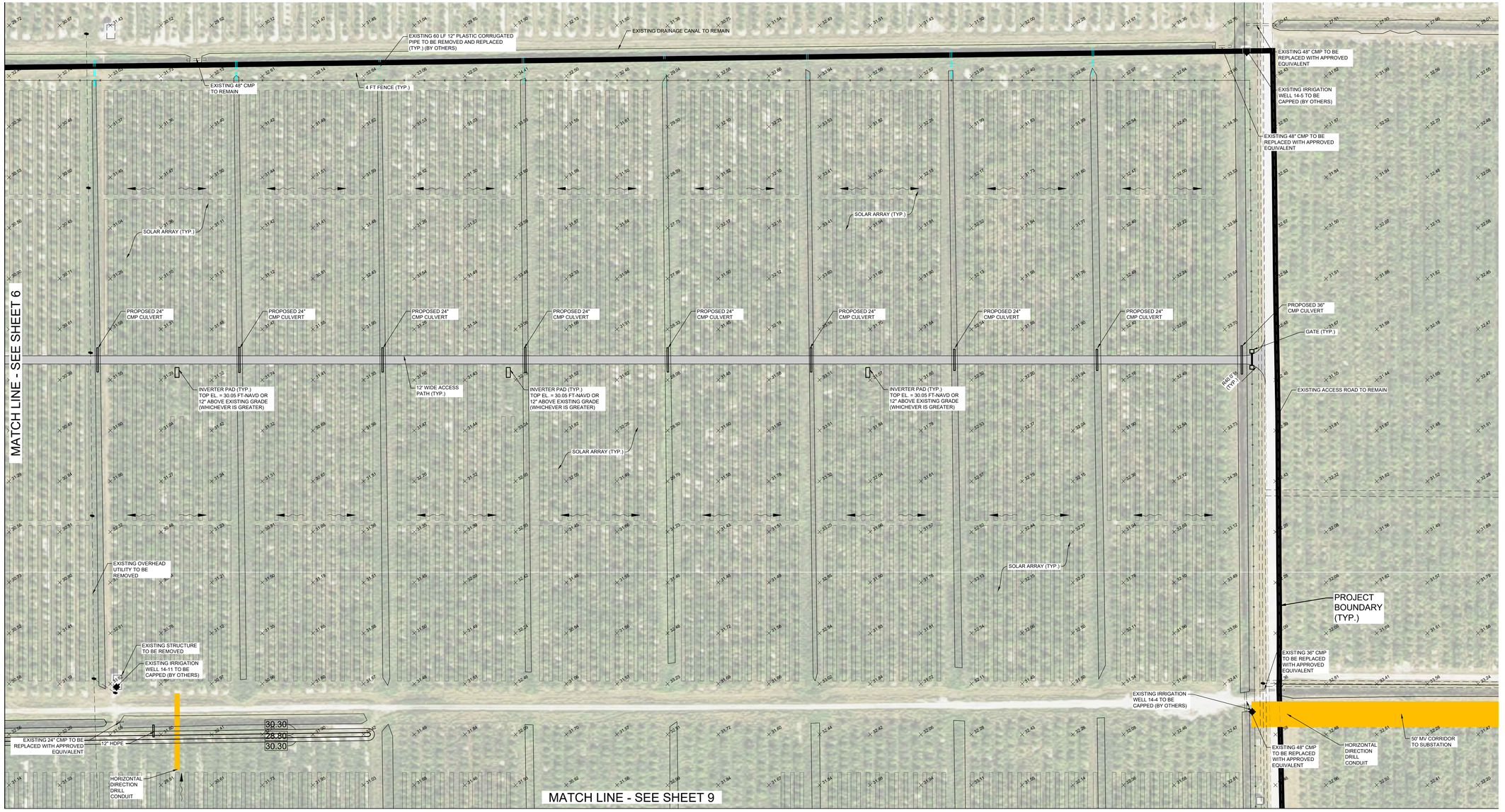

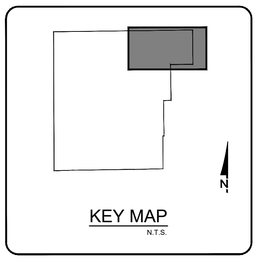

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN B

PLAN REVISIONS

	DATE	DESCRIPTION
1	05/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 7

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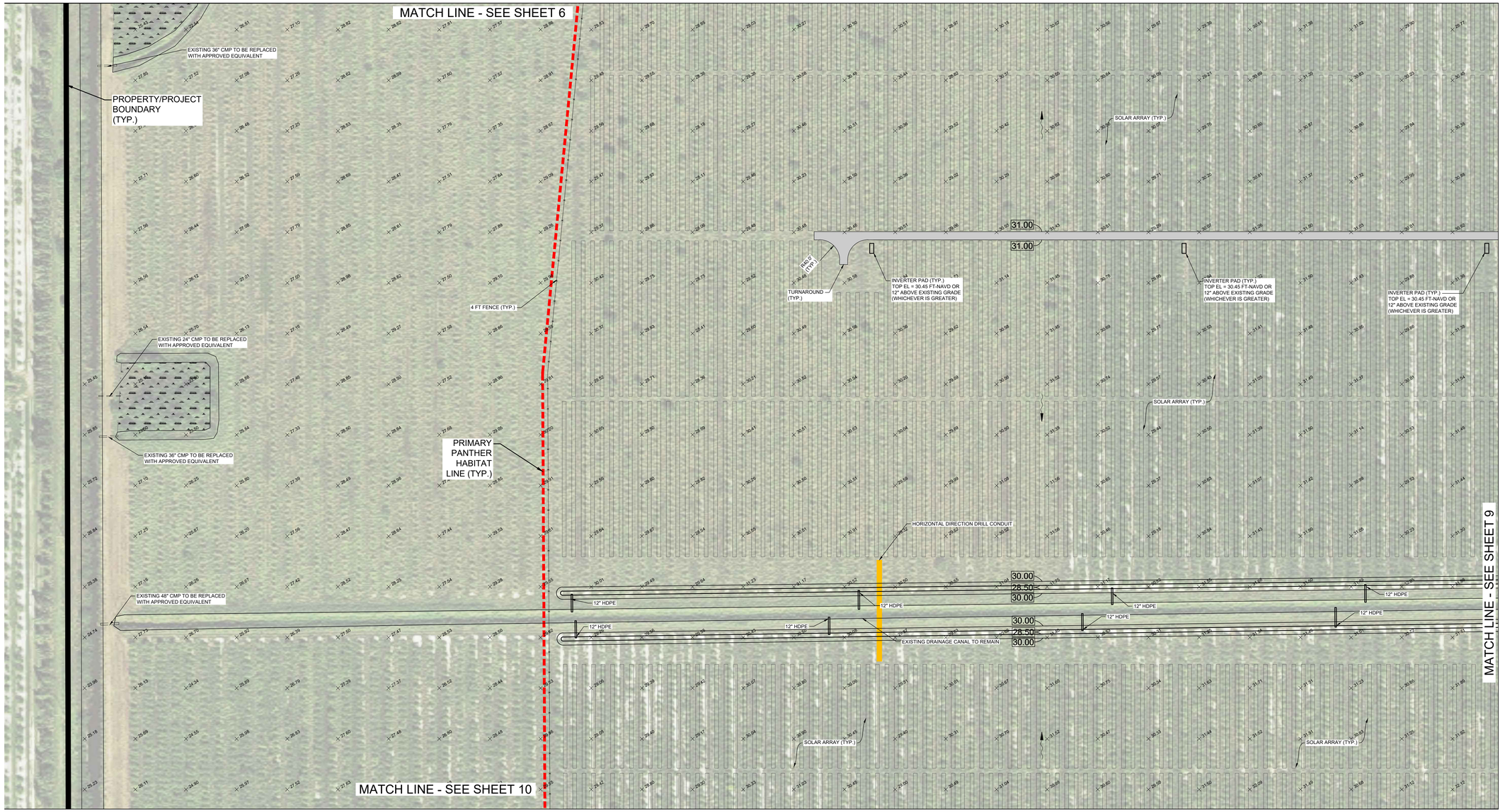

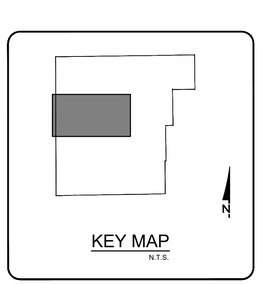

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN C

PLAN REVISIONS

1	05/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 8

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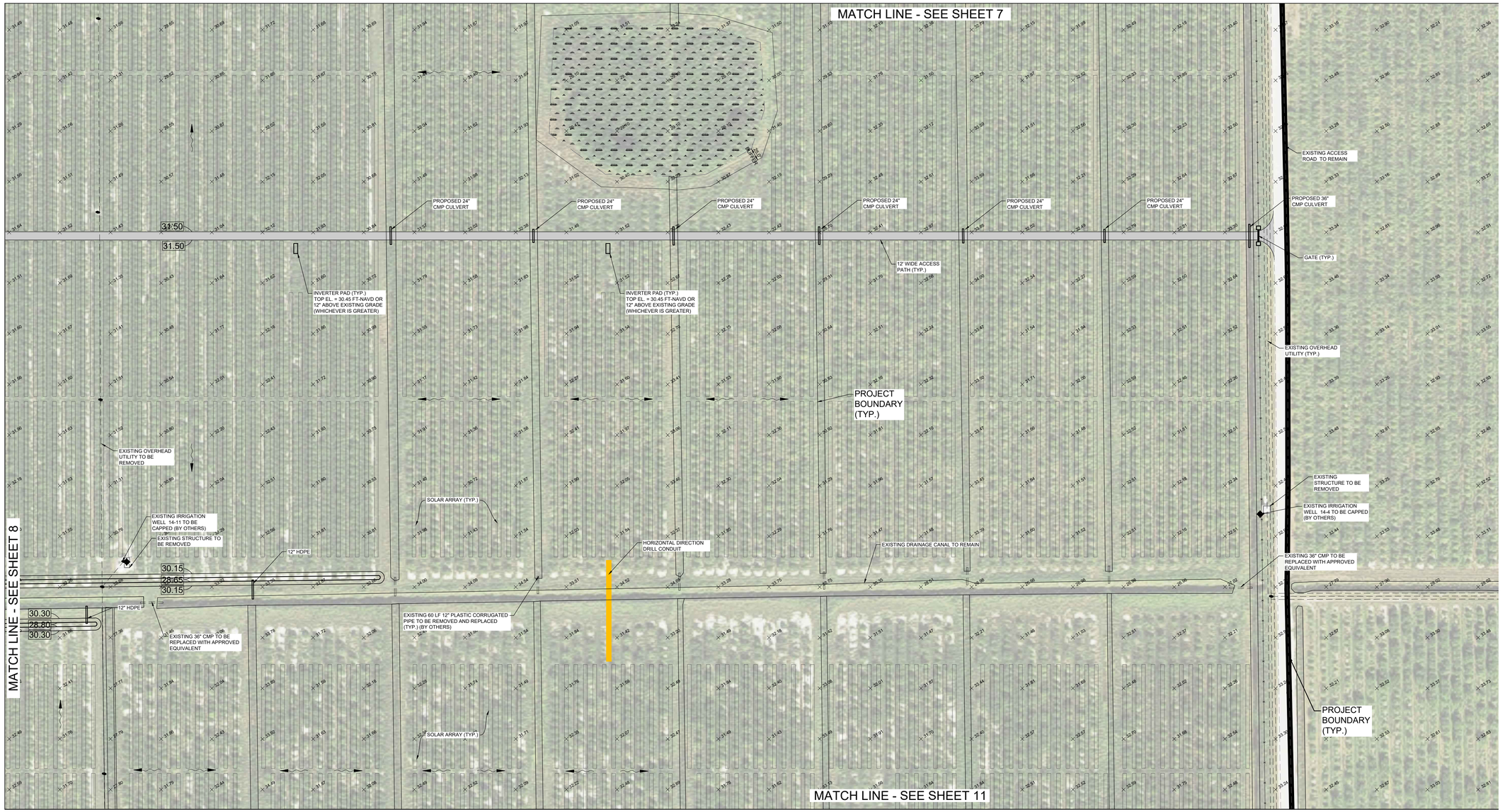

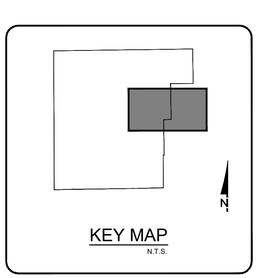

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN D

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

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SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 9

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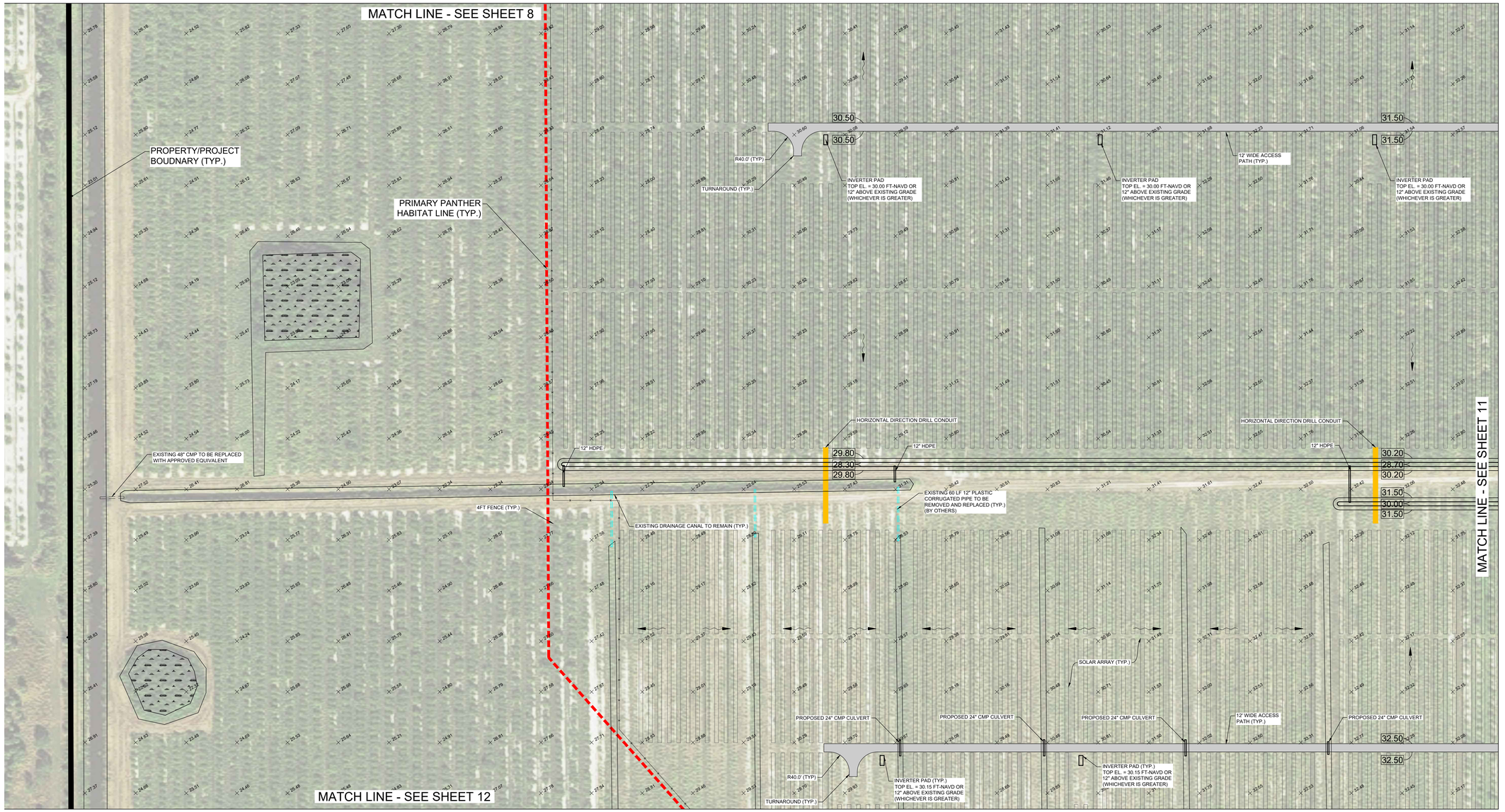

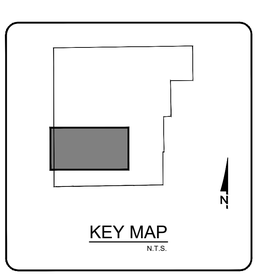

KEY MAP
N.T.S.

LEGEND

XX.XX	PROPOSED GRADE
	SURFACE FLOW DIRECTION
XX.XX	EXISTING GRADE
	EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
	OSW
	ACCESS PATHWAY
	WETLAND AREA

N

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FPL GOLDENROD SOLAR ENERGY CENTER

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GOLDENROD - SITE PLAN E

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

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FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 10

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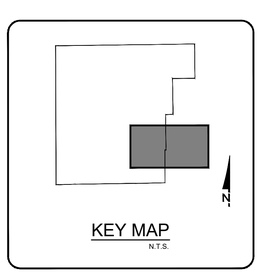

LEGEND

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN F

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

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SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 11

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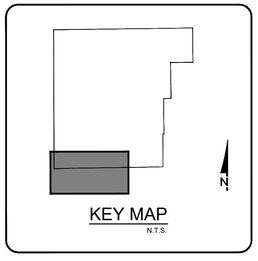

LEGEND

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN G

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 12

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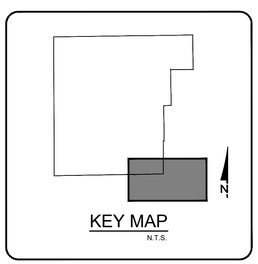

LEGEND

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- SURFACE FLOW DIRECTION
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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN H

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 13

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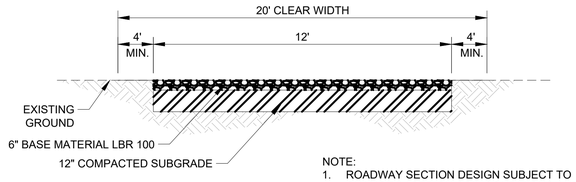
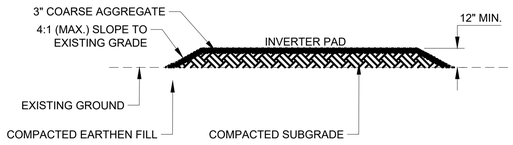


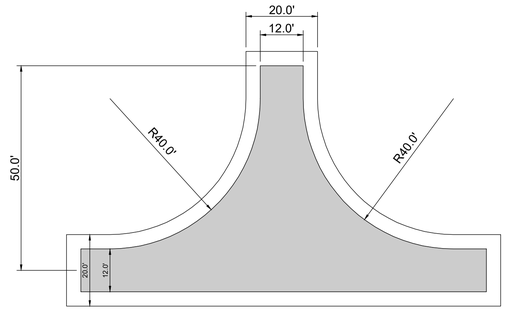
NOTE:
1. ROADWAY SECTION DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

ACCESS PATH SECTION
NTS

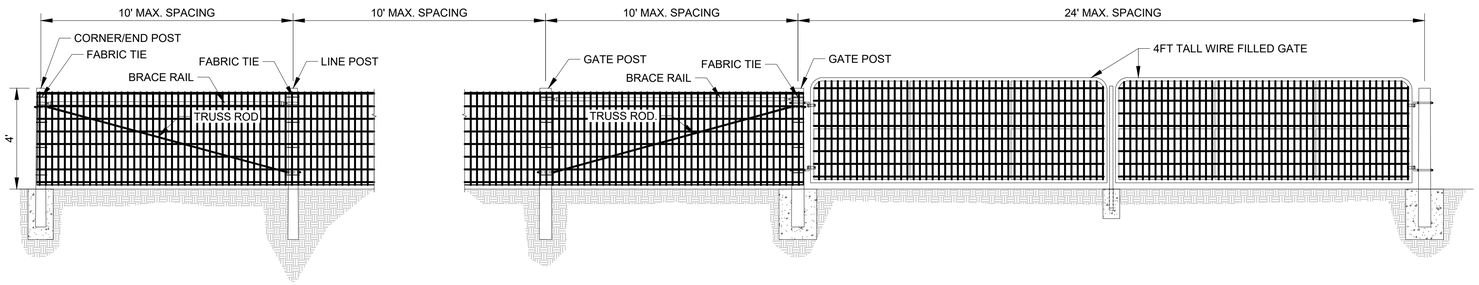


NOTE:
1. INVERTER PAD DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

TYPICAL INVERTER PAD DETAIL
NTS



TYPICAL TURNAROUND DETAIL
NTS



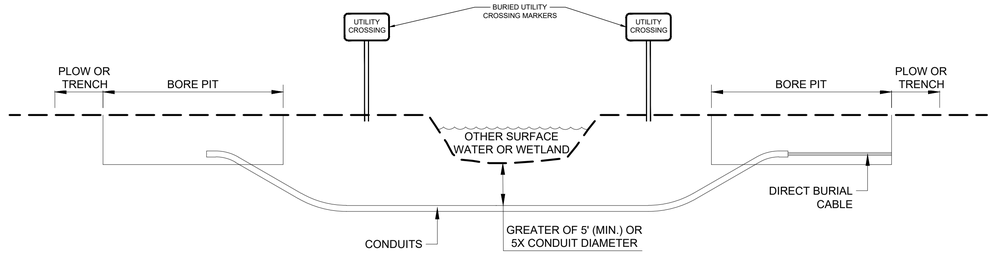
4' FARM FENCE DETAIL
NTS

FOUNDATION NOTES:
1. POST AND FOOTINGS ARE SUBJECT TO CHANGE BASED ON SITE SPECIFIC GEOTECHNICAL AND ENVIRONMENTAL CONDITIONS.

FARM FENCE NOTES:
1. THE FENCE WIRE MESH SPACING AT THE BOTTOM OF THE FENCE SHALL BE BETWEEN 6"X6" AND 6"X8" AT THE BOTTOM, AND THE SPACING CAN TAPER TO SMALLER DIMENSIONS AT THE TOP OF THE FENCE.
2. CHAIN-LINK FENCE TO EXTEND 50' FROM THE GATE BEFORE TRANSITIONING TO THE FARM FENCE.
3. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

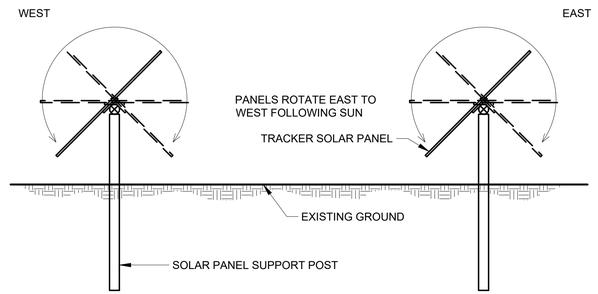
CHAIN-LINK GATE/FENCE NOTES:
1. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

4' FARM FENCE TO 4' FARM GATE DETAIL
NTS



NOTE:
1. TEMPORARY OPEN TRENCH EXCAVATION IS ACCEPTABLE IN LIEU OF DIRECTIONAL DRILLING PROVIDED THE WORK IS DONE IN ACCORDANCE WITH CHAPTER 62-330.051(14)(f), FAC.

TYPICAL HDD CROSSING DETAIL
NTS



TYPICAL TRACKER PANEL SECTION DETAIL
NTS

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 1

PLAN REVISIONS

1	02/15/2024 REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 14

VERTICAL ELEVATIONS BASED ON: NAVD-88

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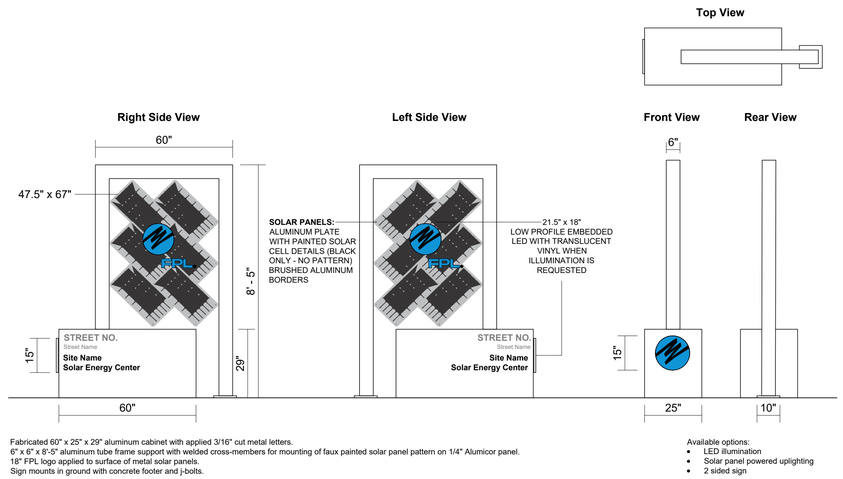
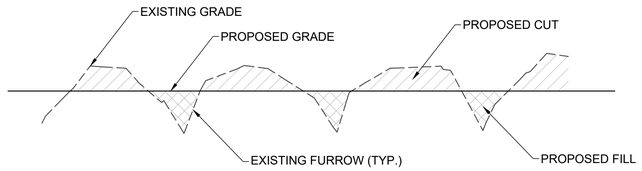


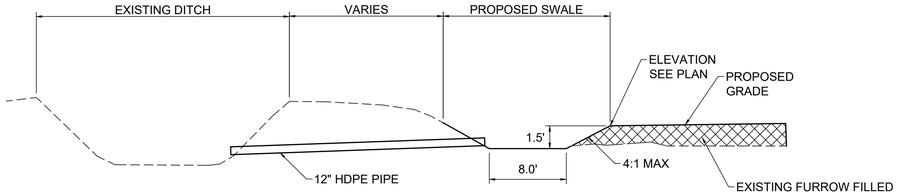
Fabricated 60" x 25" x 29" aluminum cabinet with applied 3/16" cut metal letters.
6" x 6" x 8'-5" aluminum tube frame support with welded cross-members for mounting of faux painted solar panel pattern on 1/4" Alumicor panel.
18" FPL logo applied to surface of metal solar panels.
Sign mounts in ground with concrete footer and j-bolts.

Available options:
- LED illumination
- Solar panel powered uplighting
- 2 sided sign

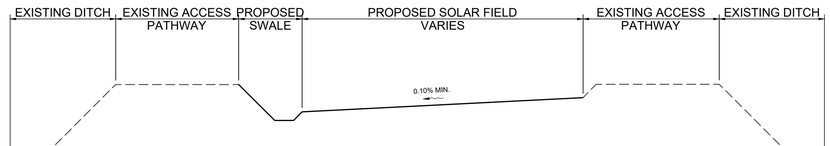
TYPICAL SITE SIGN DETAIL
NTS



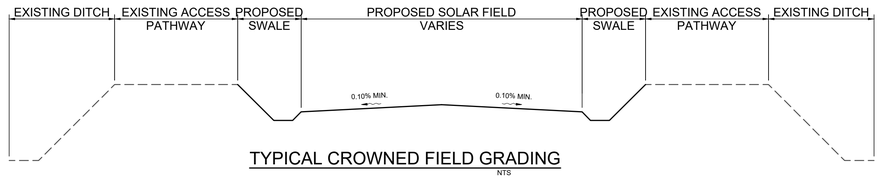
TYPICAL FURROW GRADING
NTS



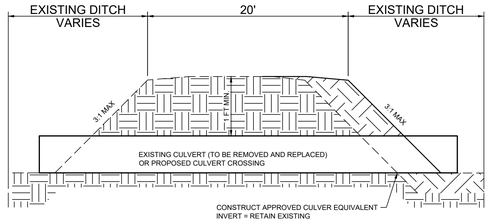
TYPICAL SWALE/DITCH TIE-IN
NTS



TYPICAL FIELD GRADING
NTS



TYPICAL CROWNED FIELD GRADING
NTS



CULVERT CROSSING DETAIL
NTS

BORROW AREA DETAIL
NTS

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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 2

PLAN REVISIONS

03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 15

VERTICAL ELEVATIONS BASED ON: NAVD-88

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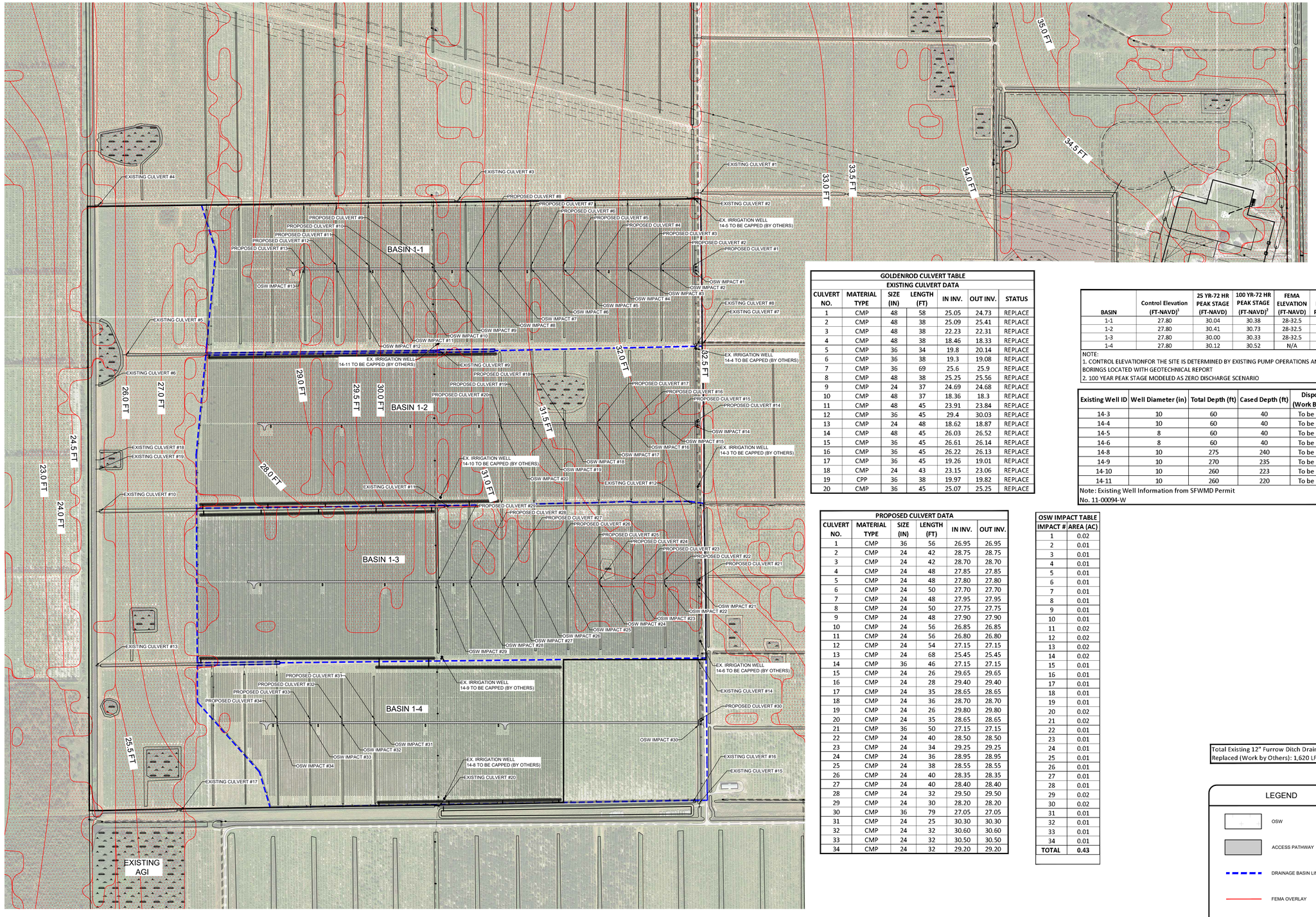

GOLDENROD CULVERT TABLE EXISTING CULVERT DATA						
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.	STATUS
1	CMP	48	58	25.05	24.73	REPLACE
2	CMP	48	38	25.09	25.41	REPLACE
3	CMP	48	38	22.23	22.31	REPLACE
4	CMP	48	38	18.46	18.33	REPLACE
5	CMP	36	34	19.8	20.14	REPLACE
6	CMP	36	38	19.3	19.08	REPLACE
7	CMP	36	69	25.6	25.9	REPLACE
8	CMP	48	38	25.25	25.56	REPLACE
9	CMP	24	37	24.69	24.68	REPLACE
10	CMP	48	37	18.36	18.3	REPLACE
11	CMP	48	45	23.91	23.84	REPLACE
12	CMP	36	45	29.4	30.03	REPLACE
13	CMP	24	48	18.62	18.87	REPLACE
14	CMP	48	45	26.03	26.52	REPLACE
15	CMP	36	45	26.61	26.14	REPLACE
16	CMP	36	45	26.22	26.13	REPLACE
17	CMP	36	45	19.26	19.01	REPLACE
18	CMP	24	43	23.15	23.06	REPLACE
19	CPP	36	38	19.97	19.82	REPLACE
20	CMP	36	45	25.07	25.25	REPLACE

BASIN	Control Elevation (FT-NAVD)[1]	25 YR-72 HR PEAK STAGE (FT-NAVD)	100 YR-72 HR PEAK STAGE (FT-NAVD)[2]	FEMA ELEVATION (FT-NAVD)	Min. Inverter Pad Elev.
1-1	27.80	30.04	30.38	28-32.5	30.05
1-2	27.80	30.41	30.73	28-32.5	30.45
1-3	27.80	30.00	30.33	28-32.5	30.00
1-4	27.80	30.12	30.52	N/A	30.15

NOTE:
1. CONTROL ELEVATIONFOR THE SITE IS DETERMINED BY EXISTING PUMP OPERATIONS AND SOIL BORINGS LOCATED WITH GEOTECHNICAL REPORT
2. 100 YEAR PEAK STAGE MODELED AS ZERO DISCHARGE SCENARIO

Existing Well ID	Well Diameter (in)	Total Depth (ft)	Cased Depth (ft)	Disposition (Work By Others)
14-3	10	60	40	To be Capped
14-4	10	60	40	To be Capped
14-5	8	60	40	To be Capped
14-6	8	60	40	To be Capped
14-8	10	275	240	To be Capped
14-9	10	270	235	To be Capped
14-10	10	260	223	To be Capped
14-11	10	260	220	To be Capped

Note: Existing Well Information from SFWMD Permit No. 11-00094-W

PROPOSED CULVERT DATA					
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.
1	CMP	36	56	26.95	26.95
2	CMP	24	42	28.75	28.75
3	CMP	24	42	28.70	28.70
4	CMP	24	48	27.85	27.85
5	CMP	24	48	27.80	27.80
6	CMP	24	50	27.70	27.70
7	CMP	24	48	27.95	27.95
8	CMP	24	50	27.75	27.75
9	CMP	24	48	27.90	27.90
10	CMP	24	56	26.85	26.85
11	CMP	24	56	26.80	26.80
12	CMP	24	54	27.15	27.15
13	CMP	24	68	25.45	25.45
14	CMP	36	46	27.15	27.15
15	CMP	24	26	29.65	29.65
16	CMP	24	28	29.40	29.40
17	CMP	24	35	28.65	28.65
18	CMP	24	36	28.70	28.70
19	CMP	24	26	29.80	29.80
20	CMP	24	35	28.65	28.65
21	CMP	36	50	27.15	27.15
22	CMP	24	40	28.50	28.50
23	CMP	24	34	29.25	29.25
24	CMP	24	36	28.95	28.95
25	CMP	24	38	28.55	28.55
26	CMP	24	40	28.35	28.35
27	CMP	24	40	28.40	28.40
28	CMP	24	32	29.50	29.50
29	CMP	24	30	28.20	28.20
30	CMP	36	79	27.05	27.05
31	CMP	24	25	30.30	30.30
32	CMP	24	32	30.60	30.60
33	CMP	24	32	30.50	30.50
34	CMP	24	32	29.20	29.20

OSW IMPACT TABLE	
IMPACT #	AREA (AC)
1	0.02
2	0.01
3	0.01
4	0.01
5	0.01
6	0.01
7	0.01
8	0.01
9	0.01
10	0.01
11	0.02
12	0.02
13	0.02
14	0.02
15	0.01
16	0.01
17	0.01
18	0.01
19	0.01
20	0.02
21	0.02
22	0.01
23	0.01
24	0.01
25	0.01
26	0.01
27	0.01
28	0.01
29	0.02
30	0.02
31	0.01
32	0.01
33	0.01
34	0.01
TOTAL	**0.43**

Total Existing 12" Furrow Ditch Drain to be Replaced (Work by Others): 1,620 LF

LEGEND
- OSW
- ACCESS PATHWAY
- DRAINAGE BASIN LINE
- FEMA OVERLAY

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
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BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

DRAINAGE PLAN

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 16

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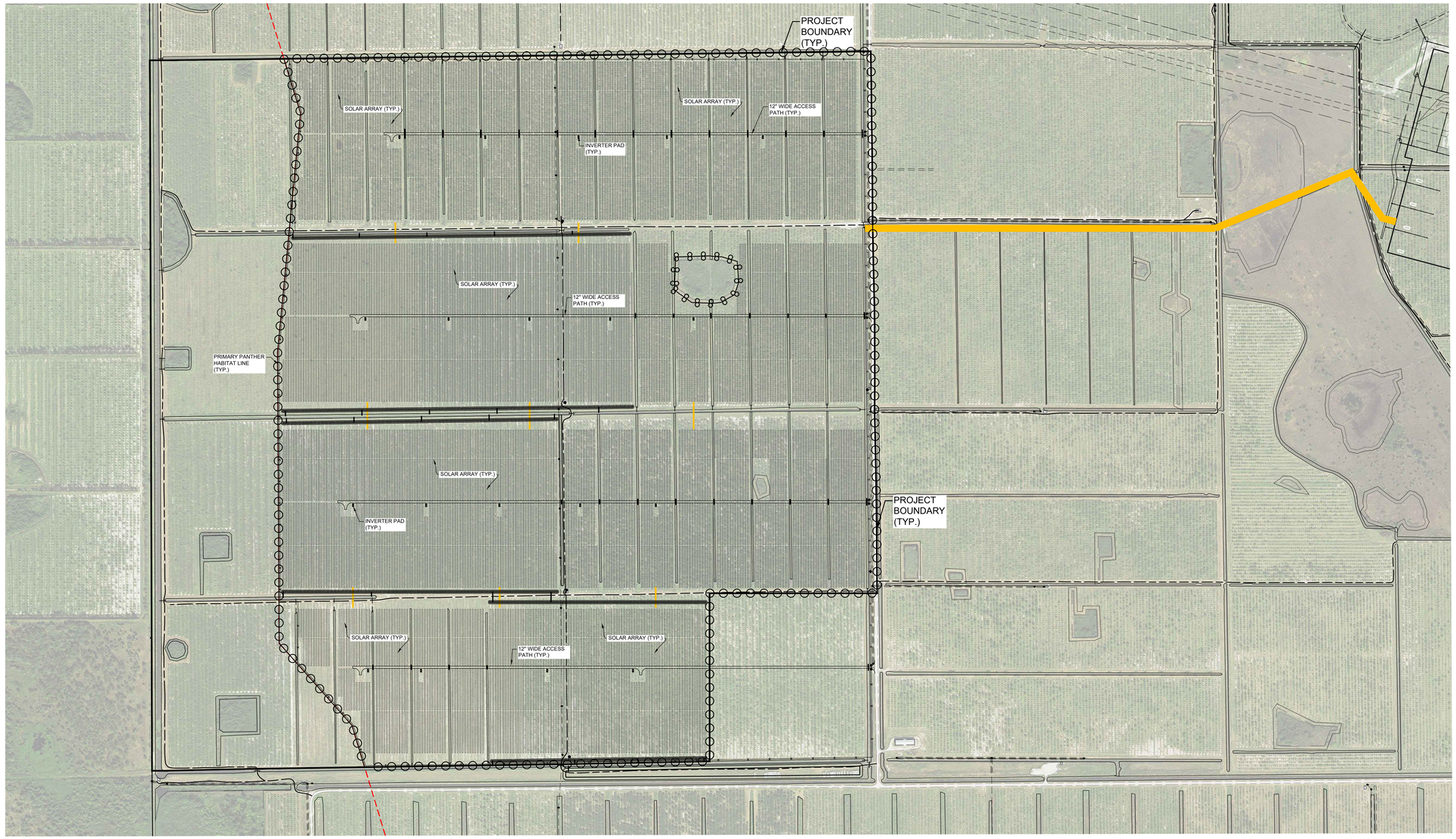

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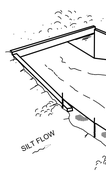
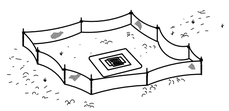
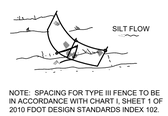


TYPE III SILT FENCE



TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

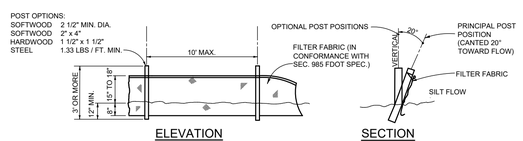


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

LEGEND

- PIPE FLOW
- SHEET FLOW
- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE

SURFACE WATER POLLUTION PREVENTION NOTES

1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 17

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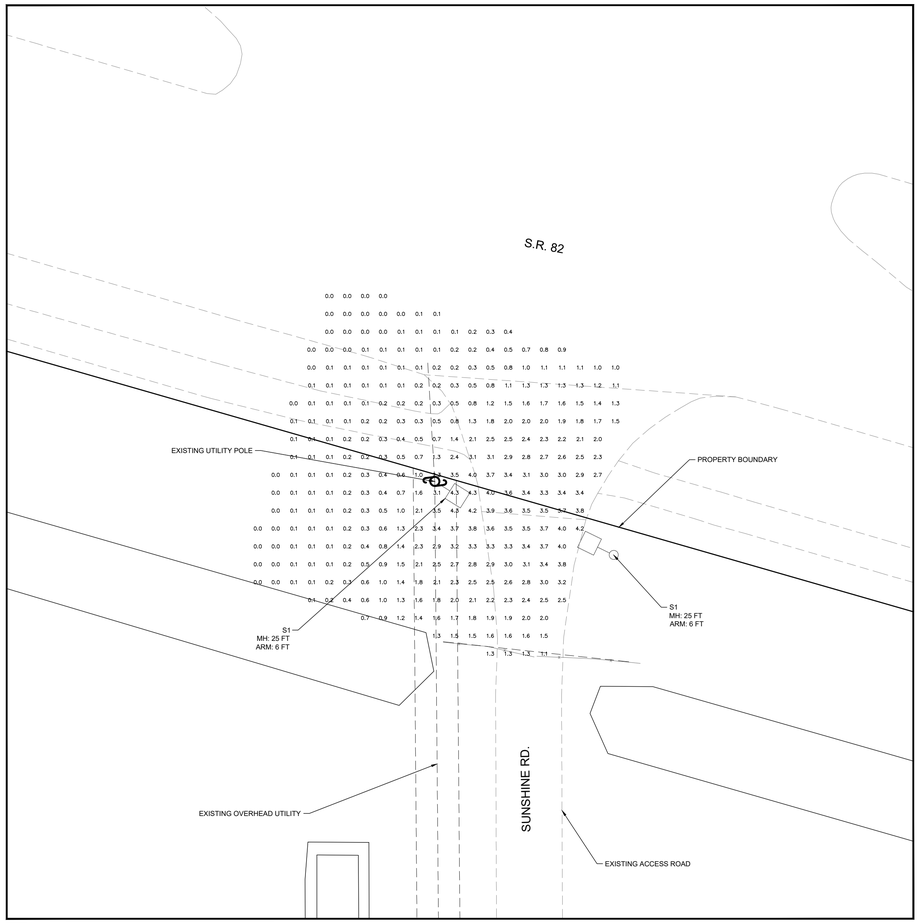

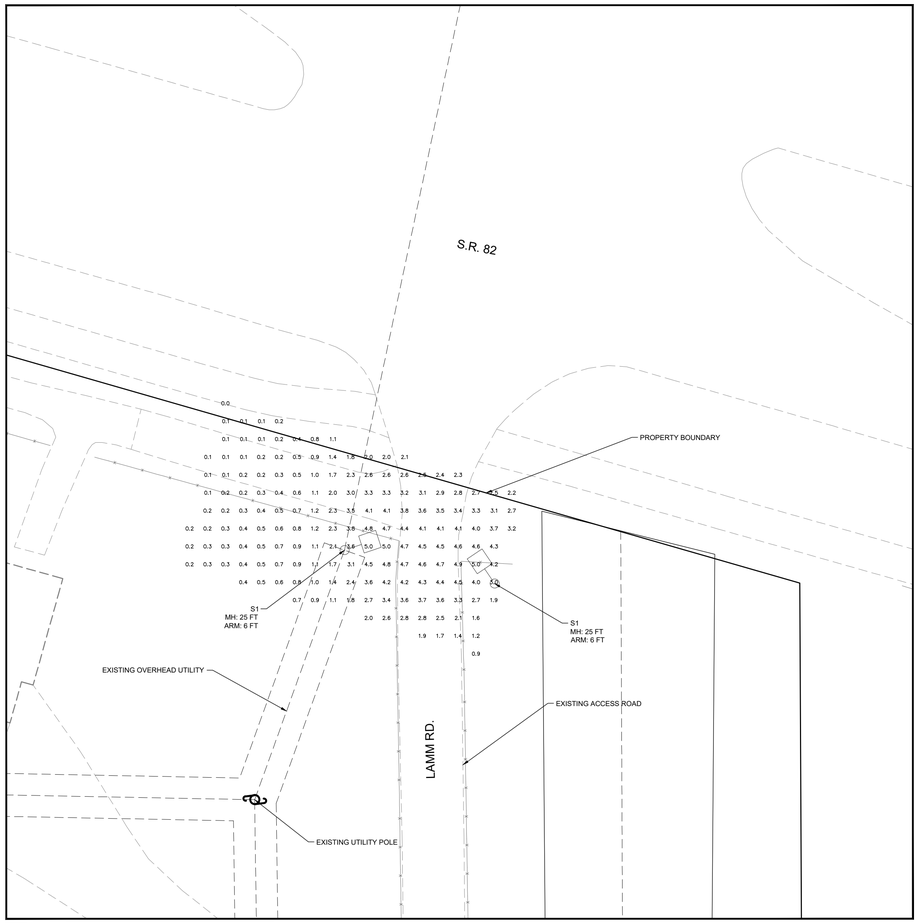

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LUMINAIRE SCHEDULE							
SYMBOL	QTY	LABEL	ARRANGEMENT	LLF	LUM. WATTS	LUM. LUMES	DESCRIPTION
	4	S1	SINGLE	0.85	72	8,000	RFS-72W32LED-3K-G2-R3M

CALCULATION SUMMARY							
LABEL	CALCTYPE	UNITS	AVG	MAX	MIN	AVG/MIN	MAX/MIN
SITE ENTRANCE - LAMM ROAD	ILLUMINANCE	Fc	1.29	4.4	0	N/A	N/A
SITE ENTRANCE - SUNSHINE ROAD	ILLUMINANCE	Fc	2.04	5.0	0	N/A	N/A

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

NOTES

1. CONTRACTOR TO VERIFY LOCATION OF UNDERGROUND UTILITIES AND CONDUIT PRIOR TO DRILLING POLE FOUNDATIONS. MINOR POLE ADJUSTMENTS MAY BE MADE IN THE FIELD BY CONTRACTOR TO AVOID CONFLICTS. MAJOR POLE ADJUSTMENTS SHALL BE APPROVED BY THE ENGINEER OF RECORD.
2. UPON COMPLETION OF CONSTRUCTION, CONTRACTOR TO SUPPLY OWNER ONE SET OF AS-BUILT SHOP DRAWINGS SHOWING EXACT ELECTRICAL INSTALLATION.
3. FUSE HOLDERS, SURGE PROTECTORS, AND GROUND RODS SHALL BE INSTALLED PER THE APPROVED MANUFACTURES SPECIFICATIONS. GROUND RODS SHALL BE PLACED AT EACH LIGHT POLE FIXTURE BASE.
4. SIX (6) FEET MINIMUM CLEAR ZONE FROM THE STREET LIGHT POLES TO THE EDGE OF LOCAL STREETS IS REQUIRED. FOUR (4) FEET MINIMUM CLEAR ZONE WHERE THERE IS RAISED CURB. CLEAR ZONE MUST BE MEASURED FROM THE FACE OF CURB TO FACE OF POLE.
5. LUMINARE, POLES, AND MOUNT SHALL BE PROVIDED AS SHOWN OR AN APPROVED EQUAL.
6. LIGHT LOSS FACTOR SET TO 0.85 FOR ALL FIXTURES.
7. LIGHT POLES ARE TO BE SINGLE POLE WITH DIRECT BURIED BASE. DEPTH OF BASE BURY TO BE DETERMINED BY SIGNED AND SEALED WIND LOAD CALCULATIONS BY A STRUCTURAL P.E. LICENSED IN THE STATE OF FLORID. STRUCTURAL COMPUTATIONS TO COMPLY WITH THE FLORIDA BUILDING CODE CURRENT EDITION AND APPLICABLE WIND ZONE.
8. CONTRACTOR TO COORDINATE WITH OWNER ON LENS, FOUNDATION TYPE, AND FIXTURE COLOR.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

ENTRY LIGHTING PLAN

PLAN REVISIONS

1	09/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 10 20 40
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 18

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FPL IMMOKALEE SOLAR ENERGY CENTER

IN

SECTIONS 4, 9, & 16 TOWNSHIP 46 SOUTH, RANGE 29 EAST
COLLIER COUNTY, FLORIDA
PREPARED FOR

FLORIDA POWER & LIGHT COMPANY

SITE DEVELOPMENT PLAN
FOLIO NUMBERS:
65000003,
64320001,
63280003

DAVID SCOTT, PROFESSIONAL ENGINEER, STATE OF FLORIDA,
LICENSE NO. 58166

THIS DOCUMENT HAS BEEN DIGITALLY SIGNED AND SEALED BY
DAVID O. SCOTT, P.E. ON JUNE 30, 2021.

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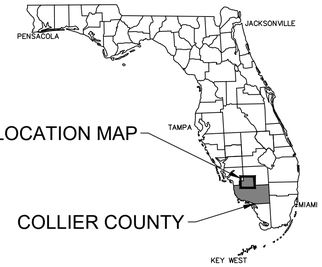
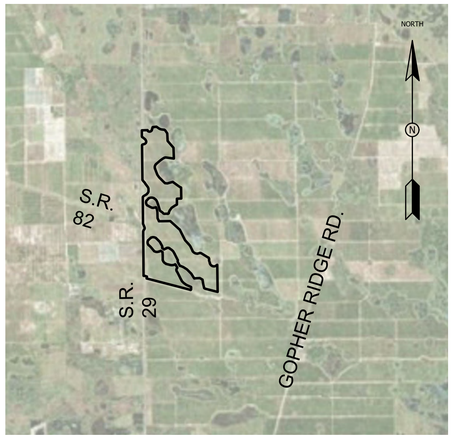


VICINITY MAP
NTS



LOCATION MAP
NTS

SITE DATA	
TOTAL SITE AREA	578+/-
EXISTING ZONING	A-MHO RLSAO, CONDITIONAL USE PER RESOLUTION 2021-137, BUFFER VARIANCE PER RESOLUTION 2021-138
EXISTING LAND USE	AGRICULTURAL (CITRUS CROPS)
FUTURE LAND USE	AGRICULTURE/RURAL/ RURAL LANDS STEWARDSHIP AREA OVERLAY (RLSA)
PROPOSED LAND USE	SOLAR ENERGY CENTER/ ESSENTIAL SERVICE (ELECTRIC GENERATING PLANT)

APPLICANT/OWNER:
FLORIDA POWER & LIGHT COMPANY (FPL)
4051 KARSON STREET NE
ARCADIA, FL 34266

PLANNING CONSULTANT:
WALDROP ENGINEERING
28100 BONITA GRANDE DRIVE, SUITE 305
BONITA SPRINGS, FL 34135
(239) 405-7777
Lindsay.Robin@waldropengineering.com

ENVIRONMENTAL:
KIMLEY-HORN
1920 WEKIVA WAY, SUITE 200
WEST PALM BEACH, FL 33411
(561) 845-0665
Brady.Walker@kimley-horn.com

STORMWATER DESIGN:
JACOBS ENGINEERING GROUP, INC.
3300 PGA BOULEVARD, SUITE 780
PALM BEACH GARDENS, FL 33410
(561) 799-3855
DAVID SCOTT, P.E.
LICENSE NO. 58166

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LEGAL DESCRIPTION OF LANDS SURVEYED:

A parcel of land being a part of Sections 4, 9, and 16, Township 46 South, Range 29 East, Collier County, Florida,

Being more particularly described as follows:

Commencing at the Southwest corner of said Section 16; thence N89°05'11"E, along the south line of the southwest ¼ of said section 16, a distance of 2650.16 feet to the east line of the southwest ¼ of said Section 16; thence N00°37'45"W, along said east line, a distance of 893.57 feet to the POINT OF BEGINNING; thence departing said east line, run S75°20'01"E, a distance of 663.02 feet; thence S75°55'51"E, a distance of 80.66 feet; thence S73°16'08"E, a distance of 59.89 feet; thence N24°20'38"E, a distance of 46.79 feet; thence N00°11'01"E, a distance of 166.98 feet; thence N65°09'07"W, a distance of 354.49 feet; thence N57°16'10"W, a distance of 222.58 feet; thence N43°09'13"W, a distance of 160.98 feet; thence N27°43'02"W, a distance of 223.14 feet; thence N26°53'04"W, a distance of 181.96 feet; feet to aforesaid east line of the southwest ¼ of Section 16; thence departing said east line, continue N26°53'04"W, a distance of 196.53 feet; thence N29°23'47"W, a distance of 172.09 feet to a point on a non-tangent curve with a radius of 180.15 feet, concave to the east; thence northwesterly along said curve to the right through a central angle of 59°54'32", a distance of 188.36 feet where the chord bears N03°11'40"W a distance of 179.90 feet to the point of intersection with a non-tangent line; thence N23°39'31"E, a distance of 84.45 feet; thence N26°18'30"W, a distance of 238.04 feet; thence N60°35'03"W, a distance of 32.45 feet; thence S60°53'17"W, a distance of 82.09 feet; thence S82°21'35"W, a distance of 154.36 feet; thence N85°55'54"W, a distance of 100.73 feet; thence N76°01'53"W, a distance of 171.69 feet; thence N72°44'10"W, a distance of 162.49 feet to a point on a non-tangent curve with a radius of 334.58 feet, concave to the northeast; thence westerly along said curve to the right through a central angle of 54°01'23", a distance of 315.47 feet to the south line of the northwest ¼ of aforesaid Section 16 (where the chord bears N42°10'17"W a distance of 303.91 feet to the point of intersection with a non-tangent line); thence departing said south line, run N12°10'48"W, a distance of 34.67 feet; thence N01°44'38"W, a distance of 315.28 feet; thence N03°16'14"W, a distance of 234.59 feet; thence N54°58'48"W, a distance of 141.82 feet; thence S66°23'57"W, a distance of 130.52 feet to a point on a non-tangent curve with a radius of 337.03 feet, concave to the north; thence southwesterly along said curve to the right through a central angle of 59°55'46", a distance of 352.52 feet where the chord bears N85°02'20"W a distance of 336.67 feet to the point of intersection with a non-tangent line; thence N42°17'26"W, a distance of 81.24 feet; thence N39°29'03"W, a distance of 183.00 feet; thence N40°26'22"W, a distance of 157.67 feet; thence N47°00'34"W, a distance of 139.93 feet to a point on a non-tangent curve with a radius of 287.61 feet, concave to the east; thence northwesterly along said curve to the right through a central angle of 71°48'29", a distance of 360.46 feet where the chord bears N04°19'28"W a distance of 337.33 feet to the point of intersection with a non-tangent line; thence N46°28'03"E, a distance of 124.92 feet; thence N51°19'36"E, a distance of 124.92 feet to a point on a non-tangent curve with a radius of 346.99 feet, concave to the south; thence northeasterly along said curve to the right through a central angle of 57°02'26", a distance of 345.44 feet where the chord bears S87°47'38"E a distance of 331.35 feet to the point of intersection with a non-tangent line; thence S44°38'05"E, a distance of 384.44 feet; thence S32°07'41"E, a distance of 185.42 feet; thence S26°29'56"E, a distance of 106.41 feet; thence S16°41'39"E, a distance of 97.52 feet; thence S11°15'06"W, a distance of 64.58 feet; thence S51°38'18"E, a distance of 174.02 feet; thence N58°59'56"E, a distance of 95.19 feet; thence N66°50'39"E, a distance of 102.19 feet to a point on a non-tangent curve with a radius of 226.62 feet, concave to the south; thence easterly along said curve to the right through a central angle of 60°07'16", a distance of 237.80 feet where the chord bears S81°47'06"E a distance of 227.04 feet to the point of intersection with a non-tangent line; thence S58°23'44"E, a distance of 118.23 feet; thence S49°00'58"E, a distance of 159.00 feet; thence S29°30'33"E, a distance of 210.80 feet; thence S26°48'25"E, a distance of 439.41 feet; thence S21°07'20"E, a distance of 42.79 feet; thence S01°54'46"W, a distance of 15.86 feet to aforesaid south line of the northwest ¼ of Section 16; thence departing said south line, continue S01°54'46"W, a distance of 101.19 feet; thence S28°03'10"E, a distance of 226.25 feet to aforesaid east line of the southwest ¼ of Section 16; thence departing said east line, run S28°00'26"E, a distance of 99.95 feet; thence S89°48'40"E, a distance of 54.82 feet; thence S66°14'26"E, a distance of 196.18 feet; thence S57°52'50"E, a distance of 294.12 feet; thence S45°37'09"E, a distance of 423.70 feet; thence S31°19'19"E, a distance of 327.77 feet; thence S37°05'37"E, a distance of 60.56 feet; thence N80°36'14"E, a distance of 95.15 feet; thence N88°08'24"E, a distance of 282.49 feet; thence S61°38'14"E, a distance of 207.86 feet; thence S09°59'57"E, a distance of 320.20 feet; thence S11°53'31"E, a distance of 279.08 feet; thence S62°47'07"E, a distance of 77.50 feet; thence S75°15'51"E, a distance of 883.29 feet; thence N00°38'44"W, a distance of 1864.68 feet; thence S51°03'41"W, a distance of 115.91 feet to a point on a non-tangent curve with a radius of 292.21 feet, concave to the northeast; thence southwesterly along said curve to the right through a central angle of 105°47'48", a distance of 539.57 feet where the chord bears N65°09'57"W a distance of 466.11 feet to the point of intersection with a non-tangent line; thence N16°45'04"W, a distance of 173.47 feet; thence N00°37'25"W, a distance of 48.87 feet to the south line of the northeast ¼ of Section 16, thence departing said south line, continue N00°37'25"W, a distance of 29.69 feet to a point on a non-tangent curve with a radius of 135.93 feet; concave to the southwest; thence northerly along said curve to the left through a central angle of 60°09'32", a distance of 142.73 feet where the chord bears N22°37'15"W a distance of 136.26 feet to the point of intersection with a non-tangent line; thence N58°07'50"W, a distance of 516.62 feet; thence N60°58'32"W, a distance of 54.63 feet to a point on a non-tangent curve with a radius of 112.22 feet, concave to the south; thence northwesterly along said curve to the left through a central angle of 60°15'25", a distance of 118.01 feet where the chord bears N83°31'49"W a distance of 112.65 feet to the point of intersection with a non-tangent line; thence S74°42'31"W, a distance of 145.11 feet to a point on a non-tangent curve with a radius of 380.90 feet, concave to the northeast; thence westerly along said curve to the right through a central angle of 59°54'38", a distance of 398.28 feet where the chord bears N62°32'13"W a distance of 380.39 feet to the point of intersection with a non-tangent line; thence N24°42'10"W, a distance of 277.56 feet; thence N30°15'20"W, a distance of 132.74 feet; thence N40°28'47"W, a distance of 112.93 feet; thence N41°30'42"W, a distance of 393.81 feet; thence N27°09'40"W, a distance of 812.57 feet; thence N47°41'01"W, a distance of 81.72 feet to the east line of the northwest ¼ of said Section 16; thence departing said east line, run N47°45'02"W, a distance of 793.37 feet; thence S89°17'09"W, a distance of 787.79 feet; thence N14°36'16"W, a distance of 35.37 feet to the south line of the southwest ¼ of said Section 9; thence departing said south line; thence N24°46'59"W, a distance of 187.13 feet; thence N00°59'49"W, a distance of 421.04 feet; thence N12°00'51"W, a distance of 176.45 feet; thence N19°15'03"W, a distance of 175.51 feet; thence S78°29'00"W, a distance of 173.54 feet; thence S87°20'35"W, a distance of 106.34 feet; thence N67°17'58"W, a distance of 183.95 feet; thence N58°48'58"W, a distance of 208.56 feet to a point on a non-tangent curve with a radius of 310.99 feet, concave to the east; thence northwesterly along said curve to the right through a central angle of 60°00'27", a distance of 325.71 feet where the chord bears N06°27'09"W a distance of 311.03 feet to the point of intersection with a non-tangent line; thence N44°28'54"E, a distance of 219.41 feet to a point on a non-tangent curve with a radius of 386.01 feet, concave to the south; thence northeasterly along said curve to the right through a central angle of 60°11'16", a distance of 405.50 feet where the chord bears S89°30'14"E a distance of 387.11 feet to the point of intersection with a non-tangent line; thence S50°21'03"E, a distance of 142.88 feet; thence S31°09'57"E, a distance of 146.21 feet; thence S19°05'08"E, a distance of 233.59 feet; thence S16°02'13"E, a distance of 209.04 feet; thence S17°29'29"E, a distance of 227.30 feet; thence S59°43'57"E, a distance of 161.60 feet; thence S44°57'50"E, a distance of 152.29 feet; thence S78°33'33"E, a distance of 63.17 feet; thence N84°04'34"E, a distance of 115.72 feet; thence S83°57'49"E, a distance of 121.00 feet to a point on a non-tangent curve with a radius of 72.07 feet, concave to the northwest; thence easterly along said curve to the left through a central angle of 59°32'26", a distance of 74.90 feet where the chord bears N57°23'32"E a distance of 71.57 feet to the point of intersection with a non-tangent line; thence N07°00'55"E, a distance of 74.47 feet; thence N22°31'25"E, a distance of 124.02 feet; thence N36°27'33"E, a distance of 232.68 feet; thence N54°53'24"E, a distance of 274.99 feet; thence N64°07'04"E, a distance of 153.09 feet; thence N00°52'43"W, a distance of 403.18 feet; thence N88°54'48"E, a distance of 115.19 feet to the east line of the southwest ¼ of Section 9; thence departing said east line, run N88°54'48"E, a distance of 183.21 feet; thence N00°48'36"W, a distance of 759.02 feet; thence N68°23'03"W, a distance of 64.52 feet; thence N54°59'17"W, a distance of 149.10 feet to aforesaid east line of the southwest ¼ of Section 9; thence departing said east line, N54°59'17"W, a distance of 480.61 feet; thence S75°46'20"W, a distance of 374.76 feet; thence N88°35'50"W, a distance of 166.43 feet; thence N45°29'35"W, a distance of 222.14 feet to the south line of the northwest ¼ of said Section 9; thence departing said south line, run N45°32'03"W, a distance of 351.59 feet; thence N31°54'09"W, a distance of 209.90 feet; thence N22°17'55"W, a distance of 323.94 feet; thence N17°37'56"W, a distance of 138.86 feet to a point on a non-tangent curve with a radius of 298.99 feet, concave to the east; thence northerly along said curve to the right through a central angle of 60°00'00", a distance of 313.10 feet where the chord bears N12°37'33"E a distance of 298.99 feet to the point of intersection with a non-tangent line; thence N48°46'26"E, a distance of 377.70 feet; thence N54°12'46"E, a distance of 240.92 feet; thence N58°31'38"E, a distance of 134.18 feet; thence N85°48'47"E, a distance of 59.56 feet; thence S83°16'43"E, a distance of 576.57 feet; thence N01°28'07"W, a distance of 734.95 feet; thence N41°08'30"W, a distance of 620.76 feet to the south line of the southwest ¼ of said Section 4; thence departing said south line, run N02°52'53"W, a distance of 524.65 feet; thence N35°32'28"W, a distance of 248.76 feet; thence N44°57'52"W, a distance of 70.03 feet; thence N85°22'41"W, a distance of 129.08 feet; thence N81°24'25"W, a distance of 85.32 feet; thence N70°36'56"W, a distance of 123.88 feet; thence N57°44'59"W, a distance of 249.10 feet; thence S86°31'53"W, a distance of 262.02 feet; thence S16°13'27"W, a distance of 244.98 feet to a point on a non-tangent curve with a radius of 159.87 feet, concave to the north; thence southwesterly along said curve to the right through a central angle of 128°28'53", a distance of 358.50 feet where the chord bears N86°03'03"W a distance of 287.97 feet to the point of intersection with a non-tangent line; thence S89°11'36"W, a distance of 465.18 feet to the east right-of-way line of State Road 29; thence along said east right-of-way line the following five (5) courses: thence S00°31'26"E, a distance of 761.64 feet to aforesaid south line of the southwest ¼ of said Section 4; thence S00°38'16"E, a distance of 2734.95 feet to aforesaid south line of the northwest ¼ of said Section 9; thence continue S00°38'16"E, a distance of 2734.05 feet to aforesaid south line of the southwest ¼ of said Section 9; thence continue S00°38'16"E, a distance of 2738.75 feet to aforesaid south line of the northwest ¼ of Section 16, thence continue S00°38'16"E, a distance of 1008.74 feet; thence departing said east right-of-way line, run S79°08'44"E, a distance of 207.57 feet; thence S74°48'46"E, a distance of 113.62 feet; thence S07°03'21"W, a distance of 137.12 feet; thence S75°20'01"E, a distance of 2333.17 feet to the POINT OF BEGINNING.

Containing 25174520 square feet or 577.93 acres, more or less

LEGAL DESCRIPTION: Ingress - Egress Easement

A parcel of land being a part of Section 16, Township 46 South, Range 29 East, Collier County, Florida,

Being more particularly described as follows:

Commencing at the Southwest corner of said Section 16; thence N89°05'11"E, along the south line of the southwest ¼ of said section 16, a distance of 105.28 feet to the east right-of-way line of State Road 29; thence N00°38'16"W, along said east right-of-way line, a distance of 1565.96 feet to the POINT OF BEGINNING; thence continue N00°38'16"W, a distance of 51.84 feet; thence departing said east right-of-way line, run S75°20'01"E, a distance of 307.48; thence S07°03'21"W, a distance of 15.13 feet; thence S75°20'01"E, a distance of 50.00 feet; thence S14°38'34"W, a distance of 35.00 feet; thence; thence N75°20'01"W, a distance of 345.82 feet to the POINT OF BEGINNING.

Containing 16868 square feet or 0.39 acres, more or less.

CALL 48 HOURS BEFORE YOU DIG
IT'S THE LAW! DIAL 811
811 Know what's **below.** **Call before you dig.**
SUNSHINE STATE ONE CALL OF FLORIDA, INC.
www.sunshine811.com

JUNE 2021

PRELIMINARY DESIGN FOR PERMITTING ONLY

FPL®

Jacobs

3300 PGA BLVD; SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DRAWING NO. G-001

PLOT DATE: 2021-06-30
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/1/2020
FILENAME: J:\EDX0411 - IMMOKALEE\7000ADD\CAD\SHEETS\EDX0411_G-COVER_IMMOKALEE.DWG

ABBREVIATIONS AND ACRONYMS - STANDARD

AASHTO	AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS
AC	ALTERNATING CURRENT
ACI	AMERICAN CONCRETE INSTITUTE
AGI	ABOVE GROUND IMPOUNDMENT
ADD'L	ADDITIONAL
ADS	ADVANCED DRAINAGE SYSTEMS
ALT	ALTERNATE
ALUM	ALUMINUM
ANSI	AMERICAN NATIONAL STANDARDS INSTITUTE
API	AMERICAN PETROLEUM INSTITUTE
APPROX	APPROXIMATE/APPROXIMATELY
ASCE	AMERICAN SOCIETY OF CIVIL ENGINEERS
ASME	AMERICAN SOCIETY OF MECHANICAL ENGINEERS
ASS'Y	ASSEMBLY
ASTM	AMERICAN SOCIETY FOR TESTING AND MATERIALS
AVG	AVERAGE
BCCMP	BITUMINOUS COATED CORRUGATED METAL PIPE
BLDG	BUILDING
BMP	BEST MANAGEMENT PLAN
BOTT/BTM	BOTTOM
CAP	CORRUGATED ALUMINUM PIPE
CFS	CUBIC FEET PER SECOND
CIRC	CIRCUMFERENCE
CL	CLEAR
CLR	CLEARANCE
CMP	CORRUGATED METAL PIPE
CONN	CONNECTION
CONST	CONSTRUCT/CONSTRUCTION
CONT	CONTINUOUS
CTRS	CENTERS
D	DIAMETER
DBL	DOUBLE
DHW	DESIGN HIGH WATER
DIA	DIAMETER
DIM	DIMENSION
DIP	DUCTILE IRON PIPE
DIST	DISTANCE
DISTRICT	SOUTH FLORIDA WATER MANAGEMENT DISTRICT
DOT	DEPARTMENT OF TRANSPORTATION
DW	DESIGN WATER
DWG	DRAWING
E:	EASTING
EA	EACH
ELEC	ELECTRIC OR ELECTRICAL
EL/ELEV	ELEVATION
EQ	EQUAL
EQ SP	EQUALLY SPACED
EQUIV	EQUIVALENT
ETC	ET CETERA
EFA	EVERGLADES FOREVER ACT
EX/EXIST	EXISTING
FAC	FLORIDA ADMINISTRATIVE CODE
FBR	FLASHBOARD RISER
FDEP	FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION
FDOT	FLORIDA DEPARTMENT OF TRANSPORTATION
FLG	FLANGE
FPL	FLORIDA POWER AND LIGHT
FT	FEET/FOOT
GA	GAUGE
GAL	GALLON
GALV	GALVANIZED
GRD	GROUND
H/HORIZ	HORIZONTAL
HDPE	HIGH DENSITY POLYETHYLENE PIPE
HEX	HEXAGONAL
HT	HEIGHT
HZ	HERTZ
HW	HEAD WATER
ID	INSIDE DIAMETER/IDENTIFICATION
IE	INVERT ELEVATION
IN	INCH(ES)
INV	INVERT
L	LENGTH
LB/LBS	POUND/POUNDS
LF	LINEAR FEET
LG	LONG
LONGIT	LONGITUDINAL
LWL	LOW WATER LEVEL
M	METER
MAX	MAXIMUM
MFGR	MANUFACTURER
MIN	MINIMUM
MJ	MECHANICAL JOINT
MM	MILLIMETER
MOT	MAINTENANCE OF TRAFFIC
MPH	MILES PER HOUR
N:	NORTHING
NAVD88	NORTH AMERICAN VERTICAL DATUM OF 1988
NEMA	NATIONAL ELECTRICAL MANUFACTURERS ASSOC.
NGVD29	NATIONAL GEODETIC VERTICAL DATUM OF 1929
NO.	NUMBER
NPDES	NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM
N.T.S.	NOT TO SCALE
OC	ON CENTER
OD	OUTSIDE DIAMETER
OFF	OFFSET
OHWL	ORDINARY HIGH WATER LINE
OLWL	ORDINARY LOW WATER LINE
OHE	OVERHEAD ELECTRIC
PCCMP	POLYMER-COATED CORRUGATED METAL PIPE
PERF	PERFORATED
POS	POSITION
PROJ	PROJECTION
PSF	POUNDS PER SQUARE FOOT
PSI	POUNDS PER SQUARE INCH
PT	PRESSURE TREATED
PVC	POLYVINYL CHLORIDE
PVC	POINT OF VERTICAL CURVATURE
PVI	POINT OF VERTICAL INTERSECTION
PVT	POINT OF VERTICAL TANGENCY
Q	FLOW RATE
R	RADIUS
R50/Rnnn	RADIUS 50'/RADIUS nnn'
REC	RECORD
REF	REFERENCE
REQD	REQUIRED
R/W, ROW, R.O.W.	RIGHT-OF-WAY
SFWMD	SOUTH FLORIDA WATER MANAGEMENT DISTRICT
SJID	ST JOHNS IMPROVEMENT DISTRICT
SS	STAINLESS STEEL
SCH	SCHEDULE
SECT	SECTIONAL
SP	POORLY GRADED SAND (PER USCS)
SPA.	SPACING
SPECS	SPECIFICATIONS
SS	STAINLESS STEEL
SST	STAINLESS STEEL TYPE 316 (OR 316L)
STA	STATION
STD	STANDARD
STRUCT	STRUCTURE
SQ	SQUARE
SWPPP	STORMWATER POLLUTION PREVENTION PLAN
TBD	TO BE DETERMINED
TCE	TEMPORARY CONSTRUCTION EASEMENT
THK	THICK
TOB	TOP OF BANK
TOC	TOP OF CONCRETE
TOE	TOE OF SLOPE
TW	TAILWATER
TYP	TYPICAL
UL	UNDERWRITERS LABORATORIES INC.
USACE	UNITED STATES ARMY CORPS OF ENGINEERS
USCS	UNIFIED SOIL CLASSIFICATION SYSTEM
V/VERT	VERTICAL

SYMBOLOGY

'	FEET	o	DEGREES
"	INCHES	W/	WITH
#	NUMBER	X	BY
%	PERCENT	℄	CENTERLINE
&	AND	∅	DIAMETER
@	AT		

GENERAL NOTES

1. WORK LIMITS: CONSTRUCTION ACTIVITIES SHALL NOT TAKE PLACE OUTSIDE OF THE DESIGNATED LIMITS OF CONSTRUCTION UNLESS APPROVED BY FPL.
2. THE CONTRACTOR SHALL INSTALL APPROPRIATE SIGNAGE AND WORK ZONE PROTECTION WHEN WORKING ALONG ACCESS ROADS. CONTRACTOR SHALL PREPARE A MAINTENANCE OF TRAFFIC (MOT) PLAN PER FDOT INDEX 102-600 SERIES "ROADWAY AND TRAFFIC DESIGN STANDARDS", 2018-19 EDITION AND COORDINATE PLANNED HEAVY TRAFFIC WITH THE LOCAL COLLIER COUNTY ROAD AND BRIDGE OFFICES ((863) 675-5222) AT LEAST 72 HOURS IN ADVANCE. THIS APPLIES TO ALL ENTRANCES USED FOR CONSTRUCTION.
3. THE CONTRACTOR SHALL PROTECT ALL STRUCTURES, TREES AND EXISTING IMPROVEMENTS THAT ARE TO REMAIN. IF DAMAGED DURING CONSTRUCTION, THEY SHALL BE REPLACED OR REPAIRED BY THE CONTRACTOR.
4. THE CONTRACTOR SHALL MAINTAIN MIN. CLEARANCE TO ALL OVERHEAD POWER LINES AS REQUIRED BY OSHA 1910.269-(K)(2)(i).
5. THE CONTRACTOR SHALL FIELD VERIFY ALL DIMENSIONS AND EXISTING CONDITIONS SHOWN ON THE PROJECT DRAWINGS.
6. THE CONTRACTOR SHALL CALL THE SUNSHINE STATE ONE CALL OF FLORIDA, INC. UTILITIES NOTIFICATION CENTER AT 811 OR (800) 432-4770, AT LEAST TWO FULL BUSINESS DAYS PRIOR TO ANY EXCAVATION ACTIVITIES. THE CONTRACTOR SHALL PROTECT ALL EXISTING UTILITIES LOCATED WITHIN THE LIMITS OF CONSTRUCTION FROM DAMAGE DUE TO CONSTRUCTION ACTIVITIES. THE CONTRACTOR SHALL COORDINATE WITH THE UTILITY COMPANY BEFORE THE MODIFICATION OF ANY EXISTING UTILITIES WITHIN THE LIMITS OF CONSTRUCTION.
7. VERTICAL DATUM: THE ELEVATIONS SHOWN HEREON, UNLESS OTHERWISE NOTED, ARE BASED ON THE NORTH AMERICAN VERTICAL DATUM OF 1988 (NAVD88) AND ARE EXPRESSED IN U.S. FEET.
8. SEE THE FOLLOWING SURVEYS FOR VERTICAL AND HORIZONTAL DATUM INFORMATION AS WELL AS EXISTING PIPE INVERTS:
   -- "SPECIFIC PURPOSE SURVEY, FPL BARRON COLLIER" BY SURVTECH SOLUTIONS, INC. DATED 02/19/2020. (TOPOGRAPHIC)
   -- "BARRON COLLIER - NAPLES SOLAR ENERGY SITE" BY WOOD ENVIRONMENT & INFRASTRUCTURE SOLUTIONS, INC. DATED 9/29/2019 (BOUNDARY)
   -- "MAP OF TOPOGRAPHIC SURVEY OF BARRON COLLIER - NAPLES SOLAR ENERGY SITE" BY WOOD ENVIRONMENT AND INFRASTRUCTURE SOLUTIONS, INC. DATED 11/11/2020 (CULVERT SURVEY)
9. UNLESS OTHERWISE NOTED, ALL REFERENCES MADE TO THE FDOT STANDARD INDEXES OR FDOT STANDARD SPECIFICATIONS REFER TO THE "FDOT FY 2021-22 STANDARD PLANS FOR ROAD CONSTRUCTION" AND THE JANUARY 2021 EDITION OF THE "FDOT STANDARD SPECIFICATIONS FOR ROAD AND BRIDGE CONSTRUCTION" RESPECTIVELY.
10. THE ILLUMINATING ENGINEERING SOCIETY OF NORTH AMERICA (DARK SKIES) LIGHTING GUIDELINES WILL BE INCORPORATED INTO THE DESIGN ON THE PROJECT LIGHTING WHILE STILL MEETING THE REQUIREMENTS OF THE FEDERAL ENERGY REGULATORY COMMISSION (FERC) AND OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION (OSHA).
11. IF DURING THE COURSE OF SITE CLEARING, EXCAVATION, OR OTHER CONSTRUCTION ACTIVITY, A HISTORIC ARTIFACT OR OTHER ARCHAEOLOGICAL ARTIFACT, OR OTHER INDICATOR IS FOUND, ALL DEVELOPMENT WITHIN THE MINIMUM AREA NECESSARY TO PROTECT THE DISCOVERY SHALL CEASE IMMEDIATELY UNTIL REQUIRED REMEDIES ARE COMPLETE PURSUANT TO THE SHPO REQUIREMENTS.
12. UPON COMPLETION OF THE ELECTRICAL GENERATING FACILITY, THE AREA FOR VEGETATION MONITORING SHOWN HEREON AND ALSO DEPICTED ON THE GENERAL CONCEPT PLAN DATED 10/25/18 SHALL BE MAINTAINED FREE FROM INVASIVE AND NOXIOUS VEGETATION AS LISTED BY THE USDA FOR AS LONG AS AN ELECTRIC GENERATING FACILITY EXISTS WITHIN THE BOUNDARY OF THE APPROVED PUD.
13. THESE PLANS ARE PREPARED FOR PERMITTING AND ARE SUBJECT TO FIELD MODIFICATIONS BY FPL'S DESIGN/BUILD CONTRACTOR.
14. COLLIER COUNTY IS TO BE NOTIFIED 72-HOURS PRIOR TO START OF ONSITE CONSTRUCTION.
15. A RIGHT-OF-WAY PERMIT IS REQUIRED FROM COLLIER COUNTY ENGINEERING.
16. FPL WILL BE RESPONSIBLE FOR MAINTAINING PROPOSED WATER MANAGEMENT FACILITIES.
17. FPL WILL BE RESPONSIBLE FOR MAINTAINING ALL PROPOSED INFRASTRUCTURE ON THE SITE.
18. THE APPROVAL OF THESE CONSTRUCTION PLANS DOES NOT AUTHORIZE CONSTRUCTION OF REQUIRED IMPROVEMENTS WHICH ARE INCONSISTENT WITH EASEMENT OF RECORD.

STORMWATER, EROSION, TURBIDITY & SEDIMENTATION NOTES

1. THE CONTRACTOR SHALL PREPARE AND SUBMIT A STORMWATER POLLUTION PREVENTION PLAN (SWPPP) TO FPL FOR APPROVAL BEFORE THE START OF CONSTRUCTION. THE SWPPP MAY INCLUDE ALTERNATIVE DEVICES AND INSTALLATION METHODS BASED ON THE PROJECT LOCATION.
2. THE CONTRACTOR SHALL OBTAIN A NATIONAL POLLUTION DISCHARGE ELIMINATION SYSTEM (NPDES) PERMIT FROM FDEP BEFORE THE START OF CONSTRUCTION.
3. THE CONTRACTOR SHALL PROVIDE STORMWATER, EROSION, TURBIDITY AND SEDIMENTATION CONTROLS IN ACCORDANCE WITH THE FOLLOWING DOCUMENTS:
   - NPDES PERMIT (SEE NOTE 2 ABOVE)
   - STORMWATER POLLUTION PREVENTION PLAN (SEE NOTE 1 ABOVE)
   - FDEP "FLORIDA STORMWATER EROSION AND SEDIMENTATION CONTROL INSPECTOR'S MANUAL"
4. SILT FENCES AND OTHER REQUIRED STORMWATER POLLUTION PREVENTION DEVICES SHALL BE INSTALLED AND MAINTAINED BY THE CONTRACTOR IN ACCORDANCE WITH THE SWPPP.
5. ALL DISTURBED AREAS SHALL BE SEEDED AND MULCHED, SIDE SLOPES AND BERMS SHALL BE SEEDED AND MULCHED ABOVE THE WATER LEVEL.
6. DISTURBED SLOPES AROUND THE CULVERT ENDS, CONTROL STRUCTURES, AND AGI BERM OPENINGS SHALL BE SODDED.

LEGEND

- FENCE
- WETLAND BOUNDARY (WB)
- RIGHT-OF-WAY / PROPERTY LINE
- EASEMENT / SETBACK LINE
- PROPOSED GRADE / PROPOSED STRUCTURE
- EXISTING GROUND / EXISTING STRUCTURE
- EXISTING OVERHEAD ELECTRICAL LINES (O/H)
- PROPOSED CUT SLOPE
- PROPOSED FILL SLOPE
- PROPOSED ELEVATION (37.00)
- EXISTING ELEVATION (x35.0)
- SOIL BORING LOCATION & DESIGNATION/BENCHMARK LOCATION (B-3)
- EXISTING POWER POLE
- EXISTING CULVERT & FBR
- EARTH CUT
- EARTH FILL
- AGGREGATE BASE / GRAVEL / RIP-RAP
- STABILIZED SUBGRADE
- EXISTING GROUND
- PROPOSED DRAINAGE SWALE
- PROPOSED ACCESS PATH
- PROPOSED CULVERT
- SITE ACCESS GATE

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FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER
FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
~~B~~	3/15/21	~~COLLIER COUNTY RAI #1~~
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411
DATE: JUNE 2021
DISC. LEAD: DOS | DESIGNER: JCH | CHECKER:

SHEET TITLE
GENERAL NOTES
ABBREVIATIONS AND
LEGEND

SHEET 2 OF 21 DRAWING NO. G-002

PLOT DATE: 6 / 30 / 2021 BY: HAREJ LAST SAVED: 6/30/2021 CREATED: 10/28/2020
FILENAME: J:\EEXJ0411 – IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_G–NOTES_IMMOKALEE.DWG

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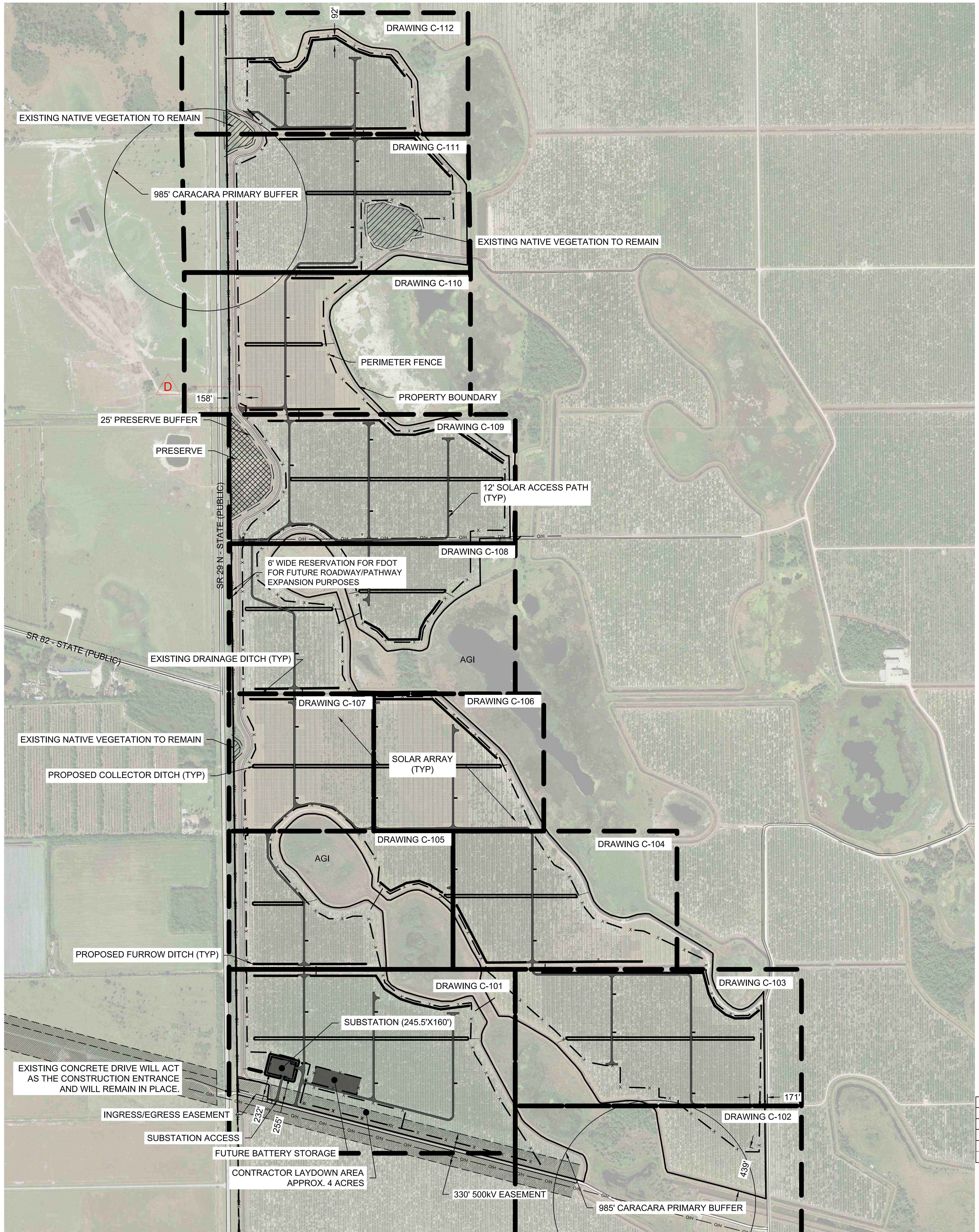

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0 300' 600' 1200'
1" = 600'

PRESERVE AREA MANAGEMENT PLAN (PAMP)

1.0 INTRODUCTION

The proposed FPL Immokalee Solar Energy Center is located in Sections 4, 9 & 16, Township 46S, Range 26E, Collier County, Florida. More specifically, directly east of the State Road 82 and State road 29 North intersection in Immokalee FL, 34105 (Parcel ID #s: 00063280003, 0006430001, 00065000003). A Kimley-Horn and Associates, Inc. Environmental Scientist performed a site visit on August 4, 2020 to evaluate the existing native vegetation within the project area. The following preserve area management plan has been developed based on this site visit and includes components of exotic removal and maintenance.

2.0 EXISTING CONDITIONS

The project's existing land uses include citrus groves (546.70 ac.), herbaceous (6.90 ac.), cabbage palm (4.00 ac.), willow & elderberry (0.60 ac.), freshwater marshes (7.80 ac.) and agricultural ditches (12.00 ac.). All native vegetation on-site will remain, including the proposed preserve area which contains approximately 5.74 acres of freshwater marsh, located along the western boundary of the project area. The interior of the proposed preserve is mostly dominated by maidencane (*Panicum hemitomon*), with other vegetation consisting of cattail (*Typha latifolia*) and Peruvian primrose-willow (*Ludwigia peruviana*). Wax myrtle (*Morella cerifera*) and Carolina willow (*Salix caroliniana*) are scattered around the perimeter of the preserve area.

3.0 INVASIVE/EXOTIC SPECIES REMOVAL AND CONTROL PLAN

As part of the PAMP, all existing native vegetation present in the area will be retained and protected. Exotic and nuisance vegetative species, including Peruvian primrose-willow and cattail, will be removed by the least ecologically damaging method available. Such methods include hand pulling, hand spading, chainsaw use, and/or treatment with appropriate herbicide. Invasive-Exotic control by herbicide treatment will be conducted by a licensed Florida pesticide applicator with a U.S. Environmental Protection Agency approved herbicide with visual tracer dye included. The hand removal of exotic and nuisance vegetation will include one or more of the following methods: (1) cut exotics within 12 inches of ground elevation, hand remove cut vegetation, and treat remaining stump with approved herbicide; (2) girdle standing exotic vegetation with diameter at breast height (DBH) greater than 4 inches and apply approved herbicide to cambium; (3) foliar application of approved herbicide to saplings; or (4) foliar application of approved herbicide or hand pulling of exotic seedlings. No debris, such as plant clippings or wood scraps, will be left in the preserve area.

4.0 MAINTENANCE AND MONITORING

The preserve area shall remain in a natural state in perpetuity and not be disturbed by dredging, filling, land clearing, or construction related activities. The preserve area will be protected and maintained by the below-designated owner/developer responsible for the management of the property. The status of the preserve shall be monitored by the assigned preserve manager listed below in accordance with the preserve management plan. Regular inspections of the preserve area for exotics shall occur annually or more frequently if necessary and annual monitoring reports will be prepared to document the current conditions of the preserve area and wildlife usage within the preserve area for a period of 5 years. Maintenance of exotic vegetation within the enhancement areas will occur annually in perpetuity. During maintenance events, locations of nuisance and/or exotic species will be identified for immediate treatment with an appropriate herbicide. Any additional potential problems will be noted, and corrective actions will be taken. Maintenance will be conducted in perpetuity to ensure that the preserves are free of exotic and nuisance vegetation (as currently defined by the Exotic Pest Plant Council (EPPC) and the Land Development Code (LDC)).

5.0 PRESERVE SIGNAGE AND SITE LIGHTING

Signage shall be placed around preserve areas for identification and protection during construction. The signs shall be no closer than ten feet from residential property lines, be limited to a maximum height of four feet and a maximum size of two square feet, and otherwise comply with Section 5.06.00 of the LDC. Sign spacing shall not exceed 300 feet. Signs identifying the preserve as a “nature preserve area” will be installed along the boundary of the preserve. The signage should include language stating, “no dumping allowed.”

Ten pole-mounted light fixtures will be evenly spaced in the southwest corner of the site around the on-site electrical collector yard. These light fixtures will be operated by photocell or timeclock to provide safety and security when accessing the electrical collector yard at night. By minimizing the proposed lighting to less than 2 acres of the project site (0.3% of the total project area), impacts to wildlife have been reduced to the greatest extent practicable.

6.0 TRASH AND DEBRIS REMOVAL

The preserve area shall be kept free of refuse and debris. The contact information for the preserve manager and the developer are as follows:

Preserve Manager	**Owner/Developer**
Florida Power & Light Company	Florida Power & Light Company
700 Universe Blvd	700 Universe Blvd
Juno Beach, FL 33408	Juno Beach, FL 33408

***See preserve sign detail on sheet C-502.**

7.0 LISTED SPECIES MANAGEMENT PLAN

7.1 Eastern Indigo Snake (*Drymarchon corais couperi*)

The eastern indigo snake is listed as threatened by USFWS and FWC. Eastern indigo snakes utilize a variety of habitat types including: pine flatwoods, scrub areas, hydric pine flatwoods, wet and dry prairies, agricultural fields, coastal hardwood hammocks, mangrove areas and even human altered areas (USFWS 1999). This species will use gopher tortoise and armadillo burrows as underground refugia as well as natural ground holes, hollows at the base of trees, ground litter, and debris piles. Steiner *et al*. (1983) suggest that eastern indigo snakes in south Florida prefer hammock type environments and pine forests. Suitable habitat for the species is present within the project site; however, no individuals were observed during on-site species surveys. Standard Protection Measures for the Eastern Indigo Snake (USFWS, 2017 - **Appendix B**) will be utilized during site preparation and construction of the project. These standard protection measures include the placement of posters at the construction office and education of on-site construction personnel about what to do if an eastern indigo snake is encountered.

7.2 Florida Black Bear (*Ursus americanus floridanus*)

Although the black bear is no longer federal or state-listed, it is afforded protection under the Florida Black Bear Conservation Rule (F.A.C. 68A-4.009). The Florida black bear utilizes a wide variety of forested communities needed to support its varied seasonal diet of black bears. Forested wetlands and baygalls (bayheads) are particularly important for diurnal cover and denning for the bear. Suitable foraging habitat for the species is present within the project site; however, no individuals were observed during on-site species surveys. It is unlikely the black bear would utilize the project site for denning purposes. During construction activities, trash will be removed on a regular basis to deter bears from frequenting the site. No trash containers will be present on-site once the site is operational.

7.3 Florida Panther (*Puma concolor coryi*)

The Florida panther is listed as endangered by USFWS and FWC. The Florida panther is a large brown cat with a long tail. The panther inhabits large forested communities and large wetlands away from development for diurnal refuge (FNAI 2001). Suitable foraging habitat for the species is present within the project site; however, no individuals were observed during on-site species surveys. While the project site is located within the USFWS consultation area and secondary zone for the Florida panther, converting orange grove and disturbed land into solar development increases the Panther Habitat Unit (PHU) land use score from 4.7 to 4.9, respectively. Because the project site will have no permanent employees and will not increase vehicular traffic, the potential for negative human-panther interactions has been minimized. Additionally, the project design has incorporated panther friendly fencing along the northern, western, and southern project boundaries that will allow for the panther and potential panther prey to continue to utilize the site for foraging after construction is complete.

7.4 Audubon's Crested Caracara (Caracara cheriway)

The Audubon's crested caracara is listed as threatened by USFWS and FWC. Preferred caracara habitat consists of open country, including dry prairie and pasture lands with cabbage palm, cabbe palm/live oak hammocks, and shallow ponds and sloughs. Caracaras prefer to nest in cabbage palms, followed by live oaks. The project site is within the USFWS designated Consultation Area for the caracara. Suitable foraging and nesting habitat for the species is present within the project site and formal caracara surveys were conducted during the 2020-2021 caracara nesting season. During these surveys 2 nests were identified within 300m (primary buffer) of the project site. In order to avoid impacts to the caracara, the development boundary has been updated to reflect these 2 nests and no construction is proposed within the primary buffer (300m) of these nests.

PRESERVE SUMMARY	
EXISTING NATIVE VEGETATION	12.4 ACRES
NATIVE PRESERVE REQUIRED (40% OF EXISTING NATIVE)	4.96 ACRES
NATIVE PRESERVE PROVIDED (46% OF EXISTING NATIVE)	5.74 ACRES

NOTES:
1. TEMPORARY SIGNS IDENTIFYING THE PRESERVE SHALL BE PLACED AROUND THE PERIMETER DURING CONSTRUCTION
2. UPON COMPLETION OF CONSTRUCTION A PERMANENT SIGN SHALL BE INSTALLED AT THE LOCATIONS SHOWN ON THE PLANS.
3. SEE PERMANENT SIGN DETAIL ON SHEET C-502.

ADJACENT ZONING AND LAND USE		
	ZONING	LAND USE
NORTH	A-MHO-RLSAO	Agricultural/Wetlands
SOUTH	A-MHO-RLSAO	Agricultural
EAST	A-MHO-RLSAO	Agricultural/Wetlands
WEST	A-MHO-RLSAO	Public Right-of-Way (SR 29); Agricultural

LAND USE SUMMARY		
CATEGORY	AREA (AC)	% OF TOTAL
SITE	578	100.0%
IMPERVIOUS-PATHS	14	2.4%
IMPERVIOUS-SUBSTATION & INVERTER PADS	1	0.2%
IMPERVIOUS-EXISTING DITCHES	6	1.0%
PERVIOUS	564	97.6%

DEVELOPMENT STANDARDS		
MINMUM SETBACKS		PROVIDED SETBACKS
(FRONT YARD)	50'	158'
(SIDE YARD)	30'	232' & 92'
(REAR YARD)	50'	171'
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50'	10'
ZONED BUILDING HEIGHT	50'	10'

D

PRELIMINARY DESIGN FOR PERMITTING ONLY

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/15/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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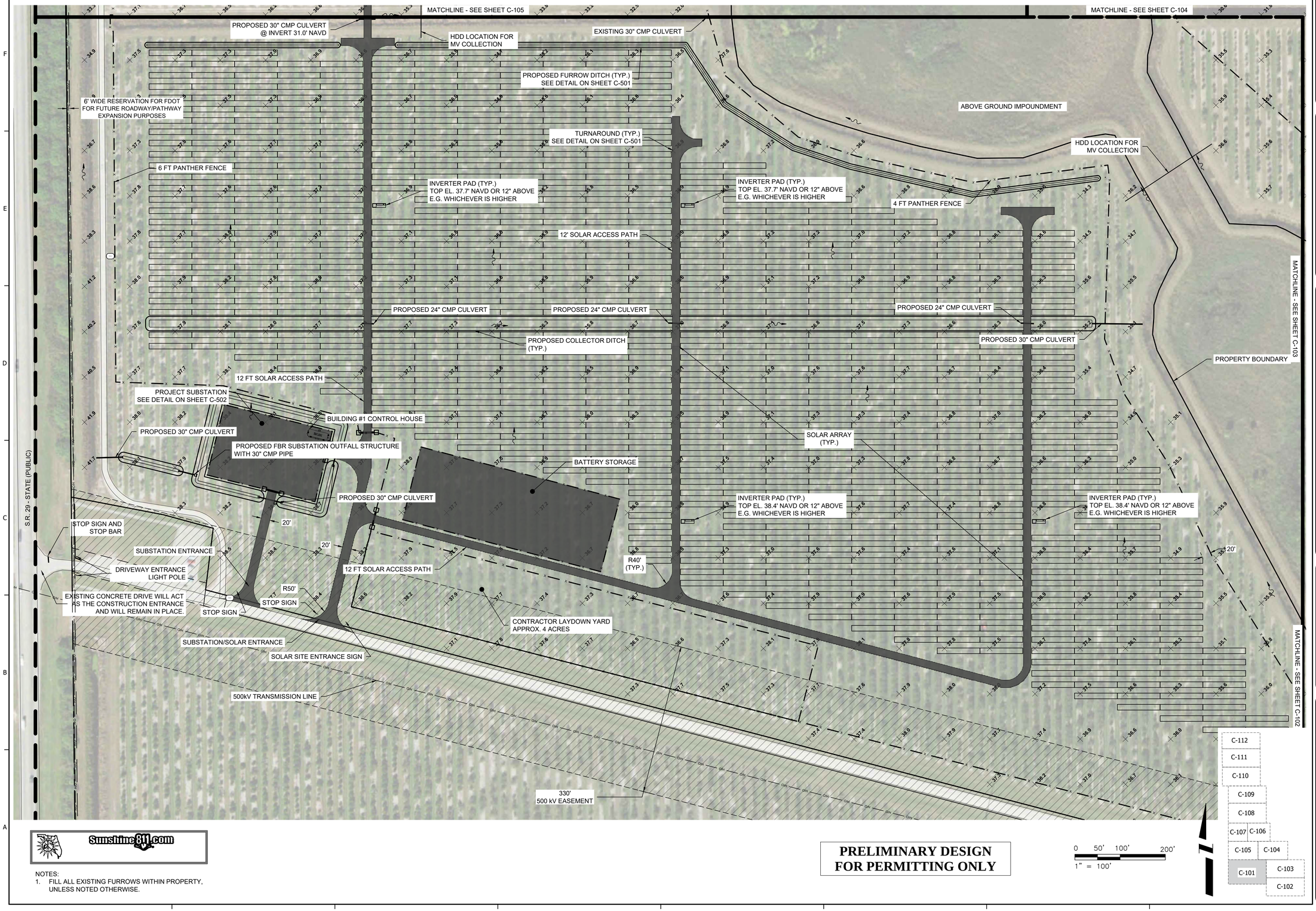
PROJECT NO: EEXJ0411
DATE: JUNE 2021
DISC. LEAD: DOS
DESIGNER: JCH
CHECKER:

SHEET TITLE
OVERALL SITE PLAN & KEY SHEET

SHEET 3 OF 21
DRAWING NO. C-100

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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NOTES:
1. FILL ALL EXISTING FURROWS WITHIN PROPERTY, UNLESS NOTED OTHERWISE.

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PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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PROJECT NO: EEXJ0411

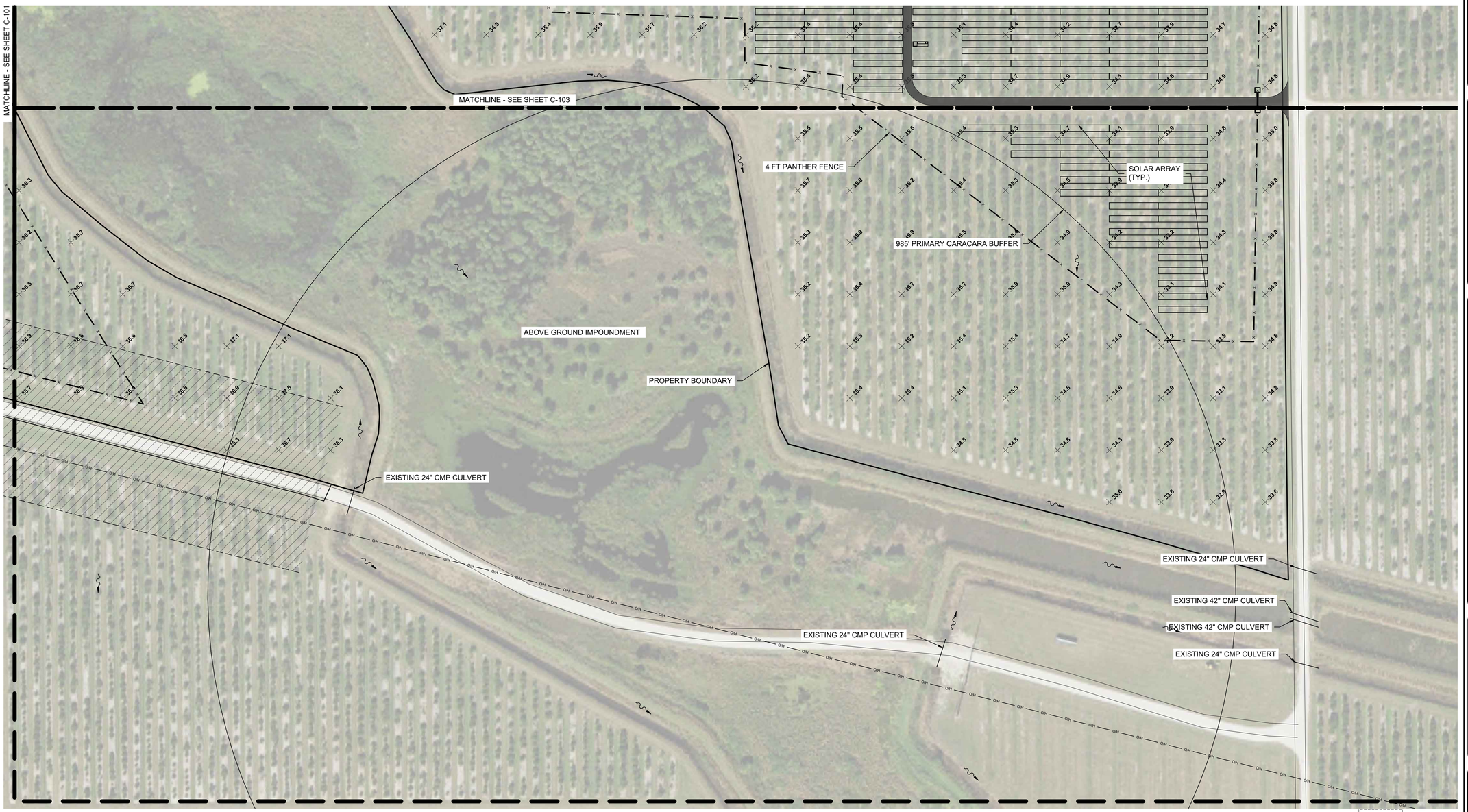
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 1

SHEET 4 OF 21 DRAWING NO. C-101



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0 50' 100' 200'
1" = 100'

PRELIMINARY DESIGN FOR PERMITTING ONLY

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

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-B-	3/16/21	-COLLIER COUNTY RAI #1
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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 2 SOUTH

SHEET 5 OF 21 DRAWING NO. C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
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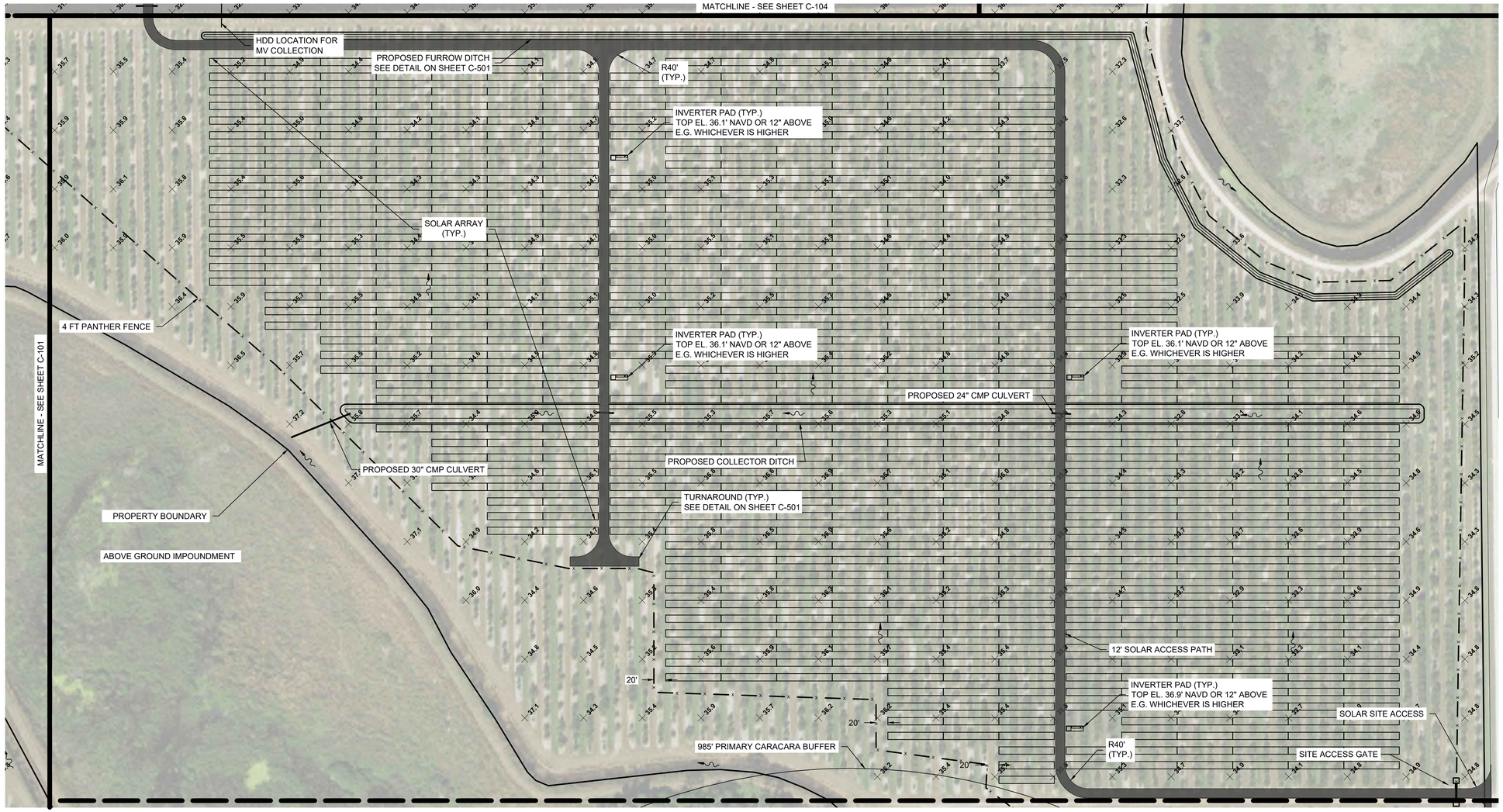

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0 50' 100' 200'
1" = 100'

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/4/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

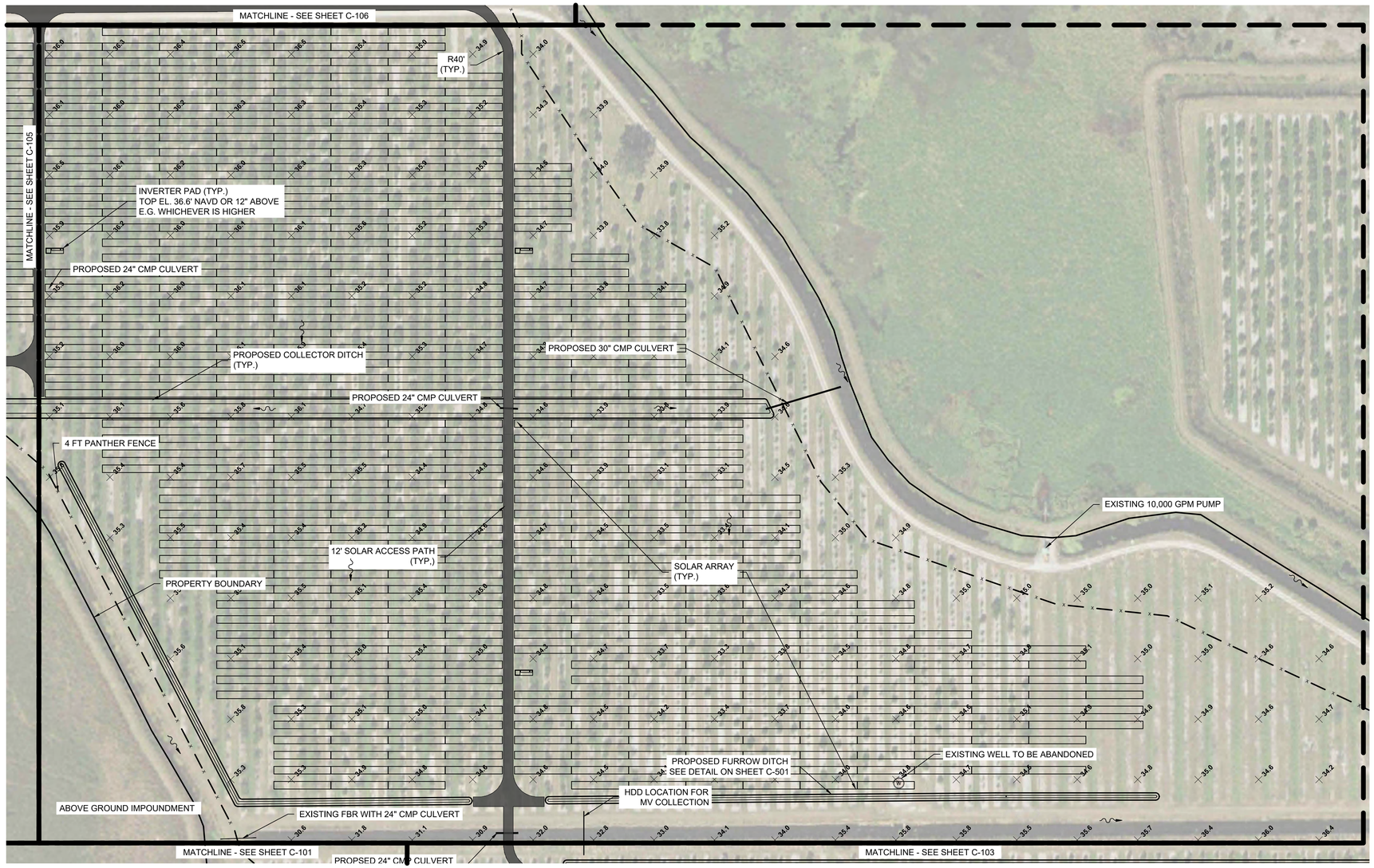
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 2 NORTH

SHEET 6 OF 21 DRAWING NO. C-103

FILENAME: x:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG
PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020



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NOTES:
1. FILL ALL EXISTING FURROWS WITHIN PROPERTY, UNLESS NOTED OTHERWISE.

PRELIMINARY DESIGN FOR PERMITTING ONLY

0 50' 100' 200'
1" = 100'

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: a:\EEXJ0411 - IMMOKALEE\7000AUD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	8/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/18/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 SE

SHEET 7 OF 21 DRAWING NO. C-104



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C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: A:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/2021	COLLIER COUNTY RAI #2
B	3/16/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

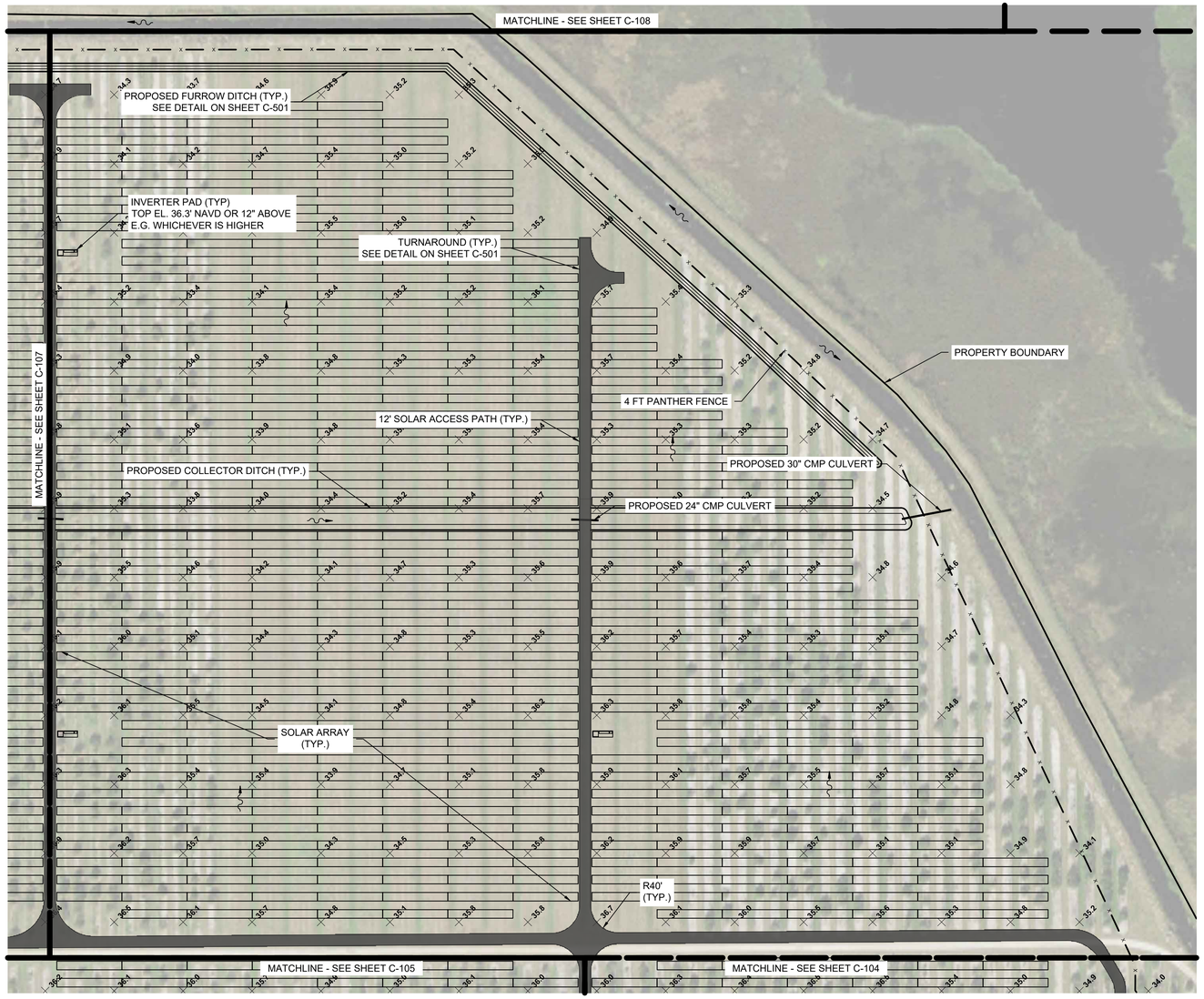
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 SW

SHEET 8 OF 21 DRAWING NO. C-105



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1" = 100'

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/18/21	4/DILLER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

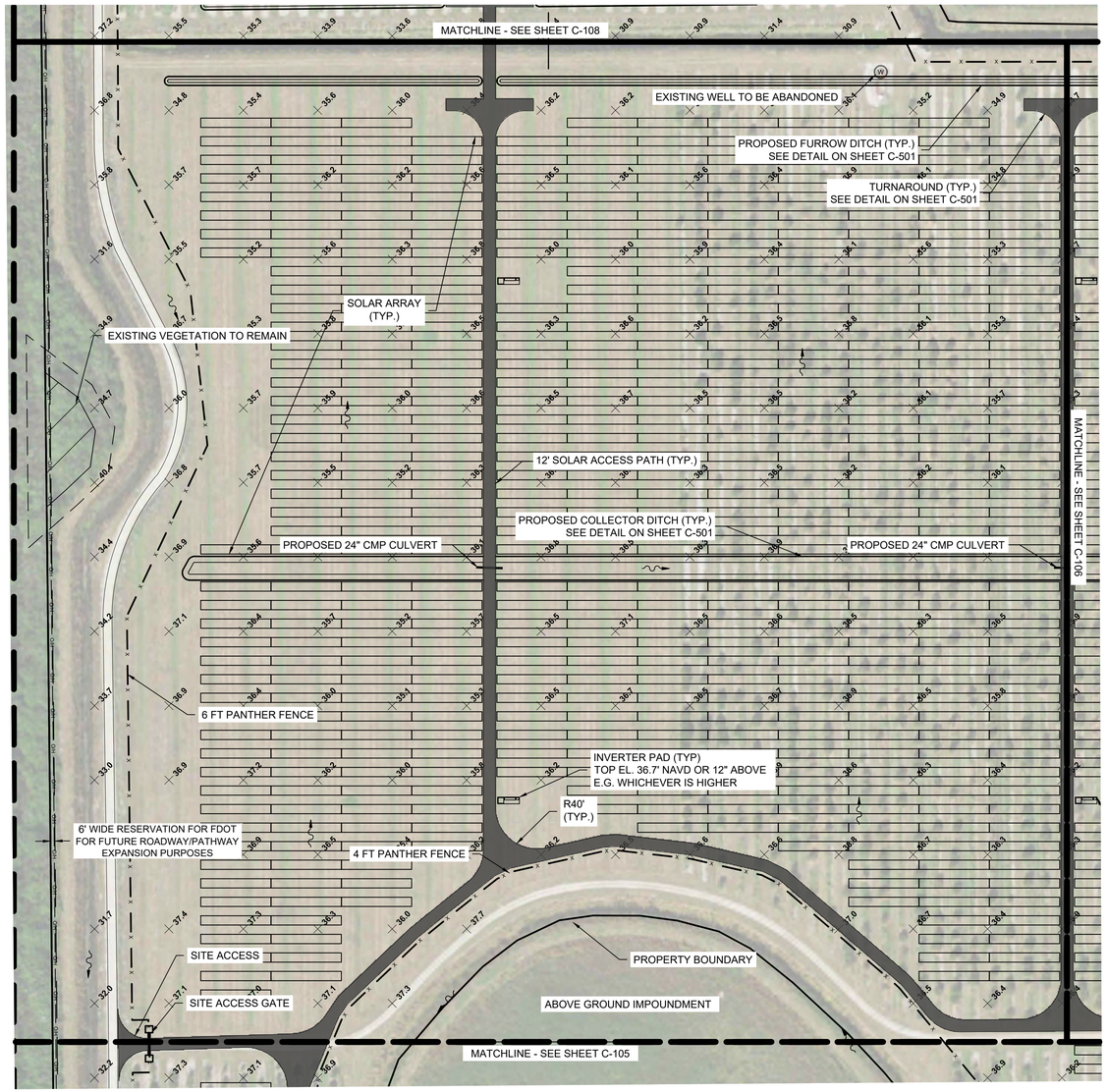
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 NE

SHEET 9 OF 21 DRAWING NO. C-106

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: a:\EEXJ0411 - IMMOKALEE\7000ADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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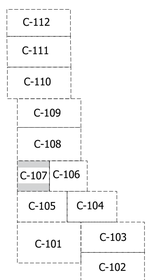
1" = 100'



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PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
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REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/15/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

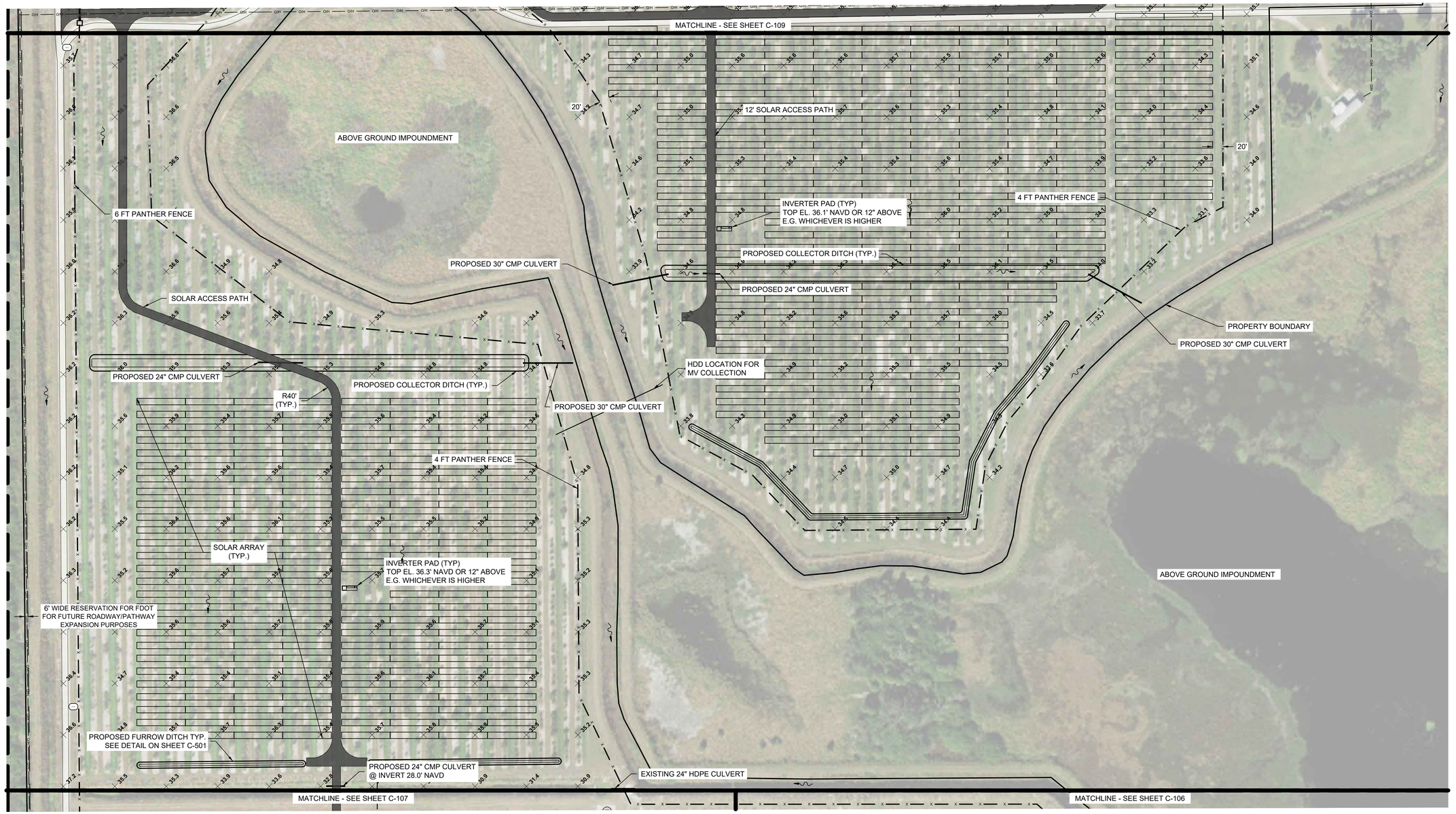
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 NW

SHEET 10 OF 21 DRAWING NO. C-107

PLOT DATE: 6 / 3 0 / 2 0 2 1
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\Y00\ADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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FLORIDA POWER & LIGHT COMPANY

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D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/14/21	4FDELIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

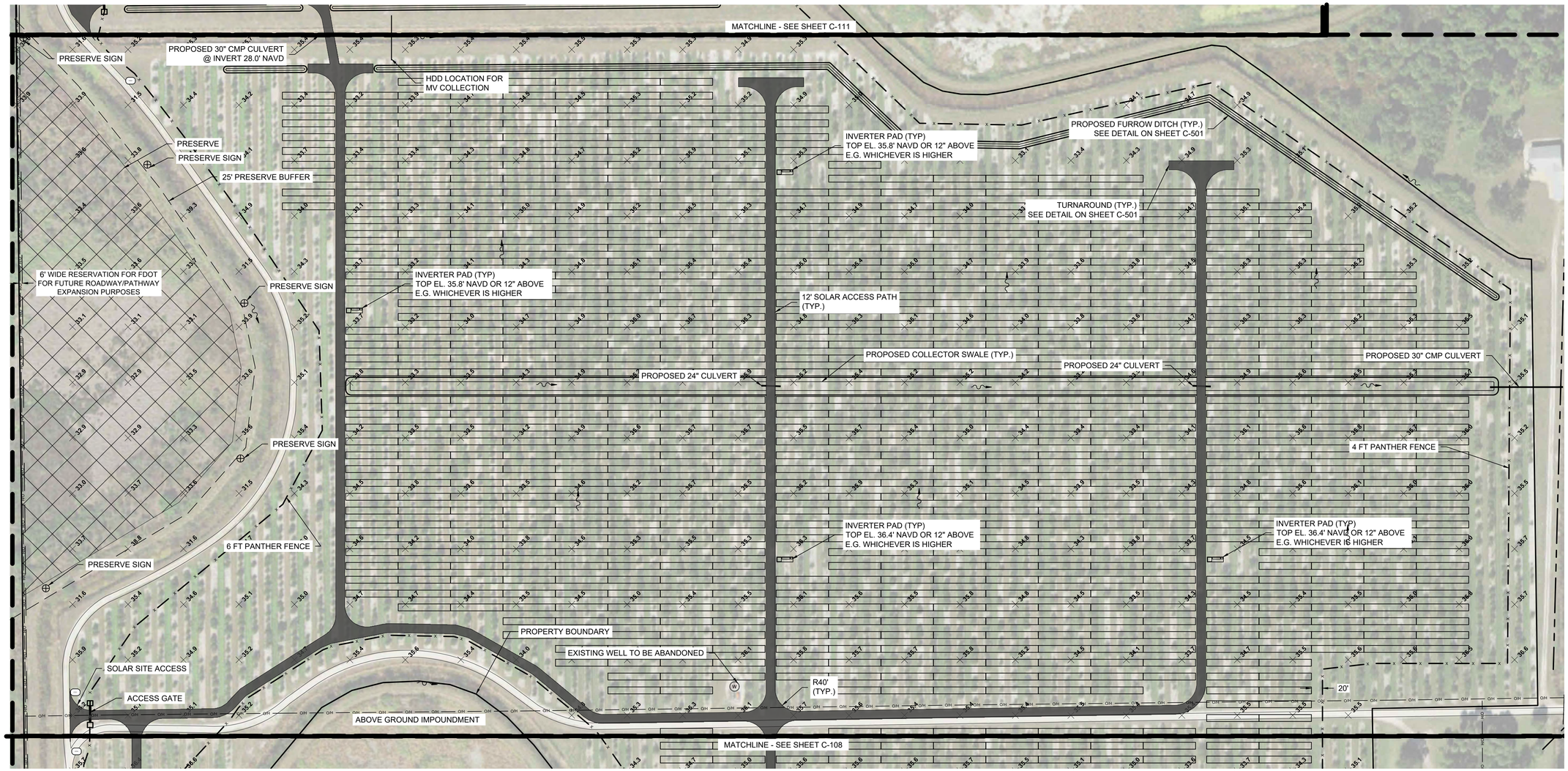
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 4 SOUTH

SHEET 11 OF 21 DRAWING NO. C-108



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C-112
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C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
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FLORIDA POWER & LIGHT COMPANY

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-B-	3/15/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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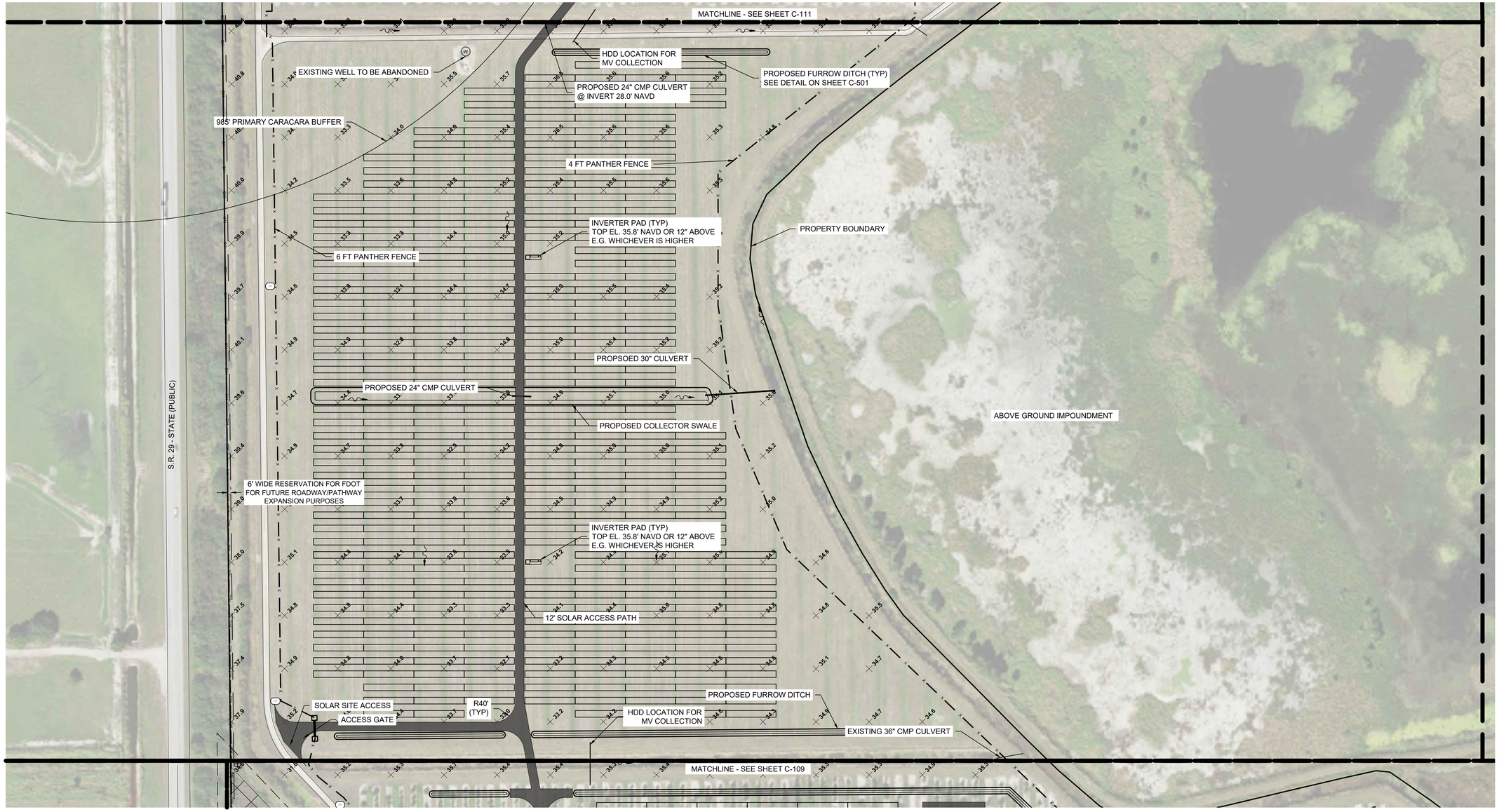
PROJECT NO: EEXJ0411
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 4 NORTH

SHEET 12 OF 21 DRAWING NO. C-109



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1" = 100'

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

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PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/15/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

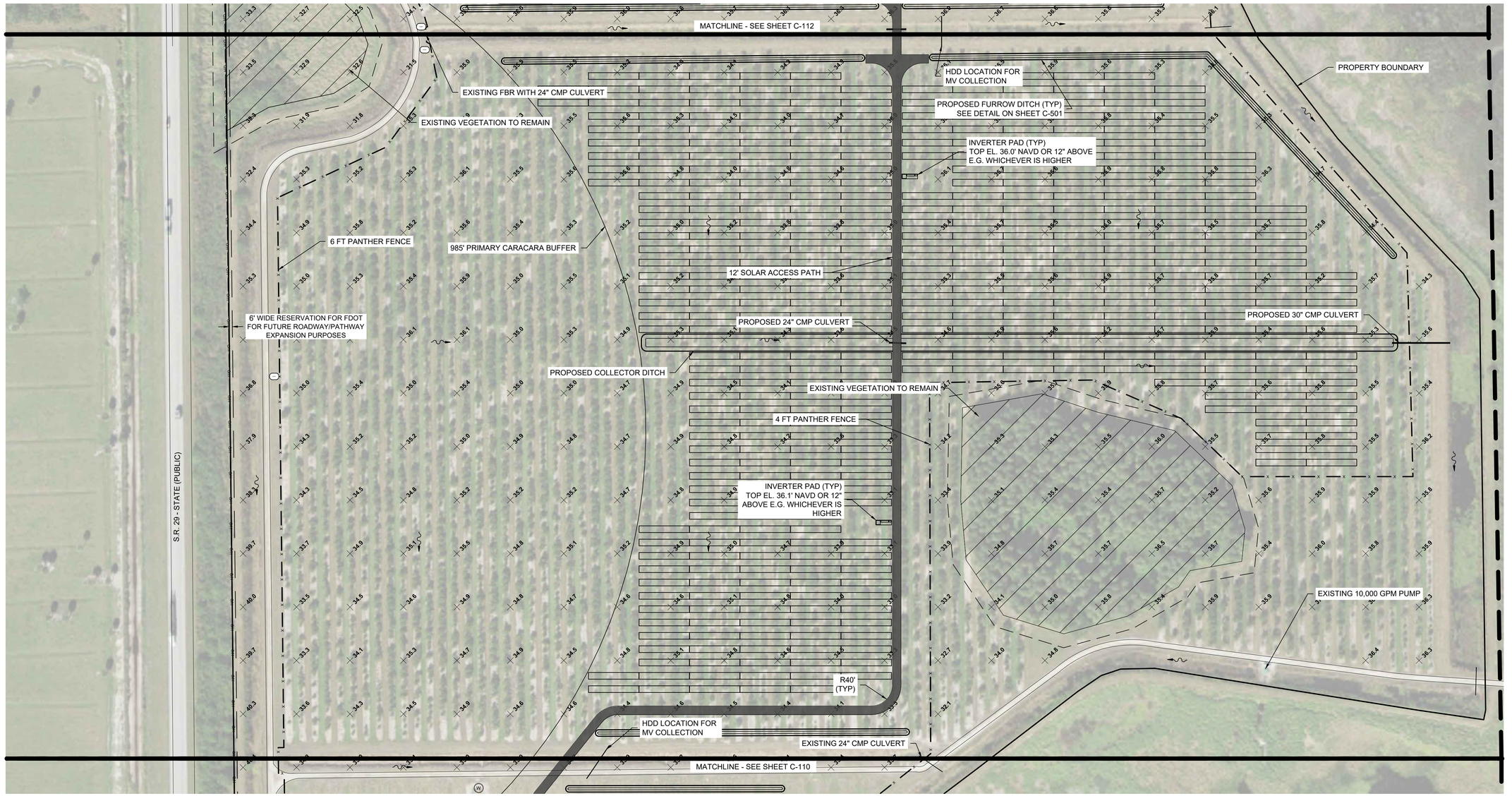
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 5

SHEET 13 OF 21 DRAWING NO. C-110

PLOT DATE: 6 / 3 0 / 2 0 2 1
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: z:\EEXJ0411 - IMMOKALEE (YOCADO)\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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FLORIDA POWER & LIGHT COMPANY

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PROJECT NO: EEXJ0411

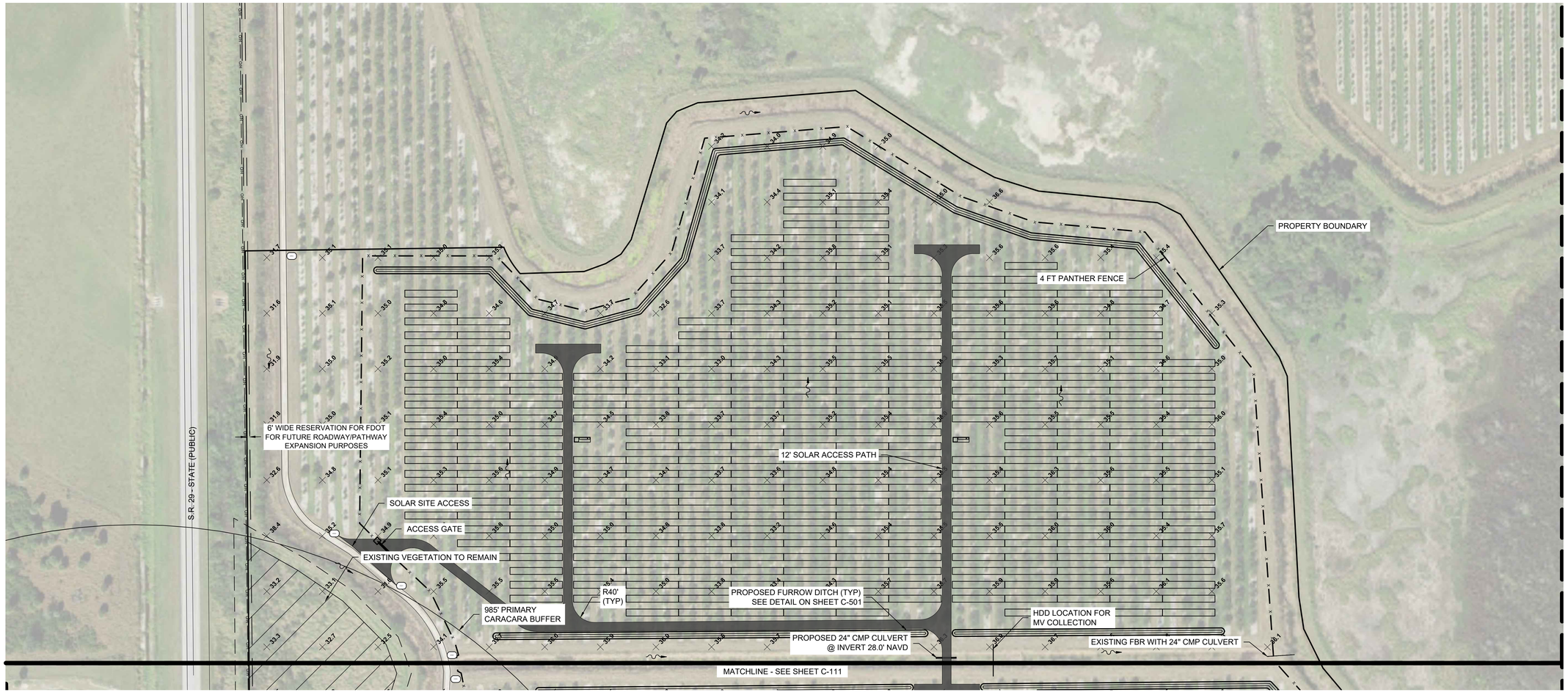
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 6

SHEET 14 OF 21 DRAWING NO. C-111



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C-108
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C-105 C-104
C-101 C-103
C-102

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PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA POWER & LIGHT COMPANY

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-B-	3/15/21	-COLLIER COUNTY RAI #1
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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 7

SHEET 15 OF 21 DRAWING NO. C-112

PLOT DATE: 6 / 30 / 2021 BY: HAREJ LAST SAVED: 6/30/2021 CREATED: 12/3/2020

FILENAME: J:\EEXJ0411 - IMMOKALEE\70CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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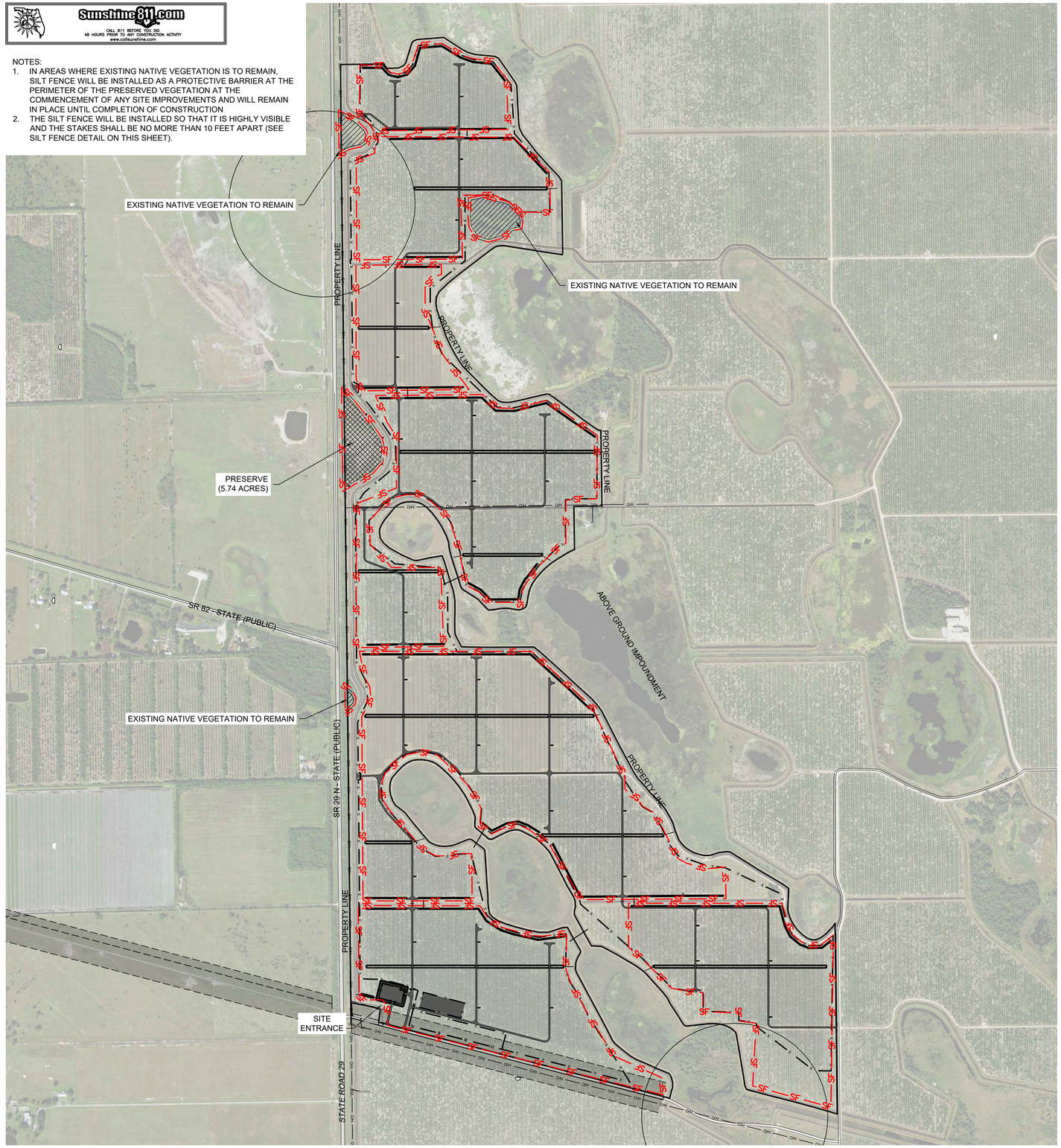
48 HOURS PRIOR TO ANY CONSTRUCTION ACTIVITY
www.callsunshine.com

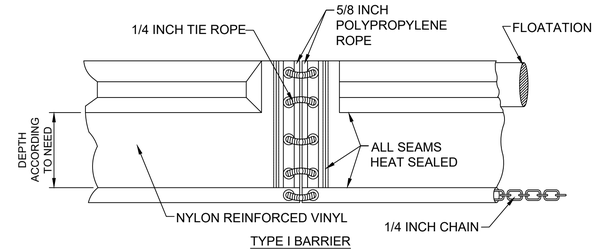
NOTES:
1. IN AREAS WHERE EXISTING NATIVE VEGETATION IS TO REMAIN, SILT FENCE WILL BE INSTALLED AS A PROTECTIVE BARRIER AT THE PERIMETER OF THE PRESERVED VEGETATION AT THE COMMENCEMENT OF ANY SITE IMPROVEMENTS AND WILL REMAIN IN PLACE UNTIL COMPLETION OF CONSTRUCTION
2. THE SILT FENCE WILL BE INSTALLED SO THAT IT IS HIGHLY VISIBLE AND THE STAKES SHALL BE NO MORE THAN 10 FEET APART (SEE SILT FENCE DETAIL ON THIS SHEET).



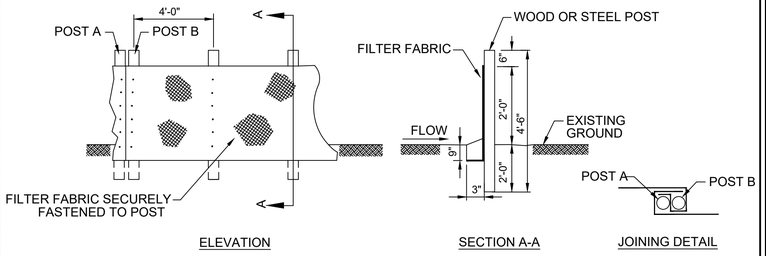
LEGEND:
- SF — SILT FENCE
- PROPOSED DRAINAGE DITCH
- TURBIDITY BARRIER

N

0 300' 600' 1200'
1" = 600'



FLOATING TURBIDITY BARRIER

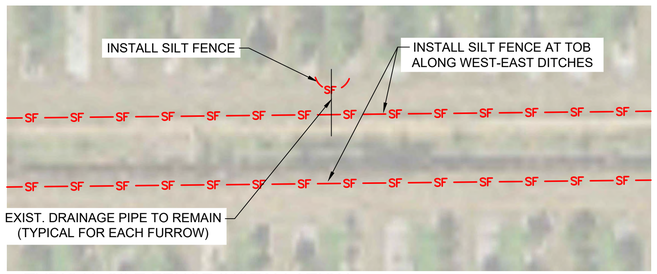


SILT FENCE

CONTRACTOR TO PROVIDE BMPS IN ACCORDANCE WITH FDEP "FLORIDA STORMWATER EROSION AND SEDIMENTATION CONTROL INSPECTOR'S MANUAL", SECTION 4.4.1 AND SECTION 4.4.6 OF CHAPTER 4: BEST MANAGEMENT PRACTICES FOR EROSION AND SEDIMENTATION CONTROL.

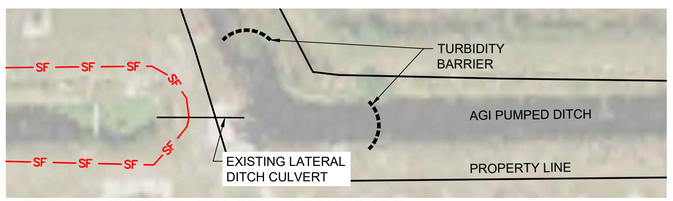
FLOATING TURBIDITY BARRIER & SILT FENCE DETAILS

SCALE: NTS



TYPICAL SILT FENCE INSTALLATION

SCALE: 1" = 40'



TYPICAL OUTFALL CONTROL STRUCTURE

SCALE: 1" = 40'

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PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DESIGN ENGINEER:

THIS DOCUMENT HAS BEEN DIGITALLY SIGNED AND SEALED BY DAVID O. SCOTT, P.E. ON JUNE 30, 2021.

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DAVID O. SCOTT, PE.
FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/14/21	4-DOLLER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

THIS LINE IS ONE INCH LONG WHEN PLOTTED FULL SCALE

THIS DRAWING MUST BE USED IN CONJUNCTION WITH THE APPLICABLE OR GOVERNING TECHNICAL SPECIFICATIONS AND OTHER CONTRACT DOCUMENTS.

PROJECT NO: EEXJ0411

DATE: JUNE 2021

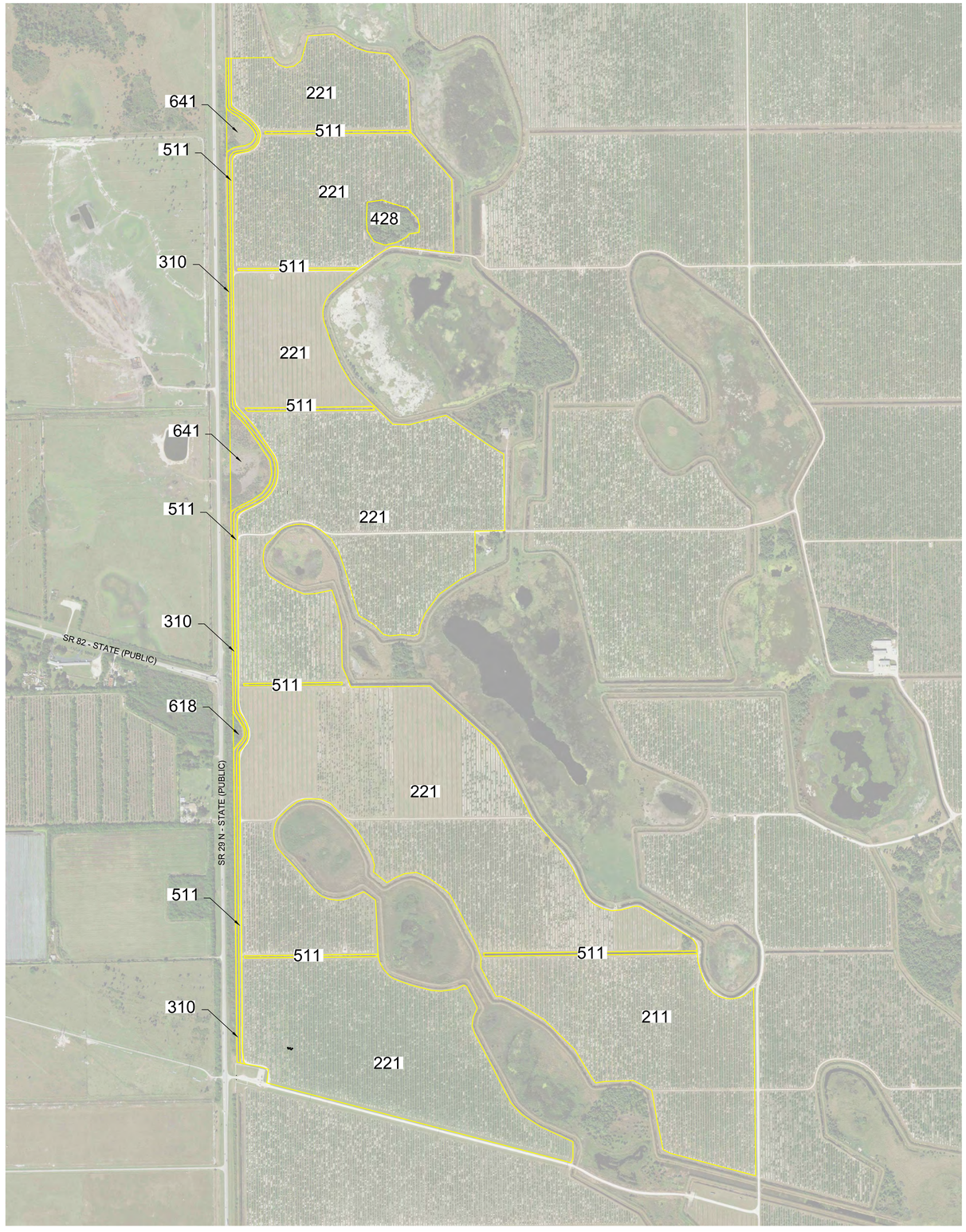
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

EROSION CONTROL PLAN

SHEET 16 OF 21 DRAWING NO. C-113

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700ADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



0 300' 600' 1200'

1" = 600'

LEGEND:

FLUCFCS	Description	Acreage	Federal Status	State Status
221	Citrus Groves	546.7	Upland	Upland
310	Herbaceous	6.9	Upland	Upland
428	Cabbage Palm	4.0	Upland	Upland
511	Streams and Waterways (Excavated)	12.0	Wetland	Wetland
618	Willow and Elderberry	0.6	Wetland	Wetland
641	Freshwater Marshes	7.8	Wetland	Wetland
	Total	**578**		

PRELIMINARY DESIGN FOR PERMITTING ONLY

Jacobs
3300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

FLUCCS MAP

SHEET 17 OF 21 DRAWING NO. C-114

PLOT DATE: 6/30/2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: L:\EEXJ0411 - IMMOKALEE (FOCADO)\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



0 300' 600' 1200'
1" = 600'

LEGEND:

AREA TO BE CLEARED (480 ACRES)

NOTES:
1. ALL PROHIBITED EXOTIC VEGETATION SHALL BE REMOVED FROM THE SITE AND IT SHALL BE MAINTAINED FREE OF EXOTICS IN PERPETUITY.

PRELIMINARY DESIGN FOR PERMITTING ONLY

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	8/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/15/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

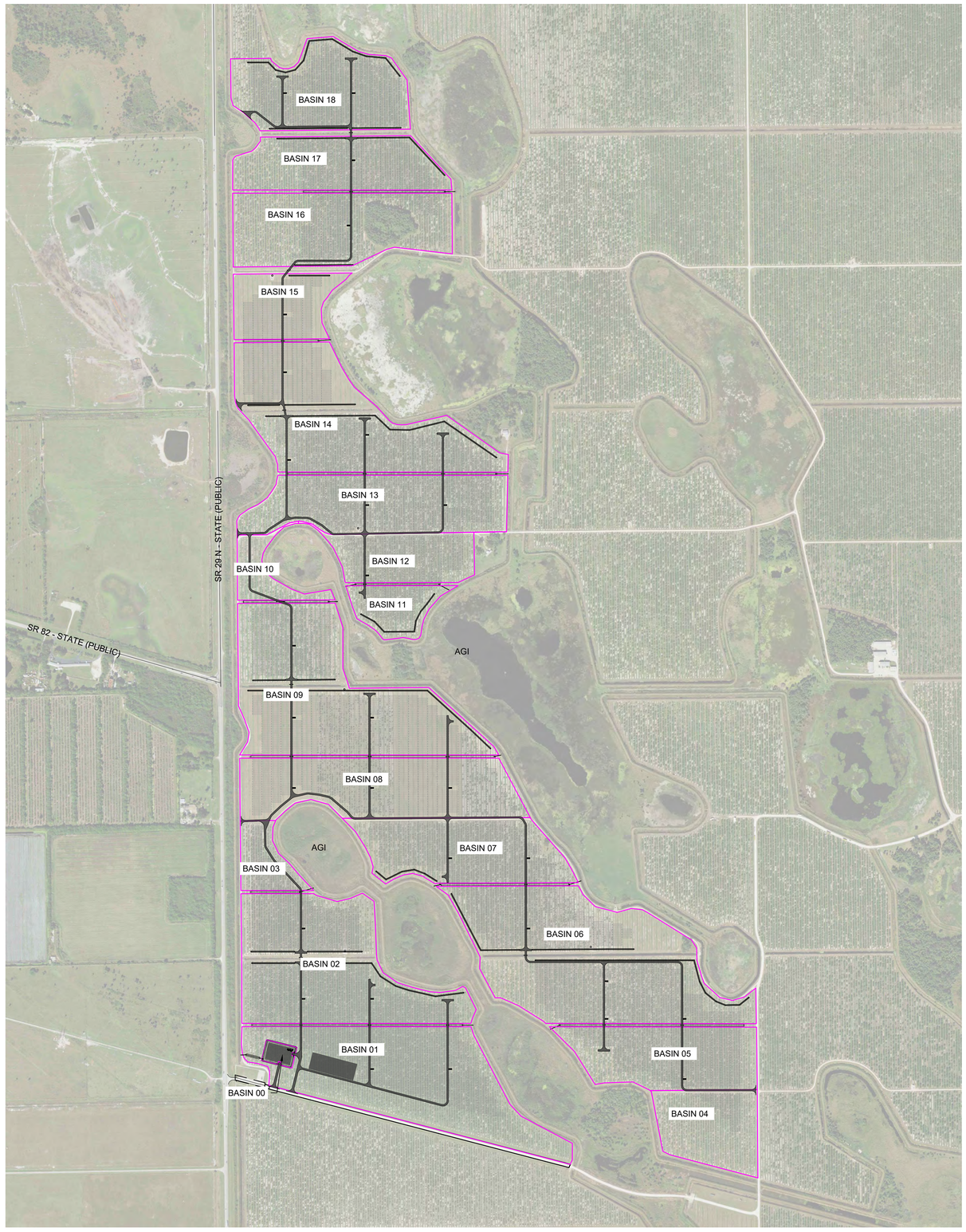
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

CLEARING PLAN

SHEET 18 OF 21 DRAWING NO. C-115

FILENAME: a:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG
CREATED: 12/3/2020
LAST SAVED: 6/30/2021
BY: HAREJ
PLOT DATE: 6/30/2021



Sunshine811.com
CALL 811 BEFORE YOU DIG
48 HOURS PRIOR TO ANY CONSTRUCTION ACTIVITY
www.callsunshine.com

0 300' 600' 1200'
1" = 600'

BASIN	CTRL EL (FT NAVD)	25-YR, 3-DAY PEAK STAGE (FT NAVD)	100-YR, 3-DAY PEAK STAGE (FT NAVD)	FEMA EL (FT NAVD)	MIN PAD EL (FT NAVD)
00	37.0	38.5	38.6	37	39.6
01	31.0	37.4	37.6	36.5	38.4
02	31.0	36.7	36.9	36.5	37.7
03	31.0	36.0	36.2	36.5	37.0
04	31.0	35.6	35.9	36	36.6
05	31.0	35.9	36.2	36	36.9
06	31.0	35.1	35.4	36	36.1
07	31.0	35.6	35.8	36	36.6
08	31.0	35.7	35.9	36	36.7
09	31.0	35.3	35.5	36	36.3
10	31.0	35.1	35.3	36	36.1
11	31.0	35.0	35.3	36	36.0
12	31.0	35.1	35.3	36	36.1
13	31.0	35.4	35.5	36	36.4
14	31.0	34.8	35.0	36	35.8
15	31.0	34.8	35.0	36	35.8
16	31.0	35.1	35.3	36	36.1
17	31.0	35.0	35.2	36	36.0
18	31.0	34.9	35.1	36	35.9

NOTE:
1. THE CONTROL ELEVATION FOR THE SITE IS DETERMINED BY THE PUMP OFF ELEVATION OF 31.0 FT NAVD.

PRELIMINARY DESIGN FOR PERMITTING ONLY

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2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

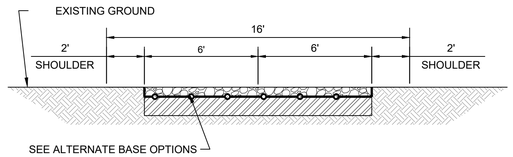
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

DRAINAGE PLAN

SHEET 19 OF 21 DRAWING NO. C-116

PLOT DATE: 6/30/2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: a:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



ALTERNATE BASE OPTIONS:

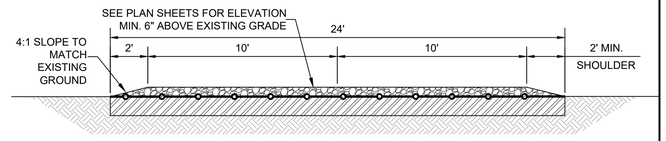
OPTION 1:
6" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

OPTION 2:
6" AGGREGATE BASE (LBR 100), GEOTEXTILE FABRIC OR GRID
COMPACTED NATIVE SOIL SUBGRADE

OPTION 3:
6" AGGREGATE BASE (LBR 100)
12" STABILIZED SUBGRADE (LBR40)

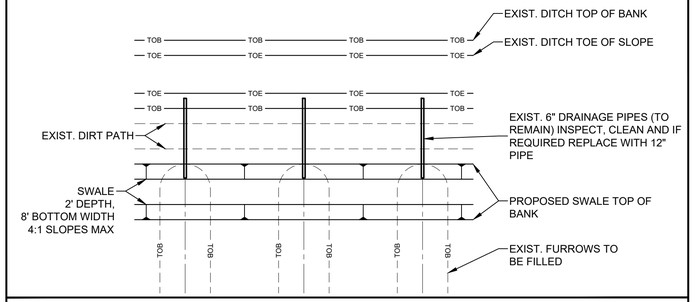
OPTION 4:
10" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

ACCESS PATH SECTION
NOT TO SCALE

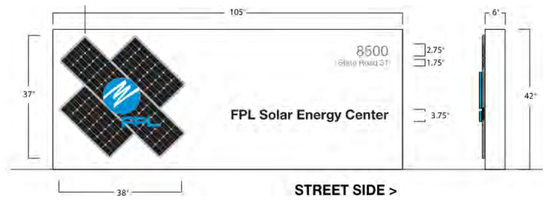


NOTE:
SEE ALTERNATE BASE OPTIONS IN ACCESS PATH DETAIL

COLLECTOR YARD ACCESS PATH SECTION
NOT TO SCALE

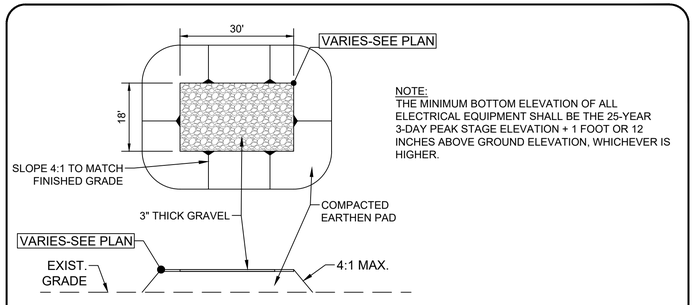


TYPICAL FURROW/DITCH TIE-IN
NOT TO SCALE



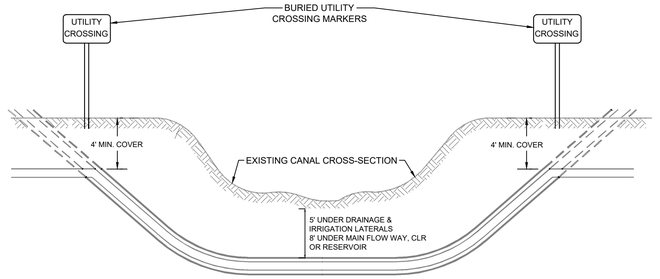
Fabricated 42" x 105" x 6" aluminum cabinet with applied 3/16" Cut metal letters.
Faux painted solar panel pattern on 1/4" Alumicor panel mounted flush to sign face.
1" x 18" logo applied to surface of metal solar panel.
Mounts in ground with two (2) 4" poles embedded in concrete footer.

PROJECT SIGNAGE DETAIL
NOT TO SCALE

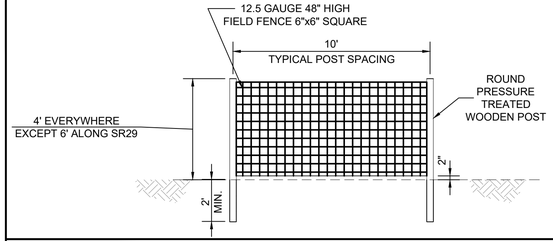


NOTE:
THE MINIMUM BOTTOM ELEVATION OF ALL ELECTRICAL EQUIPMENT SHALL BE THE 25-YEAR 3-DAY PEAK STAGE ELEVATION + 1 FOOT OR 12 INCHES ABOVE GROUND ELEVATION, WHICHEVER IS HIGHER.

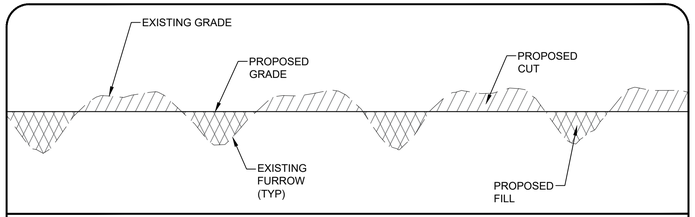
TYPICAL INVERTER PAD DETAIL
NOT TO SCALE



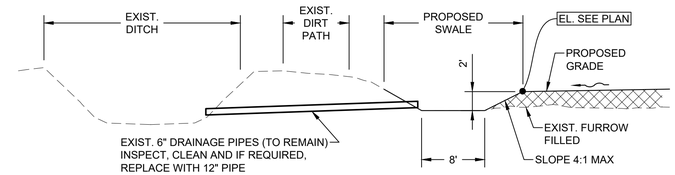
UTILITY CANAL CROSSING
NOT TO SCALE



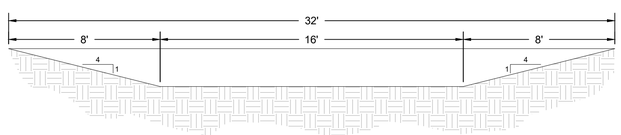
PANTHER FENCE DETAIL
NOT TO SCALE



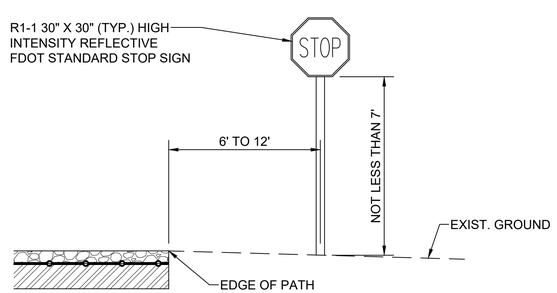
TYPICAL FURROW GRADING
NOT TO SCALE



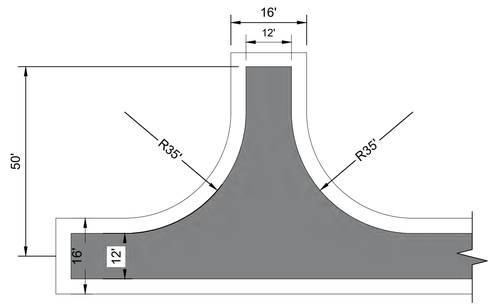
TYPICAL FURROW/DITCH TIE-IN
NOT TO SCALE



TYPICAL COLLECTOR DITCH SECTION DETAIL
NOT TO SCALE



STOP SIGN DETAIL
NOT TO SCALE



TYPICAL TURNAROUND DETAIL
NOT TO SCALE

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3555
FLORIDA C.O.A. #3822

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FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

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A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

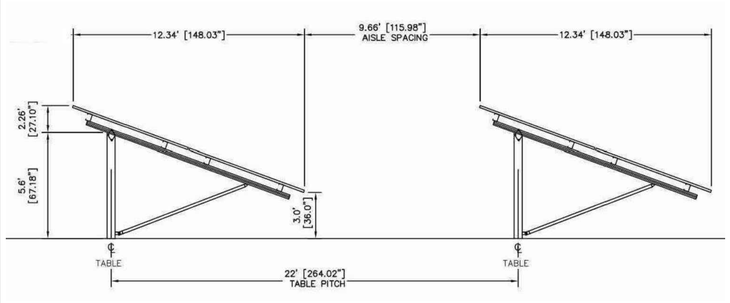
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

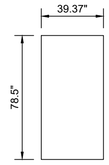
DETAILS 1

SHEET 20 OF 21 DRAWING NO. C-501

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/16/2020
FILENAME: \\EEXJ001\MANUALS_WOOAD\VAV\SHEETS\EEXJ0411_C-500_DETAILS-REV1.DWG

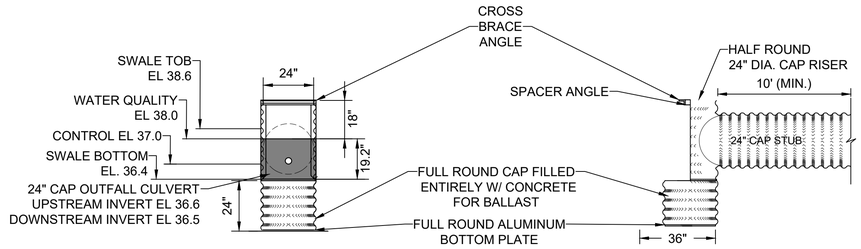


SOLAR ARRAY SECTION

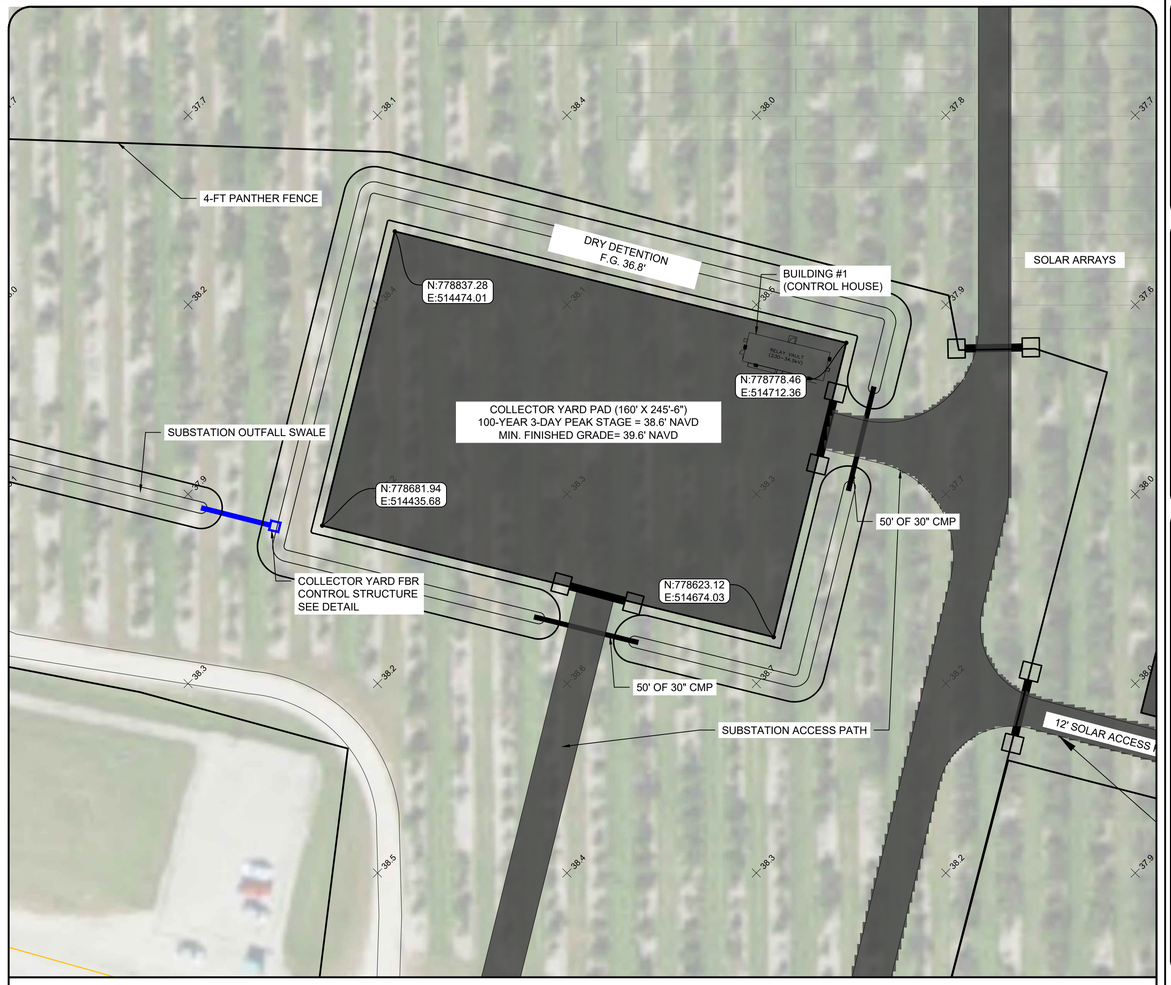


SOLAR MODULE DETAIL

TYPICAL SOLAR PANEL
NOT TO SCALE

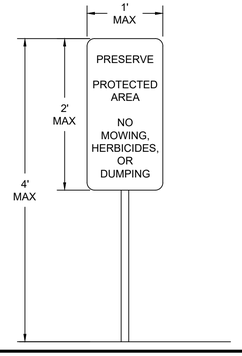


COLLECTOR YARD CONTROL STRUCTURE DETAIL
NOT TO SCALE

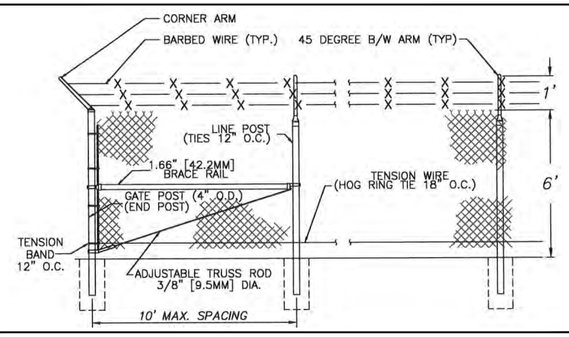


COLLECTOR YARD PLAN DETAIL
1" = 60'

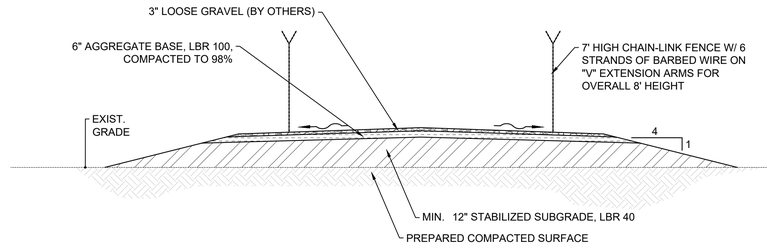
THIS SIGN SHALL BE NO CLOSER THAN 10 FEET FROM RESIDENTIAL PROPERTY LINES: BE LIMITED TO A MAXIMUM HEIGHT OF 4 FEET AND A MAXIMUM OF 2 SQUARE FEET: AND OTHERWISE COMPLY WITH SECTION 5.06.00. MAXIMUM SIGN SPACING SHALL BE 300 FEET.



PRESERVE SIGN DETAIL
NOT TO SCALE



SUBSTATION SECURITY FENCE DETAIL
NOT TO SCALE



COLLECTOR YARD SECTION DETAIL
NOT TO SCALE

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

DETAILS 2

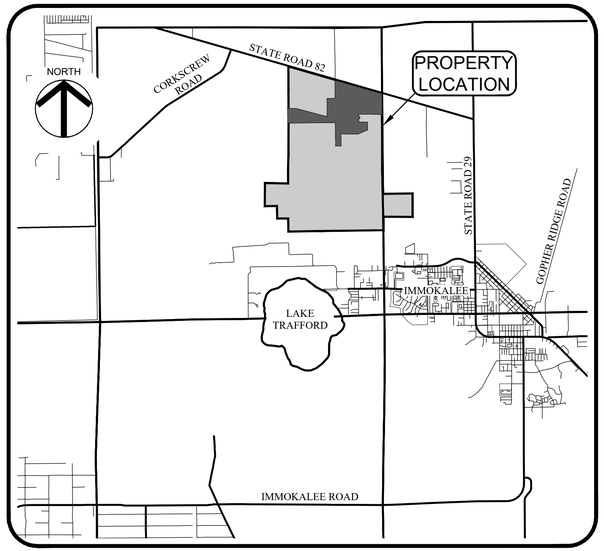
SHEET 21 OF 21 DRAWING NO. C-502

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/16/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\WORKAREA\DWG\CAD\SHEETS\EEXJ0411_C-500_DETAILS-REV1.DWG

SITE DEVELOPMENT PLANS FOR

FPL SPOONBILL SOLAR ENERGY CENTER

A PART OF SECTIONS 11, 12 AND 13
TOWNSHIP 46 SOUTH, RANGE 28 EAST
COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP
NO SCALE

SHEET INDEX	
1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - SPOONBILL
6	SPOONBILL-SITE PLAN A
7	SPOONBILL-SITE PLAN B
8	SPOONBILL-SITE PLAN C
9	SPOONBILL-SITE PLAN D
10	SPOONBILL-SITE PLAN E
11	SPOONBILL-SITE PLAN F
12	SPOONBILL-SITE PLAN G
13	SPOONBILL-SITE PLAN H
14	GENERAL DETAILS 1
15	GENERAL DETAILS 2
16	DRAINAGE PLAN
17	STORMWATER POLLUTION PREVENTION PLAN

PROPERTY INFORMATION	
TOTAL PROJECT AREA	733.92 AC
EXISTING ZONING	A-MHO-RLSAO
EXISTING LAND USE	AGRICULTURE (CITRUS GROVE)
FUTURE LAND USE	A-RMU-RLSA-UR
PROPOSED LAND USE	SOLAR ENERGY CENTER/ESSENTIAL SERVICE
FOLIO #	00050520006, 00050600007 & 00050560008

PROPERTY LEGAL DESCRIPTION

A parcel of land lying in a part of Sections 2, 11, 12, 22, 25 and 26, and all of Sections 13, 14, 23 and 24, Township 46 South, Range 28 East, together with a part of Section 19, Township 46 South, Range 29 East, Collier County, Florida, and being more particularly described as follows;

Beginning at the Northwest corner of Section 11 referred to above and running thence North 00°34'45" West along the West line of the above mentioned Section 2, a distance of 887.57 feet to a point on the South Right-Of-Way of State Road Number 82; thence South 73°57'58" East along said Right-Of-Way, a distance of 11,036.37 feet to a point on the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the to the Southeast corner thereof; thence South 01°11'21" East along the East line of Section 13 referred to above, a distance of 5,311.35 feet to the Southeast corner of said Section 13; thence South 00°29'24" East along the East line of the above mentioned Section 24, a distance of 2,652.83 feet to the East 1/4 corner thereof; thence North 89°23'51" East along the North line of the South 1/2 of Section 19 referred to above, a distance of 3,297.39 feet to the Northwest corner of land conveyed to Barron Collier Partnership, LLLP by deed recorded in Official Records Book 2493 at Page 2779, public records of said Collier County; thence South 00°36'04" East along the West bounds of this last mentioned conveyance, a distance of 2,678.91 feet to a point on the South line of said Section 19; thence South 89°52'15" West along the South line thereof, a distance of 3,296.80 feet to the Southeast corner of the above mentioned Section 24; thence South 00°41'13" East along the East line of Section 25 referred to above, a distance of 1,459.41 feet; thence South 89°06'51" West along the Northerly bounds of a parcel of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 2585 at Page 2735, public records of said Collier County, a distance of 5,369.17 feet to a point on the East line of the above mentioned Section 26; thence South 89°05'14" West, still along the bounds of this last mentioned conveyance and continuing on the same course along the North bounds of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 5,281.45 feet to a point on the West line of the above mentioned Section 26; thence North 01°11'17" West along said West line, a distance of 1,450.51 feet to the Southwest corner of Section 23 referred to above; thence South 88°55'57" West along the South line of the above mentioned Section 22, being also the North line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 1,320.70 feet to the Southwest corner of the Southeast 1/4 of the Southeast 1/4 of Section 22 referred to above; thence North 00°29'00" West along the East line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3280, public records of said Collier County, being also the West line of the Southeast 1/4 of the Southeast 1/4 of said Section 22, a distance of 1,343.35 feet to the Northwest corner of the Southeast 1/4 of the Southeast 1/4 of said Section 22; thence South 88°58'22" West along the South line of the North 1/2 of the Southeast 1/4 of said Section 22, a distance of 1,321.33 feet to the Northwest corner of the Southwest 1/4 of the Southeast 1/4 of said Section 22; thence North 00°38'43" West along the West line of the East 1/2 of said Section 22, being also the East line of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 1577 at Page 681, public records of said Collier County, a distance of 2,684.61 feet to the Northwest corner of the South 1/2 of the Northeast 1/4 of said Section 22; thence North 88°53'07" East along the South line of the North 1/2 of the Northeast 1/4 of said Section 22 and

along the bounds of the conveyance last above mentioned, a distance of 2,642.18 feet to a point on the West line of Section 23 referred to above; thence North 00°35'47" West along said West line, a distance of 1,343.10 feet to the Southwest 1/4 of the above mentioned Section 14; thence North 00°09'58" West along said West line of Section 14, a distance of 5,398.82 feet to the Southwest corner of Section 11 referred to above; thence North 00°28'13" West along West line of said Section 11, a distance of 2,699.12 feet to the West 1/4 corner thereof; thence North 00°28'02" West, still along said West line of Section 11, a distance of 2,699.24 feet to the POINT OF BEGINNING.

LESS AND EXCEPT

A parcel of land lying in a part of Sections 12 & 13, Township 46 South, Range 28 East, Collier County, Florida, and being more particularly described as follows:

Commencing at a point being the intersection of the South Right-Of-Way of State Road Number 82 and the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the Southeast corner thereof; thence South 89°10'17" West along the South line of said Section 12, a distance of 136.48 feet to the POINT OF BEGINNING of the following described lands: thence South 00°34'02" East, a distance of 1890.15 feet; thence North 89°55'02" West, a distance of 787.56 feet; thence South 00°36'07" East, a distance of 226.74 feet; thence South 87°27'18" West, a distance of 177.65 feet; thence North 37°35'47" West, a distance of 453.94 feet; thence North 23°16'40" West, a distance of 230.37 feet; thence North 15°25'17" West, a distance of 611.52 feet; thence North 00°19'42" West, a distance of 1004.57 feet; thence North 89°31'07" West, a distance of 968.23 feet; thence North 00°10'10" West, a distance of 363.86 feet; thence North 74°50'54" East, a distance of 88.80 feet; thence North 33°13'46" East, a distance of 45.78 feet; thence North 02°40'47" West, a distance of 99.07 feet; thence North 25°52'35" West, a distance of 105.91 feet; thence North 57°47'42" West, a distance of 32.19 feet; thence North 81°14'04" West, a distance of 33.92 feet; thence North 00°10'10" West, a distance of 223.46 feet; thence South 89°34'09" East, a distance of 2442.24 feet; thence South 00°34'02" East, a distance of 897.05 feet to the place and POINT OF BEGINNING.

TOGETHER WITH THE FOLLOWING EASEMENTS:

Easement No. 1:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

Non-exclusive Easement for ingress and egress over the East 60 feet and the North 60 feet of the East 1/2 of the East 1/2 of the Southwest 1/4 of the Southeast 1/4 and the North 60.00 feet of the West 1/2 of the Southwest 1/4 of the Southeast 1/4 of Section 22, Township 46 South, Range 28 East, Collier County, Florida, as granted in Grant of Easement between Frank J. Pepper. Jr., as Personal Representative of the Estate of Bernice D. Pepper, and Charles Parker, Joyce P. Hearn and Frank J. Pepper, Jr., as the sole devisees under the Last Will and Testament of Bernice D. Pepper, Grantors, and Turner Corporation, a Florida corporation, as Grantee, dated August 15, 1986, and recorded September 22, 1986, in Official Records Book 1219, Page 1113, of the Public Records of Collier County, Florida.

Easement No. 2:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

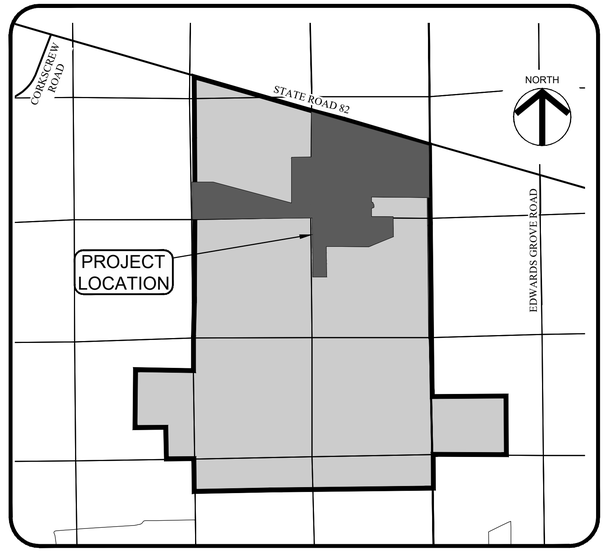
Non-exclusive Easement for ingress and egress over:

a. The East 60.00 feet of the North 2531.00 feet of the South 3861.14 feet of Section 26, Township 46 South, Range 28 East, CollierCounty, Florida;

b. The East 60.00 feet of Section 35, Township 46 South, Range 28 East, Collier County, Florida, lying North of Pepper Road.

c. The North 60.00 feet of the Northeast 1/4 of the Northeast 1/4, and the East 60 feet of the North 60 feet of the Northwest 1/4 of the Northeast 1/4 of Section 27, Township 46 South, Range 28 East, Collier County, Florida.

as granted in Grant of Easement between Rex Properties, Inc., a Florida corporation, Grantor, and Turner Corporation, a Florida corporation, as Grantee, dated August 19,1986, recorded September 22, 1986, in Official Records Rook 1219, Page 1118, of the Public Records of Collier County, Florida.



PROJECT SITE MAP
NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD
JUNO BEACH, FL 33408
PHONE: (561) 694-4000

Jeremy H. Arnold State of Florida Professional Engineer, License No. 66421
This item has been digitally signed and sealed by Jeremy H. Arnold, P.E., on 7/31/2024.
Printed copies of this document are not considered signed and sealed and the signature must be verified on any electronic copies.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

COVER SHEET

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 1

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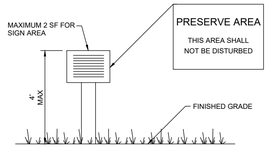

NOTES:

1. THE SIGN SHALL BE PLACED NO CLOSER THAN 10 FEET TO THE PROPERTY LINE.
2. THE SIGN SHALL COMPLY WITH COLLIER COUNTY LAND DEVELOPMENT CODE SECTION 5.06.00 AND 3.05.05.
3. MAXIMUM SIGN SPACING SHALL BE 300'.
4. TEMPORARY SIGNS IDENTIFYING THE PRESERVE SHALL BE PLACED AROUND THE PERIMETER DURING CONSTRUCTION.

PRESERVE AREA SIGN DETAIL

N.T.S.

DEVELOPMENT STANDARDS		
MINIMUM SETBACKS		PROVIDED SETBACKS
FRONT YARD	50 FT	552.6 FT
SIDE YARD	30 FT	161.6 FT
REAR YARD	50 FT	9,533.9 FT
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50 FT	10 FT
ZONED BUILDING HEIGHT	50 FT	10 FT

UTILITIES PROVIDING SERVICE

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

811 Know what's below. Call before you dig.

GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +1.36 FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
9. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
10. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE. (NO SOLID WILL BE GENERATED WITH THE PROPOSED SOLAR ENERGY CENTER DEVELOPMENT.
11. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
12. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
13. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
14. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
15. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
16. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
17. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
18. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
10. MINIMUM DESIGN SLOPES SHALL BE 2"/100'.
11. GRADING SHALL BE ACHIEVED WITH A BALANCE OF THE SITE, NO IMPORT FILL.

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 68421

SET NUMBER: 22004770-04

SHEET : 2

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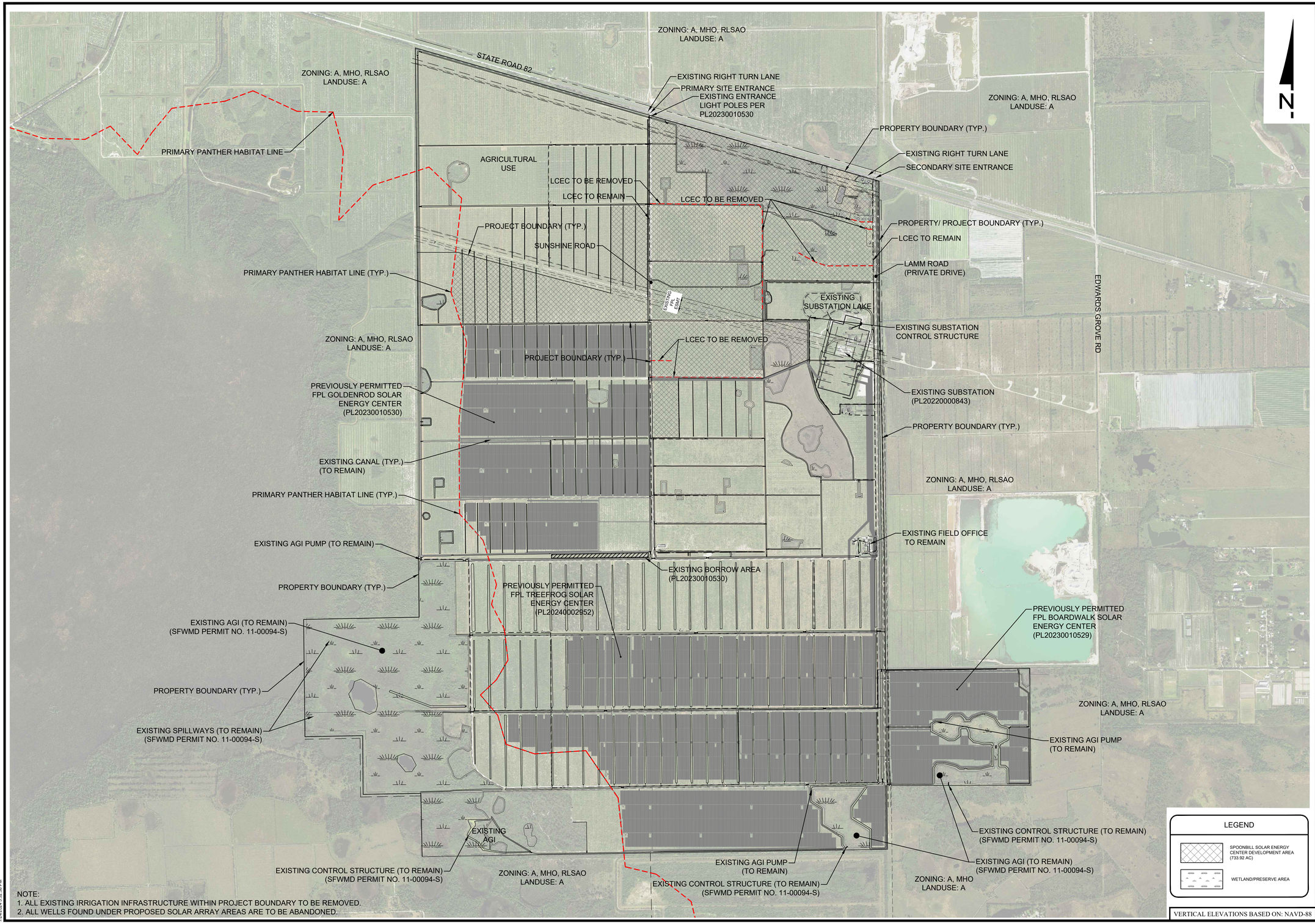

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

LEGEND

- SPOONBILL SOLAR ENERGY CENTER DEVELOPMENT AREA (733.92 AC)
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 3

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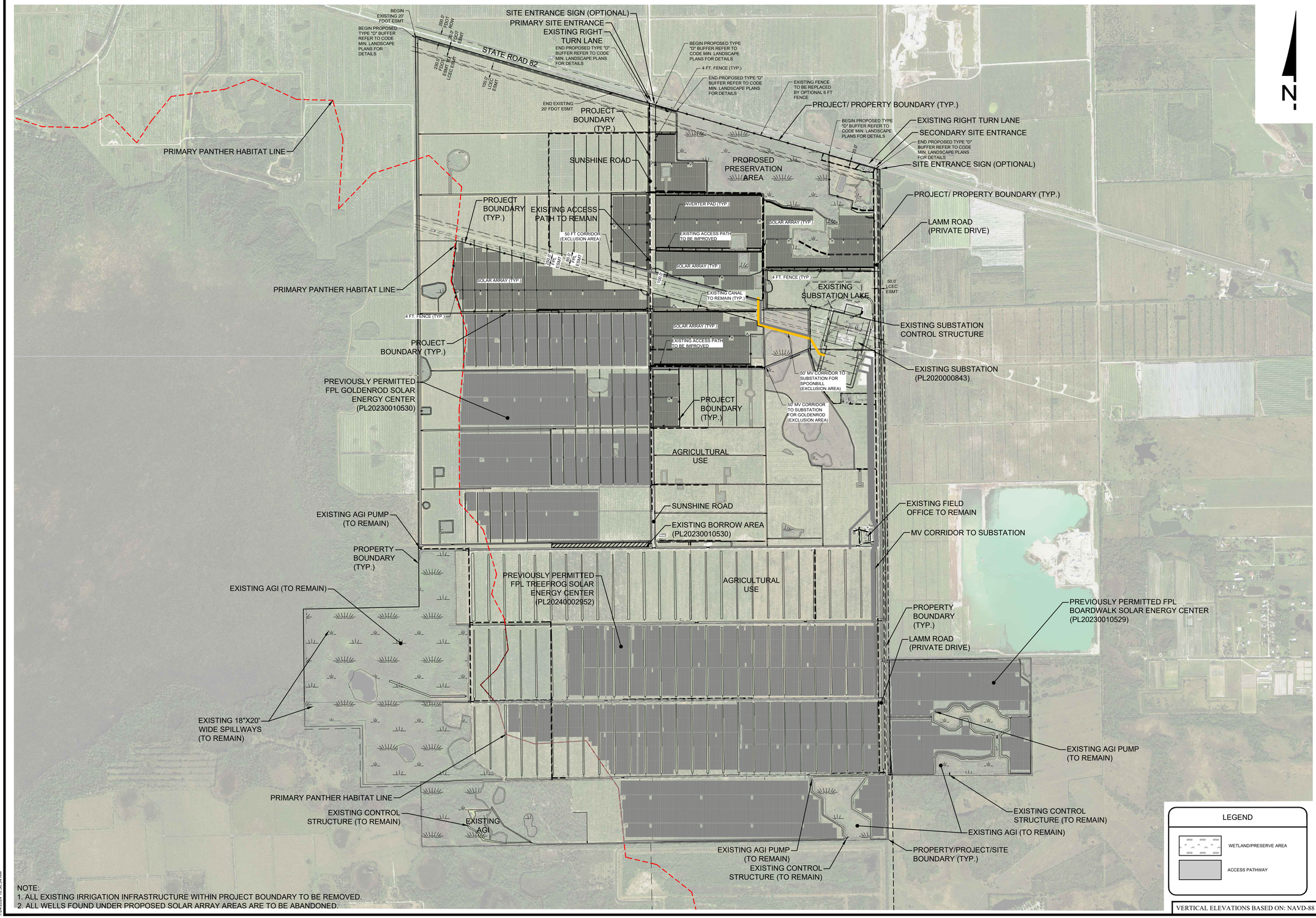

NOTE:
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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 4

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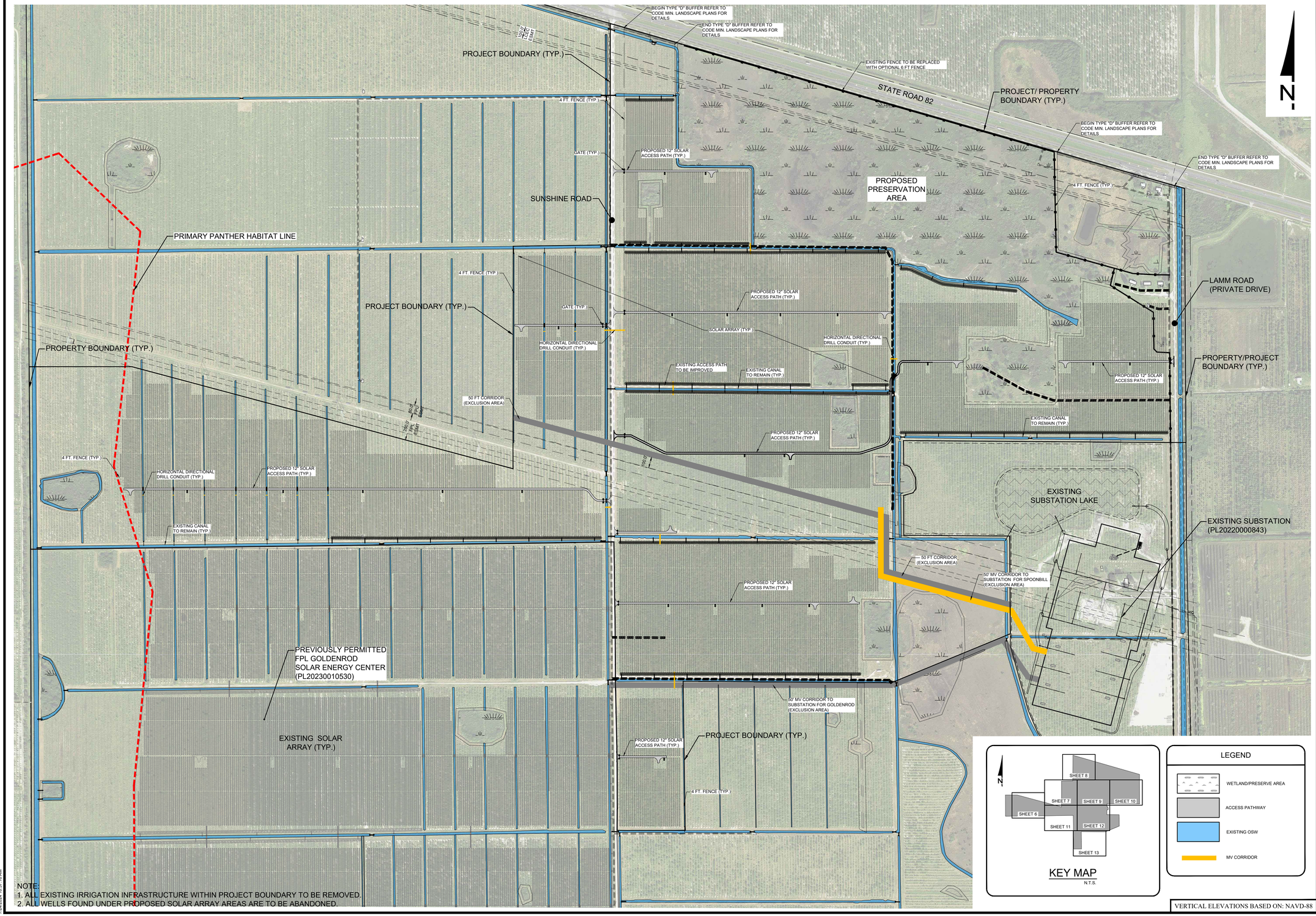

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN - SPOONBILL

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 5

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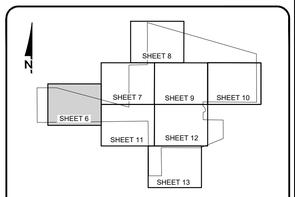
NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

N

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN A

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 6

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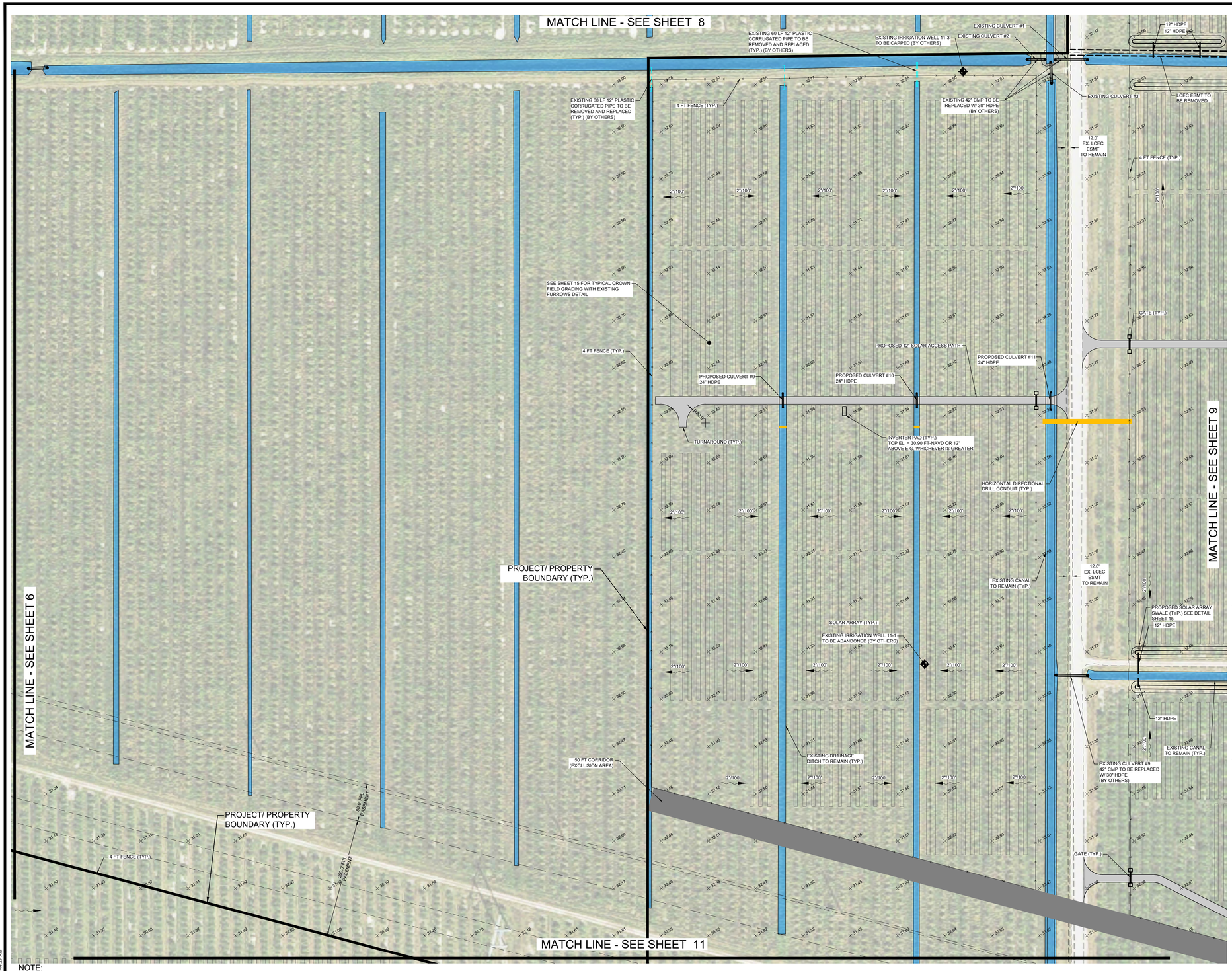


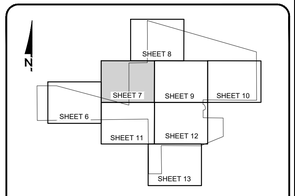
N

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN B



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 7

VERTICAL ELEVATIONS BASED ON: NAVD-88

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

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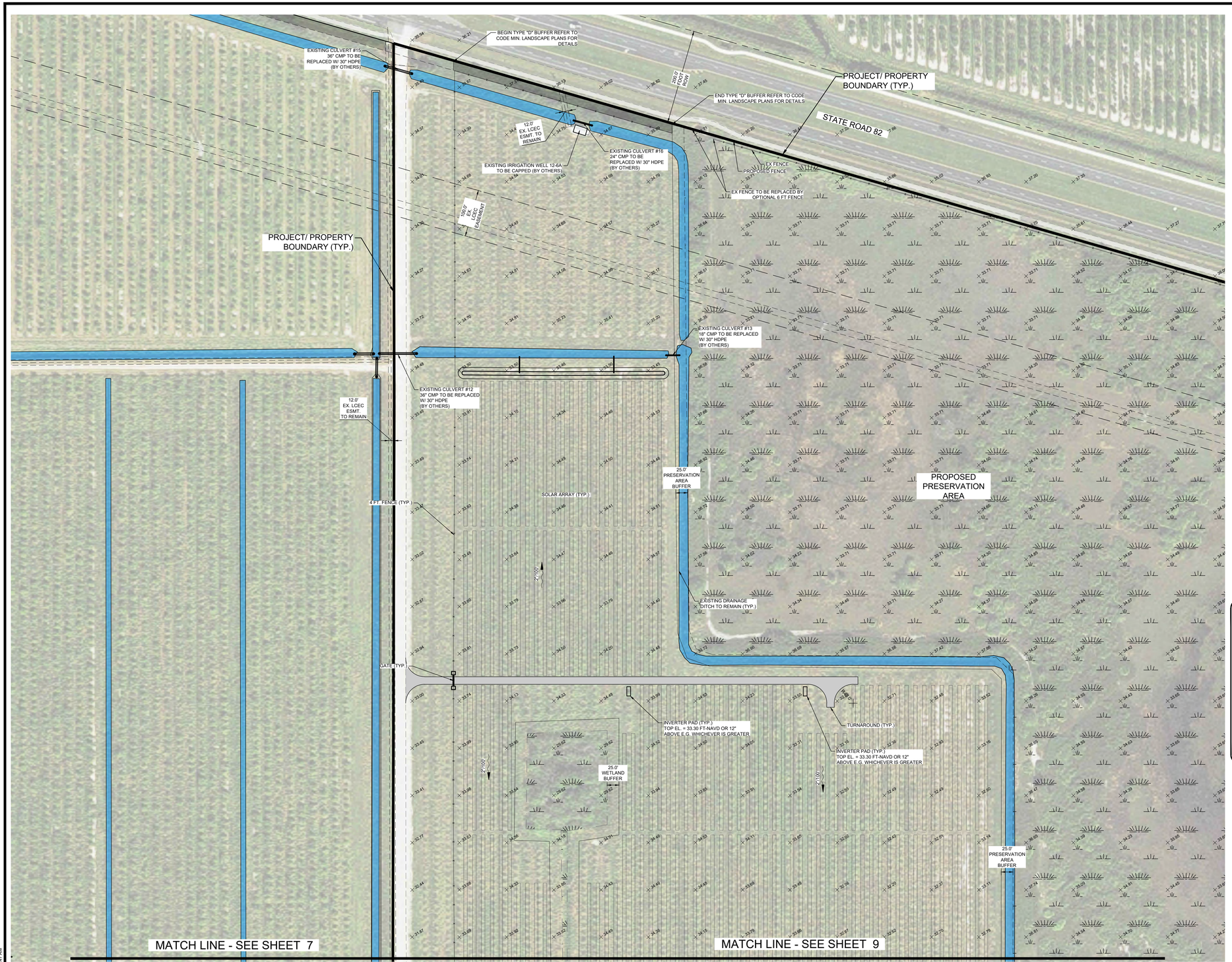
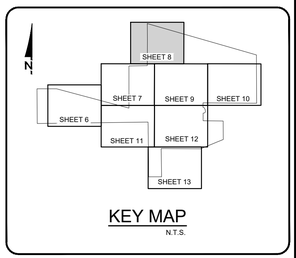


NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

N

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239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL-SITE PLAN C

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 8

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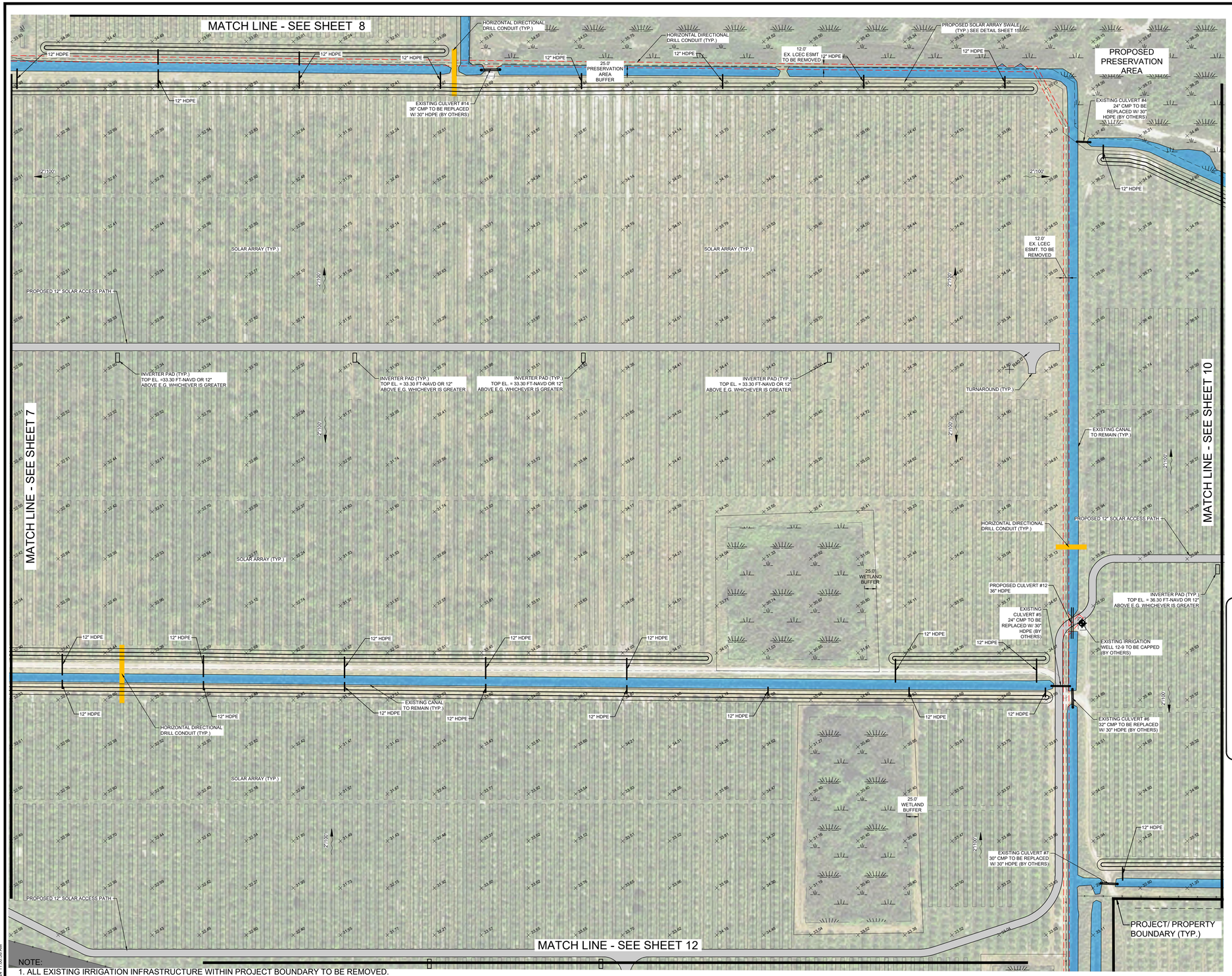

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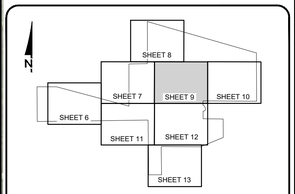

KEY MAP
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LEGEND

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- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN D

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 9

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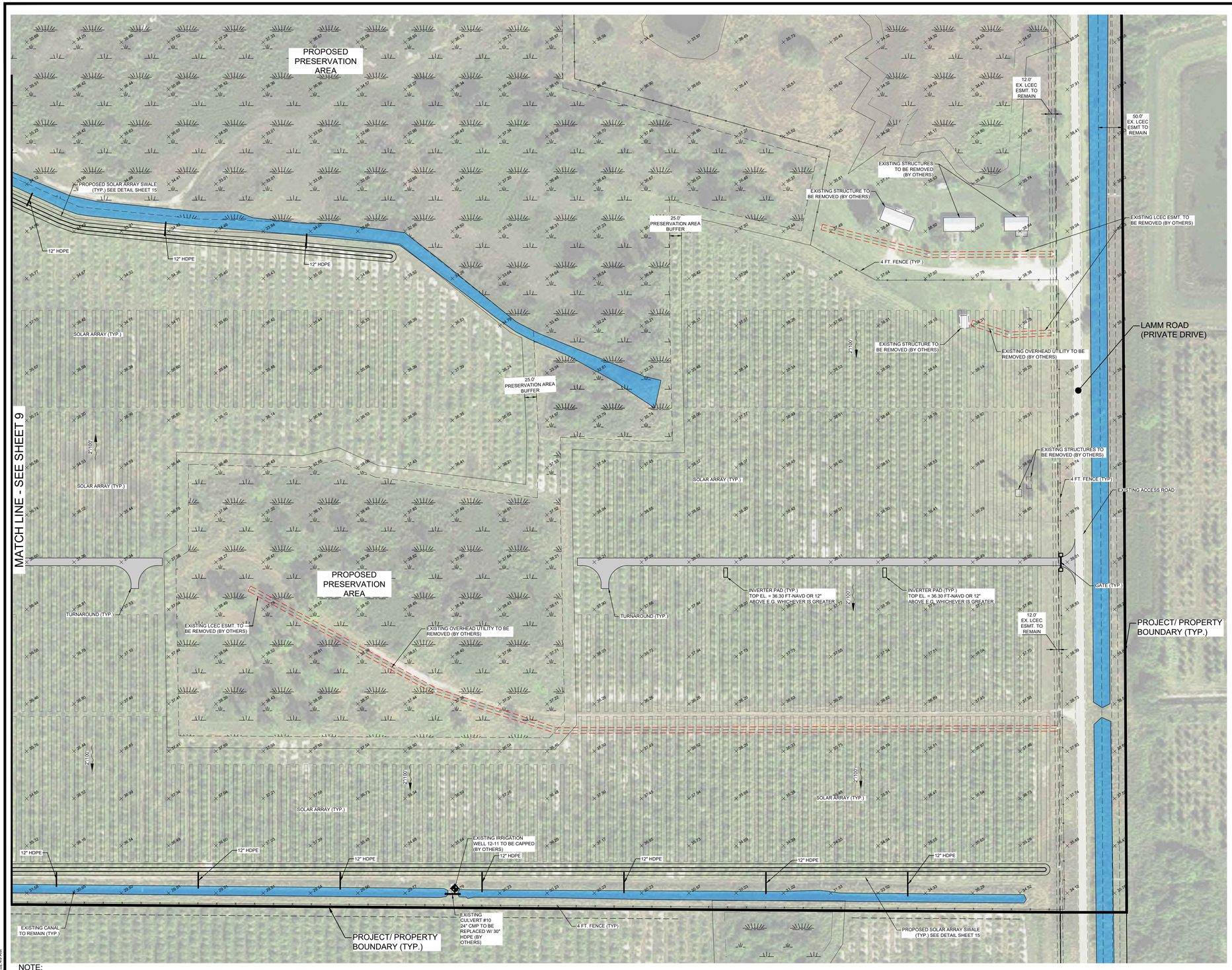

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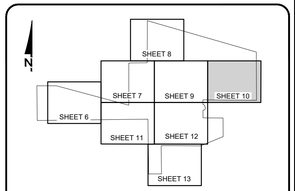

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XXXXX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL SPOONBILL SOLAR ENERGY CENTER

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SPOONBILL - SITE PLAN E

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 86421

SET NUMBER: 22004770-04

SHEET : 10

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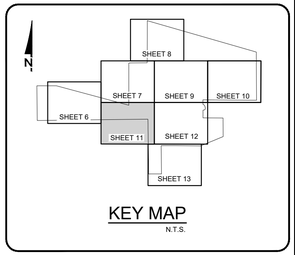

KEY MAP
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LEGEND

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN F

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 11

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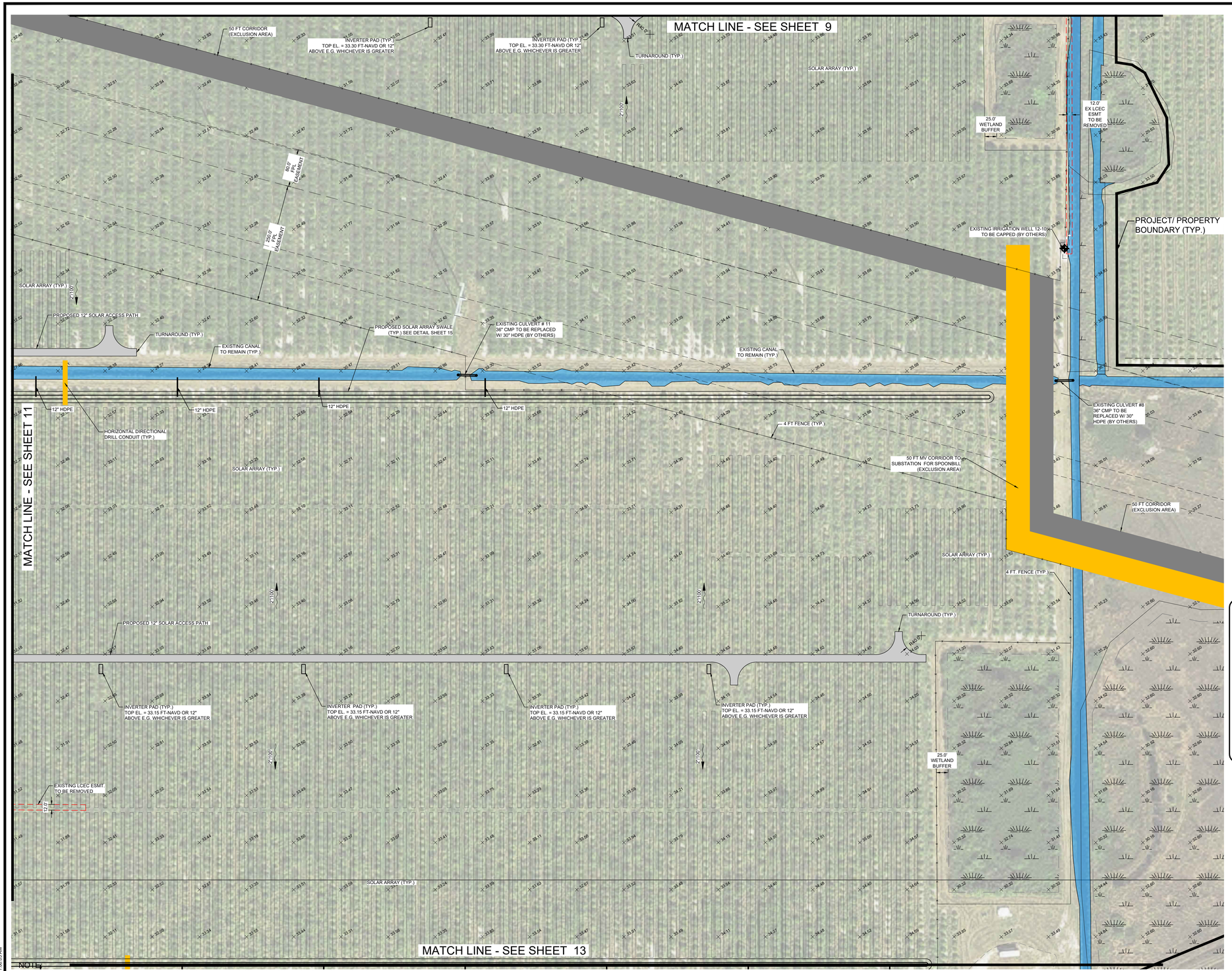

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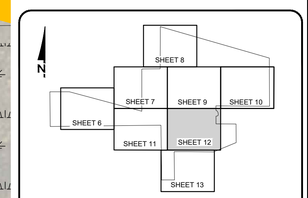

KEY MAP
N.T.S.

LEGEND

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- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN G

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 12

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KEY MAP
N.T.S.

LEGEND

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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SPOONBILL-SITE PLAN H

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 13

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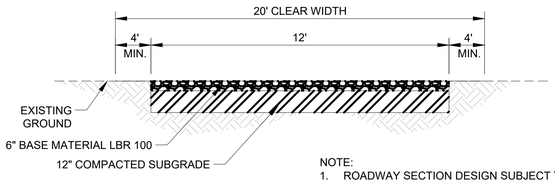
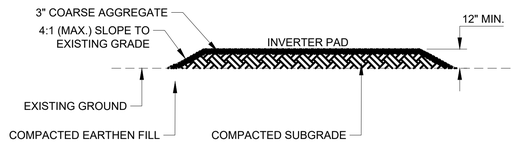


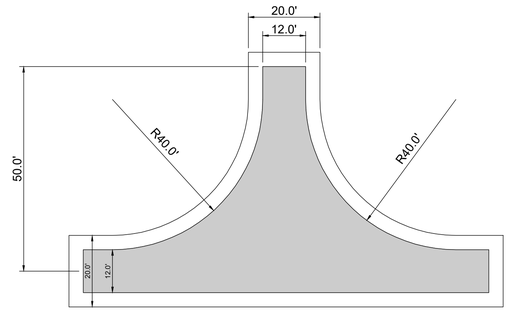
NOTE:
1. ROADWAY SECTION DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

ACCESS PATH SECTION
NTS

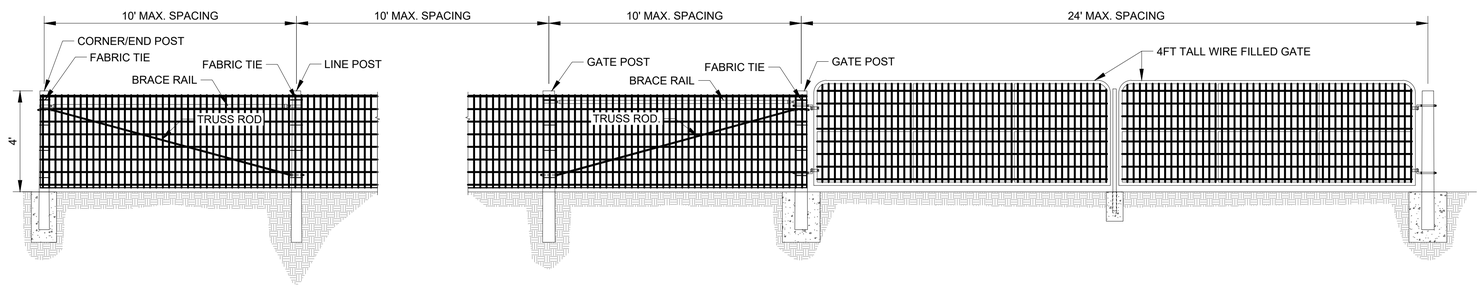


NOTE:
1. INVERTER PAD DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

TYPICAL INVERTER PAD DETAIL
NTS



TYPICAL TURNAROUND DETAIL
NTS



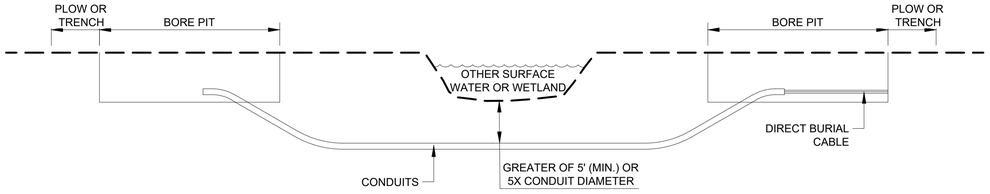
4' FARM FENCE DETAIL
NTS

4' FARM FENCE TO 4' FARM GATE DETAIL
NTS

FOUNDATION NOTES:
1. POST AND FOOTINGS ARE SUBJECT TO CHANGE BASED ON SITE SPECIFIC GEOTECHNICAL AND ENVIRONMENTAL CONDITIONS.

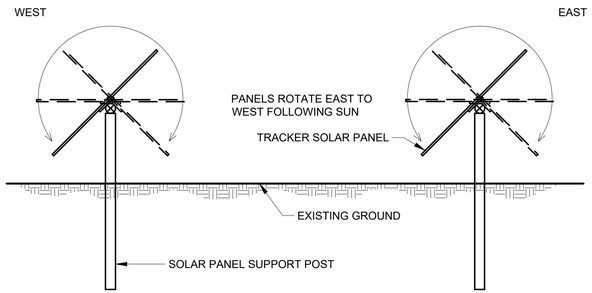
FARM FENCE NOTES:
1. THE FENCE WIRE MESH SPACING AT THE BOTTOM OF THE FENCE SHALL BE BETWEEN 6"X6" AND 6"X8" AT THE BOTTOM, AND THE SPACING CAN TAPER TO SMALLER DIMENSIONS AT THE TOP OF THE FENCE.
2. CHAIN-LINK FENCE TO EXTEND 50' FROM THE GATE BEFORE TRANSITIONING TO THE FARM FENCE.
3. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

CHAIN-LINK GATE/FENCE NOTES:
1. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

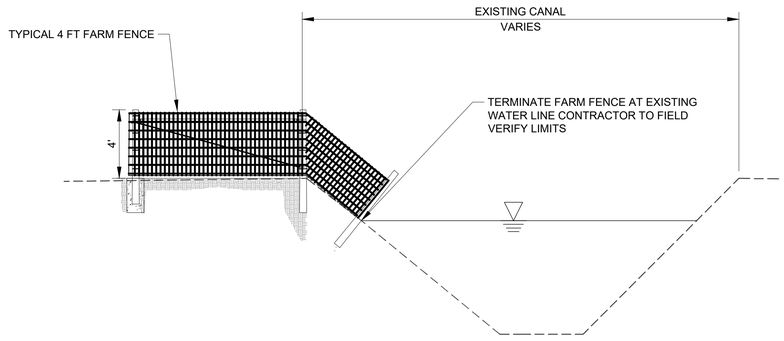


NOTE:
1. TEMPORARY OPEN TRENCH EXCAVATION IS ACCEPTABLE IN LIEU OF DIRECTIONAL DRILLING PROVIDED THE WORK IS DONE IN ACCORDANCE WITH CHAPTER 62-330.051(14)(f), FAC.

TYPICAL HDD CROSSING DETAIL
NTS



TYPICAL TRACKER PANEL SECTION DETAIL
NTS



TYPICAL FENCE TERMINATING INTO EXISTING CANAL DETAIL
NTS

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 1

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04
SHEET : 14

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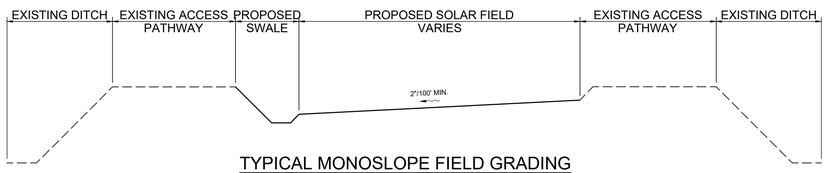
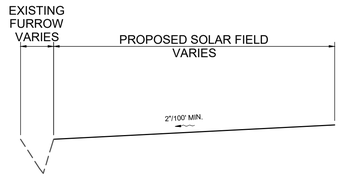
Fabricated 60" x 25" x 29" aluminum cabinet with applied 3/16" cut metal letters.
6" x 6" x 8'-5" aluminum tube frame support with welded cross-members for mounting of faux painted solar panel pattern on 1/4" Alumicor panel.
18" FPL logo applied to surface of metal solar panels.
Sign mounts in ground with concrete footer and j-bolts.

Available options:
- LED illumination
- Solar panel powered uplighting
- 2 sided sign

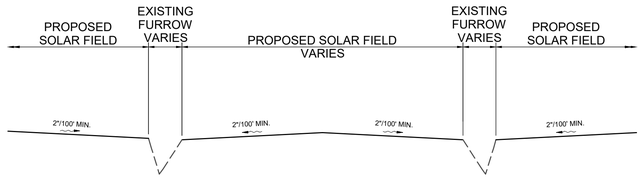
TYPICAL SITE SIGN DETAIL
NTS



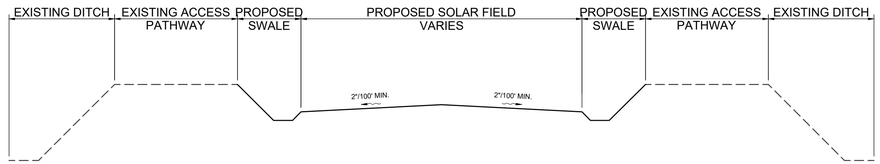
TYPICAL MONOSLOPE FIELD GRADING
NTS



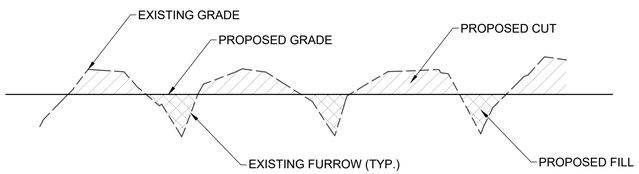
TYPICAL MONOSLOPE FIELD GRADING WITH EXISTING FURROW
NTS



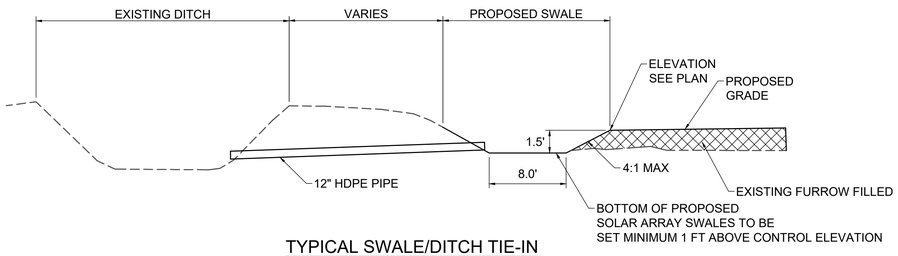
TYPICAL CROWNED FIELD GRADING WITH EXISTING FURROWS
NTS



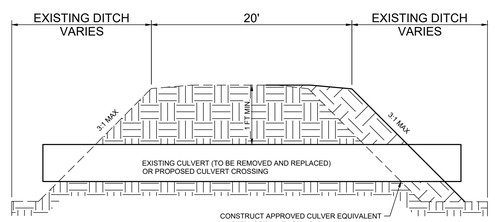
TYPICAL CROWNED FIELD GRADING WITH EXISTING ACCESS PATHWAY
NTS



TYPICAL FURROW GRADING
NTS



TYPICAL SWALE/DITCH TIE-IN
NTS



CULVERT CROSSING DETAIL
NTS

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CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 2

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 15

VERTICAL ELEVATIONS BASED ON: NAVD-88

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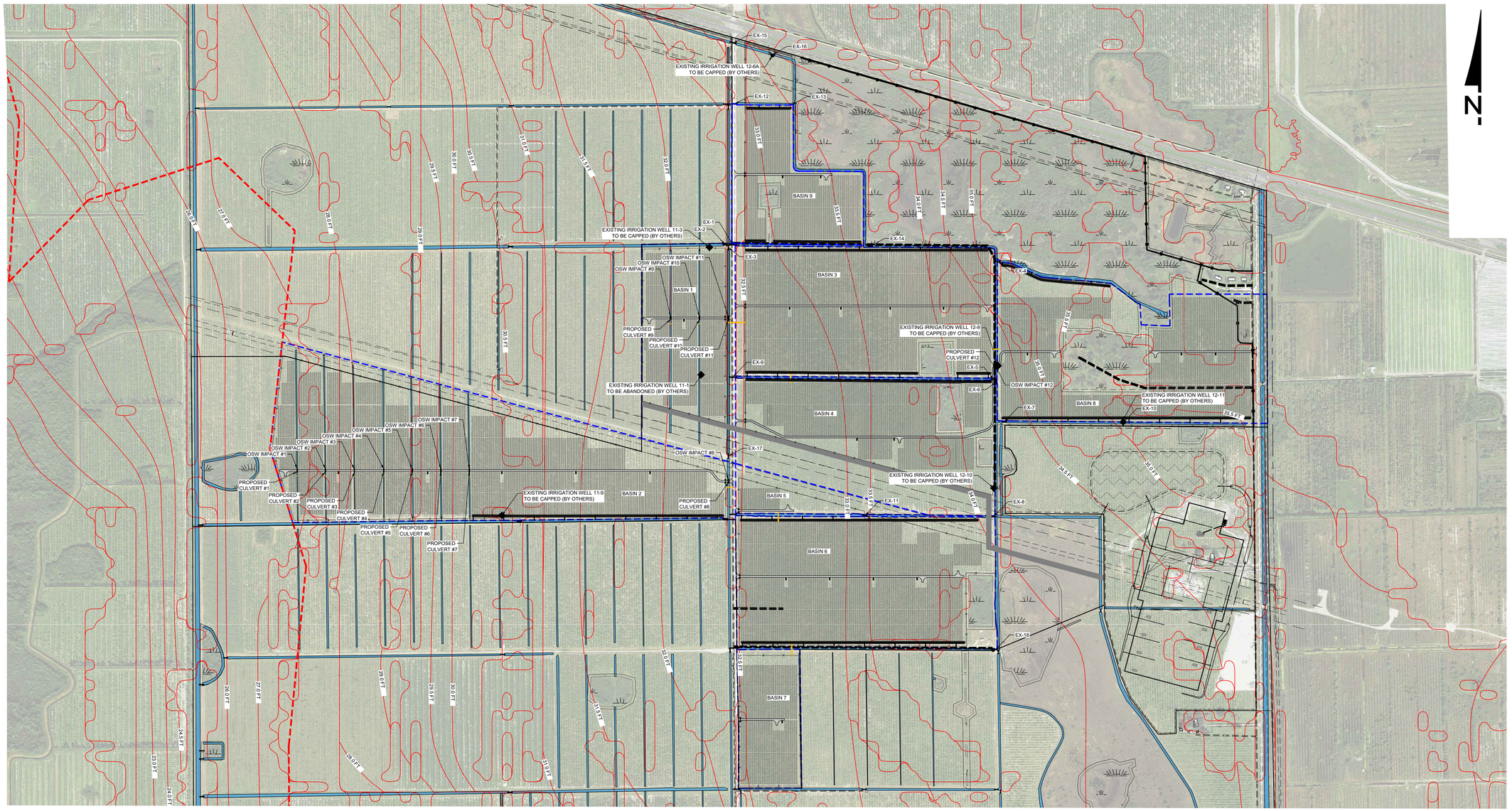

Existing Well ID	Well Diameter (in)	Total Depth (ft)	Cased Depth (ft)	Disposition (Work By Others)
11-1	8	60	40	To be Abandoned
11-3	8	60	40	To be Capped
11-9	8	260	220	To be Abandoned
12-9	8	215	138	To be Capped
12-10	8	195	135	To be Capped
12-11	8	300	250	To be Capped
12-6A	8	260	140	To be Capped

Note: Existing Well Information pulled from SFWMD

OSW IMPACT TABLE	
IMPACT #	AREA (AC)
1	0.03
2	0.02
3	0.03
4	0.02
5	0.02
6	0.02
7	0.02
8	0.04
9	0.02
10	0.02
11	0.04
12	0.04
TOTAL	**0.32**

PROPOSED CULVERT DATA						
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.	Sheet
1	HDPE	24	30	25.19	25.19	6
2	HDPE	24	30	26.44	26.44	6
3	HDPE	24	30	26.50	26.50	6
4	HDPE	24	30	26.75	26.75	6
5	HDPE	24	30	27.40	27.40	6
6	HDPE	24	30	27.80	27.80	6
7	HDPE	24	30	28.46	28.46	6
8	HDPE	24	33	27.34	27.34	11
9	HDPE	24	30	30.65	30.65	7
10	HDPE	24	30	30.23	30.23	7
11	HDPE	24	37	27.57	27.57	7
12	HDPE	36	70	30.40	30.40	9

SPOONBILL - Existing Culverts (Work By Others)					
Pipe Name	Pipe Size (IN)	Pipe Material	Pipe Length	Status	Sheet
EX-1	42	CMP	40	REPLACE WITH 30" HDPE	7
EX-2	42	CMP	45	REPLACE WITH 30" HDPE	7
EX-3	42	CMP	70	REPLACE WITH 30" HDPE	7
EX-4	24	CMP	30	REPLACE WITH 30" HDPE	9
EX-5	24	CMP	40	REPLACE WITH 30" HDPE	9
EX-6	32	CMP	40	REPLACE WITH 30" HDPE	9
EX-7	30	CMP	40	REPLACE WITH 30" HDPE	9
EX-8	36	CMP	40	REPLACE WITH 30" HDPE	12
EX-9	48	CMP	60	REPLACE WITH 30" HDPE	7
EX-10	24	CMP	30	REPLACE WITH 30" HDPE	10
EX-11	36	CMP	40	REPLACE WITH 30" HDPE	12
EX-12	36	CMP	80	REPLACE WITH 30" HDPE	8
EX-13	18	CMP	30	REPLACE WITH 30" HDPE	8
EX-14	36	CMP	40	REPLACE WITH 30" HDPE	9
EX-15	36	CMP	60	REPLACE WITH 30" HDPE	8
EX-16	24	CMP	40	REPLACE WITH 30" HDPE	8
EX-17	48	CMP	40	REPLACE WITH 30" HDPE	11
EX-18	24	CMP	33	REPLACE WITH 30" HDPE	13

BASIN	Control Elevation (FT-NAVD)[1]	25 YR-72 HR PEAK STAGE (FT-NAVD)	100 YR-72 HR PEAK STAGE (FT-NAVD)[2]	FEMA ELEVATION (FT-NAVD)	Min. Inverter Pad Elev.	Min. Electrical Equipment Elev.
1	27.80	30.89	31.44	32.50	30.90	33.50
2	27.80	30.35	30.88	27-32.5	30.40	33.50
3	27.80	33.26	33.57	32.5-35	33.30	36.00
4	27.80	33.1	33.35	32.5-35	33.15	36.00
5	27.80	32.49	32.86	32.5-33.5	32.50	34.50
6	27.80	33.14	33.40	32.5-34	33.15	35.00
7	27.80	33.19	33.56	32.5-33	33.20	34.00
8	27.80	36.25	36.46	34-36	36.30	37.00
9	27.80	33.27	33.46	32-34	33.30	35.00

NOTE:
1. CONTROL ELEVATION FOR THE SITE IS DETERMINED BY EXISTING PUMP OPERATIONS AND SOIL BORINGS LOCATED WITH GEOTECHNICAL REPORT
2. 100 YEAR PEAK STAGE MODELED AS ZERO DISCHARGE SCENARIO

Total Existing 12" Furrow Ditch Drain to be Replaced (Work by Others): 610 LF

LEGEND
- EXISTING OSW
- WETLAND/PRESERVE AREA
- ACCESS PATHWAY
- DRAINAGE BASIN LINE
- FEMA OVERLAY (MAP #12021C0130H)

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL, 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

DRAINAGE PLAN

PLAN REVISIONS

0 250 500 1000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 16

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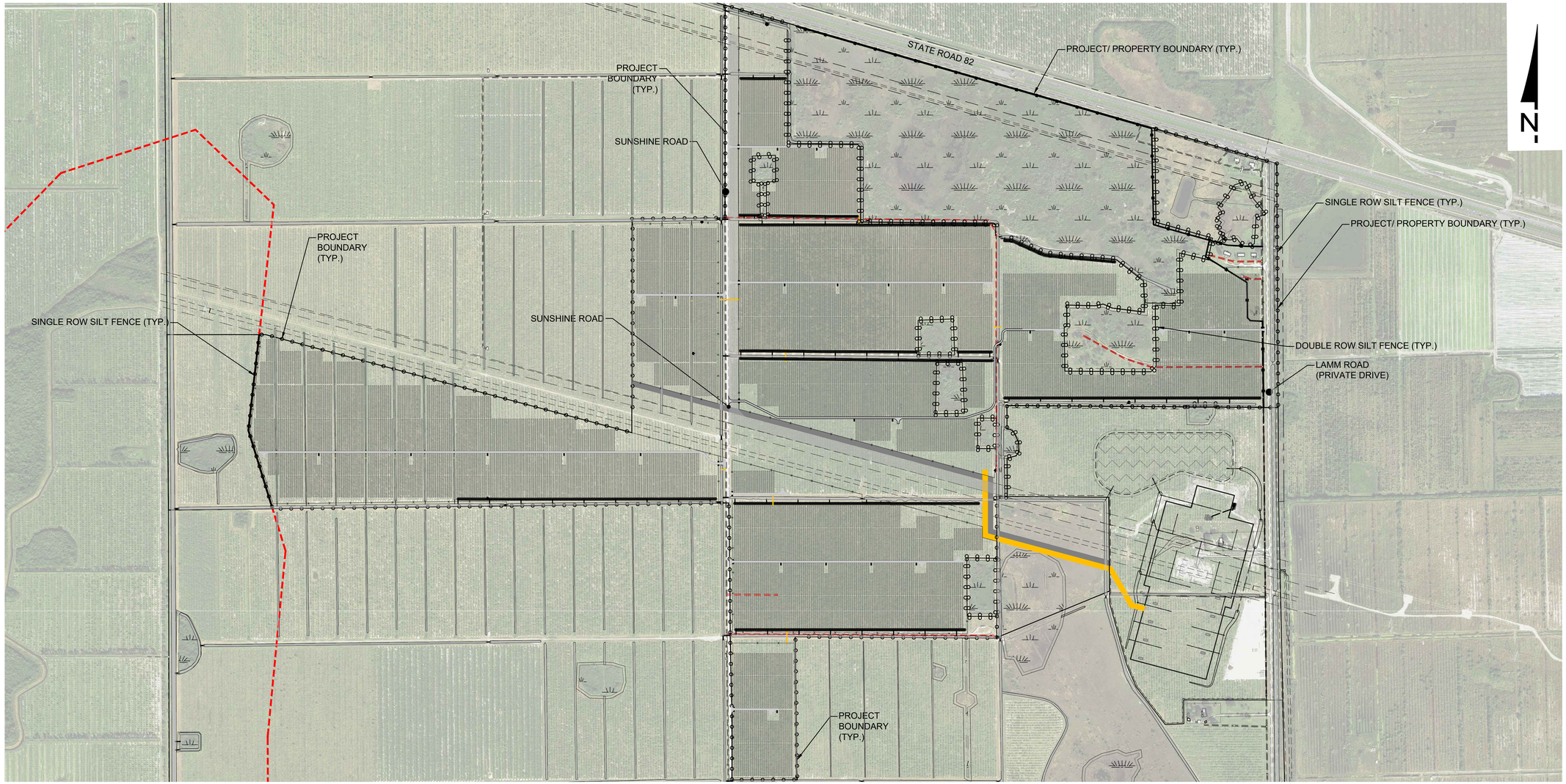




TYPE III SILT FENCE

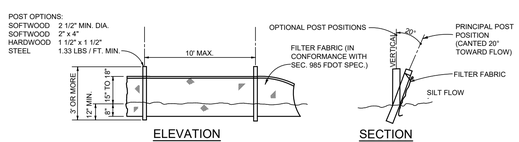
TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

TYPE III SILT FENCE

NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



ELEVATION SECTION

NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

SURFACE WATER POLLUTION PREVENTION NOTES

1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

LEGEND

- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE

VERTICAL ELEVATIONS BASED ON: NAVD-88

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239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

0 250 500 1000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 17

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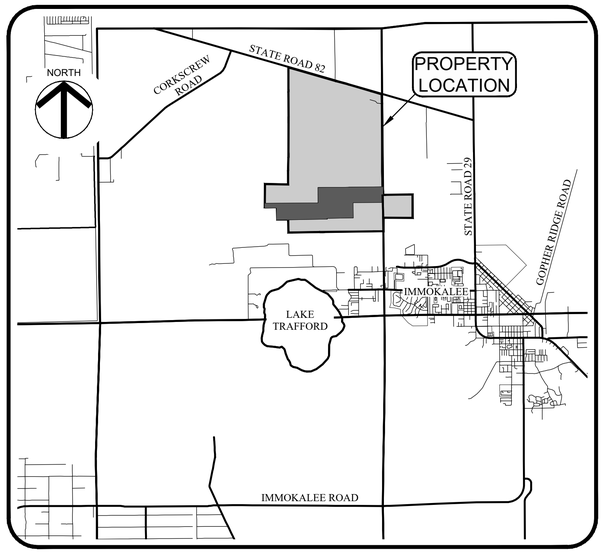
SITE DEVELOPMENT PLANS FOR

FPL TREEFROG SOLAR ENERGY CENTER

A PART OF SECTIONS 22 AND 23
TOWNSHIP 46 SOUTH, RANGE 28 EAST
TOGETHER WITH
A PART OF SECTION 24
TOWNSHIP 46 SOUTH, RANGE 28 EAST
COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP
NO SCALE

SHEET INDEX	
1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - TREEFROG
6	TREEFROG - SITE PLAN A
7	TREEFROG - SITE PLAN B
8	TREEFROG - SITE PLAN C
9	TREEFROG - SITE PLAN D
10	TREEFROG - SITE PLAN E
11	TREEFROG - SITE PLAN F
12	GENERAL DETAILS 1
13	GENERAL DETAILS 2
14	DRAINAGE PLAN
15	STORMWATER POLLUTION PREVENTION PLAN

SITE DATA	
TOTAL PROJECT AREA	663.07 AC
EXISTING ZONING	A-MHO-RLSAO
EXISTING LAND USE	AGRICULTURE (CITRUS GROVE)
FUTURE LAND USE	A-RMU-RLSA-UR
PROPOSED LAND USE	SOLAR ENERGY CENTER/ESSENTIAL SERVICE
FOLIO NUMBERS	00052520004, 00052480005, 00052320000

PROPERTY LEGAL DESCRIPTION

A parcel of land lying in a part of Sections 2, 11, 12, 22, 25 and 26, and all of Sections 13, 14, 23 and 24, Township 46 South, Range 28 East, together with a part of Section 19, Township 46 South, Range 29 East, Collier County, Florida, and being more particularly described as follows;

Beginning at the Northwest corner of Section 11 referred to above and running thence North 00°34'45" West along the West line of the above mentioned Section 2, a distance of 887.57 feet to a point on the South Right-Of-Way of State Road Number 82; thence South 73°57'58" East along said Right-Of-Way, a distance of 11,036.37 feet to a point on the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the to the Southeast corner thereof; thence South 01°11'21" East along the East line of Section 13 referred to above, a distance of 5,311.35 feet to the Southeast corner of said Section 13; thence South 00°29'24" East along the East line of the above mentioned Section 24, a distance of 2,652.83 feet to the East 1/4 corner thereof; thence North 89°23'51" East along the North line of the South 1/2 of Section 19 referred to above, a distance of 3,297.39 feet to the Northwest corner of land conveyed to Barron Collier Partnership, LLLP by deed recorded in Official Records Book 2493 at Page 2779, public records of said Collier County; thence South 00°36'04" East along the West bounds of this last mentioned conveyance, a distance of 2,678.91 feet to a point on the South line of said Section 19; thence South 89°52'15" West along the South line thereof, a distance of 3,296.80 feet to the Southeast corner of the above mentioned Section 24; thence South 00°41'13" East along the East line of Section 25 referred to above, a distance of 1,459.41 feet; thence South 89°06'51" West along the Northerly bounds of a parcel of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 2585 at Page 2735, public records of said Collier County, a distance of 5,369.17 feet to a point on the East line of the above mentioned Section 26; thence South 89°05'14" West, still along the bounds of this last mentioned conveyance and continuing on the same course along the North bounds of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 5,281.45 feet to a point on the West line of the above mentioned Section 26; thence North 01°11'17" West along said West line, a distance of 1,450.51 feet to the Southwest corner of Section 23 referred to above; thence South 88°55'57" West along the South line of the above mentioned Section 22, being also the North line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 1,320.70 feet to the Southwest corner of the Southeast 1/4 of the Southeast 1/4 of Section 22 referred to above; thence North 00°29'00" West along the East line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3280, public records of said Collier County, being also the West line of the Southeast 1/4 of the Southeast 1/4 of said Section 22, a distance of 1,343.35 feet to the Northwest corner of the Southeast 1/4 of the Southeast 1/4 of said Section 22; thence South 88°58'22" West along the South line of the North 1/2 of the Southeast 1/4 of said Section 22, a distance of 1,321.33 feet to the Northwest corner of the Southwest 1/4 of the Southeast 1/4 of said Section 22; thence North 00°38'43" West along the West line of the East 1/2 of said Section 22, being also the East line of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 1577 at Page 681, public records of said Collier County, a distance of 2,684.61 feet to the Northwest corner of the South 1/2 of the Northeast 1/4 of said Section 22; thence North 88°53'07" East along the South line of the North 1/2 of the Northeast 1/4 of said Section 22 and

along the bounds of the conveyance last above mentioned, a distance of 2,642.18 feet to a point on the West line of Section 23 referred to above; thence North 00°35'47" West along said West line, a distance of 1,343.10 feet to the Southwest 1/4 of the above mentioned Section 14; thence North 00°09'59" West along said West line of Section 14, a distance of 5,398.82 feet to the Southwest corner of Section 11 referred to above; thence North 00°28'13" West along West line of said Section 11, a distance of 2,699.12 feet to the West 1/4 corner thereof; thence North 00°28'02" West, still along said West line of Section 11, a distance of 2,699.24 feet to the POINT OF BEGINNING.

LESS AND EXCEPT

A parcel of land lying in a part of Sections 12 & 13, Township 46 South, Range 28 East, Collier County, Florida, and being more particularly described as follows:

Commencing at a point being the intersection of the South Right-Of-Way of State Road Number 82 and the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the Southeast corner thereof; thence South 89°10'17" West along the South line of said Section 12, a distance of 136.48 feet to the POINT OF BEGINNING of the following described lands: thence South 00°34'02" East, a distance of 1890.15 feet; thence North 89°55'02" West, a distance of 787.56 feet; thence South 00°36'07" East, a distance of 226.74 feet; thence South 87°27'18" West, a distance of 177.65 feet; thence North 37°35'47" West, a distance of 453.94 feet; thence North 23°16'40" West, a distance of 230.37 feet; thence North 15°25'17" West, a distance of 611.52 feet; thence North 00°19'42" West, a distance of 1004.57 feet; thence North 89°31'07" West, a distance of 968.23 feet; thence North 00°10'10" West, a distance of 363.86 feet; thence North 74°50'54" East, a distance of 88.80 feet; thence North 33°13'46" East, a distance of 45.78 feet; thence North 02°40'47" West, a distance of 99.07 feet; thence North 25°52'35" West, a distance of 105.91 feet; thence North 57°47'42" West, a distance of 32.19 feet; thence North 81°14'04" West, a distance of 33.92 feet; thence North 00°10'10" West, a distance of 223.46 feet; thence South 89°34'09" East, a distance of 2442.24 feet; thence South 00°34'02" East, a distance of 897.05 feet to the place and POINT OF BEGINNING.

TOGETHER WITH THE FOLLOWING EASEMENTS:

Easement No. 1:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

Non-exclusive Easement for ingress and egress over the East 60 feet and the North 60 feet of the East 1/2 of the East 1/2 of the Southwest 1/4 of the Southeast 1/4 and the North 60.00 feet of the West 1/2 of the Southwest 1/4 of the Southeast 1/4 of Section 22, Township 46 South, Range 28 East, Collier County, Florida, as granted in Grant of Easement between Frank J. Pepper. Jr., as Personal Representative of the Estate of Bernice D. Pepper, and Charles Parker, Joyce P. Hearn and Frank J. Pepper, Jr., as the sole devisees under the Last Will and Testament of Bernice D. Pepper, Grantors, and Turner Corporation, a Florida corporation, as Grantee, dated August 15, 1986, and recorded September 22, 1986, in Official Records Book 1219, Page 1113, of the Public Records of Collier County, Florida.

Easement No. 2:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

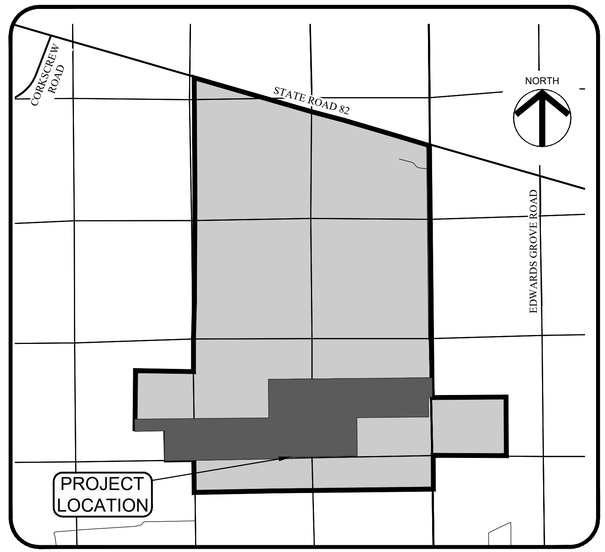
Non-exclusive Easement for ingress and egress over:

a. The East 60.00 feet of the North 2531.00 feet of the South 3861.14 feet of Section 26, Township 46 South, Range 28 East, CollierCounty, Florida;

b. The East 60.00 feet of Section 35, Township 46 South, Range 28 East, Collier County, Florida, lying North of Pepper Road.

c. The North 60.00 feet of the Northeast 1/4 of the Northeast 1/4, and the East 60 feet of the North 60 feet of the Northwest 1/4 of the Northeast 1/4 of Section 27, Township 46 South, Range 28 East, Collier County, Florida.

as granted in Grant of Easement between Rex Properties, Inc., a Florida corporation, Grantor, and Turner Corporation, a Florida corporation, as Grantee, dated August 19,1986, recorded September 22, 1986, in Official Records Rook 1219, Page 1118, of the Public Records of Collier County, Florida.



PROJECT SITE MAP
NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD
JUNO BEACH, FL 33408
PHONE: (561) 694-4000

Jeremy H. Arnold State of Florida Professional Engineer, License No. 66421
This item has been digitally signed and sealed by Jeremy H. Arnold, P.E., on 05/24/2024.
Printed copies of this document are not considered signed and sealed and the signature must be verified on any electronic copies.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY
COVER SHEET

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 1

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GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +1.36 FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
9. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
10. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE. (NO SOLID WILL BE GENERATED WITH THE PROPOSED SOLAR ENERGY CENTER DEVELOPMENT.
11. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
12. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
13. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
14. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
15. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
16. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
17. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
18. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.

DEVELOPMENT STANDARDS		
MINIMUM SETBACKS		PROVIDED SETBACKS
FRONT YARD	50 FT	10474.9 FT
SIDE YARD	30 FT	287.8 FT
REAR YARD	50 FT	1,596.9 FT
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50 FT	10 FT
ZONED BUILDING HEIGHT	50 FT	10 FT

UTILITIES PROVIDING SERVICE

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

811 Know what's below. Call before you dig.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

ATWELL
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BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 2

VERTICAL ELEVATIONS BASED ON: NAVD-88

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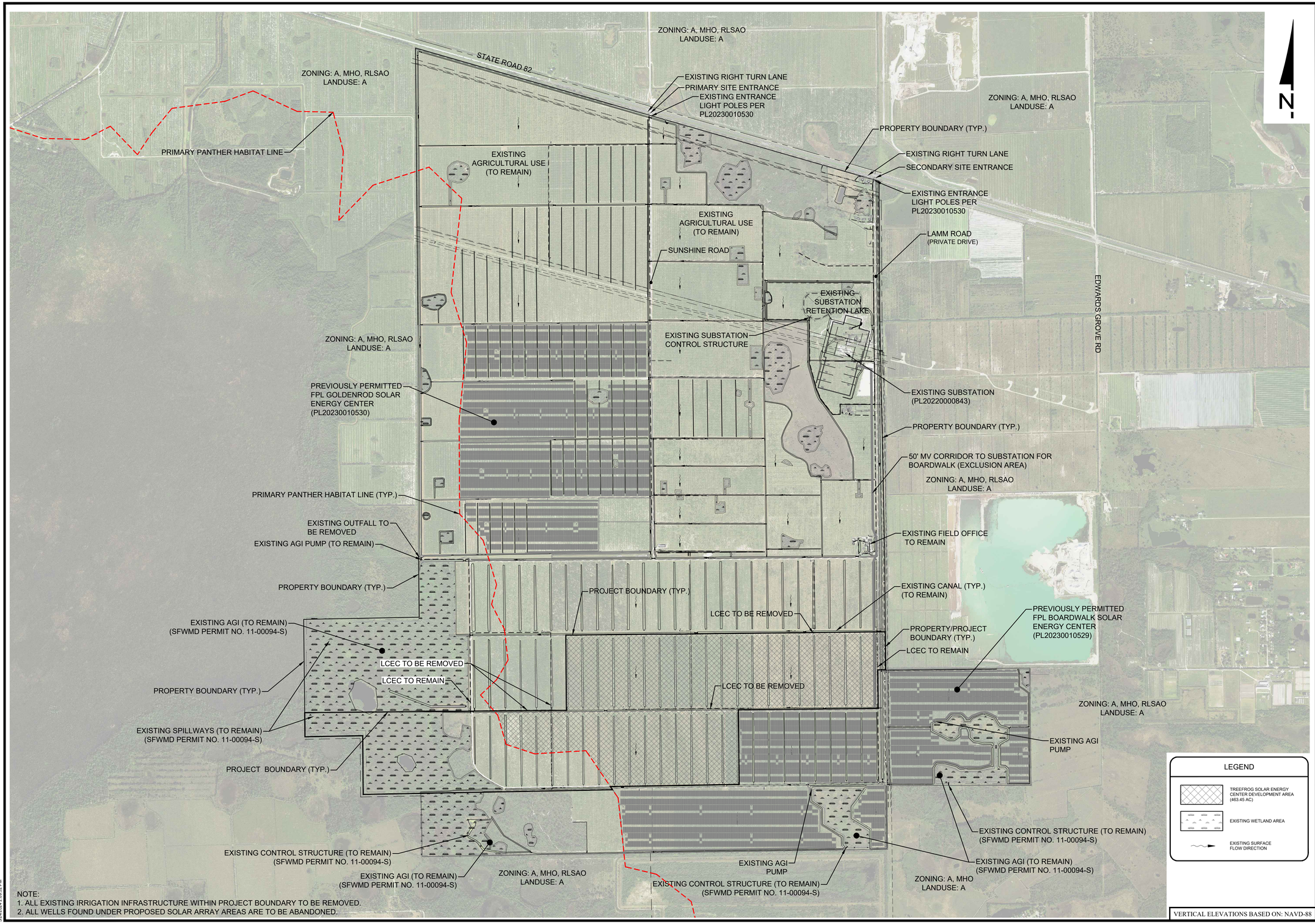

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BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 3

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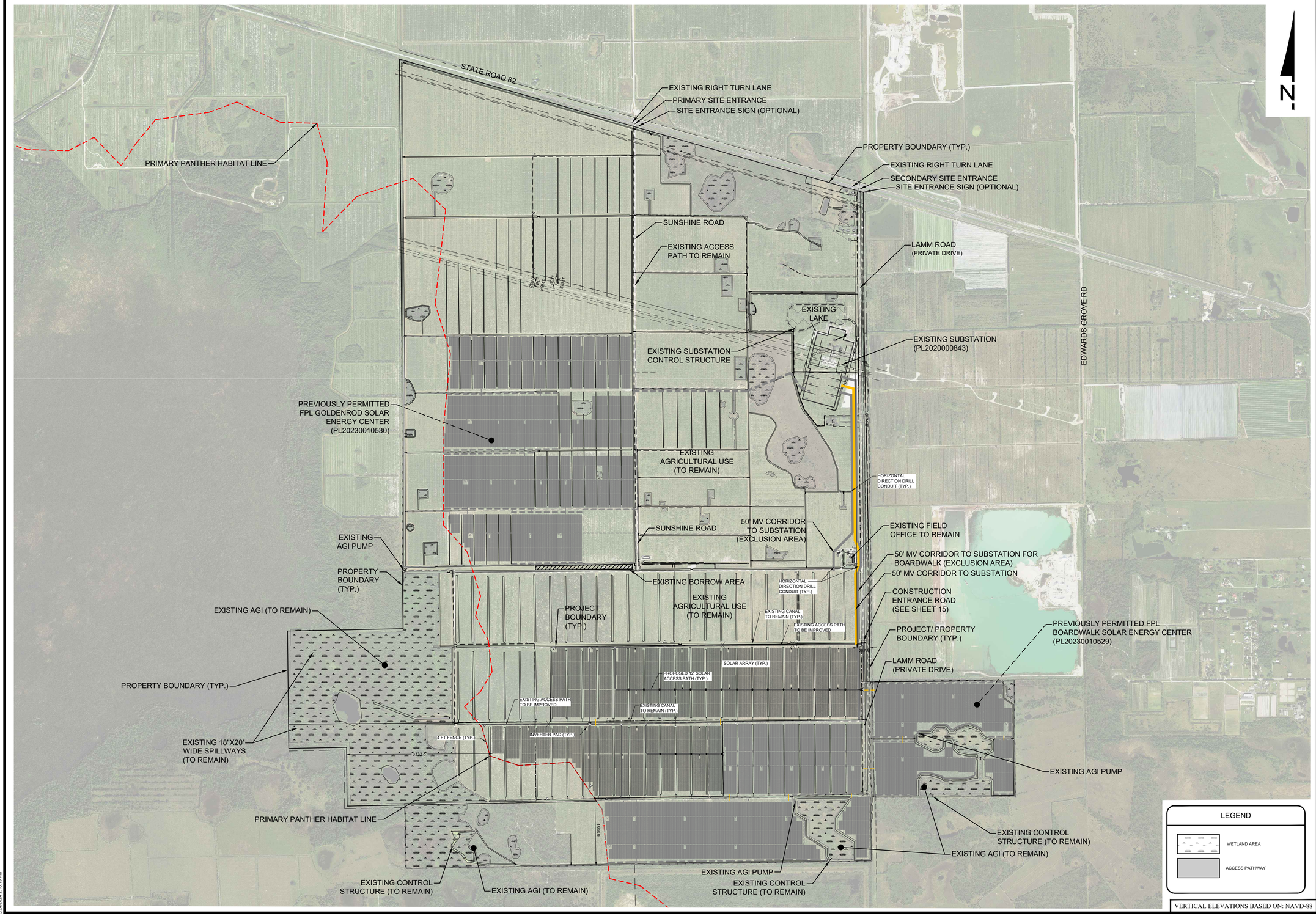

LEGEND

- WETLAND AREA
- ACCESS PATHWAY

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 4

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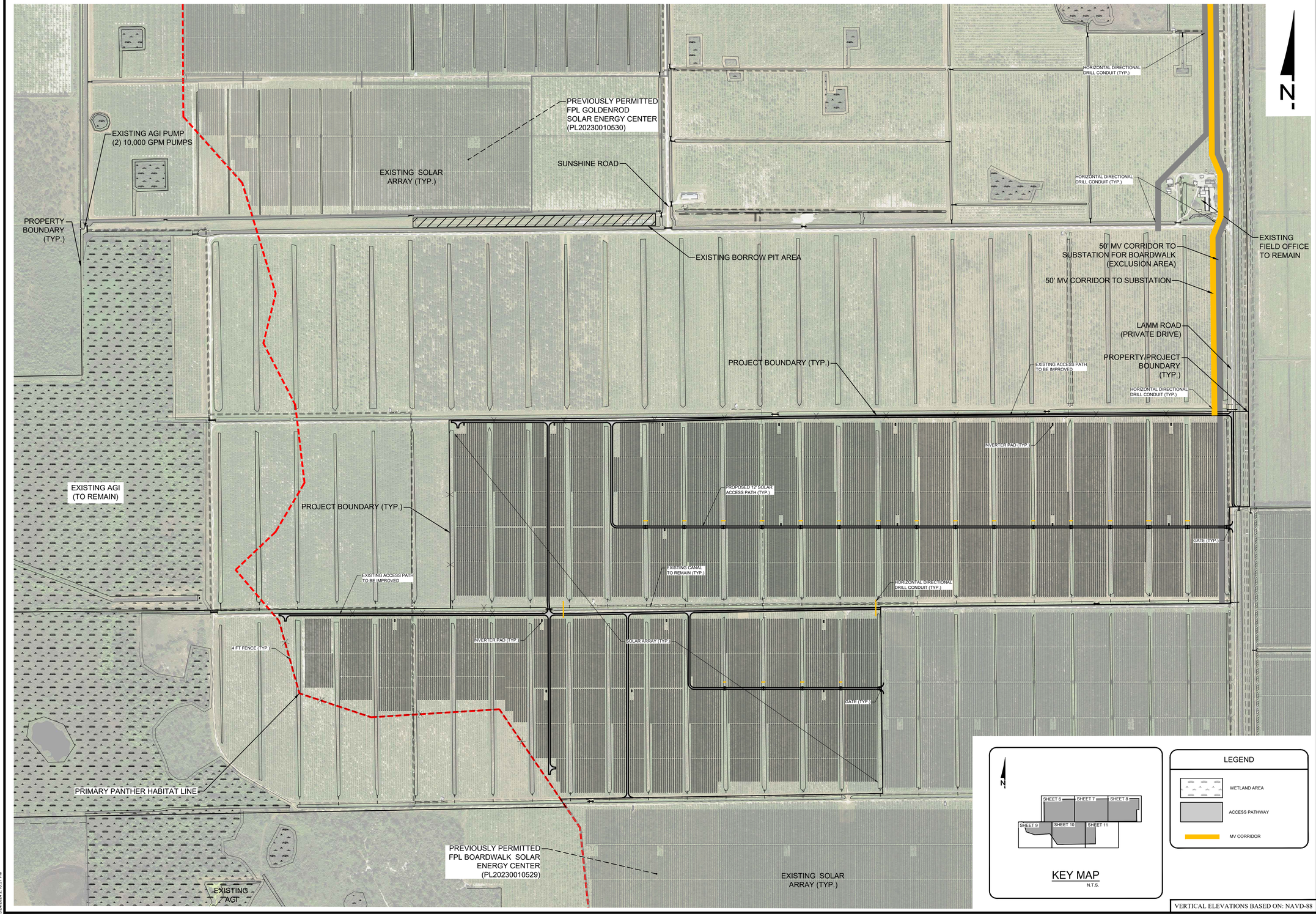

N

SHEET 6 SHEET 7 SHEET 8
SHEET 9 SHEET 10 SHEET 11

KEY MAP
N.T.S.

LEGEND

WETLAND AREA

ACCESS PATHWAY

MV CORRIDOR

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG
SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN - TREEFROG

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 5

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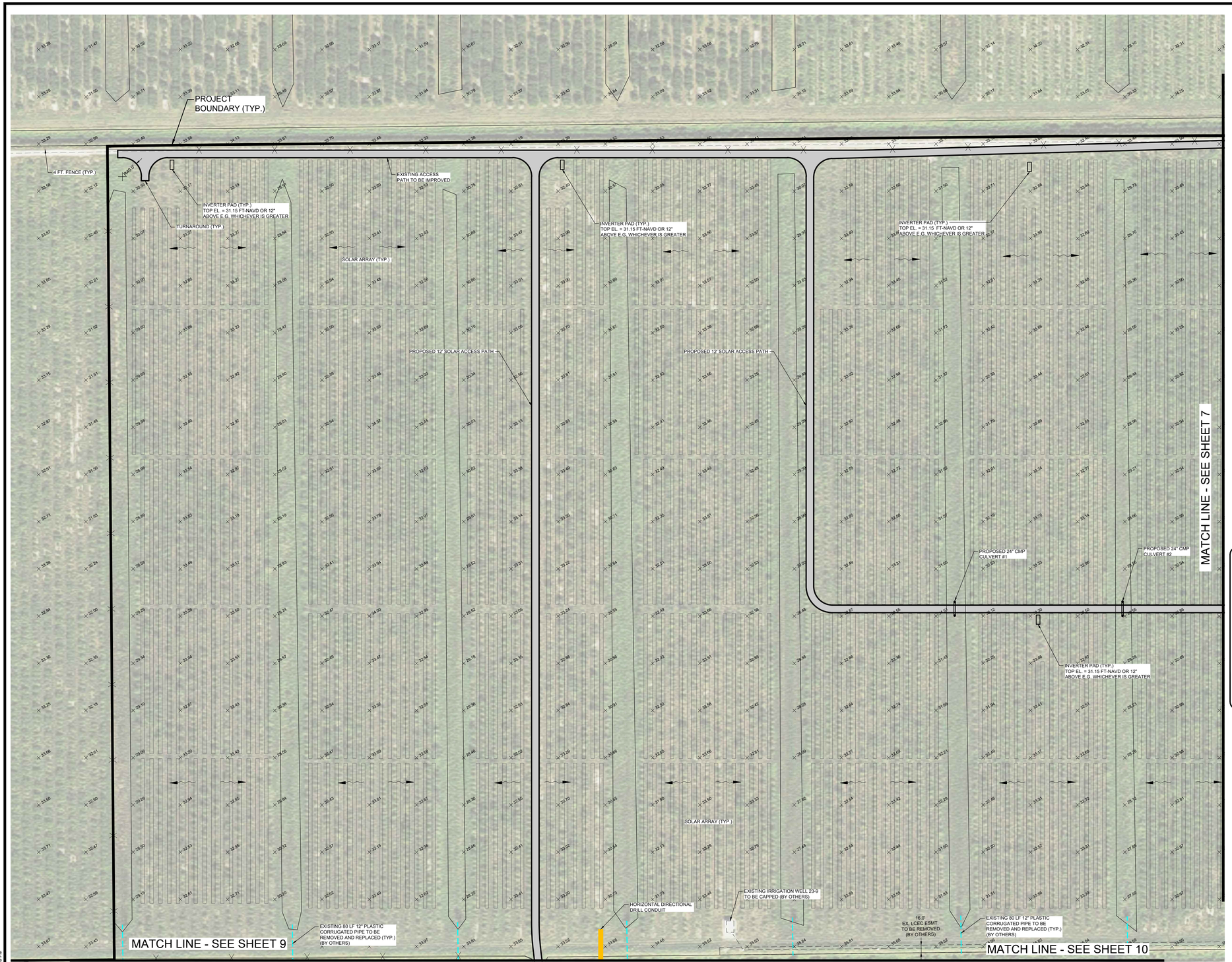

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN A

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 6

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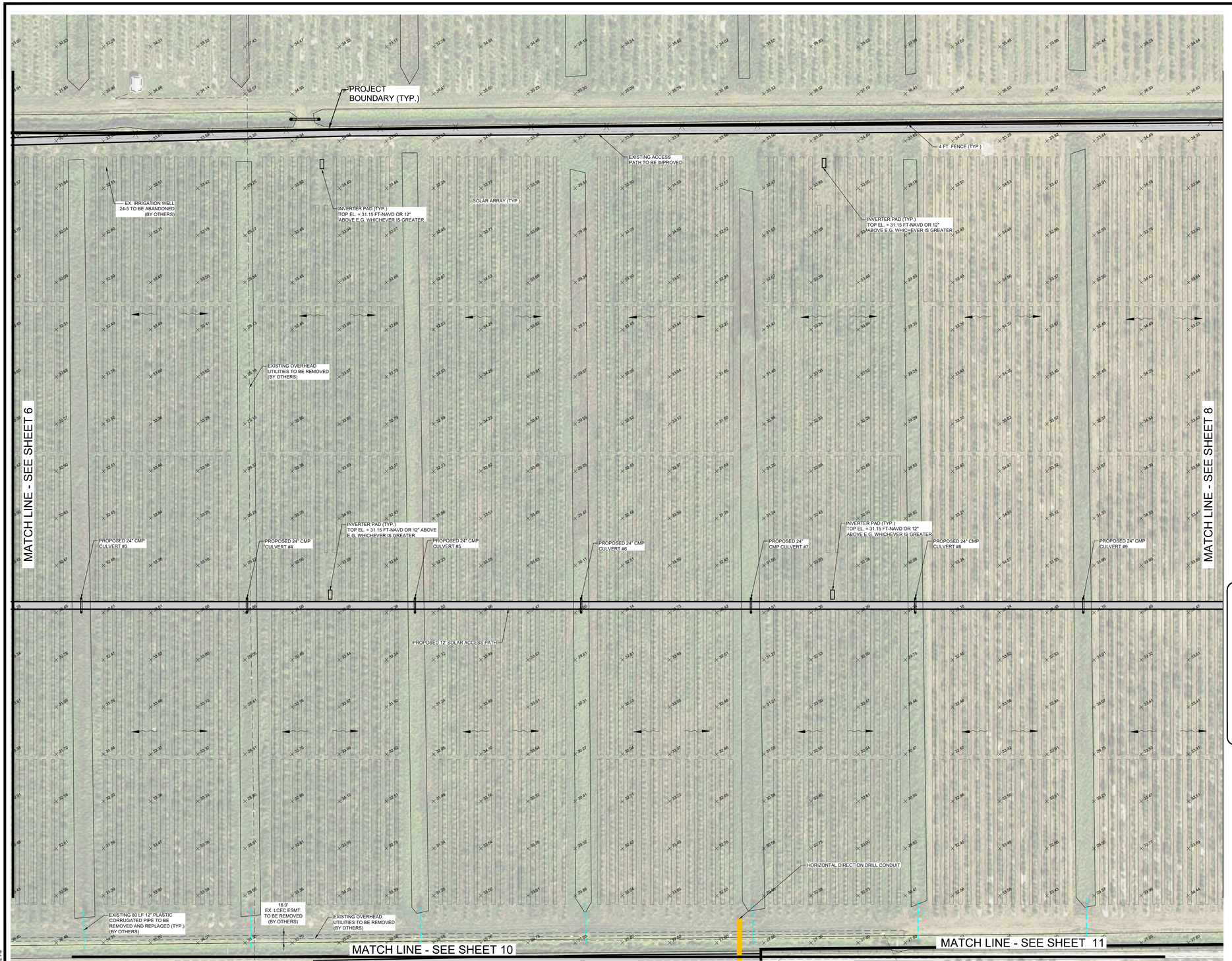

NOTE:
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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN B

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 7

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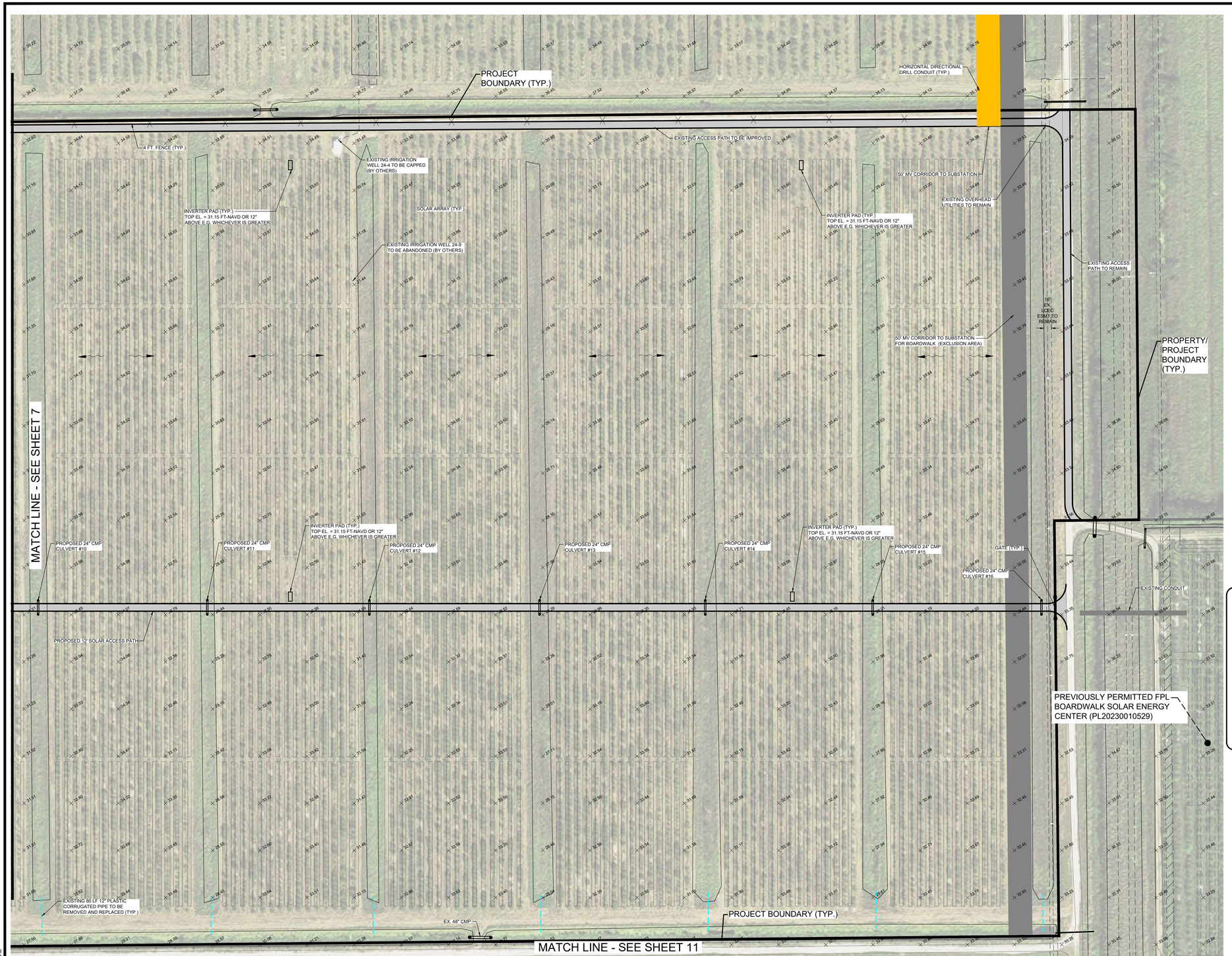

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN C

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 8

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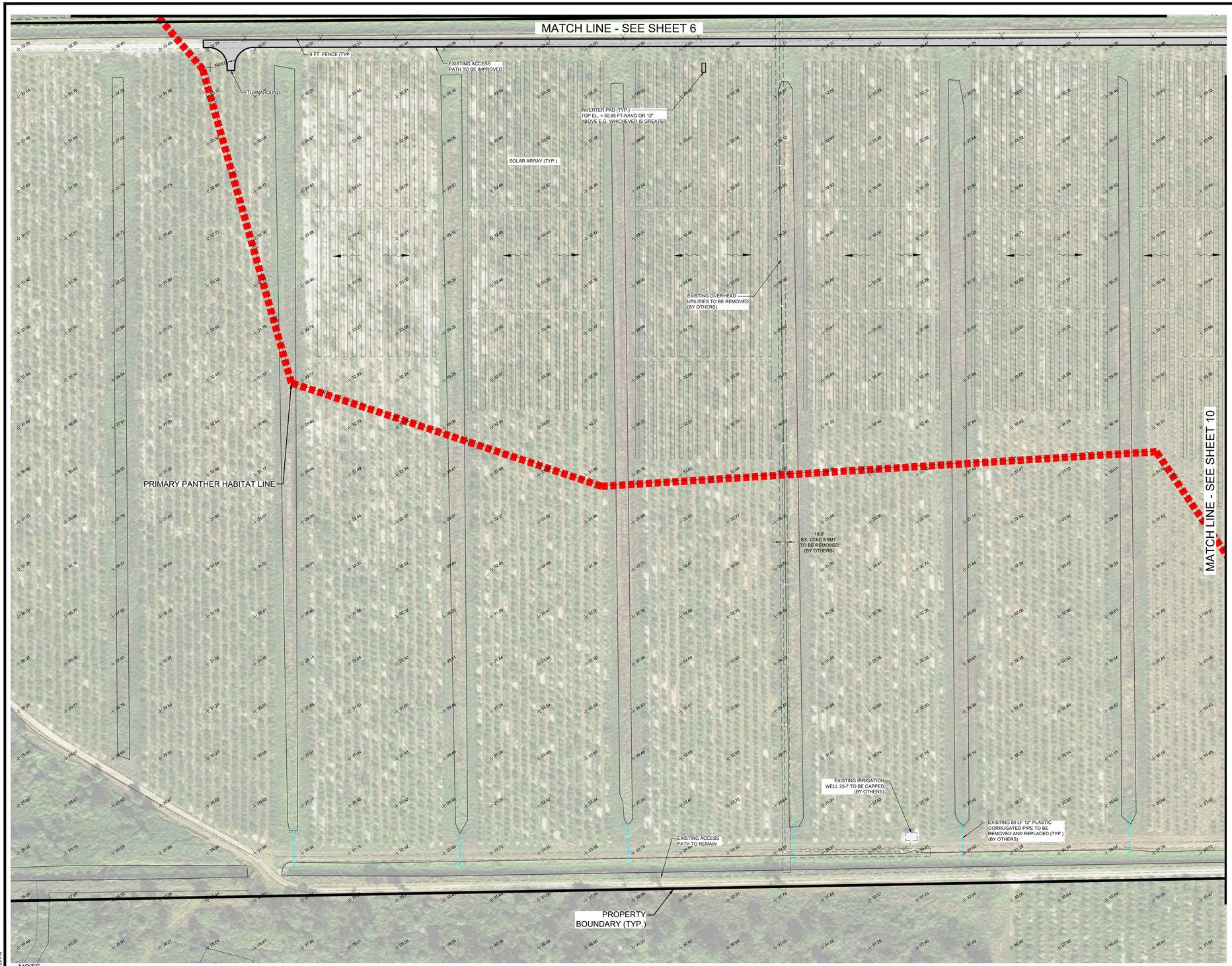
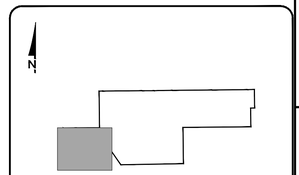


NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN D

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 9

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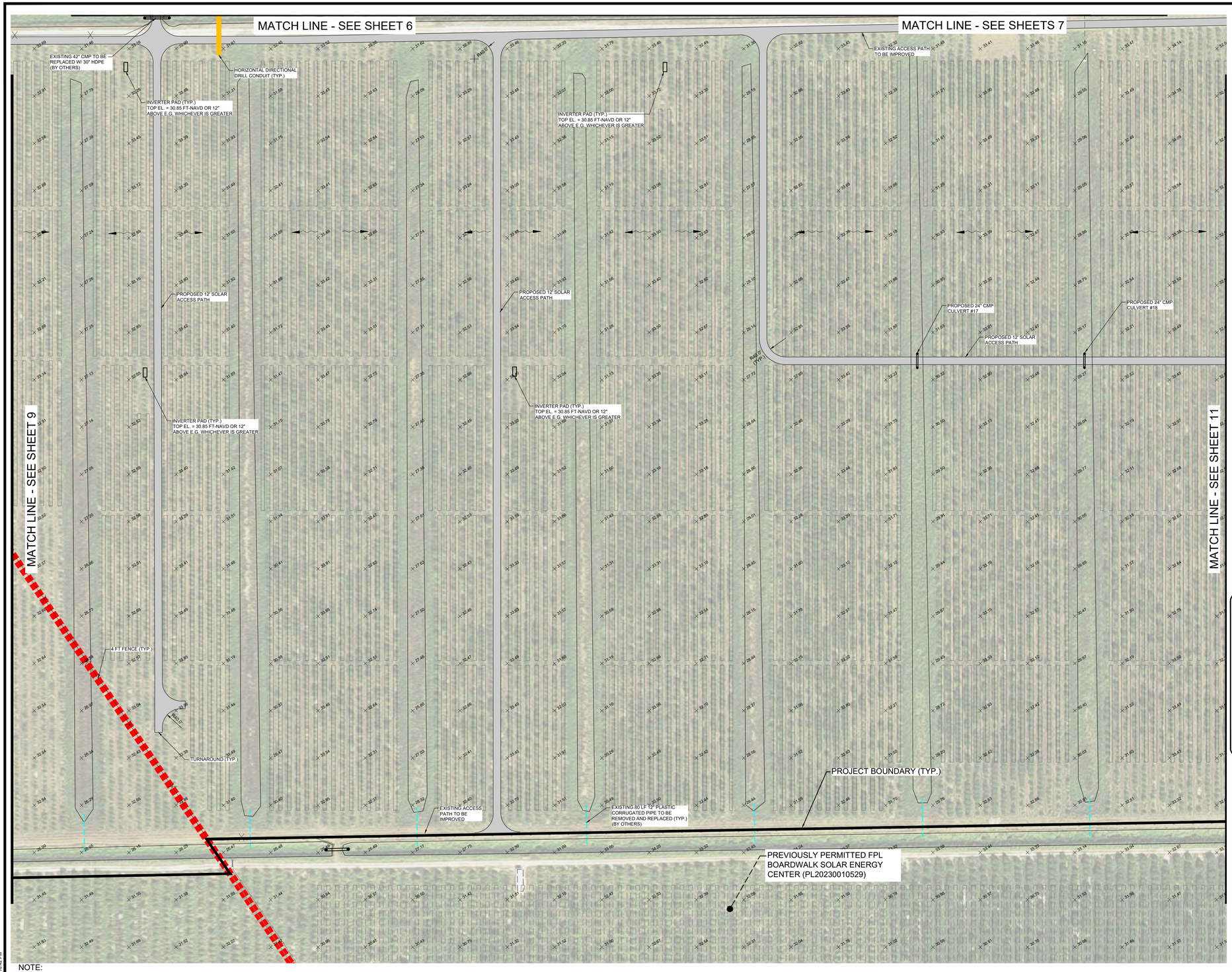

NOTE:
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N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN E

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 10

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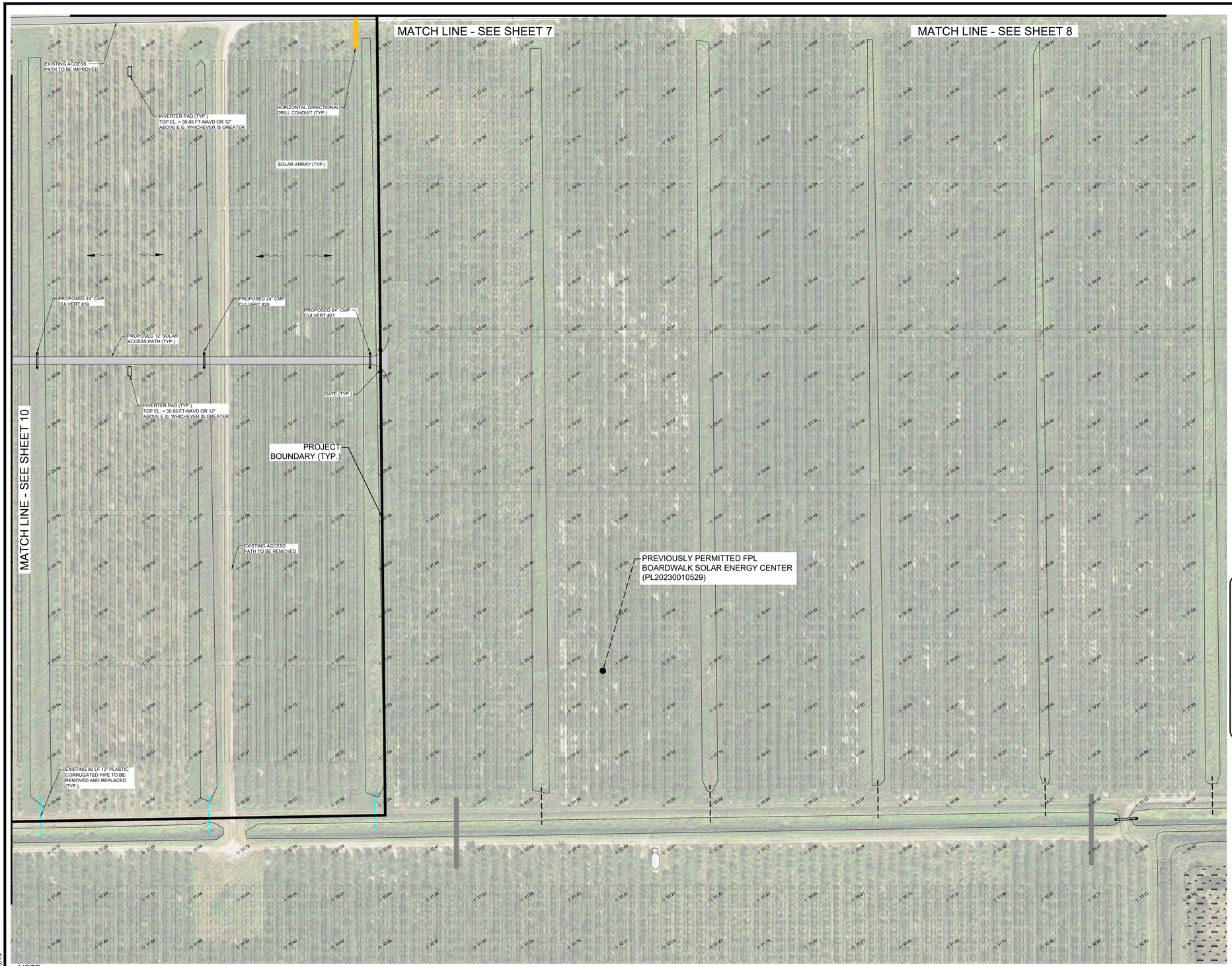

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN F

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 11

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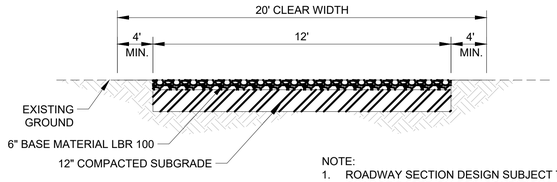
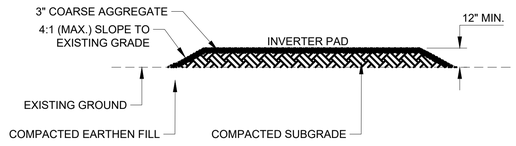


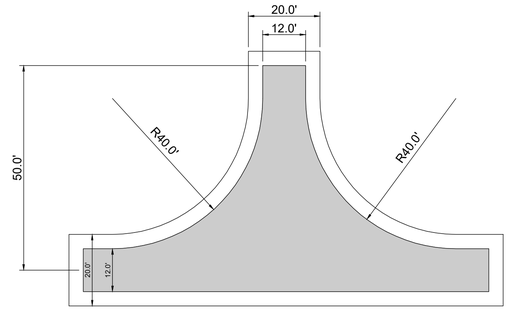
NOTE:
1. ROADWAY SECTION DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

ACCESS PATH SECTION
NTS

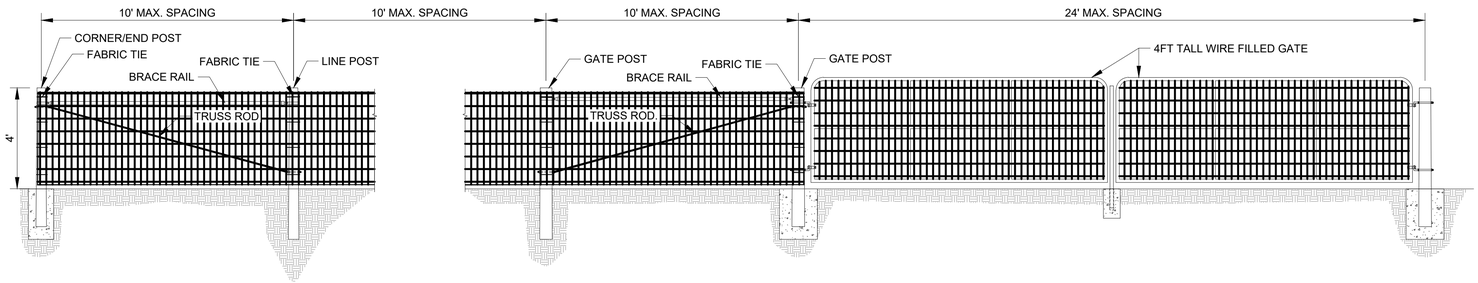


NOTE:
1. INVERTER PAD DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

TYPICAL INVERTER PAD DETAIL
NTS



TYPICAL TURNAROUND DETAIL
NTS



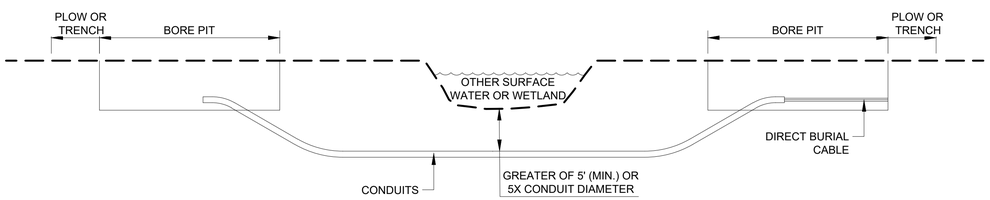
4' FARM FENCE DETAIL
NTS

4' FARM FENCE TO 4' FARM GATE DETAIL
NTS

FOUNDATION NOTES:
1. POST AND FOOTINGS ARE SUBJECT TO CHANGE BASED ON SITE SPECIFIC GEOTECHNICAL AND ENVIRONMENTAL CONDITIONS.

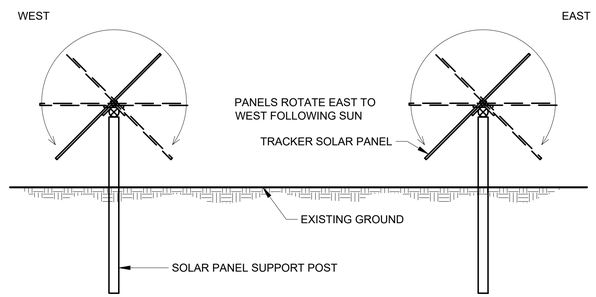
FARM FENCE NOTES:
1. THE FENCE WIRE MESH SPACING AT THE BOTTOM OF THE FENCE SHALL BE BETWEEN 6"X6" AND 6"X8" AT THE BOTTOM, AND THE SPACING CAN TAPER TO SMALLER DIMENSIONS AT THE TOP OF THE FENCE.
2. CHAIN-LINK FENCE TO EXTEND 50' FROM THE GATE BEFORE TRANSITIONING TO THE FARM FENCE.
3. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

CHAIN-LINK GATE/FENCE NOTES:
1. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.



NOTE:
1. TEMPORARY OPEN TRENCH EXCAVATION IS ACCEPTABLE IN LIEU OF DIRECTIONAL DRILLING PROVIDED THE WORK IS DONE IN ACCORDANCE WITH CHAPTER 62-330.051(14)(f), FAC.

TYPICAL HDD CROSSING DETAIL
NTS



TYPICAL TRACKER PANEL SECTION DETAIL
NTS

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 1

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 12

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-03 Treefrog Construction Plans\Current Plans\22004770312.dwg
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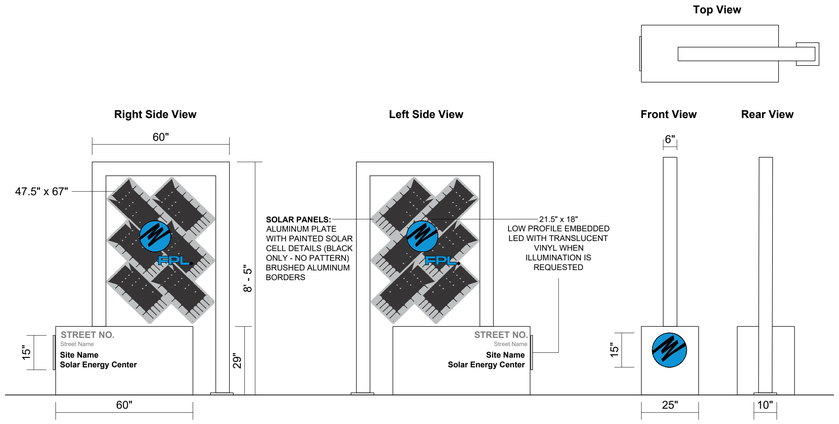
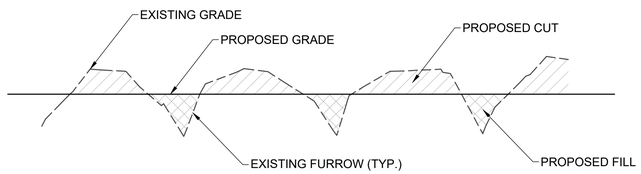


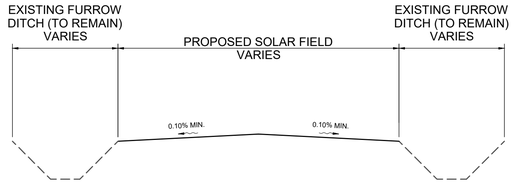
Fabricated 60" x 25" x 29" aluminum cabinet with applied 3/16" cut metal letters.
6" x 6" x 8'-5" aluminum tube frame support with welded cross-members for mounting of faux painted solar panel pattern on 1/4" Alumicor panel.
18" FPL logo applied to surface of metal solar panels.
Sign mounts in ground with concrete footer and j-bolts.

Available options:
- LED illumination
- Solar panel powered uplighting
- 2 sided sign

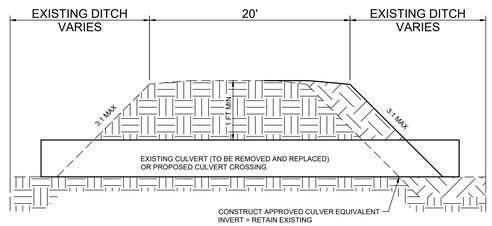
TYPICAL SITE SIGN DETAIL
NTS



TYPICAL FURROW GRADING
NTS



TYPICAL CROWNED FIELD GRADING
NTS



CULVERT CROSSING DETAIL
NTS

NOTE:
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VERTICAL ELEVATIONS BASED ON: NAVD-88

N

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FPL TREEFROG
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 2

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 13

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-03 Treefrog Construction Plans\Current Plans\22004770313.dwg
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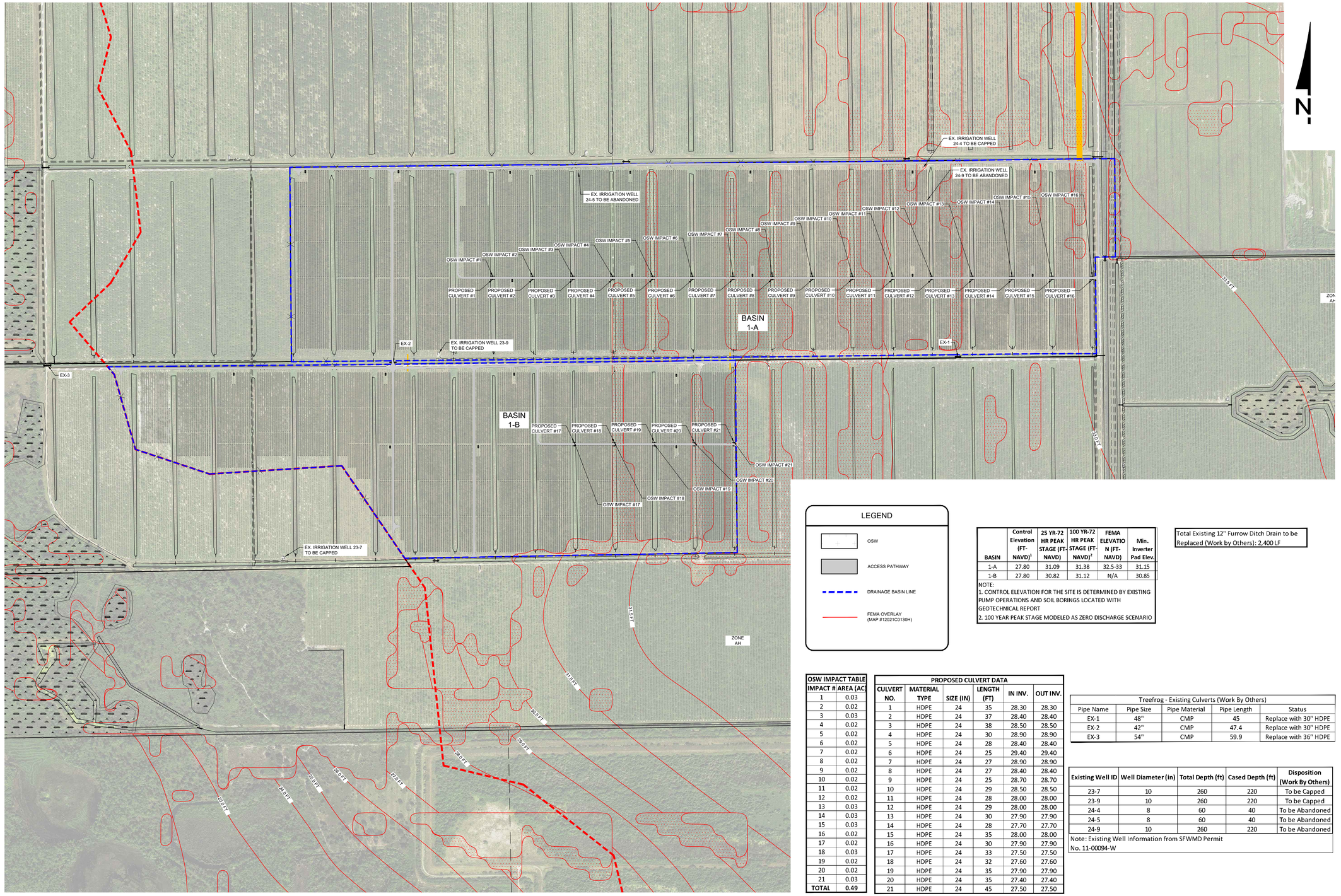


LEGEND

- OSW
- ACCESS PATHWAY
- DRAINAGE BASIN LINE
- FEMA OVERLAY (MAP #12021C0130H)

BASIN	Control Elevation (FT-NAVD)[1]	25 YR-72 HR PEAK STAGE (FT-NAVD)	100 YR-72 HR PEAK STAGE (FT-NAVD)[2]	FEMA ELEVATION (FT-NAVD)	Min. Inverter Pad Elev.
1-A	27.80	31.09	31.38	32.5-33	31.15
1-B	27.80	30.82	31.12	N/A	30.85

NOTE:
1. CONTROL ELEVATION FOR THE SITE IS DETERMINED BY EXISTING PUMP OPERATIONS AND SOIL BORINGS LOCATED WITH GEOTECHNICAL REPORT
2. 100 YEAR PEAK STAGE MODELED AS ZERO DISCHARGE SCENARIO

Total Existing 12" Furrow Ditch Drain to be Replaced (Work by Others): 2,400 LF

OSW IMPACT TABLE	
IMPACT #	AREA (AC)
1	0.03
2	0.02
3	0.03
4	0.02
5	0.02
6	0.02
7	0.02
8	0.02
9	0.02
10	0.02
11	0.02
12	0.02
13	0.03
14	0.03
15	0.03
16	0.02
17	0.02
18	0.03
19	0.02
20	0.02
21	0.03
TOTAL	0.49

PROPOSED CULVERT DATA					
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.
1	HDPE	24	35	28.30	28.30
2	HDPE	24	37	28.40	28.40
3	HDPE	24	38	28.50	28.50
4	HDPE	24	30	28.90	28.90
5	HDPE	24	28	28.40	28.40
6	HDPE	24	25	29.40	29.40
7	HDPE	24	27	28.90	28.90
8	HDPE	24	27	28.40	28.40
9	HDPE	24	25	28.70	28.70
10	HDPE	24	29	28.50	28.50
11	HDPE	24	28	28.00	28.00
12	HDPE	24	29	28.00	28.00
13	HDPE	24	30	27.90	27.90
14	HDPE	24	28	27.70	27.70
15	HDPE	24	35	28.00	28.00
16	HDPE	24	30	27.90	27.90
17	HDPE	24	33	27.50	27.50
18	HDPE	24	32	27.60	27.60
19	HDPE	24	35	27.90	27.90
20	HDPE	24	35	27.40	27.40
21	HDPE	24	45	27.50	27.50

Treefrog - Existing Culverts (Work By Others)				
Pipe Name	Pipe Size	Pipe Material	Pipe Length	Status
EX-1	48"	CMP	45	Replace with 30" HDPE
EX-2	42"	CMP	47.4	Replace with 30" HDPE
EX-3	54"	CMP	59.9	Replace with 36" HDPE

Existing Well ID	Well Diameter (in)	Total Depth (ft)	Cased Depth (ft)	Disposition (Work By Others)
23-7	10	260	220	To be Capped
23-9	10	260	220	To be Capped
24-4	8	60	40	To be Abandoned
24-5	8	60	40	To be Abandoned
24-9	10	260	220	To be Abandoned

Note: Existing Well Information from SFWMD Permit No. 11-00094-W

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

DRAINAGE PLAN

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

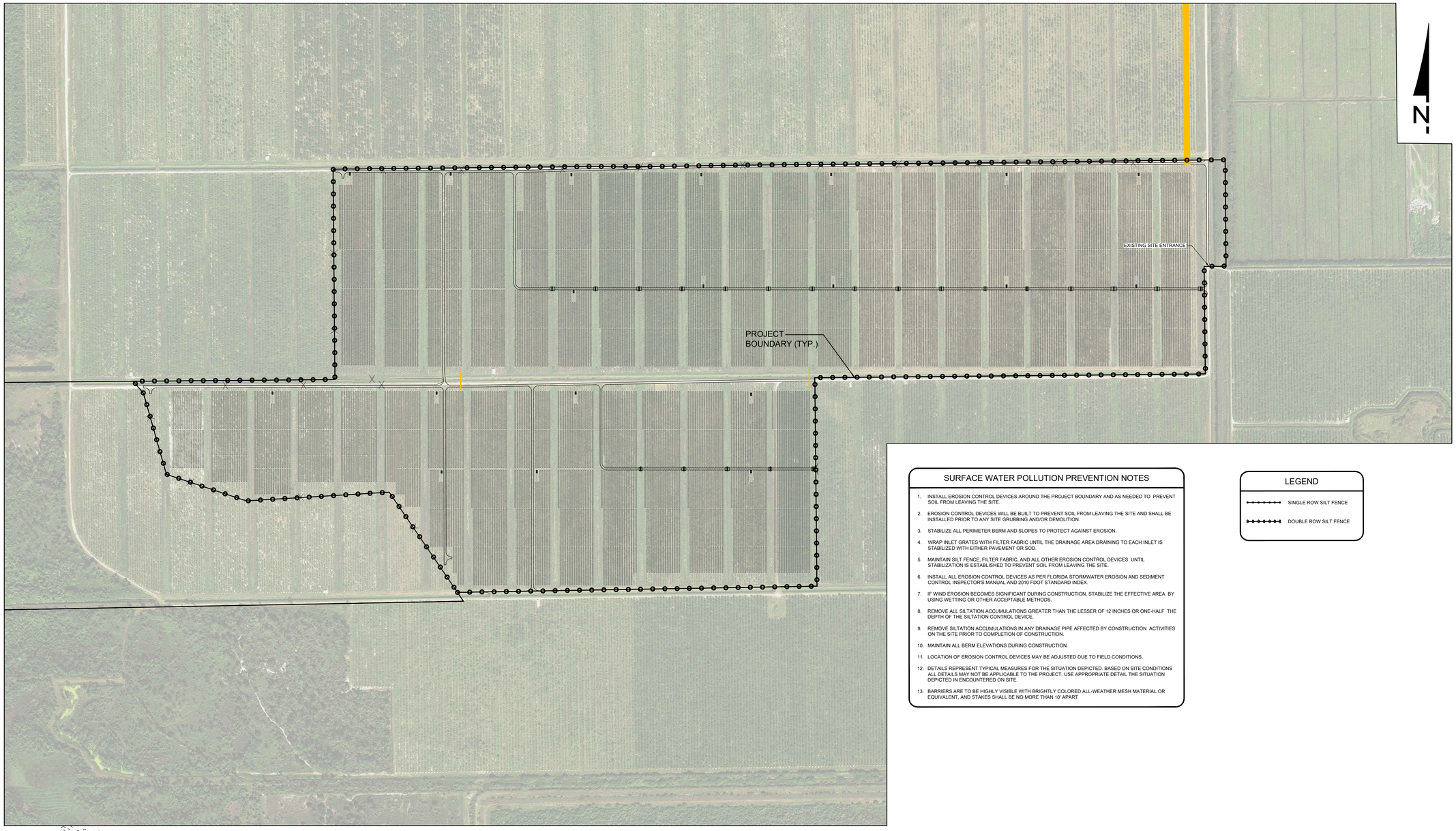
FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 14

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-03 Treefrog Construction Plans\Current Plans\22004770314.dwg
3/4/2024 2:19:23 PM

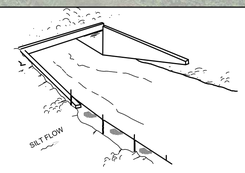


SURFACE WATER POLLUTION PREVENTION NOTES

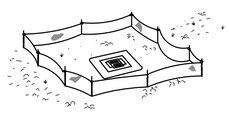
1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

LEGEND

- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE



TYPE III SILT FENCE



TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

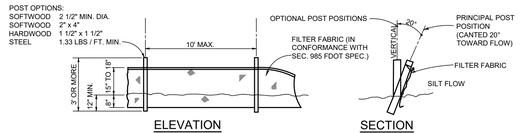


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



ELEVATION SECTION

NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 15

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COLLIER COUNTY GOVERNMENT
GROWTH MANAGEMENT DEPARTMENT
www.colliercountyfl.gov

2800 NORTH HORSESHOE DRIVE
NAPLES, FLORIDA 34104
(239) 252-2400 FAX: (239) 252-6358

APPLICATION FOR LAND DEVELOPMENT CODE AMENDMENT
PRIVATELY INITIATED

LDC Section 10.02.09
Ch. 2 B. of the Administrative Code for Land Development

Assigned Planner: _____

PROJECT NUMBER
PROJECT NAME
DATE PROCESSED

For Staff Use

APPLICANT CONTACT INFORMATION

Name of Applicant(s): Florida Power & Light Company

Name of Property Owner if different than Applicant: N/A

Address: 700 Universe Blvd **City:** Juno Beach **State:** FL **ZIP:** 33408

Telephone: (561) 324-8055 **Cell:** _____ **Fax:** _____

E-Mail Address: jeffrey.conte@fpl.com

Name of Agent: Jem Frantz, AICP

Firm: RVi Planning + Landscape Architecture

Address: 28100 Bonita Grande Dr, #305 **City:** Bonita Springs **State:** FL **ZIP:** 34135

Telephone: _____ **Cell:** (239) 357-9580 **Fax:** _____

E-Mail Address: jfrantz@rviplanning.com

Be aware that Collier County has lobbyist regulations. Guide yourself accordingly and ensure that you are in compliance with these regulations.

PROJECT INFORMATION

Project Name: LDC Amendment - Solar Facilities and Electrical Substations

Location Description: Countywide

COLLIER COUNTY GOVERNMENT
GROWTH MANAGEMENT DEPARTMENT
www.colliercountyfl.gov

2800 NORTH HORSESHOE DRIVE
NAPLES, FLORIDA 34104
(239) 252-2400 FAX: (239) 252-6358

Project Description/Summary of Change: LDC amendment to codify rules for Solar Facilities and Electrical Substations adopted in Florida Statutes and to address issues raised during staff review of these uses. The amendment addresses the zoning districts where these uses are permitted, adopt unique development standards, and add definitions.

Pre-Application Meeting and Final Submittal Requirement Checklist for:
Privately Initiated LDC Amendments
Ch. 2 B. of the Administrative Code for Land Development

The following Submittal Requirement Checklist is to be utilized during the Pre-Application Meeting and at time of application submittal. At time of submittal, the checklist is to be completed and submitted with the application packet. Please provide the submittal items in the exact order listed below, with cover sheets attached to each section. **Incomplete submittals will not be accepted.**

REQUIREMENTS FOR REVIEW	# OF COPIES	REQUIRED	Not Required
Completed Application	1	☒	☐
Pre-Application meeting notes	1	☒	☐
Completed LDC amendment request	1	☒	☐
Administrative Code Amendments	1	☐	☐
Amended Zoning Maps		☐	☐
Electronic copy of all documents	1	☒	☐

COLLIER COUNTY GOVERNMENT
GROWTH MANAGEMENT DEPARTMENT
www.colliercountyfl.gov

2800 NORTH HORSESHOE DRIVE
NAPLES, FLORIDA 34104
(239) 252-2400 FAX: (239) 252-6358

Planners: Indicate if the petition needs to be routed to the following additional reviewers:

☐	Bayshore/Gateway Triangle Redevelopment: Executive Director	☐	Historical Review
☐	City of Naples: Robin Singer, Planning Director	☐	Immokalee Water/Sewer District:
☐	Conservancy of SWFL: Nicole Johnson	☐	Parks and Recreation: Barry Williams and David Berra
☐	Emergency Management: Dan Summers; and/or EMS: Artie Bay	☐	School District: Amy Lockheart
☐	Naples Airport Authority	☐	Collier County Airport Authority
☐	Other:	☐	Other:

PUBLIC PARTICIPATION REQUIREMENTS

LDC section 10.03.06 A or K
Chapter 8 of the Administrative Code for Land Development

Newspaper Advertisements Required:
The legal advertisement shall be published at least 15 days before the advertised public hearing in a newspaper of general circulation. The advertisement shall include at a minimum:

- Date, time, and location of the hearing;
- Description of the proposed land uses; and
- LDC amendments that change the list of permitted, conditional, or prohibited uses within a zoning category shall include a 2 in. x 3 in. map of the project location.

Public Meetings Required:

- **Development Services Advisory Committee-Land Development Review Subcommittee (DSAC-LDR):** No legally required advertising.
- **Development Services Advisory Committee (DSAC):** No legally required advertising.

Public Hearing Requirements:
For amendments that change the zoning map designation of 10 acres of land or less, or *do not change* the list of permitted, conditional, or prohibited land uses within a zoning category:

- **Environmental Advisory Council (EAC):** The EAC shall hold at least one public hearing (if applicable).
- **Collier County Planning Commission (CCPC):** The CCPC shall hold at least one public hearing.
- **Board of County Commissioners (BCC):** The BCC shall hold at least one advertised public hearing.

For amendments that change the zoning map designation of 10 acres of land or more, or *do change* the list of permitted, conditional, or prohibited land uses within a zoning category:

- **Environmental Advisory Council (EAC):** The EAC shall hold at least one public hearing (if applicable).

- **Collier County Planning Commission (CCPC):** The CCPC shall hold at least one public hearing.
  - The CCPC may elect by a majority decision to hear such ordinance or resolution at two public hearings. If there is only one CCPC hearing, the hearing shall be held after 5:00 p.m. on a weekday, and if there are two CCPC hearings, then at least one of the hearings shall be held after 5:00 p.m. on a weekday.

- **Board of County Commissioners (BCC):** The BCC shall hold at least two advertised public hearings.
  - At least one hearing shall be held after 5:00 p.m. on a weekday, unless the BCC by a majority vote plus one vote elects to conduct that hearing at another time of day.

FEE REQUIREMENTS

- ☐ **Pre-application Meeting:** $500.00
  - To be credited towards the application fee if the application is filed within 9 months of pre-application meeting.
- ☐ **Amendment to the LDC:** $3,000.00
- ☐ **Legal Advertising Fees:**
  - CCPC: $1,125.00
  - BCC: $500.00

All checks payable to: Board of County Commissioners.

The completed application, all required submittal materials and the fee shall be submitted to:

Growth Management Department
Zoning Division
ATTN: Business Center
2800 North Horseshoe Drive
Naples, FL 34104

April 29, 2025

Ms. Angela Galiano
Planner I
Collier County Government
Growth Management Department
2800 N. Horseshoe Dr.
Naples, FL 33901

RE: Solar Facilities and Electrical Substations LDC Amendment
PL20240008632 – Submittal 4

Dear Ms. Galiano,

It is my pleasure to submit to you the attached revised documents related to the LDC Amendment request for Solar Facilities and Electric Substations. Please see the following responses to your comments.

1) Comment Letter Responses,
2) Revised LDC Amendment,
3) Revised LDC Amendment Request Statement,

Rejected Review: LDCA Review
Reviewed By: Angela Galiano
Email: Angela.Galiano@colliercountyfl.gov Phone #: (239) 252-5759

Correction Comment 6:
Staff recommends adding a section to address glare mitigation (refraction for anti-reflective coatings that shall minimize glare from solar panels abutting roadways and residential land uses. Pursuant to the last submittal statement, please provide studies showing no glint or glare risk.

Response: A requirement to address glare has been added to proposed section 5.05.16.

Correction Comment 12:
Staff recommends a Decommissioning Plan and Abandonment Plan for dismantling and removing the solar facility at the end of its lifespan and for those that have been abandoned for a specified time period. This would minimize the likelihood that the County could incur the costs of decommissioning abandoned systems. Please provide a copy of FPL's proposed decommissioning and abandonment plan. And please provide a copy of the referenced attachment regarding the implemented rules in the submittal statement.

Response: Requirements for decommissioning plans for both public and private utilities have been added to proposed section 5.05.16.

Correction Comment 14:
See comments and PDF to Docs and images from others.

Response: Acknowledged. See responses below.

Correction Comment 15:
In the proposed LDC subsection 1.08.02, staff recommends removing “solar facilities” from essential services, as they are not mandated by the state as an essential service.

Response: Please see the revised LDC amendment which has removed solar facilities from the essential services section. Please note, that the allowance for off-site preserves to be approved administratively, which was previously removed from the request due to duplication with essential services exemptions, haas been revised and added to the amendment to ensure this flexibility applies after removing solar facilities from the essential services section.

Correction Comment 16:
Staff recommends eliminating Solar Facilities from LDC subsection 2.01.03 in its entirety. Solar Facilities are not considered an essential service.

Please use the current text from Municode. Subsection - 2.01.03 was amended by Ord. 24-05.

See comments uploaded as a PDF to Docs and Images - upload date of 03.14.2025

Response: Please see the response to Comment 15 above. The revised LDC amendment has removed solar facilities from the essential services section and is updated for consistency with Ordinance 24-05.

All changes requested in the pdf dated 3.14.2025 have been incorporated into the revised LDC amendment.

Correction Comment 17:
In the proposed LDC subsection 5.05.16.B.1.c, staff recommends removing “security”. A (4) foot fence is not considered to be a security fence.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 18:
Please clarify and explain the purpose of 5.05.17.B.3 and 5.05.17B.4. If it’s needed, please justify the purpose

Response: Please see the revised LDC amendment. Section 5.05.17 has been reorganized and revised to remove duplication and clarify proposed standards.

Rejected Review: County Attorney Review
Reviewed By: Heidi Ashton-Cicko
Email: heidi.ashton@colliercountyfl.gov Phone #: (239) 252-8773

Correction Comment 3:
Miscellaneous Corrections: Please address my requested changes dated 2-25-25

Response: Please see the revised LDC amendment which has incorporated these changes.

Rejected Review: Environmental Review
Reviewed By: Jaime Cook
Email: Jaime.Cook@colliercountyfl.gov Phone #: (239) 252-6290

Correction Comment 1:
Please see comments uploaded as a PDF to Docs and Images - upload date of 03.11.2025

Response: Please see the revised LDC amendment which has incorporated these changes.

Rejected Review: Landscape Review
Reviewed By: Lisa Blacklidge
Email: Lisa.Blacklidge@colliercountyfl.gov Phone #: (239) 252-2758

Correction Comment 1:
5.05.16 B.1.b.i.
"Solar facilities shall not be required to provide landscape buffers when located abutting or adjacent to agriculturally zoned property"
INSERT when under same ownership. Otherwise, a Type A buffer is required to adjacent agriculturally zoned property.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 2:
5.05.16 B.1.ii.
REPLACE
Where solar facilities are adjacent or abutting to public rights-of-way, a Type D buffer is required. Where existing native vegetation exists it may be used to meet the buffer requirements.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 3:
5.05.16 B.1.iii. CHANGE to iv. REMOVE agricultural uses

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 4:
5.05.16 B.1.iii. New iii. No buffer is required between Solar Facilities and Electrical Substations.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 5:
5.05.17 Remove multiple requirements to point to 4.06.02. Remove "utility buildings"

Response: Please see the revised LDC amendment which has incorporated this change.

Thank you in advance for your consideration of the above information. If you have any further questions, please do not hesitate to contact me directly at (239) 357-9580 or jfrantz@rviplanning.com.

Sincerely,

RVi Planning + Landscape Architecture



Jem Frantz, AICP
Project Director

Amend the LDC as follows:

10.03.05 – Required Methods of Providing Public Notice

This section shall establish the required methods of providing public notice. Chapter 8 of the Administrative Code shall establish the public notice procedures for land use petitions.

A. Neighborhood Information Meetings (NIM). Neighborhood Information Meetings, where required, shall be held prior to the first public hearing and noticed as follows:

1. Mailed Notice shall be sent prior to the NIM and shall be pursuant to LDC section 10.03.05 B.

2. Newspaper Advertisement prior to the NIM.

B. Mailed Notice.

1. Where required, Mailed Notice shall be sent to property owners in the notification area as follows:

a. For areas in the urban designated area of the future land use element of the Growth Management Plan notices shall be sent to all property owners within 500 feet of the property lines of the subject property.

b. For all other areas, except areas designated in the Rural Golden Gate Estates Sub-Element or Urban Golden Gate Estates Sub-Elements of the Golden Gate Area Master Plan or areas zoned Rural Agricultural, notices shall be sent to all property owners within 1,000 feet of the property lines of the subject property.

c. For areas designated within the Rural Golden Gate Estates Sub-Element or Urban Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan, notices shall be sent to all property owners within one-mile of the subject property lines.

d. For a petition involving a site-specific GMP amendment, rezoning, or Conditional Use request on Rural Agricultural (A) zoned lands, mailed notices shall be sent to all property owners within one mile of the subject property lines.

~~d~~ e. Notices shall also be sent to property owners and condominium and civic associations whose members may be impacted by the proposed land use changes and who have formally requested the county to be notified. A list of such organizations must be provided and maintained by the county, but the applicant must bear the responsibility of insuring that all parties are notified.

* * * * * * * * * * * * *

\# \# \# \# \# \# \# \# \# \# \# \# \#

new text is highlighted below

EXHIBIT A

SOLAR GENERATING FACILITIES LDC AMENDMENT

Amend the LDC as follows:

1.08.02 – Definitions

* * * * * * * * * * * * *

Electric substation: A facility that takes electricity from the transmission grid and switches and/or converts it to another voltage for the transmission grid or to a lower voltage so it can be distributed to customers through one or more lines. Electric substations may also include accessory administration or maintenance buildings and related accessory uses and structures,

* * * * * * * * * * * * *

New added text

Solar facility: A production facility for electric power which uses photovoltaic modules to convert solar energy to electricity that may be stored on site, delivered to a transmission system, and consumed by customers primarily offsite. Solar Facilities consist principally of photovoltaic modules, a mounting or racking system, power inverters, transformers, collection systems, battery systems, fire suppression equipment, and associated components.

# # # # # # # # # # # # #

2.01.03 – Essential Services

Essential services are hereby defined as services designed and operated to provide water, sewer, gas, telephone, electricity, cable television or communications to the general public by providers which have been approved and authorized according to laws having appropriate jurisdiction, and government facilities. Essential services are allowed in any zoning district subject to the following conditions:

A. The following uses shall be deemed permitted uses in all zoning districts, except CON districts, RFMU sending lands, NRPA~~S~~s, HSA~~S~~s, and FSA~~S~~s:

1. Water lines and sewer lines;

2. Natural gas lines, except those associated with oil extraction and related processing operations as defined in this Code and regulated under applicable federal and state law;

3. Telephone lines, telephone switching stations, and cable television lines;

4. Electrical transmission and distribution lines, electric substations subject to section 5.05.17 (including accessory and related uses and structures and collocated uses including but not limited to administration buildings and unmanned utility structures battery systems), and emergency power structures;

a. Accessory and Collocated Uses. Electric Substations may have accessory and collocated uses and structures that are customarily located near or constructed in conjunction with any one of the permitted principal uses or structures and is accessory or ancillary to its use, including but not limited to, above ground fuel storage tanks, equipment storage, storage yards, laydown yards, and unmanned utility structures, such as, battery storage, data centers.

# # # # # # # # # # # # #

2.03.01 – Agricultural Zoning Districts

A. Rural Agricultural District (A). The purpose and intent of the rural agricultural district (A) is to provide lands for agricultural, pastoral, and rural land uses by accommodating traditional agricultural, agricultural related activities and facilities, support facilities related to agricultural needs, and conservation uses. Uses that are generally considered compatible to agricultural uses that would not endanger or damage the agricultural, environmental, potable water, or wildlife resources of the County, are permissible as **conditional uses** in the A district. The A district corresponds to and implements the Agricultural/Rural land use designation on the future land use map of the Collier County GMP, and in some instances, may occur in the designated urban area. The maximum **density** permissible in the rural agricultural district within the urban mixed use district shall be guided, in part, by the **density** rating system contained in the future land use element of the GMP. The maximum **density** permissible or permitted in A district shall not exceed the **density** permissible under the **density** rating system. The maximum **density** permissible in the A district within the agricultural/rural district of the future land use element of the Collier County GMP shall be consistent with and not exceed the **density** permissible or permitted under the agricultural/rural district of the future land use element.

1. The following subsections identify the uses that are permissible by right and the uses that are allowable as **accessory** or **conditional uses** in the rural agricultural district (A).

a. *Permitted uses.*

* * * * * * * * * * * * *

5. Conservation uses.
6. **Oil and gas exploration** subject to state drilling permits and Collier County site **development plan** review procedures.
7. **Family care facilities**, subject to section 5.05.04.
8. Communications towers up to specified height, subject to section 5.05.09.
9. **Essential services**, as set forth in section 2.01.03.
10. Schools, public, including "**Educational plants**."
11. **Solar facilities**, subject to section 5.05.16, including accessory administration or maintenance buildings, battery systems, electric transmission lines, substations, energy storage equipment, and related accessory uses and structures.

# # # # # # # # # # # # #

3.05.07 – Preservation Standards

* * * * * * * * * * * * *

H. Preserve Standards.

1. Design Standards.

* * * * * * * * * * * * *

f. Off-site vegetation retention.

i. Purpose and Intent. The purpose of this subsection f. is to identify the criteria to satisfy on-site preserve requirements off site. The intent of the on-site preserve requirement is to retain, maintain, and preserve existing native vegetation on site as provided for in the Conservation and Coastal Management Element of the GMP. However, in limited situations on-site preserve may be considered less viable as a functional preserve if it is 21,780 square feet (one-half acre) or less and isolated. Therefore, in limited situations, providing for a preserve off site can achieve the goals and objectives of the GMP. This section shall not apply to lands located within the RLSA or RFMU districts.

ii. Applicability and prohibitions. Except where it is prohibited, applicants may request that the on-site native vegetation retention requirement be satisfied in full off site where the native vegetation requirement is 21,780 square feet (one-half acre) or less, and the preserves have not been identified on an approved development order by the County. Off-site preserves are prohibited if one or more of the following is found on site:

a) Xeric scrub, hardwood hammocks, mangrove (excluding mangrove fringes less than 40 feet in width, as measured from the root line, on artificially created shorelines), coastal dune and strand environments, and listed species habitat or corridors per the requirements or recommendations of the FFWCC or USFWS;

b) Preserves that are located within or contiguous to natural flowways required to be retained per the requirements of the SFWMD, natural water bodies, estuaries, government required preserves (not meeting the off-site preservation criteria herein), NRPAs, or contiguous to property designated for purchase by Conservation Collier or purchased by Conservation Collier, or contiguous to properties containing listed species nests, buffers, corridors and foraging habitat per the requirements or recommendations of the FFWCC or USFWS. For the purpose of this section, natural flowways shall also include those identified during wetland permitting

with applicable State and Federal agencies, regional drainage studies, or surface water management permits; or

c) The on-site native vegetation retention requirement is greater than 21,780 square feet (one-half acre).

iii. Off-site preserves approved administratively. Except as limited in LDC section 3.05.07 H.1.f.ii., the County Manager or designee may approve deviations to meet the on-site preserve requirements off site in only the following four situations:

a) Essential services facilities;

b) Affordable housing approved by the Collier County Community and Human Services Division;

c) Projects where on-site native vegetation is fragmented; or

d) Projects where on-site native vegetation is not contiguous to off-site preserve areas;

New added text

e) **Solar facilities.**

# # # # # # # # # # # # #

4.06.02 – Buffer Requirements

* * * * * * * * * * * * *

C. Types of **buffers**. Within a required **buffer** strip, the following types of **buffers** shall be used based on the matrix in table 2.4. (See Figure 4.06.02.C-1)

* * * * * * * * * * * * *

Table 2.4 Table of **Buffer** Requirements by Land Use Classifications

	Adjacent Properties Zoning District and/or Property Use													
Subject Property's District/Use	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Agriculture (A [1 5])	-	B	B	B	B	B	A	A	A	A	D	A	-	A
2. Residential (E, RSF) single-family	A	A	B	B	B	B	B	C	B	*	D	B	-	C
3. Residential (RMF-6, RMF-12, RMF-16) multifamily	A	B	A	A	A	B	B	B	B	*	D	B	-	C

	Adjacent Properties Zoning District and/or Property Use													
4. Residential tourist (RT)	A	B	A	A	B	B	A	B	B	*	D	B	-	B
5. Village residential (VR)	A	A	B	B	A	B	B	B	B	*	D	B	-	B
6. Mobile home (MH)	A	B	B	B	B	A	B	B	B	*	D	B	B	B
7. Commercial [3] (C-1, C-2, C-3, C-4, C-5); Business Park (BP)	A	B	B	B	B	B	A	A	A	*	D	B	B	B
8. Industrial [2] (I)	A	C	B	B	B	B	A	A [2]	A	*	D	B	B	B
9. Public use (P), community facility (CF), Golf Course Clubhouse, Amenity Center	A	B	B	B	B	B	A	A	A	*	D	B	-	C
10. Planned unit development (PUD)	*	*	*	*	*	*	*	*	*	*	D	*	*	*
11. Vehicular rights-of-way [5]	D	D	D	D	D	D	D	D	D	D	-	B	-	D
12. Golf course maintenance building	B	B	B	B	B	B	B	B	B	B	B	A	B	C
13. Golf course	-	-	-	-	-	-	-	-	-	-	-	B	-	C
14. Automobile service station [4]	A	C	C	B	B	B	B	B	C	*	D	C	C	D

Table 2.4 information: The letter listed under "Adjacent Properties Zoning District and/or Property Use" shall be the landscape buffer and screening alternative required. Where a conflict exists between the buffer required by zoning district or property use, the more stringent buffer shall be required. The "-" symbol shall represent that no buffer is required. The PUD district buffer, due to a variety of differing land uses, is indicated by the "*" symbol, and shall be based on the landscape buffer and screening of the district or property use with the most similar types, densities and intensities of use. Where a conflict exists between the buffering requirements and the yard requirements of this Code, the yard requirements of the subject zoning district shall apply.

[1] **Buffering** in agriculture (A) districts shall be applicable at the time of site **development plan** (SDP) submittal.

[2] Industrial (I) zoned property, where abutting industrial (I) zoned property, shall be required to install a minimum 5-foot-wide type A **landscape buffer** adjacent to the side and rear property lines. The buffer area shall not be used for water management. In addition, trees may be reduced to 50 feet on center along rear and side perimeter **buffers** only. This reduction in **buffer** width shall not apply to **buffers adjacent** to vehicular **rights-of-way** or nonindustrial zoned property. **Abutting** industrial zoned properties may remove a side or rear **buffer** along the

shared property line in accordance with Section 4.06.02 C.7. This exception to **buffers** shall not apply to **buffers abutting** to vehicular **rights-of-way**.

[3] **Buffer** areas between commercial **outparcels** located within a **shopping center**, Business Park, or similar commercial **development** may have a shared **buffer** 15 feet wide with each **abutting** property contributing 7.5 feet. The **outparcels** may remove a side or rear **buffer** along the shared property line between comparable uses within the same zoning designation in accordance with Section 4.06.02 C.7. These provisions shall not apply to **right-of-way buffers**.

[4] Refer to section 5.05.05 for **automobile service station** landscape requirements.

[5] Refer to section 5.05.16 for **solar facility** landscape requirements.

# # # # # # # # # # # # #

5.05.16 – Solar Facilities

A. Purpose and Intent. This section is intended to provide development standards for solar facilities consistent with other similar uses in the agricultural zoning districts.

B. Development Standards.

1. Site Design Requirements.

a. Principal and accessory structures must comply with the Rural Agriculture (A) site development standards set forth in LDC Section 4.02.01, except as noted below.

b. Buffering.

i. **Solar facilities** shall not be required to provide landscape buffers where located abutting or adjacent to agriculturally zoned property when under same ownership. Otherwise, a Type A buffer is required adjacent to agriculturally zoned property. Where existing native vegetation exists it may be used to meet the buffer requirements.

New added text

ii. Where **solar facilities** are adjacent or abutting to public rights-of-way, a Type "D" buffer is required, where existing native vegetation exists it may be used to meet the buffer requirements.

a) Site preparation must include removal of non-native vegetation that will compete with newly planted plantings. Site preparation may be necessary to adequately prepare the site for planting. Site preparation may include such activities as re-contouring, disking, roller chopping, bush hogging, prescribed burning, herbiciding, or other recognized vegetation management activities.

b) Fertilization and appropriate watering are required at time of planting

New added text

iii. No buffer is required between Solar Facilities and Electric Substations.

iv. All other buffers must comply with the requirements LDC Section 4.06.02.

New added text

c. Glare. No facility shall produce reflective glare that could affect or impair aircraft traffic control or vehicular traffic as determined by the FAA.

d. Fencing. Fencing shall be a minimum of four (4) feet in height, where proposed. Fence height shall be measured in accordance with LDC section 5.03.02.F.

e. Open Space. For purposes of calculating the open space requirements, the area of the solar panels and transmission lines shall be considered open space if the ground beneath the panel remains pervious.

f. Streetlights. One (1) full cutoff fixture at the facility entry or exit outside of the intersecting public right-of-way will be allowed to meet the requirements of LDC Section 6.06.03 B. regardless of the number of driveway lanes, and shall meet minimum required foot-candle values in LDC Section 6.06.03 B.2. This requirement may be waived by the County Manager or Designee, when adjacent to tribal lands or not located on an arterial road.

New added text

C. Decommissioning and Abandonment Plans.

New added text

1. Private utilities shall provide Decommissioning and Abandonment Plans to demonstrate that no costs associated with decommissioning the solar facility are borne by the County.

2. Public utilities shall be consistent with the Electric Utilities Dismantlement Studies required by 25-6.04364 F.A.C.

# # # # # # # # # # # # #

5.05.17 – Electric Substations

A. Purpose and Intent. This section is intended to provide development standards for Electric Substations consistent with standards provided in Florida Statutes.

B. Development Standards.

New added text

1. Buffering and Setbacks.

a. Trees and shrub material in this setback shall comply with the buffer requirements in LDC section 4.06.02.

b. Setbacks for **Electric Substations** shall be the same as principal structure setbacks for the zoning district.

2. Fences and walls.

New added text

a. **Electric substations** in zoning districts with setbacks between 50 and 100 feet shall include a security fence with a minimum height of 10 feet.

b. **Electric substations** in zoning districts with setbacks less than 50 feet shall include a buffer wall or fence with a minimum height of 8 feet.

3. Buffering and Setbacks for certain Accessory Uses. Collocated unmanned data centers, allowed as an accessory use to electric substations shall comply with all buffering and setback requirements for Electric Substations.

# # # # # # # # # # # # #

6.06.03 – Streetlights

* * * * * * * * * * * * *

B. At the entry/exit of any residential or commercial **development** approved through a SDP, SDPA, or PPL located on a public **collector** or **arterial street**, the following additional standards shall apply. For projects subject to architectural design standards, see LDC section 5.05.08 F. for related provisions. For **solar facilities**, see LDC section 5.05.16. for related provisions.

# # # # # # # # # # # # #

10.02.03 – Requirements for Site Development, Site Improvement Plans and Amendments thereof

* * * * * * * * * * * * *

D. Site Development Plan Requirements (SDP). A pre-application meeting shall be conducted by the County Manager or designee prior to the submission of any site development plan for review. This meeting may be waived by the County Manager or designee upon the request of the applicant.

* * * * * * * * * * * * *

6. **Solar facilities** shall not be required to provide a Traffic Impact Statement.

# # # # # # # # # # # # #

SOLAR FACILITIES & ELECTRIC SUBSTATIONS LDC AMENDMENT

DSAC-LDR Subcommittee Meeting

May 20, 2025

Tal Berman, Natalie Vitola, Mark Meyer & Jeff Conte

Florida Power & Light (Applicant)

Jackie Larocque, PE

Atwell (Engineering)

Jem Frantz, AICP & Alexis Crespo, AICP

RVi Planning + Landscape Architecture (Planning)

THE TEAM

SOLAR FACILITIES

- Existing LDC does not address Solar Facilities and proposed amendment will bring LDC into compliance with State Law.

- Chapter 163.3205 F.S. amended to allow solar facilities in all Ag Districts and Land Use Categories:

(3) A solar facility shall be a permitted use in all agricultural land use categories in a local government comprehensive plan and all agricultural zoning districts within an unincorporated area and must comply with the setback and landscaped buffer area criteria for other similar uses in the agricultural district.

(4) A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in agricultural land use categories and zoning districts.

Solar energy centers are designed to maximize previously farmed land and flow with the landscape of the natural surroundings









Solar components are low impact to the land

Panels installed on a racking system leaving existing pervious soil













ELECTRIC SUBSTATIONS

- Existing LDC is not consistent with State Law and proposed amendment will bring LDC into compliance with State Law.
- Chapter 163.3208 F.S. amended to allow substations by right in certain zoning districts

(4) New and existing electric substations shall be a permitted use in all land use categories in the applicable local government comprehensive plan and zoning districts within a utility's service territory except those designated as preservation, conservation, or historic preservation on the future land use map or duly adopted ordinance. If a local government has not adopted reasonable standards for substation siting in accordance with subsection (3), the following standards shall apply to new electric substations:

(a) In nonresidential areas, the substation must comply with the setback and landscaped buffer area criteria applicable to other similar uses in that district, if any.

(b) Unless the local government approves a lesser setback or landscape requirement, in residential areas, a setback of up to 100 feet between the substation property boundary and permanent equipment structures shall be maintained as follows:

REQUEST SUMMARY

- Adds new definitions,
- Adds new sections for both Solar Facilities and Electric Substations,
- Updates the list of uses in Essential Services section and Agricultural District,
    - Adds accessory and collocated uses, and
- Adds exemptions and alternative standards from several SDP requirements.

THANK YOU!
QUESTIONS!

Attendance Roster – Date: May 20, 2025

DSAC – Land Development Review Subcommittee

****Must have (3) members for a quorum****

Committee Members	
Name	**Signature**
Clay Brooker:	
Blair Foley: Excused	
Robert Mulhere:	
Mark McLean:	Present
Jeffrey Curl:	

Staff Members	
Mike Bosi, Planning and Zoning Division Director	Excused
Eric Johnson, LDC Planning Manager	
Richard Henderlong, Planner III	
Josephine Medina, Planner III	
Angela Galiano, Planner II	
Heather Cartwright-Yilmaz, Management Analyst	Present

Attendance Roster – Date: May 20, 2025

DSAC – Land Development Review Subcommittee

Public Sign-in Sheet

Please Print

NAME	REPRESENTING	PHONE NO.
WILLIAM MARES	SELF	(239) 404-6755
TIMOTHY MALONEY	SELF	239-253-9092
Jackie Larocque	Self / Atwell / FPL	239-223-0201
Tal Berman	FPL	561 335 9196
Natalie Vitola	FPL	561-312-4294
* JEFF Conte	FPL	561 324 8055
*Jem Frantz	Rvi Planning	239-357-9580
MARK TEATES	~~EST~~ OF 951 AD HOC	239 253 9377


P. GARCIA LANDSCAPING, INC
LAWN MAINTENANCE
239-777-7637
239-285-4274







ORDINANCE NO. 2023 - 009

AN ORDINANCE OF THE TOWN OF SOUTHWEST RANCHES, FLORIDA; AMENDING THE TOWN OF SOUTHWEST RANCHES UNIFIED LAND DEVELOPMENT CODE ("ULDC")," SECTION 010-030, "TERMS DEFINED," SECTION 035-030, "HOME OFFICES," SECTION 045-050, "PERMITTED AND PROHIBITED USES," AND SECTION 070-120, "PROMOTIONAL SIGNS," PERTAINING TO HOME-BASED BUSINESSES; PROVIDING FOR CODIFICATION; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; AND, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Section 559.955, Florida Statutes restricts local government regulation of home-based businesses; and

WHEREAS, this Ordinance amends the ULDC's home-based businesses provisions to comply with Section 559.955 Florida Statutes.

NOW THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF SOUTHWEST RANCHES, FLORIDA:

Section 1. Ratification. The foregoing "WHEREAS" clauses are hereby ratified and confirmed as being true and correct, and are hereby incorporated herein and made a part hereof.

Section 2. Amendment. Article 10, "Definition of Terms," Section 010-030, "Terms defined" is hereby amended as follows:

* * *

Contiguous. The term "contiguous" means directly adjoining; immediately adjacent; contiguous plots have at least one (1) side of each plot which touches one (1) side of the other plot with no separator between the plots including, but not limited to, a public right-of-way, private street, or canal.

* * *

Home-based business. A business that operates in whole or in part from a residential plot as a secondary, incidental and accessory use to the residential use of the property, which meets the strict criteria contained in Section 559.955 Florida Statutes, as may be amended from time to time.

* * *

Section 3. Amendment to Article 35, "Conditional Uses." Section 035-030, "Home offices" is hereby amended as follows:

Sec. 035-030. – Home-based businesses.

Home-based businesses as defined in Article 10, "Definition of Terms," shall be permitted in all residential zoning districts subject to the following limitations:

(A) Only residents of the single-family dwelling and up to two (2) additional people who do not reside at the dwelling may be engaged in the business at the dwelling. The business may have additional, remote employees that do not work at the dwelling, provided they do not park or store their vehicles on the plot, nor on any public or private right-of-way.

(B) Any parking or storing of commercial, construction, agricultural or recreational vehicles, equipment and machinery at the home-based business in all residential districts shall be subject to section 045-030(C) "Parking and storage."

(C) The need for parking generated by the home-based business shall not be greater in volume than would normally be expected at a similar residence where no business is conducted. Vehicles and trailers used in connection with the business shall not be parked within any public or private right-of-way.

(D) No sign for the home-based business shall be visible from the exterior of the dwelling.

(E) As viewed from the street, the plot must appear to be consistent with that of the surrounding rural residential areas within the Town, and shall not have the appearance of a business as indicated by physical improvements, equipment, vehicle parking, activity, or other perceivable characteristic. Any external modifications made to a dwelling to accommodate a home-based business must conform to the rural residential character and architectural aesthetics of the neighborhood.

(F) The home-based business shall not conduct retail transactions at a structure on the plot other than the dwelling; however, incidental business uses and activities may be conducted on the plot containing the home-based business.

(G) The home-based business shall not create noise, vibration, heat, smoke, dust, glare, fumes, or noxious odors of an intensity, frequency or duration that is not customary for a single-family residential property where no business is conducted.

(H) The home-based business shall not use, store or dispose of any corrosive, combustible, or other hazardous or flammable materials or liquids of a type, quantity or manner that are not customary for a single-family residential property where no business is conducted.

(I) A certificate of use from the town and business tax receipt from the county shall be obtained for any home-based business.

Section 4. Amendment to Article 45, "Agricultural and Rural Districts." Section 045-050, "Permitted and prohibited uses" is hereby amended as follows:

Sec. 045-050. Permitted and prohibited uses.

Plots in rural and agricultural districts may be used for one (1) or more of the uses that are specified below as being permitted or conditionally permitted uses:

Key to abbreviations:		
P=Permitted use	NP=Not permitted	C=Conditional use

* * *

	A-1	A-2	RE	RR
Permitted accessory uses to a single-family dwelling				
* * *				
Home-based businesses (subject to section 035-030 pertaining to conditional uses)	C	C	C	C
* * *				

Section 5. Amendment to Article 70, "Sign Regulations." Section 070-120, "Promotional signs" is hereby amended as follows:

(A) Any nonresidential use or commercial enterprise, other than a home-based business, which has been issued a certificate of use, may make application for a temporary sign permit for any of the following purposes:

* * *

Section 6. Codification. The Town Clerk shall cause this ordinance to be codified as a part of the ULDC during the next codification update cycle.

Section 7. Conflicts. All Ordinances or parts of Ordinances, Resolutions or parts of Resolutions in conflict herewith, be and the same are hereby repealed to the extent of such conflict.

Section 8. Severability. If any word, phrase, clause, sentence or section of this Ordinance is, for any reason, held unconstitutional or invalid, the invalidity thereof shall not affect the validity of any remaining portions of this Ordinance.

Section 9. Effective Date. This Ordinance shall take effect immediately upon passage and adoption.

PASSED ON FIRST READING this 24th day of August, 2023 on a motion made by Council Member Jablonski and seconded by Council Member Kuczenski.

PASSED AND ADOPTED ON SECOND READING this 14th day of September, 2023, on a motion made by Vice Mayor Allbritton and seconded by Council Member Kuczenski.

[Signatures are on the Following Page]

Breitkreuz	Yes		Ayes	5
Allbritton	Yes		Nays	0
Hartmann	Yes		Absent	0
Jablonski	Yes		Abstaining	0
Kuczenski	Yes			

Steve Breitkreuz, Mayor

ATTEST:

Russell Muñiz, MMC, Assistant Town Administrator/Town Clerk

Approved as to Form and Correctness:

Keith Poliakoff, J.D., Town Attorney

1001.2374.01

559.955 Home-based businesses; local government restrictions.—

(1) Local governments may not enact or enforce any ordinance, regulation, or policy or take any action to license or otherwise regulate a home-based business in violation of this section.

(2) A home-based business that operates from a residential property as provided in subsection (3):

(a) May operate in an area zoned for residential use.

(b) May not be prohibited, restricted, regulated, or licensed in a manner that is different from other businesses in a local government's jurisdiction, except as otherwise provided in this section.

(c) Is only subject to applicable business taxes under chapter 205 in the county and municipality in which the home-based business is located.

(3) For purposes of this section, a business is considered a home-based business if it operates, in whole or in part, from a residential property and meets the following criteria:

(a) The employees of the business who work at the residential dwelling must also reside in the residential dwelling, except that up to a total of two employees or independent contractors who do not reside at the residential dwelling may work at the business. The business may have additional remote employees that do not work at the residential dwelling.

(b) Parking related to the business activities of the home-based business complies with local zoning requirements and the need for parking generated by the business may not be greater in volume than would normally be expected at a similar residence where no business is conducted. Local governments may regulate the use of vehicles or trailers operated or parked at the business or on a street right-of-way, provided that such regulations are not more stringent than those for a residence where no business is conducted. Vehicles and trailers used in connection with the business must be parked in legal parking spaces that are not located within the right-of-way, on or over a sidewalk, or on any unimproved surfaces at the residence. Local governments may regulate the parking or storage of heavy equipment at the business which is visible from the street or neighboring property. For purposes of this paragraph, the term "heavy equipment" means commercial, industrial, or agricultural vehicles, equipment, or machinery.

(c) As viewed from the street, the use of the residential property is consistent with the uses of the residential areas that surround the property. External modifications made to a residential dwelling to accommodate a home-based business must conform to the residential character and architectural aesthetics of the neighborhood. The home-

based business may not conduct retail transactions at a structure other than the residential dwelling; however, incidental business uses and activities may be conducted at the residential property.

(d) The activities of the home-based business are secondary to the property's use as a residential dwelling.

(e) The business activities comply with any relevant local or state regulations with respect to signage and equipment or processes that create noise, vibration, heat, smoke, dust, glare, fumes, or noxious odors. Any local regulations on a business with respect to noise, vibration, heat, smoke, dust, glare, fumes, or noxious odors may not be more stringent than those that apply to a residence where no business is conducted.

(f) All business activities comply with any relevant local, state, and federal regulations with respect to the use, storage, or disposal of any corrosive, combustible, or other hazardous or flammable materials or liquids. Any local regulations on a business with respect to the use, storage, or disposal of any corrosive, combustible, or other hazardous or flammable materials or liquids may not be more stringent than those that apply to a residence where no business is conducted.

(4) Any adversely affected current or prospective home-based business owner may challenge any local government action in violation of this section. The prevailing party in a challenge may recover reasonable attorney fees and costs incurred in challenging or defending the action, including reasonable appellate attorney fees and costs.

(5) The application of this section does not supersede:

(a) Any current or future declaration or declaration of condominium adopted pursuant to chapter 718, cooperative document adopted pursuant to chapter 719, or declaration or declaration of covenant adopted pursuant to chapter 720.

(b) Local laws, ordinances, or regulations related to transient public lodging establishments, as defined in s. 509.013(4)(a)1., that are not otherwise preempted under chapter 509.

Home Office (Home Occupation) Zoning District

Share:

A home office (home occupation) in a residential district is allowed in accordance with the regulations in Section 33-25.1 of the Miami-Dade County Code.

No more than 25 percent of the living area of the dwelling unit and garage, not to exceed 500 square feet, may be devoted to a home occupation.

Submittal Procedures

An annual Certificate of Use for Home Occupation and Occupational License are required. The applicant shall also submit he following:

- Provide a sketch with dimensions showing the floor plan of the home and identifying the area to be utilized for conducting the home occupation.
- Provide a notarized letter of approval for the home occupation from the property owner and/or property manager.
- Pay required application and certificate fees.

At the time of the renewal, the home occupation will be subject to inspection to ensure compliance with all applicable code requirements.

The Certificate of Use must be available in the home.

LAND MANAGEMENT MAP



Explore the interactive Land Management GIS map. To locate a property, enter the folio number or address.

ZONING DISTRICTS AND REGULATIONS

business or industrial.

Sec. 33-18. - Religious facilities and schools in RU-5A, BU and IU districts.

Sec. 33-19. - Donation collection bins prohibited; exceptions.

Sec. 33-19.1. - Display of vehicles and boats for sale on residential property.

Sec. 33-20. - Accessory structures and ancillary uses.

Sec. 33-20.1. - Permanently installed generators.

Sec. 33-20.1.1. - Prima facie evidence of illegal multiple-family use, illegal subdivision of a residence, or illegal rooming house use.

Sec. 33-21. - Rifle and pistol ranges.

Sec. 33-22. - Accessory units.

Sec. 33-23. - Cemeteries, mausoleums and crematories.

Sec. 33-24. - Easements not to be adversely affected by permits.

Sec. 33-25. - Houseboats.

Sec. 33-25.1. - Home occupation.

(A) A home occupation shall be permitted as an ancillary use to all lawful residential uses subject to the following limitations:

1. *Size.* No more than 25 percent of the living area of the dwelling unit and garages, not to exceed 500 square feet, may be devoted to a home occupation.
2. *Appearance.* All onsite structures shall maintain a residential appearance and all occupational materials and activities shall occur indoors. There shall be no display, manufacturing, distribution, or repair of any type of materials, merchandise, or other products on the premises. Storage of occupational materials shall be confined to the home occupation area and shall not affect the residential appearance of the site.
3. *Employees and independent contractors onsite.* Employees and independent contractors onsite who are associated with the home occupation shall be limited solely to occupants, except that a disabled individual may employ a personal care attendant as necessary to accommodate a home occupation on the site by such individual or such other reasonable accommodation necessary pursuant to federal law.
4. *Signage.* No sign relating to the home occupation may be posted or displayed on the site.
5. *Visitors.* The home occupation shall not be conducted in any way which would necessitate the presence of suppliers on the site, with the exception of deliveries customary to residential use.
6. *Parking.* All vehicles associated with the home occupation shall only be parked within a driveway or in a designated parking area on the subject property; or, where there is no such driveway or designated parking area, such vehicles shall only be parked on the street or swale directly in front of the subject property. No more than two vehicles associated with the home occupation shall be parked on the subject property or on the street or swale directly in front of the subject property at any one time. In addition, no commercial vehicles shall be parked or stored on the subject property or on the street in connection with the home occupation.
7. *Sales.* No products or goods may be sold on premises.
8. *Multiple home occupations.* More than one home occupation may be permitted at any one time in a dwelling unit, provided that each such home occupation complies with each of the aforesaid requirements and further provided that the combined total square footage of all home occupation uses in the dwelling unit does not exceed the provisions of paragraph (1) above.
9. *Noise.* A home occupation shall produce no sound or vibration detectable at a distance greater than 100 feet from the residential structure. In addition, outdoor amplified sound relating to the home occupation shall not be permitted at any time.
10. *Traffic.* Vehicular traffic associated with the home occupation shall not exceed 45 percent above the average weekday trip generation for the residential use where the home occupation is located, per the Institute of Transportation Engineers (ITE) Trip Generation Manual.
11. *Tools and machinery.* The home occupation use shall not involve the use of any machinery, tools, or equipment that in size, scale, or numbers is beyond that customarily found in a home of that size. In addition, there shall be no use of machinery, tools, or equipment that creates excessive noise or odors inconsistent with the residential character of the neighborhood.

business or industrial.

Sec. 33-18. - Religious facilities and schools in RU-5A, BU and IU districts.

Sec. 33-19. - Donation collection bins

13. *Inspection.* Upon the issuance or renewal of a Certificate of Use, the home occupation property shall be subject to inspection to ensure compliance with all applicable code requirements. At the time of application for the Certificate of Use, the occupant of the home shall provide a site plan that clearly delineates the location, configuration, and scale of the home occupation. If the location, configuration, or scale of the home occupation should change, a new site plan shall be submitted at the time the Certificate of Use is renewed.

(B) No variances shall be granted through provisions of other applicable regulations which will in any way conflict with or vary the provisions of this section.

(Ord. No. 97-208, § 2, 11-18-97; Ord. No. 06-96, § 3, 6-20-06; Ord. No. 18-93, § 2, 9-5-18)

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

PLEASE PRINT CLEARLY

Agenda Item No.: _____ **Agenda Item Topic:** Home-Based Occupation
(For Public Comment, list topic)

Meeting Date: 5/20/2025

Name: William Mares Address: 3891 11TH Ave SW

Representing/Petitioner: Self Other: _____

COLLIER COUNTY ORDINANCE NO. 2003-53, AS AMENDED BY ORDINANCE 2004-05 AND 2007-24, REQUIRES THAT ALL LOBBYISTS SHALL, BEFORE ENGAGING IN ANY LOBBYING ACTIVITIES (INCLUDING, BUT NOT LIMITED TO, ADDRESSING THE BOARD OF COUNTY COMMISSIONERS), REGISTER WITH THE CLERK TO THE BOARD AT THE BOARD MINUTES AND RECORDS DEPARTMENT.

YOU ARE LIMITED TO THREE (3) MINUTES FOR YOUR COMMENTS AND ARE TO ADDRESS ONLY THE CHAIR.

PUBLIC COMMENT IS NOT INTENDED TO BE A FORUM FOR SELF-PROMOTION. PUBLIC COMMENT SPEAKERS WHO ENGAGE IN ADVERTISING THEIR BUSINESS, PERSONAL POLITICKING, OR OTHER FORMS OF SELF-PROMOTION, WILL BE ASKED TO LEAVE THE PODIUM.

PLEASE GIVE THE COMPLETED FORM TO THE STAFF LIAISON.

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

PLEASE PRINT CLEARLY

Agenda Item No.: 1 **Agenda Item Topic:** Home Based Business
(For Public Comment, list topic)

Meeting Date: 5-20-25

Name: Timothy MALONEY Address: Po Box 8312 NAPLES FL 34101

Representing/Petitioner: _____ Other: _____

COLLIER COUNTY ORDINANCE NO. 2003-53, AS AMENDED BY ORDINANCE 2004-05 AND 2007-24, REQUIRES THAT ALL LOBBYISTS SHALL, BEFORE ENGAGING IN ANY LOBBYING ACTIVITIES (INCLUDING, BUT NOT LIMITED TO, ADDRESSING THE BOARD OF COUNTY COMMISSIONERS), REGISTER WITH THE CLERK TO THE BOARD AT THE BOARD MINUTES AND RECORDS DEPARTMENT.

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PLEASE GIVE THE COMPLETED FORM TO THE STAFF LIAISON.

PLEASE PRINT CLEARLY

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

Agenda Item No.: 4D **Agenda Item Topic:** Solar Facilities
(For Public Comment, list topic)

Meeting Date: 5-20

Name: Jem Fizzt Address: 28100 Bonita Grande Dr. #305, Bonita Springs

Representing/Petitioner: FPL Other:

COLLIER COUNTY ORDINANCE NO. 2003-53, AS AMENDED BY ORDINANCE 2004-05 AND 2007-24, REQUIRES THAT ALL LOBBYISTS SHALL, BEFORE ENGAGING IN ANY LOBBYING ACTIVITIES (INCLUDING, BUT NOT LIMITED TO, ADDRESSING THE BOARD OF COUNTY COMMISSIONERS), REGISTER WITH THE CLERK TO THE BOARD AT THE BOARD MINUTES AND RECORDS DEPARTMENT.

YOU ARE LIMITED TO THREE (3) MINUTES FOR YOUR COMMENTS AND ARE TO ADDRESS ONLY THE CHAIR.

PUBLIC COMMENT IS NOT INTENDED TO BE A FORUM FOR SELF-PROMOTION. PUBLIC COMMENT SPEAKERS WHO ENGAGE IN ADVERTISING THEIR BUSINESS, PERSONAL POLITICKING, OR OTHER FORMS OF SELF-PROMOTION, WILL BE ASKED TO LEAVE THE PODIUM.

PLEASE GIVE THE COMPLETED FORM TO THE STAFF LIAISON.

PLEASE PRINT CLEARLY

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

Agenda Item No.: PL20205000 4659 **Agenda Item Topic:** HOME BASED BUSINESS UPDATE
(For Public Comment, list topic)

Meeting Date: 5/20

Name: MAILTEAMERS Address: 140 WILSON BLVD S NAPLES 34117

Representing/Petitioner: EAST of 951 AD Hoc Other:

COLLIER COUNTY ORDINANCE NO. 2003-53, AS AMENDED BY ORDINANCE 2004-05 AND 2007-24, REQUIRES THAT ALL LOBBYISTS SHALL, BEFORE ENGAGING IN ANY LOBBYING ACTIVITIES (INCLUDING, BUT NOT LIMITED TO, ADDRESSING THE BOARD OF COUNTY COMMISSIONERS), REGISTER WITH THE CLERK TO THE BOARD AT THE BOARD MINUTES AND RECORDS DEPARTMENT.

YOU ARE LIMITED TO THREE (3) MINUTES FOR YOUR COMMENTS AND ARE TO ADDRESS ONLY THE CHAIR.

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PLEASE GIVE THE COMPLETED FORM TO THE STAFF LIAISON.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

April 10, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Development Services Advisory Committee
Land Development Review Subcommittee
Collier County, Florida

May 20, 2025
3:00 p.m.

Notice is hereby given that the **Collier County Development Services Advisory Committee - Land Development Review Subcommittee (DSAC-LDR)** will meet on **Tuesday, May 20, 2025,** at **3:00 p.m.** in Conference Room 609/610 of the Growth Management Community Development Department building, 2800 N. Horseshoe Drive, Naples, Florida.

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item.

About the public meeting:
Two or more members of the Board of County Commissioners may be present and may participate in the meeting. The subject matter of this meeting may be an item for discussion and action at a future Board of County Commissioners meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations in order to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Eric Johnson at (239) 252-2931.

###

MINUTES OF THE COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE
LAND DEVELOPMENT REVIEW SUBCOMMITTEE MEETING
Naples, Florida
May 20th, 2025

LET IT BE REMEMBERED, the Collier County Development Services Advisory Committee Land Development Review Subcommittee and Collier County, having conducted business herein, met on this date at 3:00 PM in REGULAR SESSION at Growth Management Community Development Department Building, Conference Room #609/610 2800 N. Horseshoe Dr., Naples, Florida, 34102 with the following members present:

Chairman: Clay Brooker (Chairman)
Blair Foley – EXCUSED
Jeffrey Curl
Mark McLean
Robert Mulhere

The following County Staff were in attendance:
Eric Johnson, LDC Planning Manager, GMCD
Richard Henderlong, Planner III, GMCD
Angela Galiano, Planner II, GMCD
Josephine Medina, Planner III, GMCD
Heather Cartwright-Yilmaz, Management Analyst / Staff Liaison, GMCD
Jaime Cook, Development Review Director, GMCD

Any person who decides to appeal a decision of This Board you will need a record of the proceedings pertaining thereto and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, Neither Collier County nor This Board shall be responsible for providing this record.

1. **CALL TO ORDER – Chairman**
   Chairman Clay Brooker
   Development Service Advisory Committee – Land Development Review Subcommittee, Tuesday, 20th May 2025 was called to order at 3:00 PM

2. **APPROVAL OF AGENDA**
   Clay Brooker
   Agenda approved.
   Motion passed

   Determined New order to discuss Agenda based on Speakers available 4a, 4d, 4b to 4C. See changes below.

3. **Old Business**
   None

4. **New Business**
   a. PL20250004659 – Home Based Business Updates LDCA

   Eric Johnson-Spoke in 4a introduced new amendments
   Eric Johnson- Determining language in local code vs State code.
   Mr. Brooker-Determining parking regulations- Differences between Local and State
   Eric Johnson-Updating future ordinances for parking/storage. Referenced definitions in the LDC
   Mr. Curl- Identify Problems with buffering requirements
   Mr. Brooker opened for Public comments

   Public speaker-Tim Maloney Golden Gate- Identifying Verbiage in Ordinance and impacts of ordinance in the county. Identifying exploration of home occupation statute. Encourages updating the ordinance in these areas

   A. Problem with estates using residential properties
   B. Can't generate additional traffic
   C. Uses of fleet vehicles in residential areas
   D. Types of vehicles (tonnage) and impact of these businesses

   Public Speaker- William Mars- Landscape company impact. Shared pictures of Landscape vehicles parked on vacant lot. Video of a truck backing up, Video of trucks parked together, Video of trucks backing up traffic. Examples or residential impact. Applicability and broadness or ordinance compared to another county.

Public speaker- Mark Teeters- Golden Gate master plan advertised "1000 small businesses in Golden Gate." Importance of getting verbiage correct. Rezoning the estates and impact construction companies in residential areas, campers/Trailers and their impact. Use/impact of Code enforcement. Using backyards as storage. The current impact of the estates zoning is hard to enforce.

Mr. Brooker- Closed public comments

Unknown- Adding to clarify on the statement "multiple business" Quite a few issues need more regulation pertaining to traffic impact. Need to clarify verbiage "use of estates parcels by right" Need to come back to this issue as there are too many issues.
Mr. Brooker- Determining a way forward based on existing precedence.
Mr. Mulhere- AG zoning vs estates zoning
Mr. Curl-Need to reference existing precedence. Rethink allowed businesses, screening businesses, required screenings buffers and heights
Mr. Brooker- Existing ordinance/statute in works might take care of it. Residential character.
Mr. Mulhere- Where do Landscapers go, AG use

Mr. Mulhere- Motion to continue discussion
Mr. Brooker- second. Motion passes

b. PL20240008632 – Solar Facilities and Electrical Substations LDCA

Uknown- Existing LDC doesn't address facilities. Proposing amendment to solar facilities, issues addressed by FPL and anticipated issues.
Tal Berman- Discussing solar development in Collier County on AG land. Remove citrus and place solar. Limit impacts on protected areas. Low impact. No concrete/impermeable. Low to the ground.
Jem Frantz- LDC amendment eliminates inconsistencies in statute amendment and addresses buffering requirements. New definitions, new sections on solar facilities and substations, updates list of essential services. Adds exemptions and additions.
Mr. Mulhere-Adding to AG use, essential use, solar, are they essential services?
Mr. Mclean- Are they storing on site, how?
Tal Berman- Size of shipping containers line up next to each other at substation. Changing, injecting renewables/solar.
Mr. Mclean-Defining storage
Jem Frantz- Would have to follow AG restrictions
Mr. Curl- References buffer language, "trees and shrubs"
Jem Frantz- From state statute language
Mr. Curl- AG transitions
Mr. Berman-Avoiding primary panther habitat.
Jaime- Not running into too many issues as using old farms.

Mr. Mulhere- Motion to recommend approval, subject to continue discussion after staff review, whether it is reasonable to establish, to look at the development standards to

make sure there are standards on the height. We talked about minor corrections (e.g., trees, shrubs, buffers). Confirm Height requirements.
Mr. Curl- Second

Further discussion ensues regarding existing standards in the Rural Agricultural Zoning District.

Mr. Brooker – There is consensus that existing height limitation of 35 feet is acceptable.

The motion was revised by a different member of the Subcommittee.

Mr. Mclean - Second
Mr. Brooker- Revised motion passes unanimously.

c. PL20250005043 – Group Housing Updates LDCA

Mr. Mulhere – Made a motion to approve and commended staff for being proactive in terms of seeing that the market is demanding most of the time, things in PUDs and floor area ratios are 0.60 anyway.
Mr. Brooker- He had a question regarding Page 3 lines 13 and 14- Increasing from 0.45, except nursing homes, ALFs, continuing care facilities can have a FAR of 0.60, provided that the Future Land Use Element of the Growth Management Plan allows for the greater ratio. Are there limitations?
Ms. Medina- Yes, there are certain ones that we did find have limitations, like the RFMUD, for example. Certain private amendments do as well. There were some that the PUD doesn't reference back to the LDC, so we wanted to make that clear, that if the Future Land Use designation says 0.45, the LDC can't allow (a greater FAR).
Mr. Johnson – They have to be consistent with each other.
Mr. Brooker- Where is it restricted to 0.45?
Ms. Medina- Receiving lands, neutral lands, within the rural village, within the conservation designation, Buckley property and that settlement agreement. They don't have a PUD yet
Mr. Mulhere – That is a subdistrict of the rural fringe?
Ms. Medina- Yes, and in the agricultural and rural mixed-use district, there is a floating subdistrict that has restrictions as well. Those were the ones we were able to find. All the other ones, we were able to find public ones, but the PUD restricted it, so when they come in to change their PUD, they would also have to change their corresponding (indiscernible)

Mr. Brooker- Thank you. We have a motion to recommend approval by Bob
Mr. Curl- Second
Mr. Brooker- Motion to approved amended passes unanimously.

d. PL20250005475 – Mailed Notice Rural Agricultural Zoned Land LDCA

Mr. Mulhere- We have 500 ft. in urban area and 1000 ft. in Rural area.

Mr. Mclean- What I don't understand on the160 acre parcel- it only notified property owners at 1000ft and 9 lots but where is the notification taken from, the center or perimeter of the parcel?
Mr. Henderlong- It's measured from the perimeter of the parcel. Some residents of Sable Palm Road did not get notified. He explained that the Board felt the current standard to the notification process was inadequate, and they requested other various distances for the mailed notice requirement be look at recommending it be one mile.
Mr. Mulhere- What is the one mile for, currently the Urban and Rural Golden Gate Estates area. What are the other areas? Define what areas get and what distance. The 1,000 ft. only applies to designated rural AG.
Discussion on notification distances to rural and urban areas in collier county.
Mr. Henderlong- For urban AG zoned land in Pine Ridge subdivision, a commissioner said a new property, the mailed distance was inadequate when compared to what other communities are doing. He described the Pine Ridge property's location. He said, the board direction was to take the one-mile suggestion back and publicly vets the mailed notice distance change. He presented other options to the mailed notice distances by reference to Exhibit C. To assist the decision of a distance change, on pages 6 and 7, mailed distances of other Florida communities were given for public consideration. He noted, on page 7, Seminole County had distances based on acreage sizes, 5, 10, and greater than 10 acres and a minimum number of parcels. Staff did not recommend this standard.
Mr. Mulhere- So this is limited to the proposal of one mile to rural AG zoned lands
Ms. ***Cook***- Provided a perspective on the new week Board agenda item at 341 Sabal Palm that all of the surrounding lands are conservation land and the notice sign sizes are too small to notify residents in Winding Cypress and Village Walk.
Mr. Brooker and Mr. Mclean-Noted the increase to one mile is costly with 5,680 notices at the Pine Ridge and Goodlette Rd. parcel

Mclean- Motioned to suggest ½ mile
Mr. Mulhere- Seconded the motion
Mr. Brooker- Motion passed unanimously.

5. PUBLIC SPEAKERS
No additional public speakers. Noted in the section above.

6. UPCOMING DSAC-LDR SUBCOMMITTEE MEETING DATES DISCUSSION:

- **a.** Tuesday, June 17, 2025
- **b.** Tuesday, September 16, 2025
- **c.** Tuesday, November 18, 2025

Clay Brooker
Accepted motion to adjourn

7. MEETING ADJOURNED

There being no further business for the good of the County, the meeting was adjourned by the order of the chairman at 4:50 p.m.

COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE
LAND DEVELOPMENT REVIEW SUBCOMMITTEE

Clay Brooker, Chairman

These minutes were approved by the Committee/Chairman on AUGUST 6, 2025, (check one) as submitted _____ or as amended X.

Collier County

Growth Management Community Development

Development Services Advisory Committee

Right of Way Subcommittee Meeting

Wednesday, July 23, 2025
3:00 pm

2800 N. Horseshoe Dr.
Naples, FL 34104
Growth Management Community Development Department
Conference Room 609/610

Please contact Heather Cartwright-Yilmaz at (239) 252-8389 if you have any questions or wish to meet with staff.

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

DSAC – Right of Way Subcommittee

Agenda

Wednesday, July 23, 2025

3:00 pm

2800 N. Horseshoe Dr., Naples, FL 34104

Growth Management Community Development, Conference Rooms 609/610

NOTICE:

Persons wishing to speak on any Agenda item will receive up to three (3) minutes unless the Chairman adjusts the time. Speakers are required to fill out a "Speaker Registration Form", list the topic they wish to address, and hand it to the Staff member before the meeting begins. Please wait to be recognized by the Chairman and speak into a microphone. State your name and affiliation before commenting. During the discussion, Committee Members may direct questions to the speaker.

Please silence cell phones and digital devices. There may not be a break in this meeting. Please leave the room to conduct any personal business. All parties participating in the public meeting are to observe Roberts Rules of Order and wait to be recognized by the Chairman. Please speak one at a time and into the microphone so the Hearing Reporter can record all statements being made.

1. Call to Order – Blair Foley, Chairman
    a. Selection of Committee Chairman

2. Approval of Agenda

3. Old Business
    a. ROW Manual Updates

4. New Business
    a. Culvert Alternate in County Right of Way (ROW)

5. Public Speakers

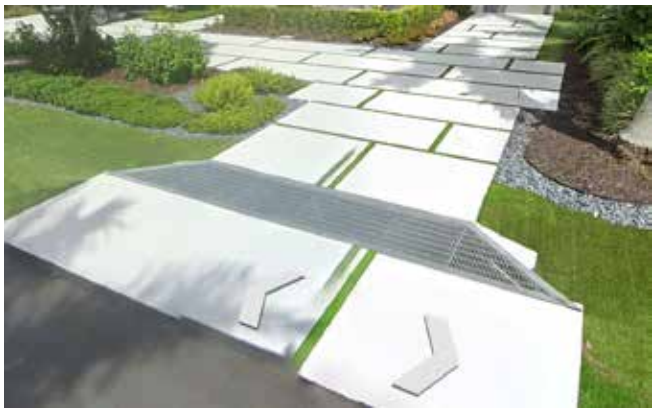
6. Reminders of Upcoming DSAC-ROW Subcommittee Meeting Dates Discussion:
    a. Schedule as Needed

7. Adjourn

For more information, please contact Heather Yilmaz at (239) 252-8389
or at Heather.Yilmaz@colliercountyfl.gov

Along Kingfish Road, City of Naples





photos provided by Christian Andrea, PLA

June 4th, 2025

Mr. William J. Varian, Chair
c/o Heather Yilmaz, Management Analyst I
Development Services Advisory Committee

RE: Residential Drive Culverts / R.O.W. Permitting

Bill,

I apologize, but I will be out of town for the June 4th meeting. However, I wanted to offer a design solution for discussion by the Engineers and potential for LDC review and/ or Amendment via the DSAC-LDR in the future.

Current Collier County R.O.W. standards and permitting does not allow for the pictured improvement, right. In a nutshell, these are trench drains (set at the typical culvert invert) with infiltration grate secured at the top of each trench riser. Maintenance is more easily-accomplished, than traditional culverts, by removing the grate. Capacity, width and depth, and structural subject to engineering.

This was forwarded to me by Christian Andrea, a local Landscape Architect. I do believe the aethetics speak for themselves. This is subject to an initial discussion and review Jack McKenna, prior to any motion for the DSAC-LDR to take up the item.

Thank you for yours and the Committee's consideration.

I'll toast a Pina Colada from the Dominican Republic.

Sincerely,

eMERGE Design LLC
Jeffrey S. Curl ASLA CLARB, President

LAB#: LC26000450 4010 8th Avenue S.E. + Naples, FL 34117 | p.239.272.7933 + f.239.304.9443 | www.emergedesign.biz

Development Services Advisory Sub Committee
Attendance Roster – Date: July 23, 2025
DSAC Members

Blair Foley:	
John English:	
Chris Mitchell:	

Staff Members

James French Department Head, GMCDD	Did not Attend
Michael Stark Director, Operation & Regulatory Support	Did not Attend
Jaime Cook Director, Development Review	Attended
Michael Bosi Director, Planning & Zoning	Did not Attend
Diane Lynch, Management Analyst II Staff Liaison, Operations & Regulatory Management	Did not Attend
Heather Cartwright-Yilmaz, Management Analyst Staff Liaison, Operations & Regulatory Management	Attended
Anthony Khawaja, Director, Traffic Operations & Transportation Management Services	Attended

Sign-in Sheet (Public)

July 23, 2025 DSAC Meeting

Please Print

NAME	REPRESENTING	PHONE NO.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

July 03, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Development Services Advisory Committee
Right of Way Subcommittee
Collier County, Florida

July 23, 2025
3:00 p.m.

Notice is hereby given that the **Collier County Development Services Advisory Committee – Right of Way Subcommittee (DSAC-ROW)** will meet on **Wednesday, July 23,** at **3:00 p.m**. in Conference Room 609/610 at the Growth Management Community Development Department building, 2800 N. Horseshoe Drive, Naples, Florida.

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item.

About the public meeting:
Two or more members of the Board of County Commissioners may be present and may participate in the meeting. The subject matter of this meeting may be an item for discussion and action at a future Board of County Commissioners meeting.

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For more information, call Jaime Cook at (239) 252-6290 or Heather Yilmaz at (239) 252-8389.

###

MINUTES OF THE COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE
RIGHT OF WAY SUBCOMMITTEE MEETING

Naples, Florida
July 23, 2025

LET IT BE REMEMBERED, the Collier County Development Services Advisory Committee Right of Way Subcommittee and Collier County, having conducted business herein, met on this date at 3:00 PM in REGULAR SESSION at Growth Management Community Development Department, Room 609/610, 2800 N. Horseshoe Dr., Naples, FL 34104 with the following members present:

Chairman: Blair Foley
John English
Chris Mitchell

The following County Staff were in attendance:
Jaime Cook, Director – Development Review, GMCD
Tony Khawaja, Director – Traffic Operations & Transportation Management Services
Heather Cartwright-Yilmaz, Management Analyst / Staff Liaison, GMCD

Any person who decides to appeal a decision of This Board, you will need a record of the proceedings pertaining thereto and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Neither Collier County nor This Board shall be responsible for providing the record.

1. **CALL TO ORDER – CHAIRMAN**
   Chairman – Blair Foley
   Development Services Advisory Committee – Right of Way Subcommittee, Wednesday, 23rd June 2025 was called to order at 3:00 PM

   a. Selection of Committee Chairman
      Motion to continue Blair Foley as Chairman by John English
      Seconded by Chris Mitchell
      Motion approved unanimously

2. **APPROVAL OF AGENDA**
   Chairman Foley asked if there were any changes to the agenda – none were requested.

   Motion to approve the agenda was made by John English
   Seconded by Chris Mitchell
   Motion approved unanimously

3. **OLD BUSINESS**
   a. ROW Manual Updates
      Staff reported ongoing work on updating cross-sections and diagrams. Additional feedback from Road Maintenance and Transportation groups is being reviewed. A future meeting will be scheduled to incorporate and discuss recommendations.

4. **NEW BUSINESS**
   a. Culvert Alternate in County Right of Way (ROW)

   Discussion: Culvert Alternate in County Right of Way (ROW)
   - Discussion initiated on an alternate drainage solution presented by Jeffrey Curl at a prior DSAC meeting.
   - The alternate design includes trench drains with surface grates, offering a potential replacement for traditional culverts in residential driveways.
   - Tony Khawaja noted benefits observed in the City of Naples, such as ease of maintenance and avoidance of water pooling at driveways.

   The group discussed the following:
   i. Hydraulic and structural standards
   ii. Flexibility of installation
   iii. Homeowner maintenance responsibility
   iv. Compatibility with existing swale conditions

v. Staff will follow up with Road Maintenance (Marshall's team) for input and potential draft language.

A decision or motion was deferred until feedback is received and formal language is developed.

5. PUBLIC SPEAKERS
None

6. REMINDERS OF UPCOMING DSAC-ROW SUBCOMMITTEE MEETING DATES DISCUSSION:
a. Schedule as Needed

Blair Foley – Chair
Made a motion to adjourn the meeting.

7. ADJOURN

There being no further business for the good of the County, the meeting was adjourned by the order of the chairman at 3:55 p.m.

COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE
RIGHT OF WAY SUBCOMMITTEE

Blair Foley, Chairman

These minutes were approved by the Committee/Chairman on 8/6/25, (check one) as submitted ✓ or as amended _____.

Collier County

Growth Management Community Development Department

Development Services Advisory Committee Meeting

Wednesday, June 04, 2025
3:00 pm

2800 N. Horseshoe Dr.
Naples, FL 34104
Growth Management Community Development Department
Conference Room 609/610

Please contact Heather Cartwright-Yilmaz at (239) 252-8389 if you have any questions or wish to meet with staff.

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

Development Services Advisory Committee

Agenda

Wednesday, June 04, 2025

3:00 pm

2800 N. Horseshoe Dr., Naples, FL 34104

Growth Management Community Development, Conference Rooms 609/610

NOTICE:

Persons wishing to speak on any Agenda item will receive up to three (3) minutes unless the Chairman adjusts the time. Speakers are required to fill out a "Speaker Registration Form", list the topic they wish to address, and hand it to the Staff member before the meeting begins. Please wait to be recognized by the Chairman and speak into a microphone. State your name and affiliation before commenting. During the discussion, Committee Members may direct questions to the speaker.

Please silence cell phones and digital devices. There may not be a break in this meeting. Please leave the room to conduct any personal business. All parties participating in the public meeting are to observe Roberts Rules of Order and wait to be recognized by the Chairman. Please speak one at a time and into the microphone so the Hearing Reporter can record all statements being made.

1. Call to order – Chairman
2. Approval of Agenda
3. Approval of Minutes:
    a. DSAC: 05.07.2025 (Page: 04)
4. Public Speakers

For more information, please contact Heather Cartwright-Yilmaz at (239) 252-8389
or at Heather.Yilmaz@colliercountyfl.gov

5. Staff Announcements/Updates
    a. Zoning Division – [**Mike Bosi**]
    b. Community Planning & Resiliency Division – [**Christopher Mason**]
    c. Housing Policy & Economic Development Division – [**Cormac Giblin**]
    d. Development Review Division – [**Jaime Cook**]
    e. Operations & Regulatory Mgmt. Division – [**Michael Stark**]
    f. Building Review & Permitting Division – [**John McCormick**]
    g. Collier County Fire Review – [**Michael Cruz, Captain**]
    h. North Collier Fire Review – [**Chief Sean Lintz or designee**]
    i. Code Enforcement Division – [**Thomas Iandimarino**]
    j. Public Utilities Department – [**Matt McLean or designee**]
    k. Transportation Management Services

       Transportation Engineering Division – [**Jay Ahmad or designee**]
6. New Business
    a. PL20250005043 – Group Housing Updates LDCA
    b. PL20250005475 – Mailed Notice Rural Agricultural Zoned Land LDCA
    c. PL20240008632 – Solar Facilities and Electrical Substations LDCA
    d. Culvert Alternate in County Right of Way (ROW)
7. Old Business
8. Committee Member Comments
9. Adjourn

FUTURE MEETING DATES:

August 06, 2025 – 3:00 PM
September 03, 2025 – 3:00 PM
October 01, 2025 – 3:00 PM

MINUTES OF THE COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE MEETING

Naples, Florida
May 7, 2025

LET IT BE REMEMBERED, the Collier County Development Services Advisory Committee Meeting and Collier County, having conducted business herein, met on this date at 3:00 PM in REGULAR SESSION at the Collier County Growth Management Community Department Building, Conference Room #609/610, 2800 N. Horseshoe Dr., Naples, Florida, 34102 with the following members present:

Chairman:	William J. Varian
Vice Chairman:	Blair Foley
	Clay Booker
	James Boughton (EXCUSED)
	Jeffrey Curl
	Laura Spurgeon DeJohn
	John English
	Marco Espinar
	Norm Gentry (EXCUSED)
	Nicholas Kouloheras
	Mark McLean (EXCUSED)
	Chris Mitchell
	Robert Mulhere
	Hannah Roberts–AHAC–Non-Voting (EXCUSED)
	Jeremy Sterk
	Mario Valle

The following County staff were in attendance
James French – Department Head, GMCD
Mike Bosi – Director, Zoning Division
Christopher Mason – Director, Community Planning & Resiliency Division, GMCD
Jaime Cook – Director, Development Review Division, GMCD and Lisa Blacklidge
Michael Stark – Director, Operations & Regulatory Management Division, GMCD
John McCormick – Director, Building Review & Permitting Division, GMCD
Thomas Iandimarino – Director, Code Enforcement, GMCD
Claudia Vargas – Project Manager I, Engineering & Project Management, PUD
Cormac Giblin – Housing Policy & Economic Development Division
Jay Ahmad – Transportation Engineering Division
Heather Cartwright-Yilmaz – Management Analyst, Staff Liaison – GMCD

Any person who decides to appeal a decision of This Board you will need a record of the proceedings pertaining thereto and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, neither Collier County nor This Board shall be responsible for providing this record.

1. **CALL TO ORDER– Chairman**
   Chairman Varian
   Development Service Advisory Committee, Wednesday, 7th May 2025

2. **APPROVAL OF AGENDA**
   Jeff Curl motioned to approve
   Marco Espinar seconded
   Agenda approved unanimously

3. **APPROVAL OF MINUTES**
   Motion was made to approve Meeting Minutes with amendments by **Jeff Curl**
   Page 5 ripping instead of whipping
   Regarding the number of permits; 200,000 instead of $200,00.
   Robert Mulhere seconded
   Minutes approved unanimously

4. **PUBLIC SPEAKERS**
   None

5. **STAFF ANNOUNCEMENTS**

   a. **Zoning Division – [Mike Bosi, Director]**
   - We still have 2 vacant Planner III positions, mid-level professional level that's really tough to score in this market with a median salary about 88,000.
   - On the Land Use Entitlement side, we've had a steady stream of pre-app requests and a lot of petitions
   - 5 petitions that are hitting the Board of County Commissioners in both meetings in May
   - 5 individual items between the 13th and the 27th
   - We have over 12 individual petitions
   - Planning Commission has 1 GMP amendment, 3 LDC amendments for May 15th
   - On the 5th we have nothing
   - June 19th is canceled because the Board has a meeting
   - We may have the Costco PDI for Hacienda on July 3rd, and 3 items on the 17th

   b. **Community Planning & Resiliency Division – [Christopher Mason, Director]**

   Mario Valle
   - The Chamber put on a flood summit earlier this morning and saw that the City of Naples has provided some guidance for single family and multi-family flood proofing

attachments. Wondering if we had a similar document or if there was a completely different approach.

Christopher Mason

- Myself, the Community Planning and Resiliency Division and the Building Department have been talking extensively about this and we do have some guidance at this point, but it's not ready for public release.
- I really caution against dry proofing of residential structures
- It is not offered as an option in the Code of Federal Regulations. It says it's only available for non-residential structures
- What I see all the time with letters of map change for people, they find out they have an enclosure below flood and now they're on FEMA's radar and they cite the CFR right there
- Dry flood proofing does not meet the minimum standards of the NFIP. and the community rating system is associated with that
- Not meeting minimum requirements of the NFIP could put the County in jeopardy for receiving flood insurance
- Structures that were not built to any certain code pre-1979 would probably be available for dry flood review because they weren't built to any particular standard and they existed before the flood insurance rate mapping.

c. Housing Policy & Economic Development – [Cormac Giblin, Director]

- In the last month the Board approved 80 additional affordable housing units
- Casa San Juan Diego bonus in Immokalee
- Fiscal year to date total is 620 new affordable housing units approved
- The last meeting of the Economic Development Board voted to get out of the Immokalee Culinary Accelerator business
- We signed a lease with a new tenant to take over that facility and sell them the equipment that will close on May 15th

d. Development Review Division – [Jaime Cook and Lisa Blacklidge]

No report

e. Operations Support & Regulatory Management – [Michael Stark, Director]

- We had our quarterly testing of the version upgrade to City View
- This will streamline some of the review process and improve functionality of the system
- Our fee study kicked off today which will evaluate the actual cost based on hours of operation, taking a look at the impact overall
- We meet with the County Manager's office tomorrow to review the preliminary department budget request
- Domestic Animal Services, Parks and Rec, and Paradise Coast Sports Complex were added
- County Parks is comprised of 28 regional parks, 18 community parks, and 18 neighborhood, with an anticipated 2.6 million visitors this year
- So our employee count rose from 341 employees now to 623.5
- So we've got career Q and A info session coming up Wednesday, May 28, from 6 to 7.

- This is for positions including, but not limited to Chief Building Inspector, Building Inspectors, and Plan Reviewers
- Department received 5,068 permit applications, welcomed 1,077 customers at the business center and 205 at the satellite offices
- We had 6,852 phone calls, so we definitely see an increase in the number of phone calls
- 68 of the permits were related to Hurricane Ian and 25 are from Hurricane Milton
- Average turnaround time for the intake staff is still one day.

Chairman Varian
- Why does a temporary power pole on a residential property need to go through engineering during the review process? Why are we still doing this piece of paper?

Michael Stark
- At CBIA we discussed taking a look at process improvements
- We're taking notes from the industry and will definitely take that back to the team and bring the answer

f. Building Review & Permitting Division – [John McCormick, Director]
- The number of permits has been fluctuating and an increase is anticipated over summer
- Renovations and alterations, about three weeks, on the structural plan review, which is usually our pinch point
- We're still 5 positions down in Structural and have 5 Structural and 2 Provisional
- I'm still lacking a Plumbing Chief and getting that job done with the HVAC Chief
- Doug Esposito, our Deputy Building Official has been working nonstop on the dry flood proofing
- My job is to protect the Building Official because the Code doesn't prohibit it
- I'm going to rely on Chris and their expertise and Resiliency
- Doug found some videos that give a good picture that our residents should look at before they decide
- I’m glad we are doing the fee study and although I love the customer service angle of our open door policy and kiosk layout, but it is inefficiency because it takes time that is not billable.
- We have 10 open positions

Jeff Curl
- Will the fee study look at salary increases and as compensation, maybe they could let employees use County vehicles.

John McCormick
- I will look at the vehicle equity possibility.

James French
- There is a payroll study that is done. I'm subservient to them as my service provider.
- They determine how much an employee makes.

- Our pay may be less than the industry and it may be less than another community. We share that with that Division and hopefully they pick up on it.
- But the fee study only takes into account what our current costs are to run the business and to deliver those services because the business is still 100% enterprise funded.

g. Collier County Fire Review – [Michael Cruz, Captain]
No Report

h. North Collier Fire Review – [Chief Sean Lintz]
No Report

i. Code Enforcement Division – [Thomas Iandimarino, Director]
- Last month the Contractor Licensing Staff issued 30 citations for unlicensed and out of scope
- 18 paid and 12 got leaned

Chairman Varian
I have an elevator modification going on and I received a violation notice that there was not a building permit. I've had a permit open for 6 months.

Thomas Iandimarino
If there's a permit in place and we get a complaint, we usually don't even open up the case. I will look into it and we'll talk afterwards so I can get more information.

j. Public Utilities – [Claudia Vargas]
No Report

k. Transportation Management Services, Transportation Engineering – [Jay Ahmad]
- We negotiated with Consultants PCC for Goodlette Frank Road to design Goodlette from Vanderbilt to Immokalee two lanes in each direction and taking that to the Board on June 24th
- Everglades Boulevard from Oil Well Road to Golden Gate Boulevard going from 2 to 4 lanes. Consultants have been selected, and negotiating a contract to take to the Board
- Wilson Boulevard from Golden Gate to Immokalee widening to 4 lanes with bridges
- The intersections will be improved at Golden Gate and Immokalee
- We're about 90% design stage with Airport Rd. Vanderbilt to Immokalee going to 3 lanes each direction
- Oil Well to Everglades to 2 lanes each direction in a 3 lane footprint
- Current construction, Vanderbilt Beach Road extension we're about 72% design and construction stage. Build over $105 million out of $153 million contract
- If you've driven Vanderbilt Beach Road from Collier, the 3 eastbound lanes are almost done
- Vanderbilt Beach Road from 16th all the way to Currie Canal and 15th Street, 3 lanes each direction is finished
- Vanderbilt Beach Road from Pelican Marsh to US 41, 3 lanes each direction

- 16th Street Bridge similar to the one on 8th and adding shoulders and a sidewalk on the west side
- We'll have a connection between Golden Gate Boulevard and Randall and eventually Immokalee
- We've opened Randall Bridge one lane and got rid of that signal. By the way another car was being chased by sheriff hit that bridge again

6. NEW BUSINESS

a. Impact Fees – Corporate Business Operations [Gino Santa Barbara, Impact Fee Manager]

- I'm requesting this Committee establish a Subcommittee to review each of these draft studies
- Eight impact fee studies that include the emergency medical services, EMS, government buildings, libraries, community and regional parks, law enforcement, correctional facilities, roads and schools with a recommendation for submission to the Board of County Commissioners
- These studies haven't been updated for many years and we aim to have these updated more on a consistent basis
- We want to make sure that we're remaining in line with the current costs

Laura Spurgeon DeJohn

- I nominate Nick

Blair Foley motioned to adopt a sub-committee including Nick, Mario, Clay and Chairman Varian
Robert Mulhere seconded
Motion passed unanimously

7. OLD BUSINESS

None

8. COMMITTEE MEMBER COMMENTS

None

9. ADJOURN

There being no further business for the good of the County, the meeting was adjourned at 3:58 p.m.

COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE



William Varian, Chairman

These minutes were approved by the Committee/Chairman on 6/4/25,
(check one) as submitted ✓ or as amended _____.

Collier County

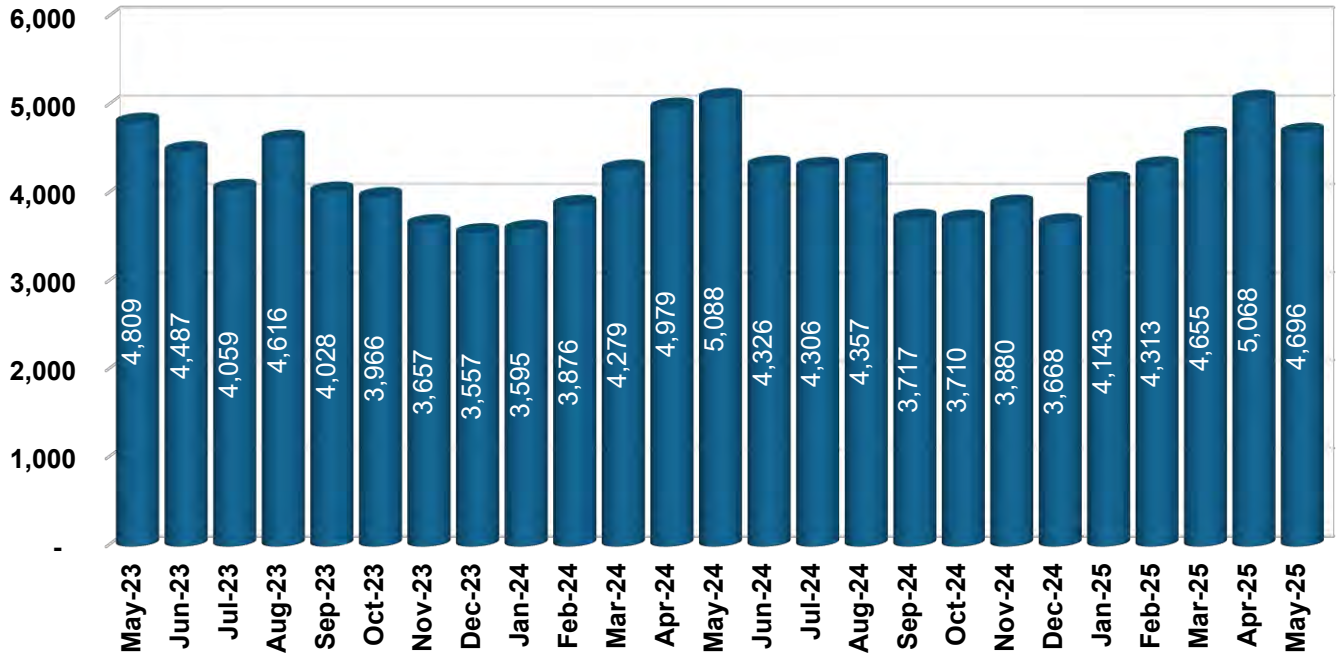
May 2025

Monthly Statistics

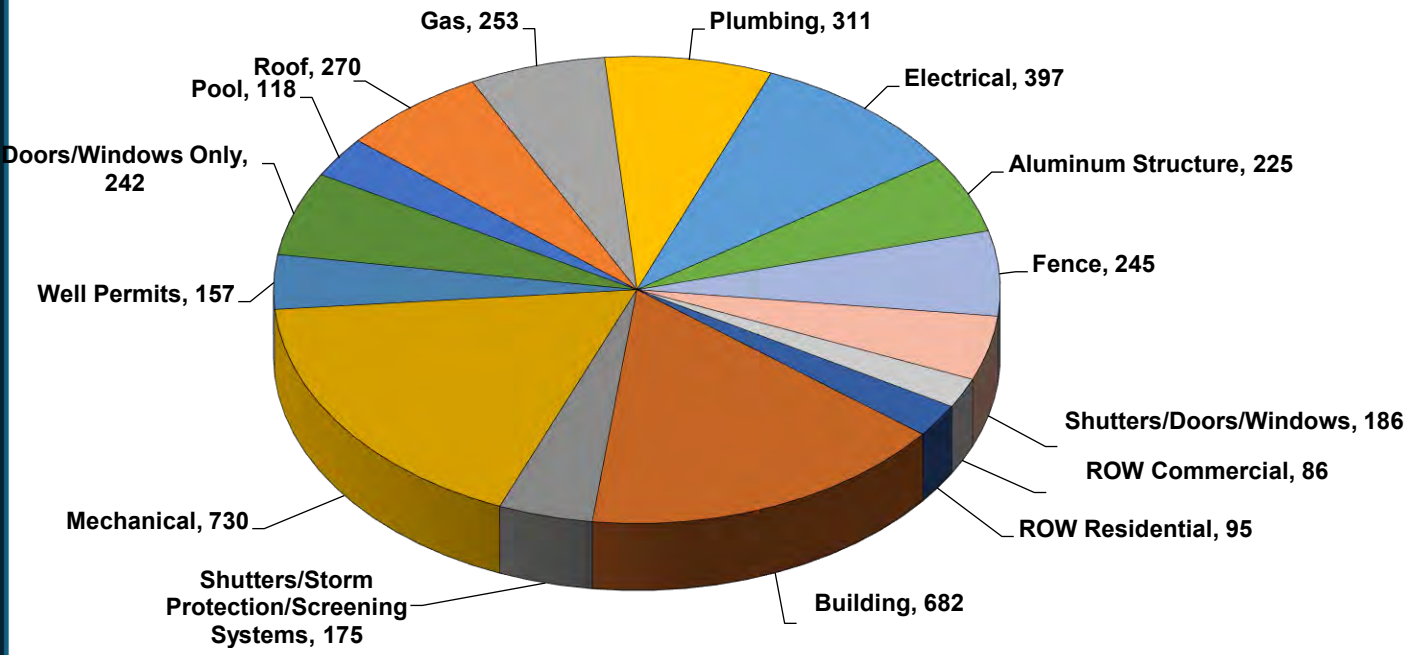


Building Plan Review Statistics

All Permits Applied by Month

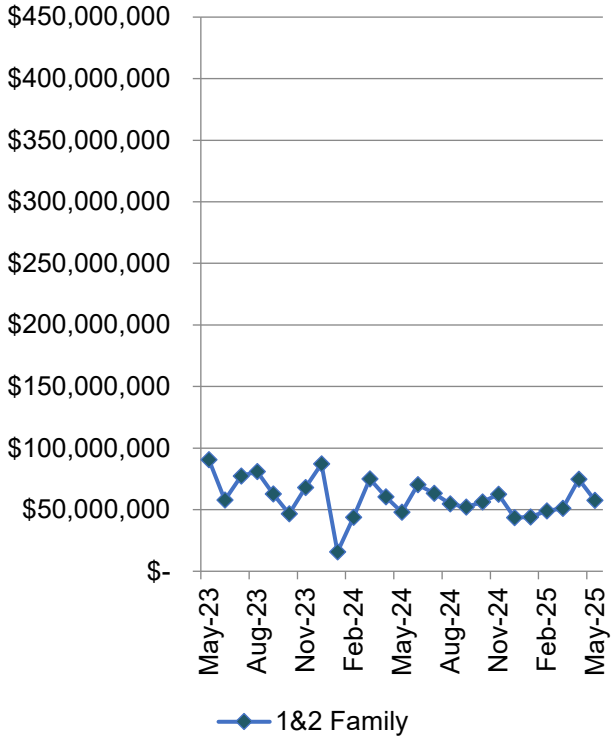


Top 15 of 35 Building Permit Types Applied

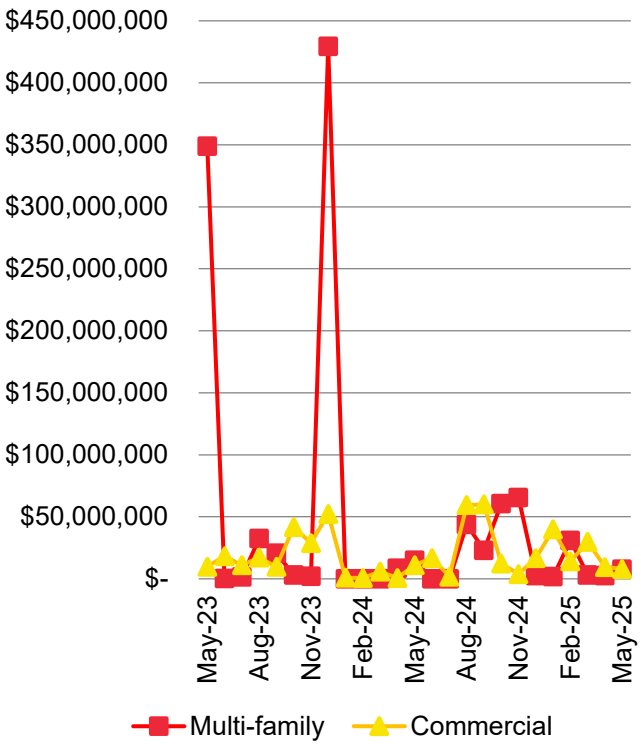


Building Plan Review Statistics

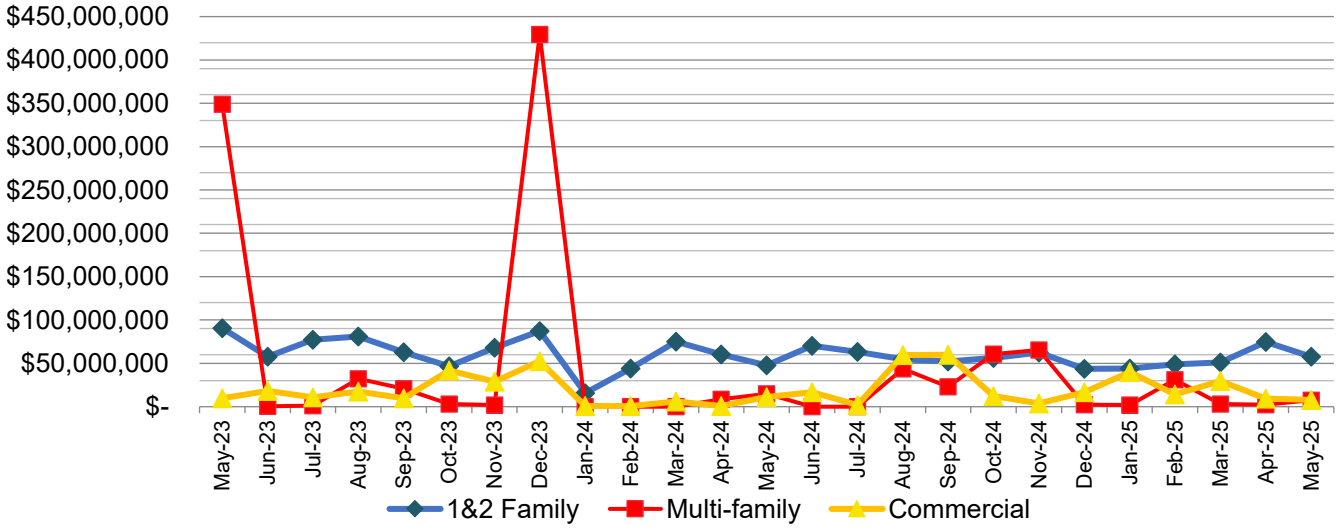
Monthly 1 & 2 Family Total Construction Value by Applied Date



Monthly Multi-family & Commercial Total Construction Value by Applied Date

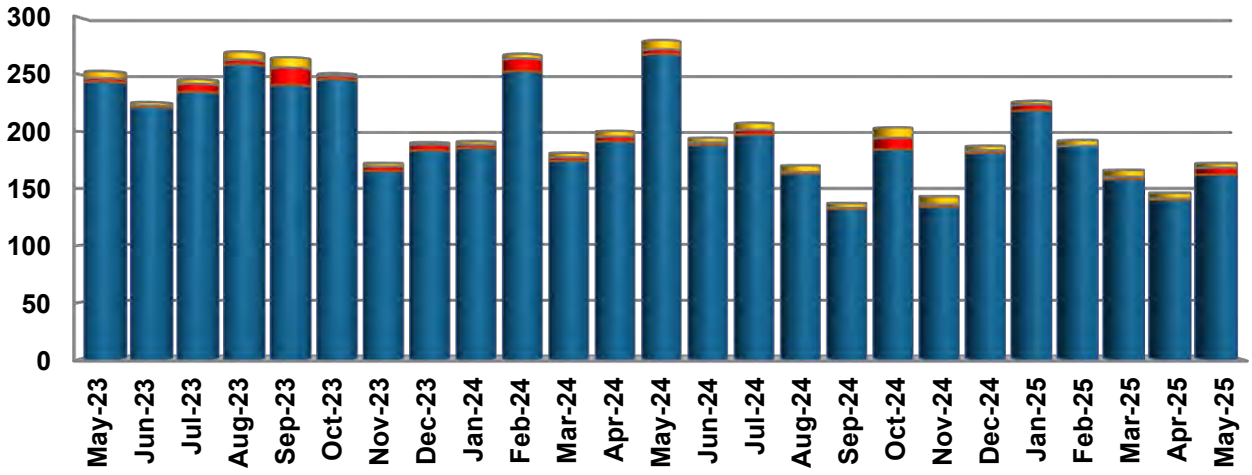


Monthly Total Construction Value by Applied Date



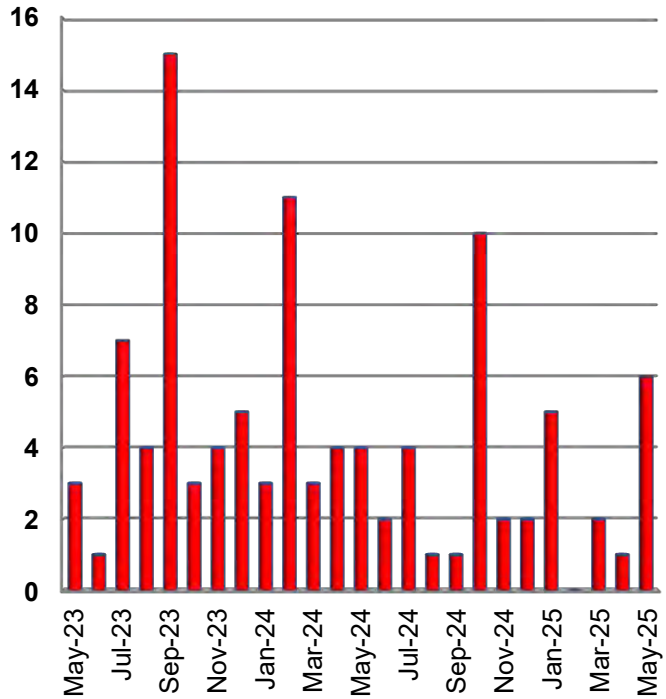
Building Plan Review Statistics

New Construction Building Permits Issued by Month

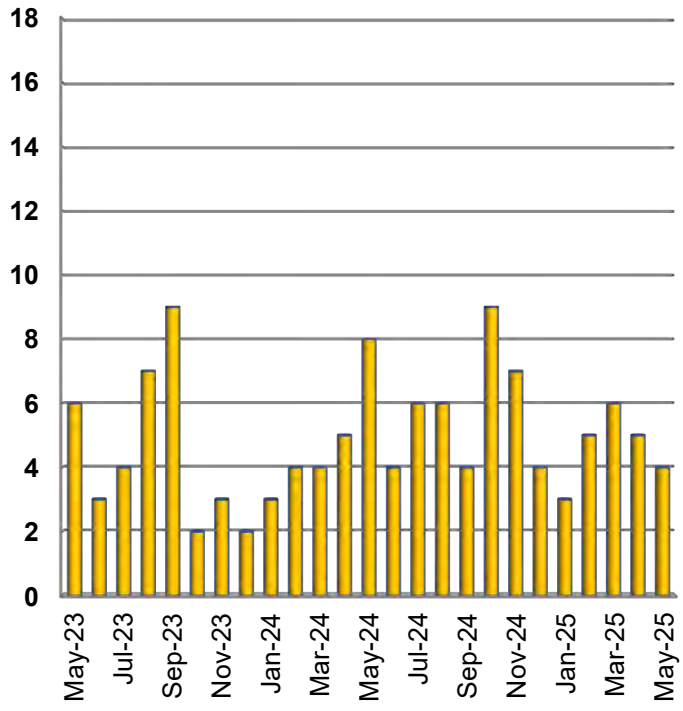


	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Commercial	6	3	4	7	9	2	3	2	3	4	4	5	8	4	6	6	4	9	7	4	3	5	6	5	4
Multi-family	3	1	7	4	15	3	4	5	3	11	3	4	4	2	4	1	1	10	2	2	5	0	2	1	6
1&2 Family	243	221	234	258	240	245	165	183	185	252	174	191	267	188	197	163	132	184	134	181	218	187	158	140	162

New Multi-family Building Permits Issued by Month

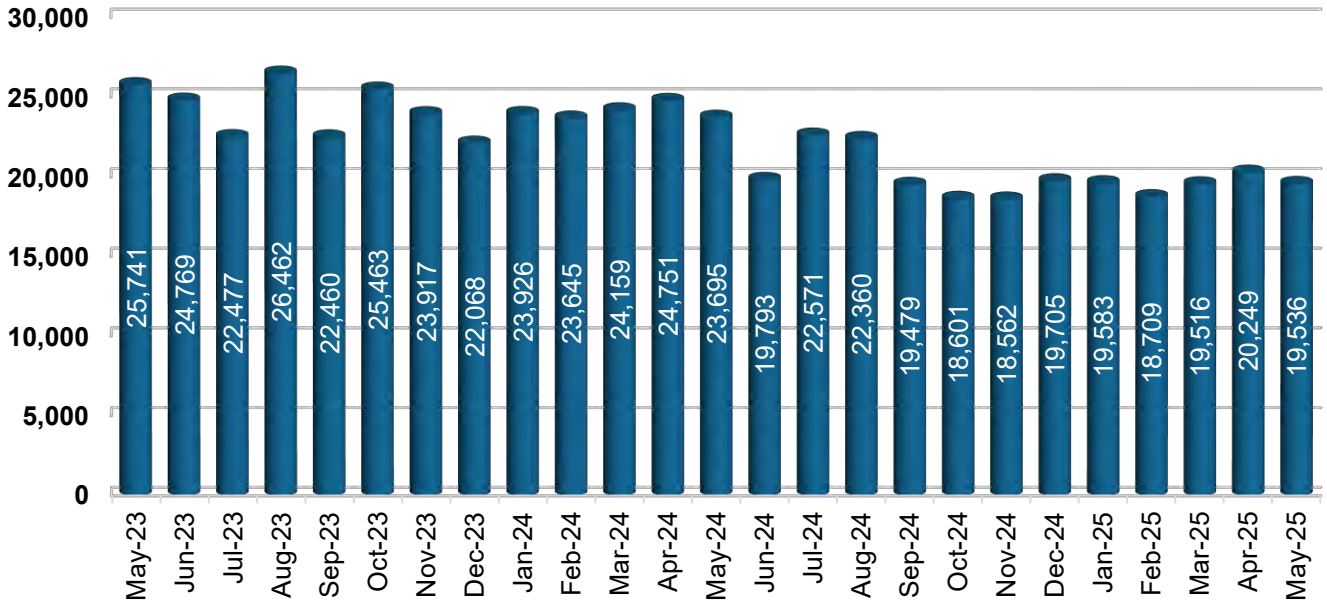


New Commercial Building Permits Issued by Month

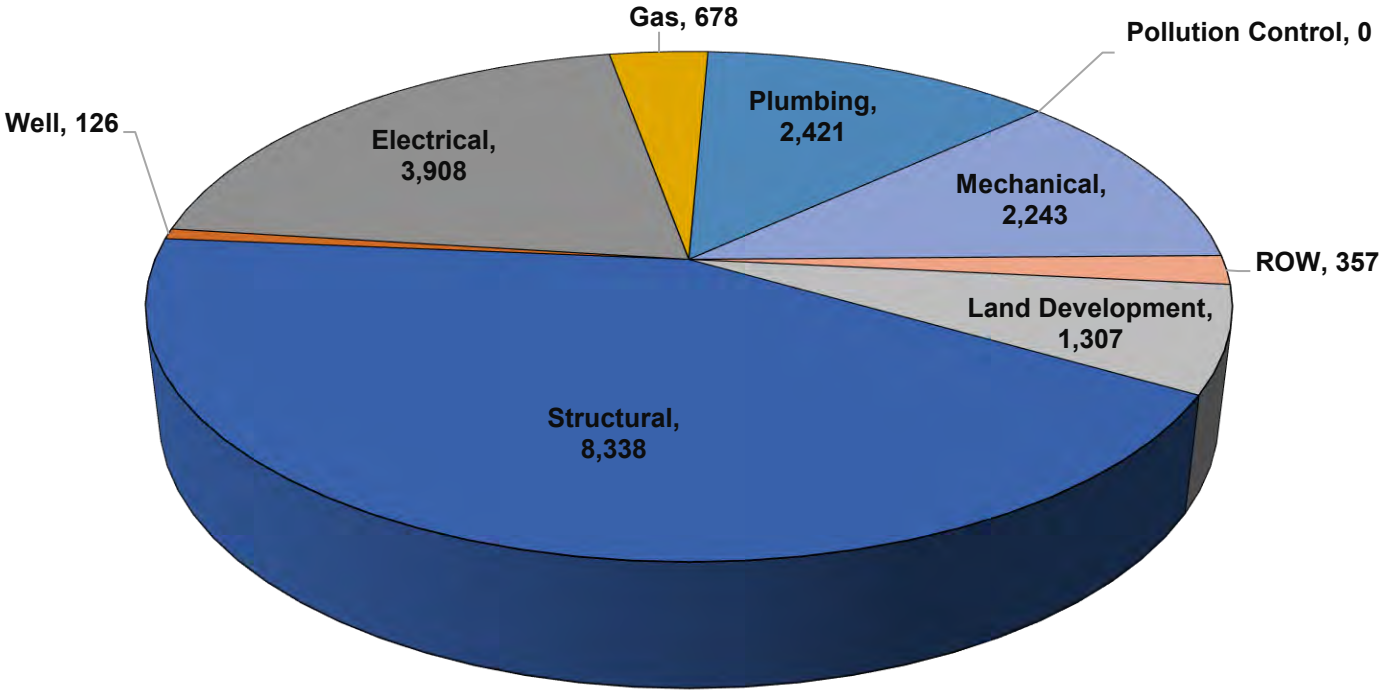


Building Inspections Statistics

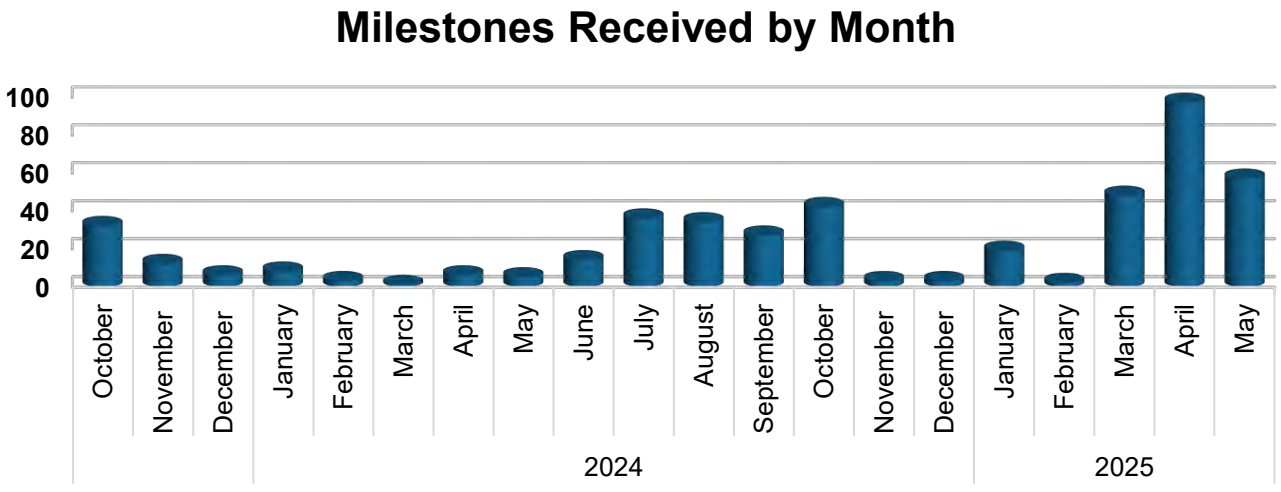
Building Inspections

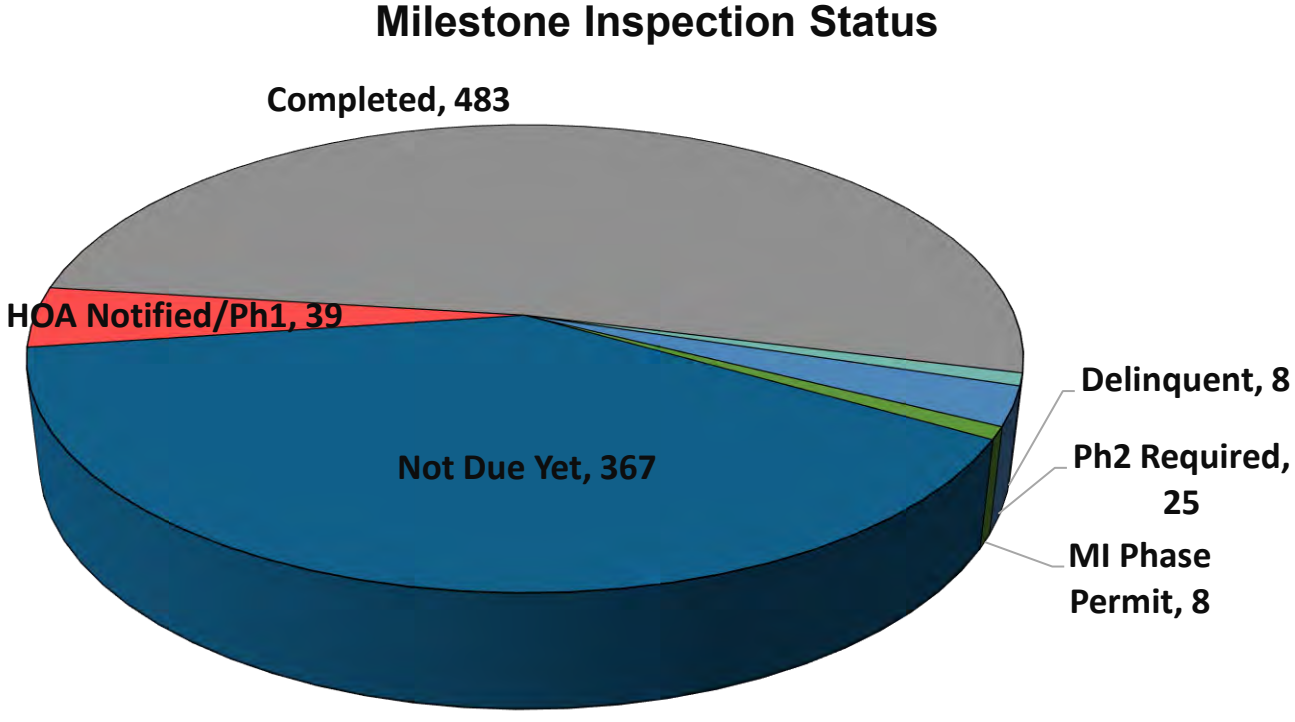


Types of Building Inspections

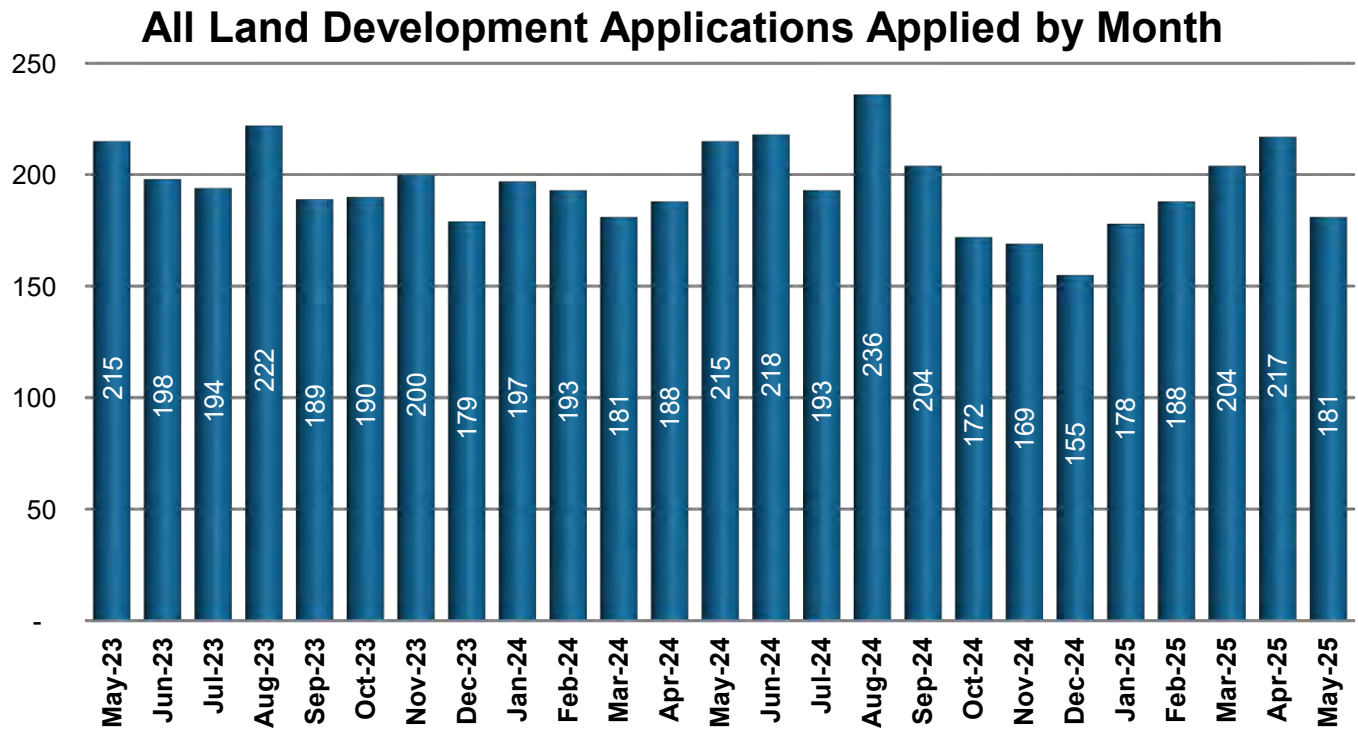


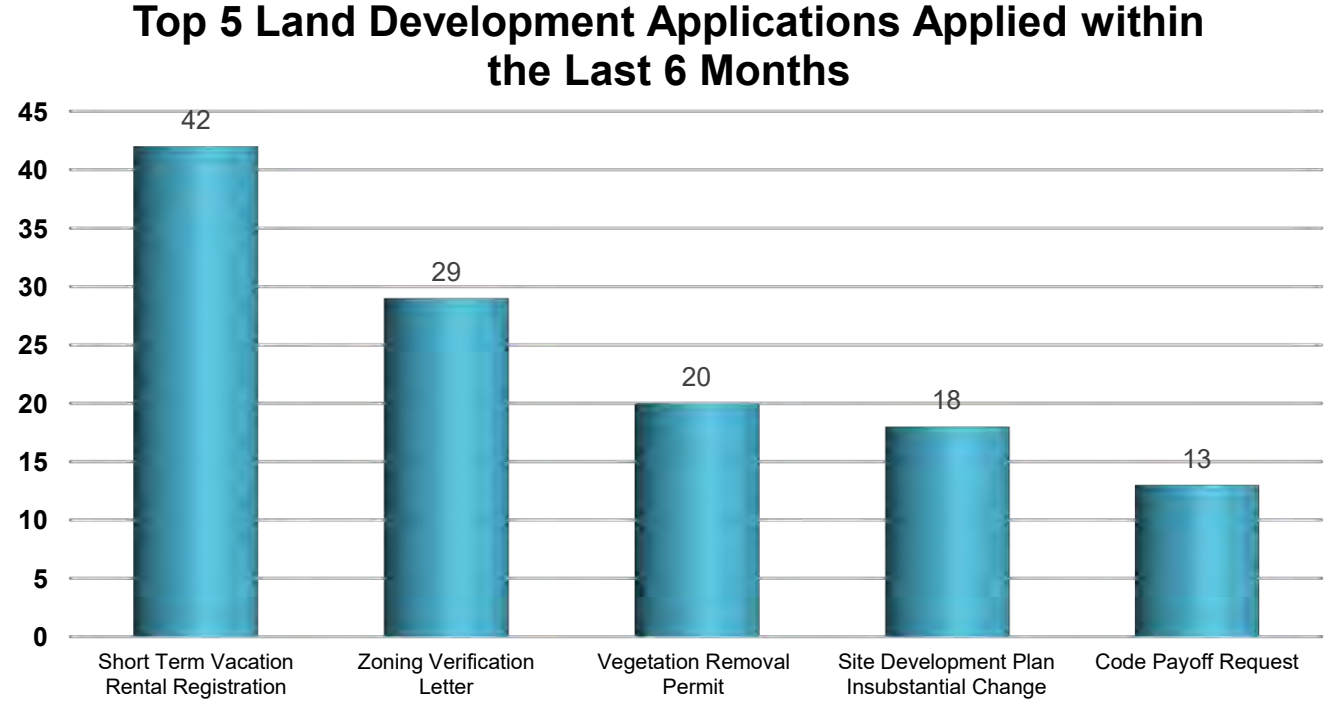
Building Inspections Statistics





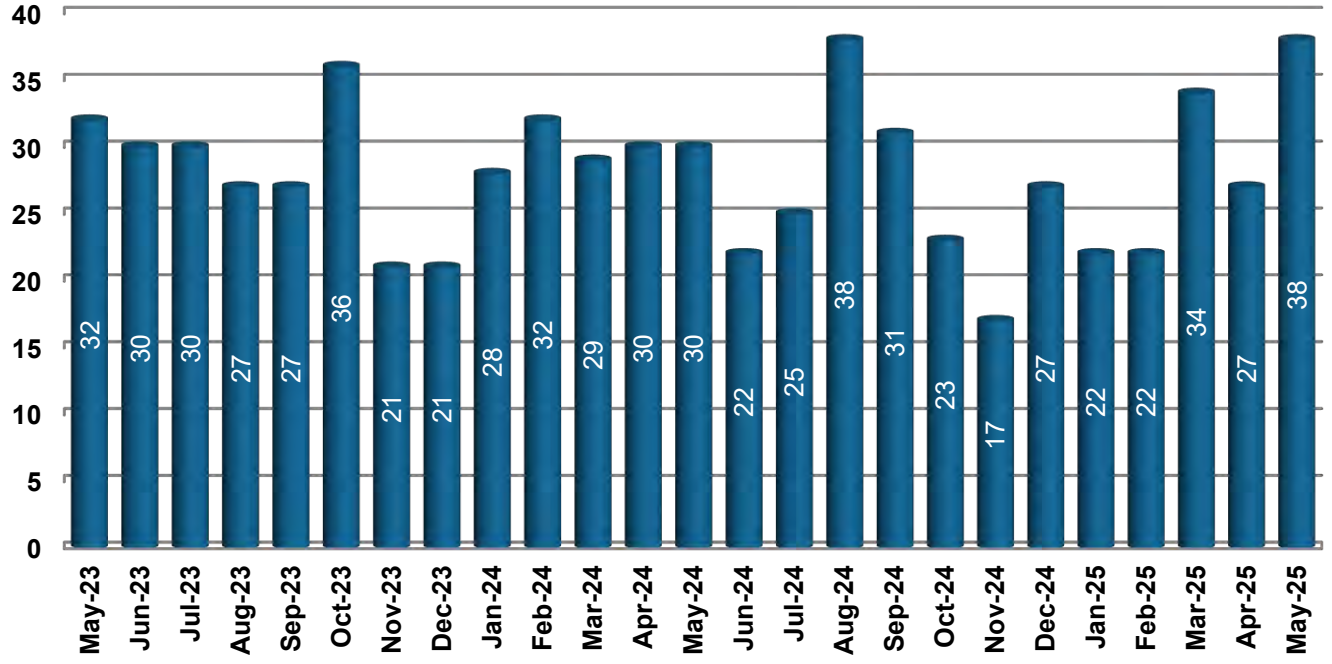
Land Development Services Statistics



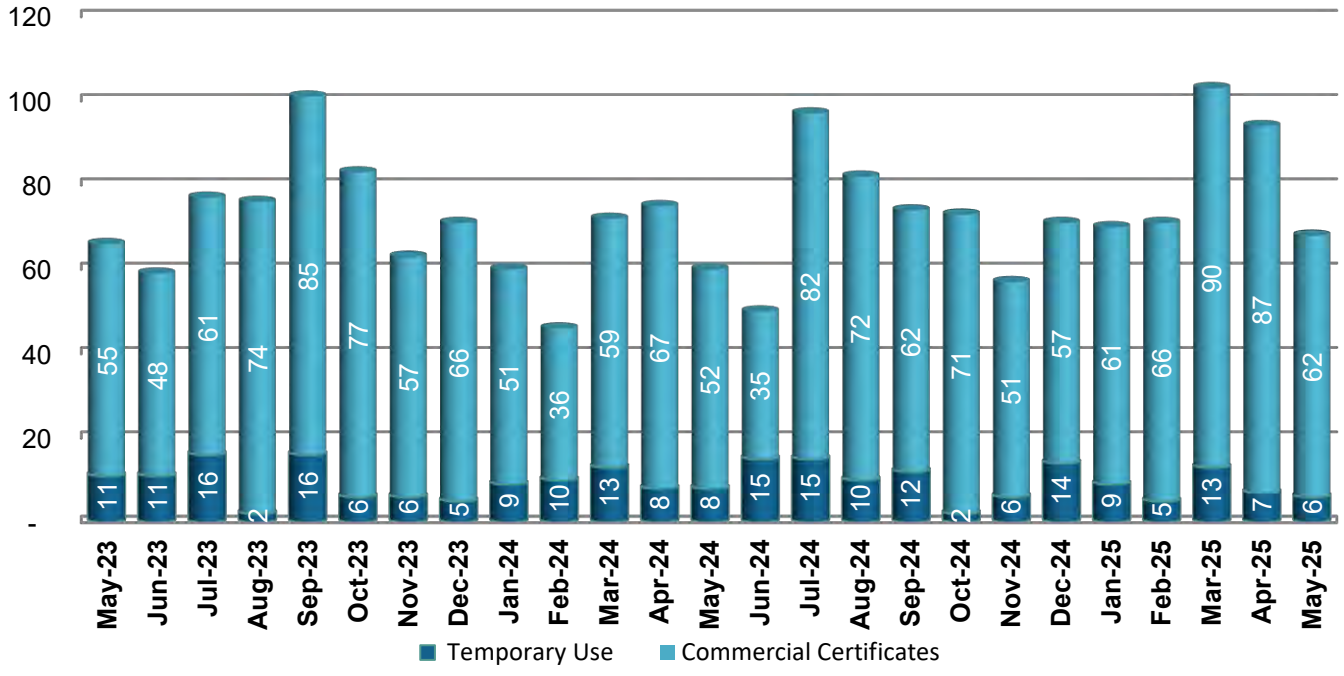


Land Development Services Statistics

Pre-application Meetings by Month

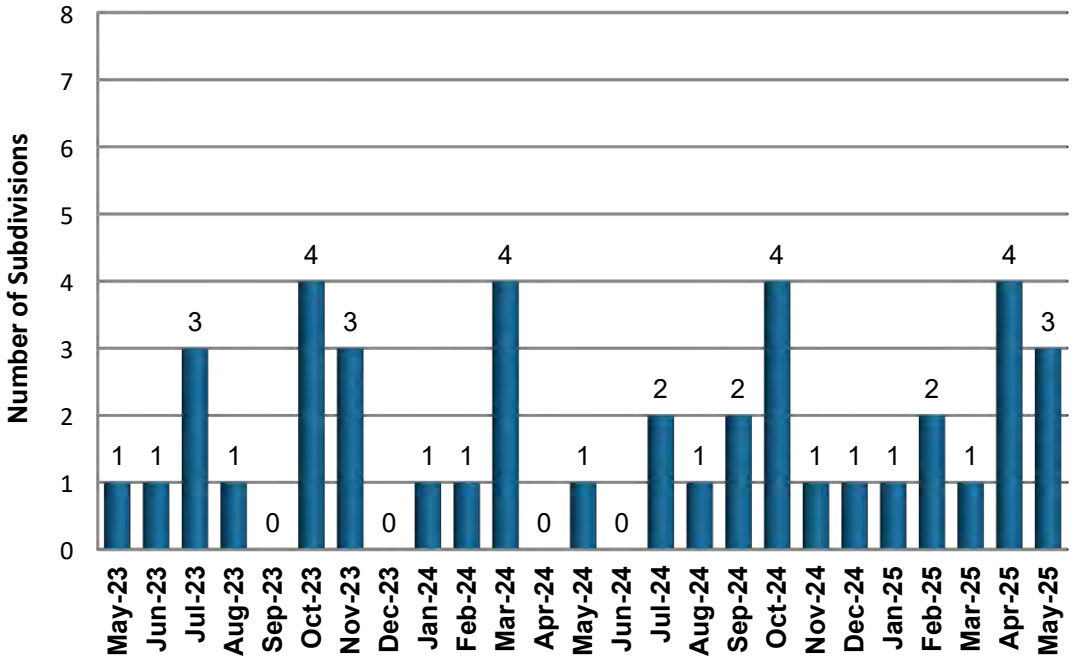


Front Zoning Counter Permits Applied by Month



Land Development Services Statistics

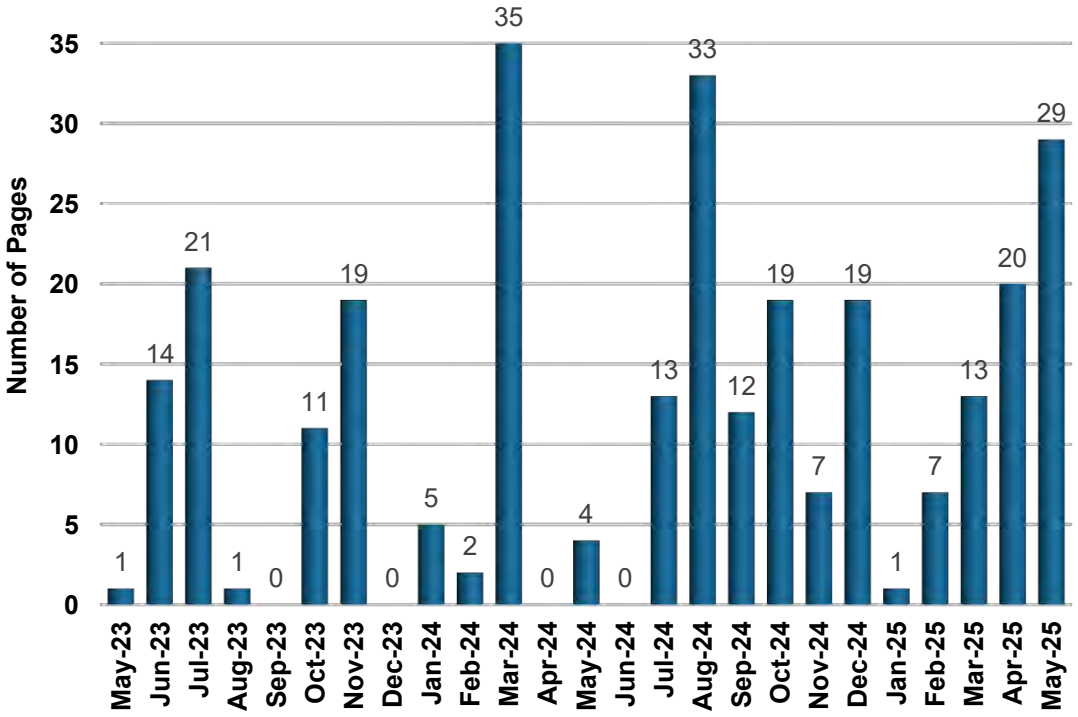
Number of New Subdivisions Recorded per Month



Yearly Totals Subdivisions
2020 – 25
2021 – 33
2022 – 29
2023 – 21
2024 – 18
2025 – 12

Yearly Totals Lots
2021 – 1353
2022 – 3100
2023 – 1212
2024 – 1559
2025 – 938

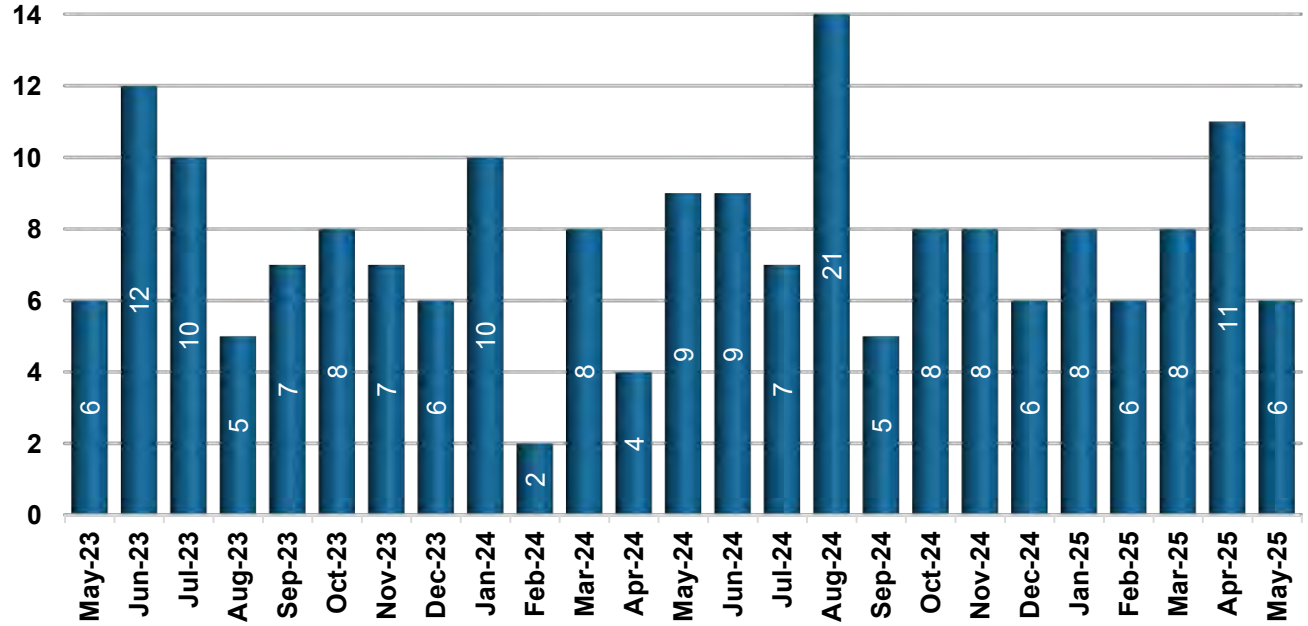
Plat Pages Recorded per Month



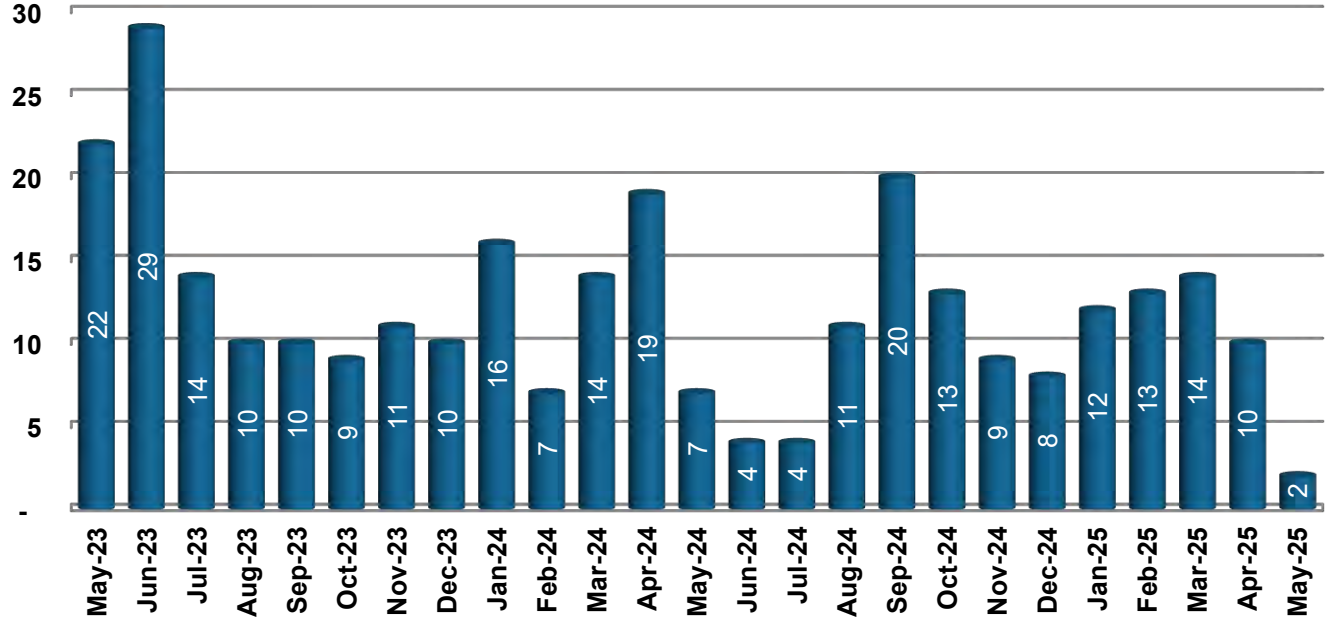
Yearly Totals Pages
2020 – 152
2021 – 188
2022 – 175
2023 – 100
2024 – 154
2025 – 69

Land Development Services Statistics

Monthly Total of Subdivision Applications (PSPA, PSP, PPL, PPLA, ICP, FP, CNST) by Month

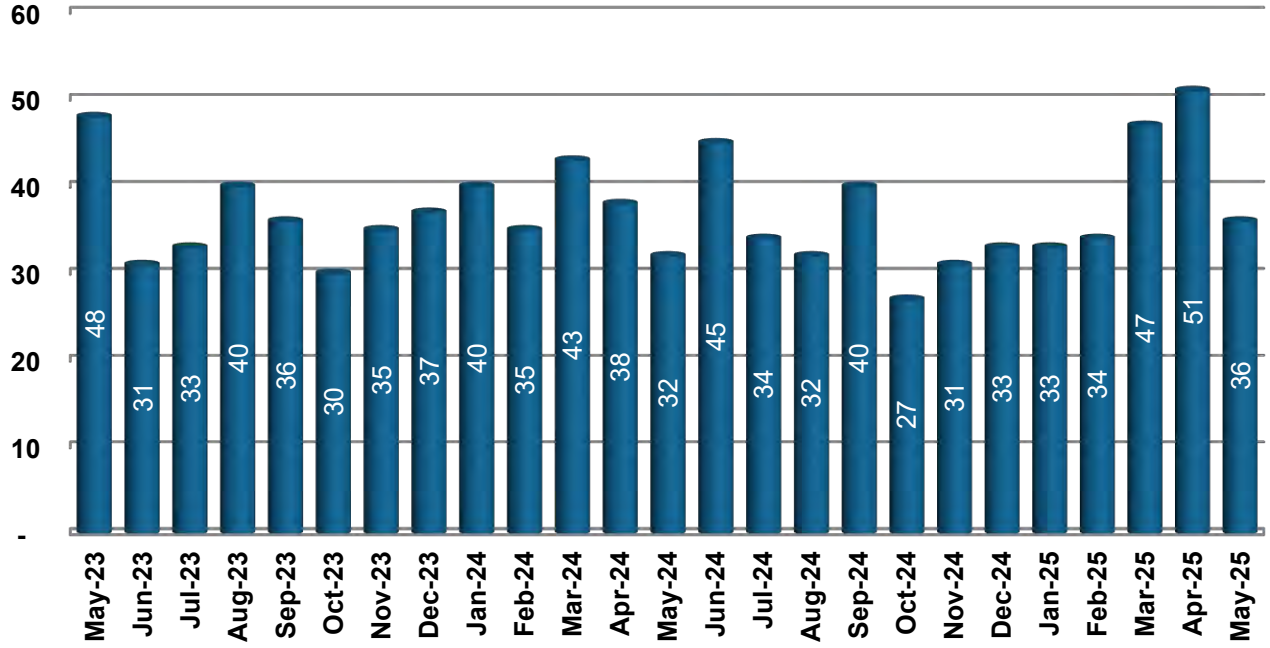


Monthly Total of Subdivision Re-submittals/Corrections (PSPA, PSP, PPL, PPLA, ICP, FP, CNST) by Month

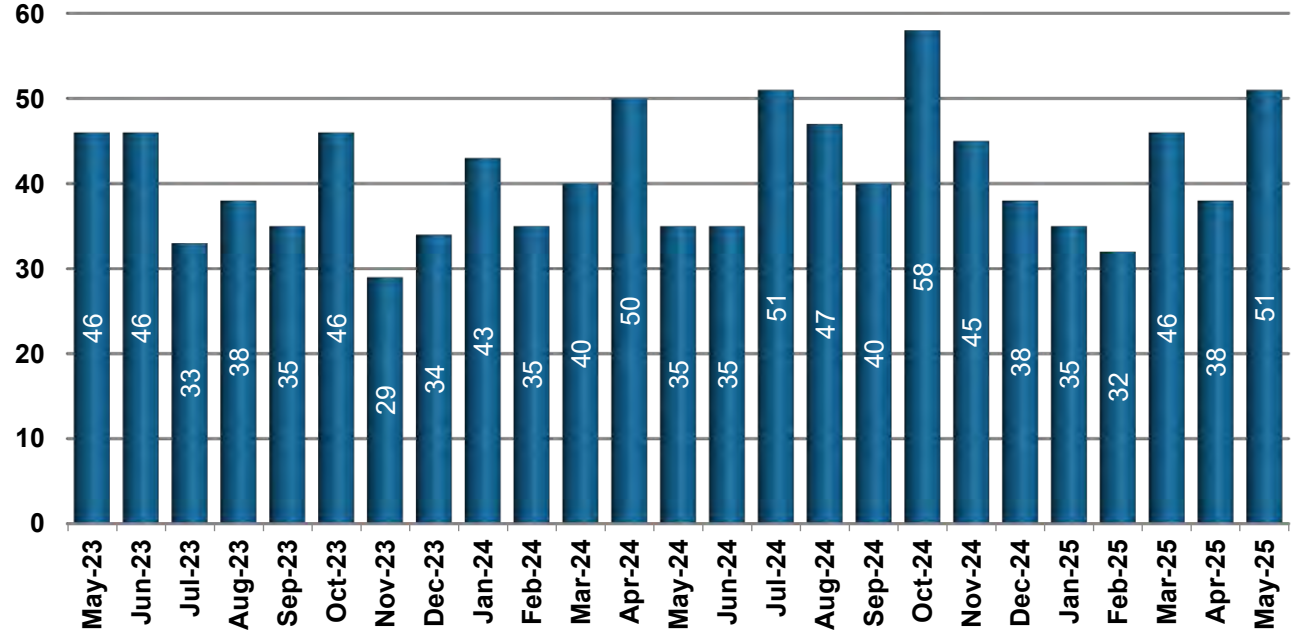


Land Development Services Statistics

Monthly Total of Site Plan Applications (SIP, SIPI, SDP, SDPA, SDPI, NAP) by Month

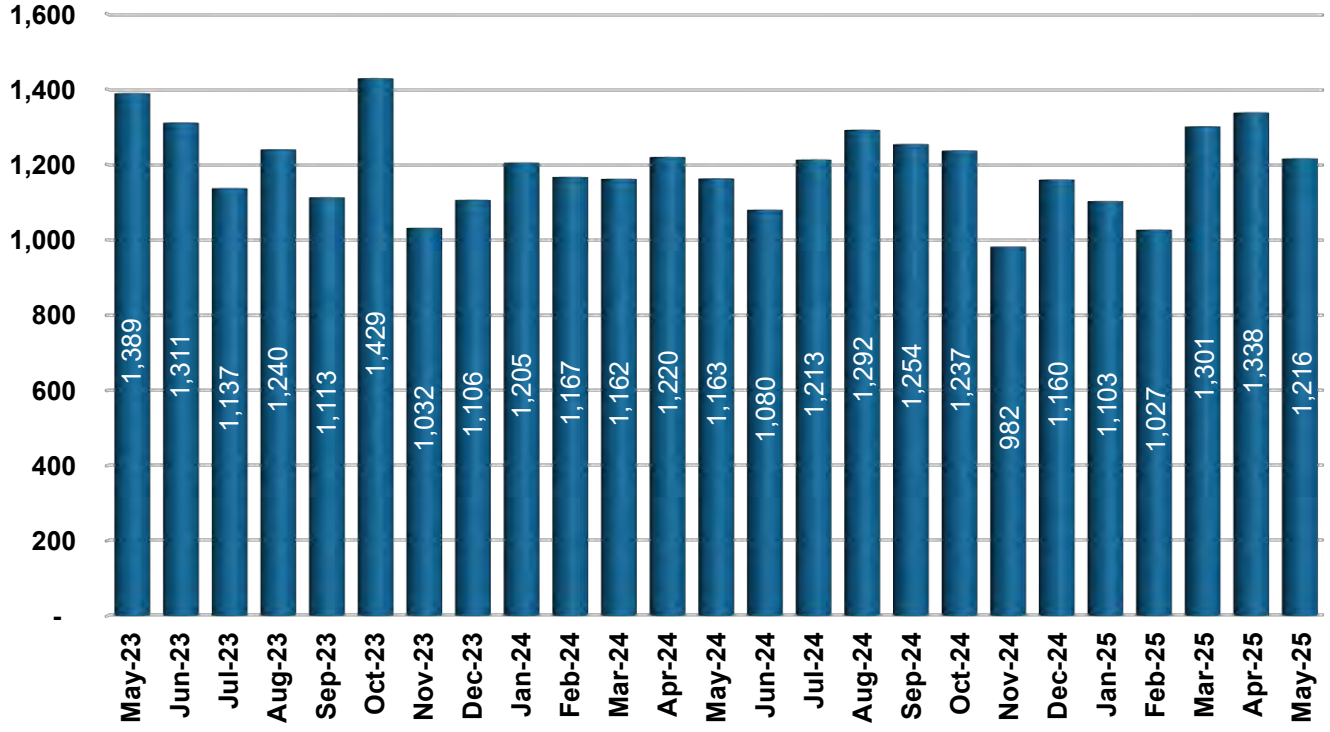


Monthly Total of Site Plan Re-submittals/Corrections (SIP, SIPI, SDP, SDPA, SDPI, NAP) by Month

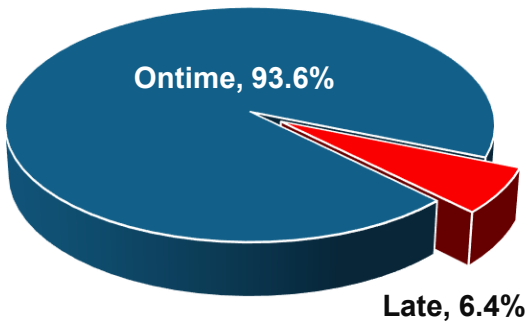


Reviews for Land Development Services

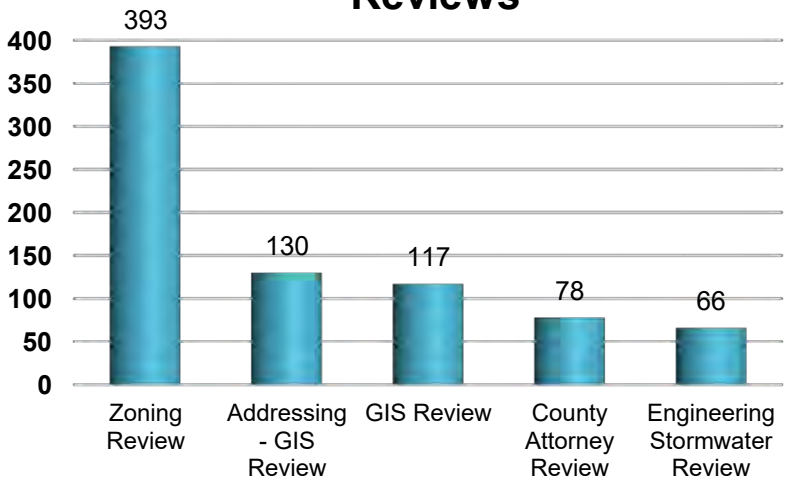
Number of Land Development Reviews



Percent Ontime for the Month

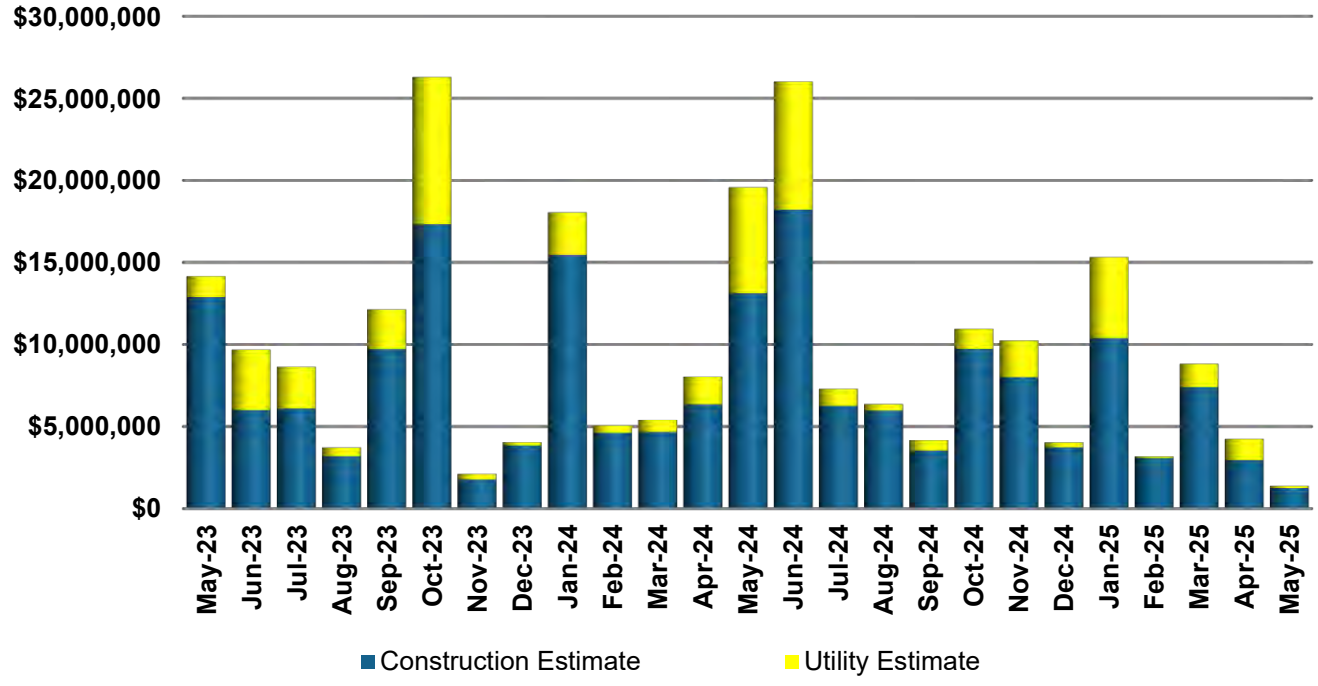


Top 5 Land Development Reviews

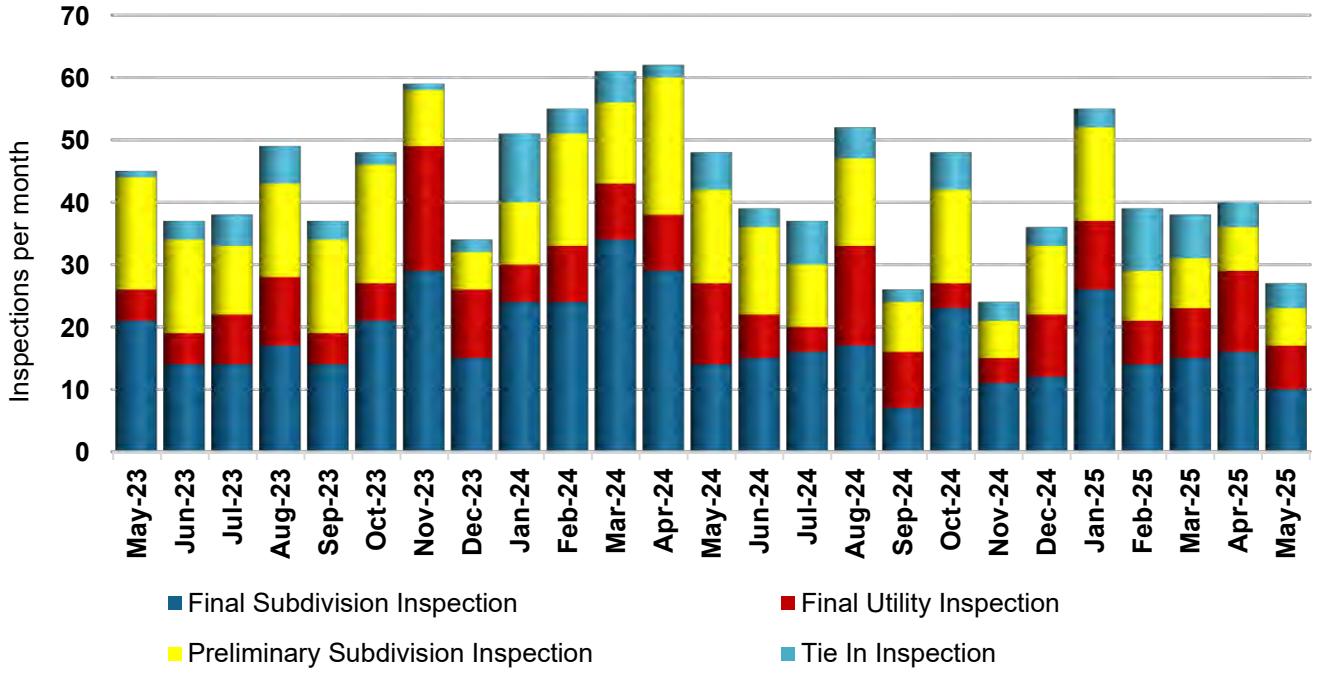


Land Development Services Statistics

Total Applied Construction Valuation Estimate

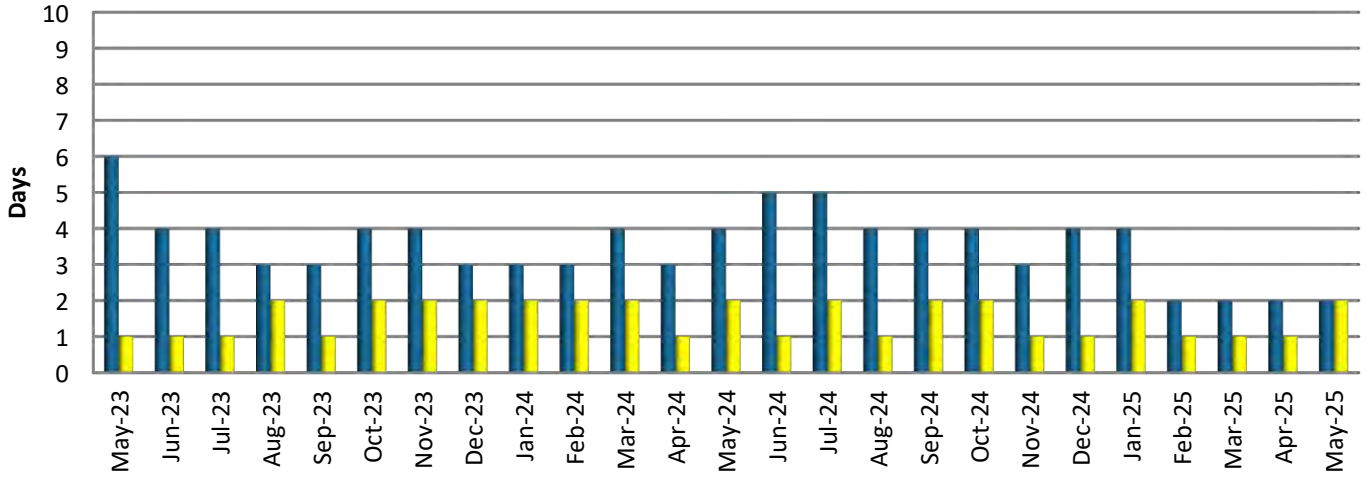


Site & Utility Inspections



Fire Review Statistics

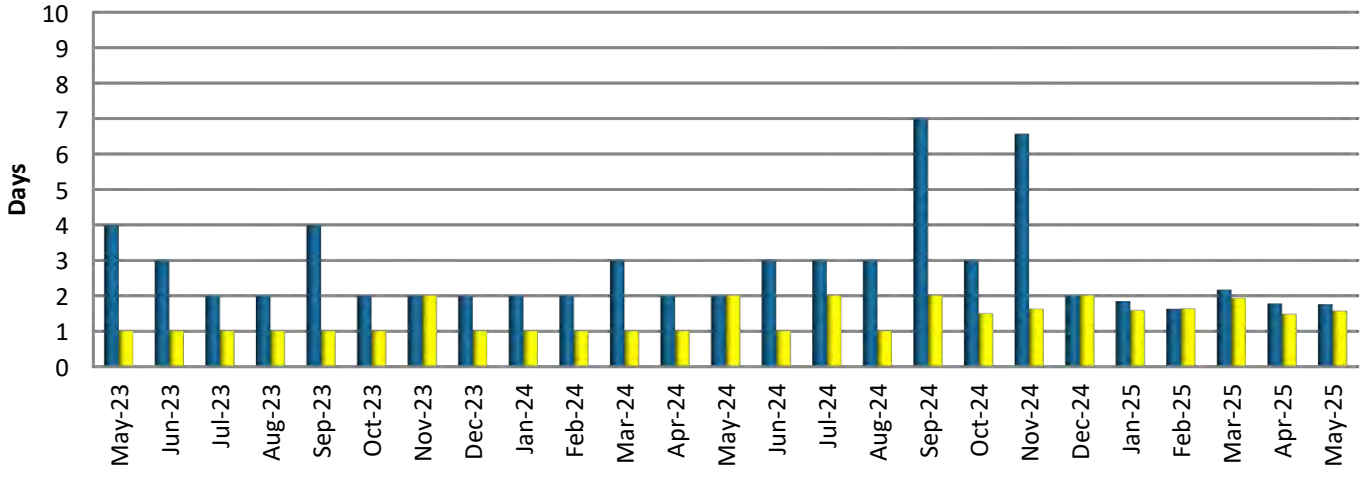
Building Fire Review Average Number of Days



Total Number of Building Fire Reviews by Month

Fire District	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
North Collier	692	650	627	636	525	616	543	411	459	406	508	581	684	634	647	646	733	655	459	481	588	491	621	818	820
Collier County (Greater Naples)	500	447	391	428	397	442	395	403	382	429	425	552	517	511	482	407	464	447	390	432	459	436	484	622	537

Planning Fire Review Average Number of Days



Total Number of Planning Fire Reviews by Month

Fire District	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
North Collier	47	56	54	50	37	52	48	57	60	57	37	44	40	43	51	51	62	63	47	46	55	65	47	49	79
Collier County(Greater Naples)	82	91	43	43	60	62	50	39	56	53	60	75	61	55	68	67	64	48	64	58	44	95	75	58	116

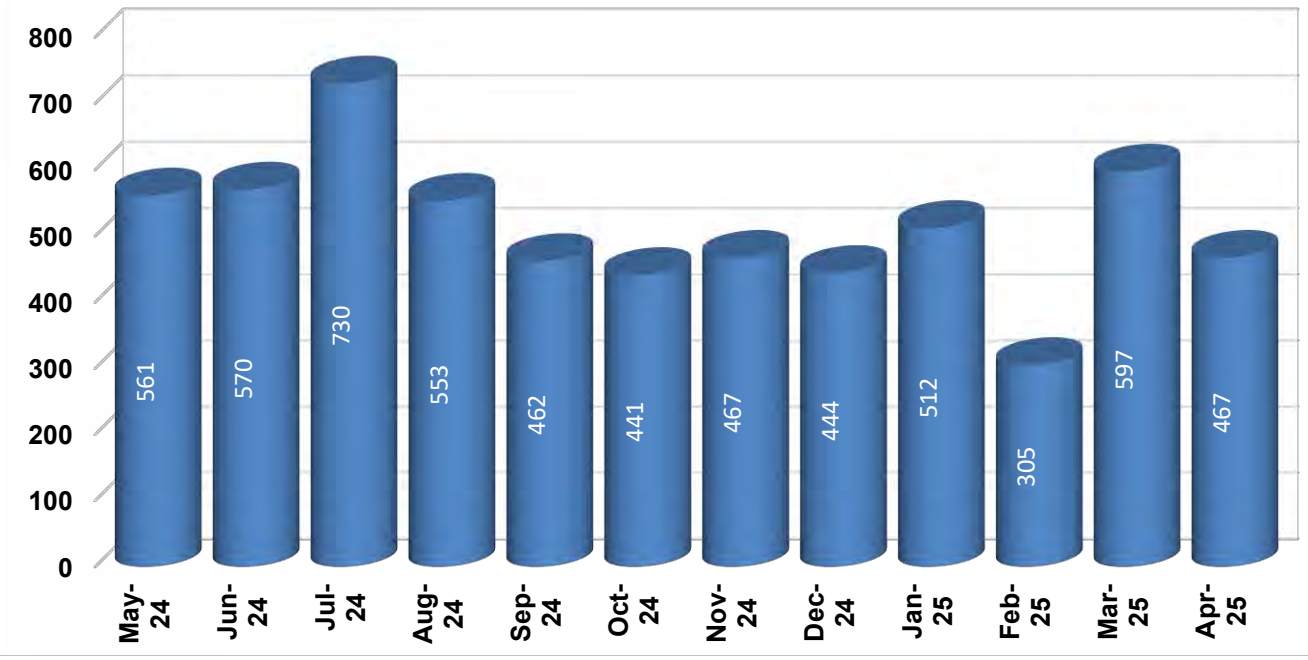
Collier County

June 2025 Code Enforcement Monthly Statistics

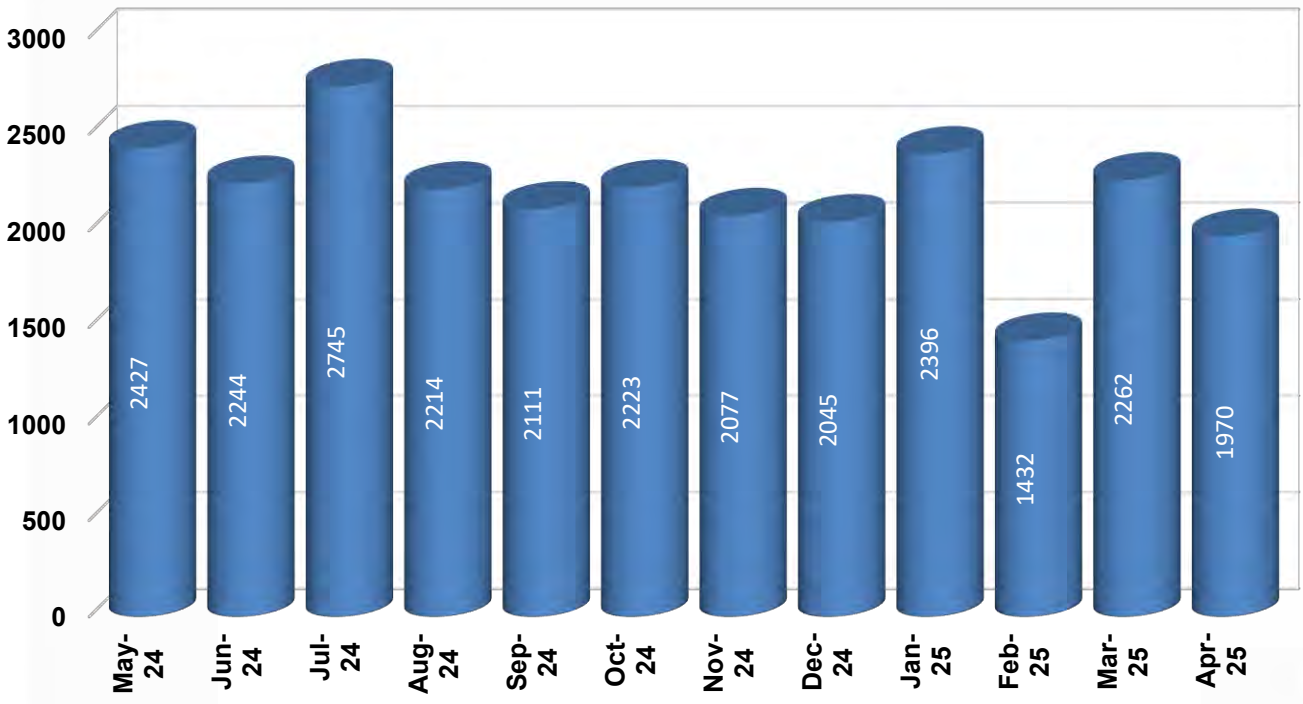


Code Enforcement Reports

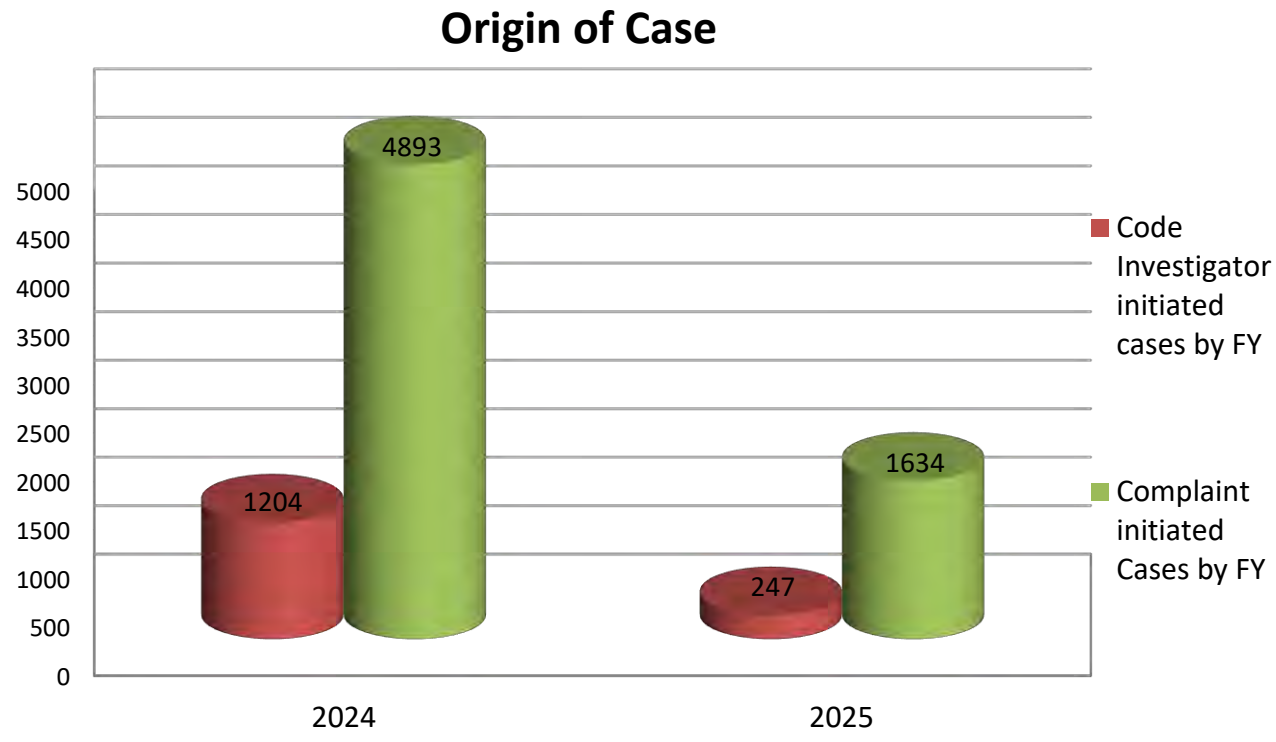
Cases Opened Per Month

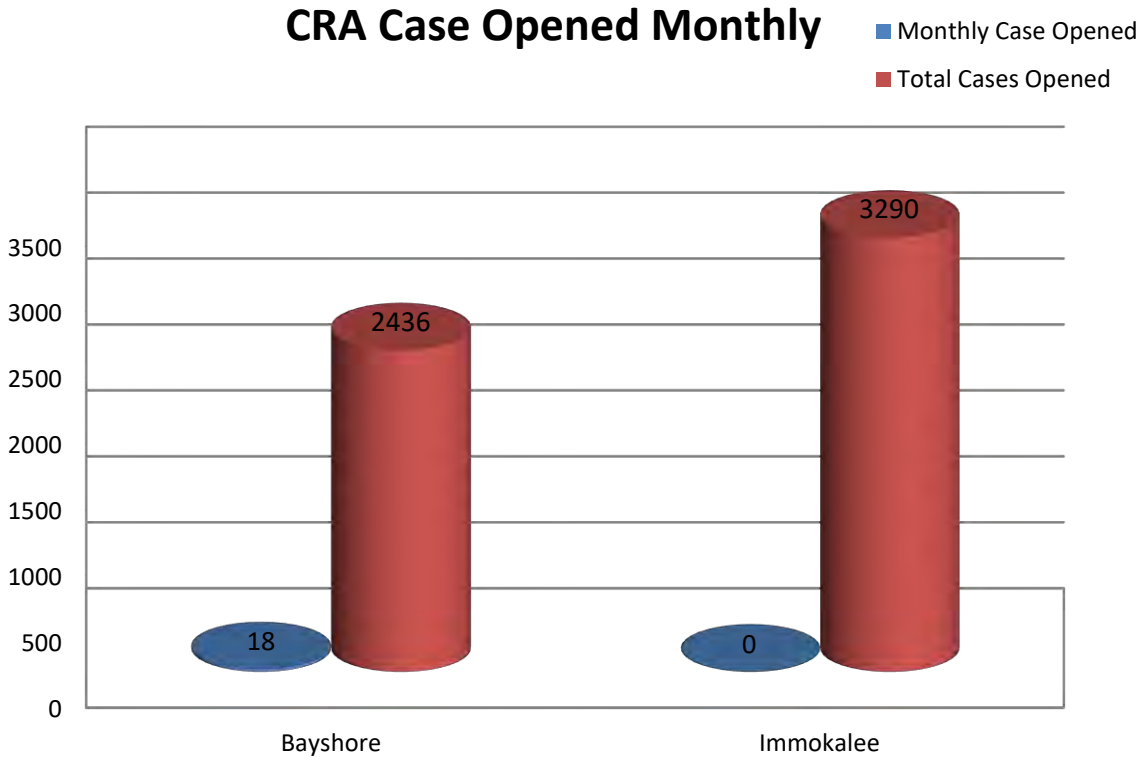


Code Inspections Per Month



Code Enforcement Reports



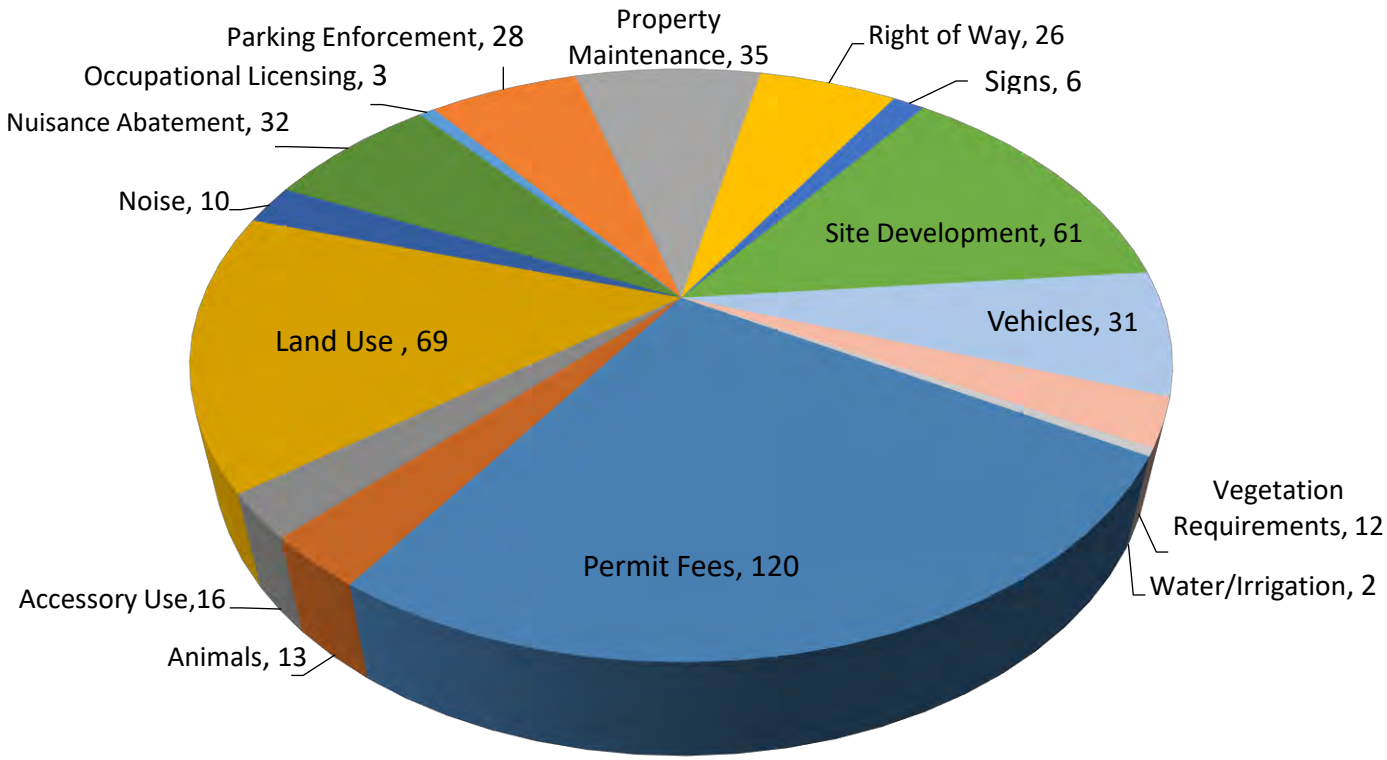


Code Enforcement Reports

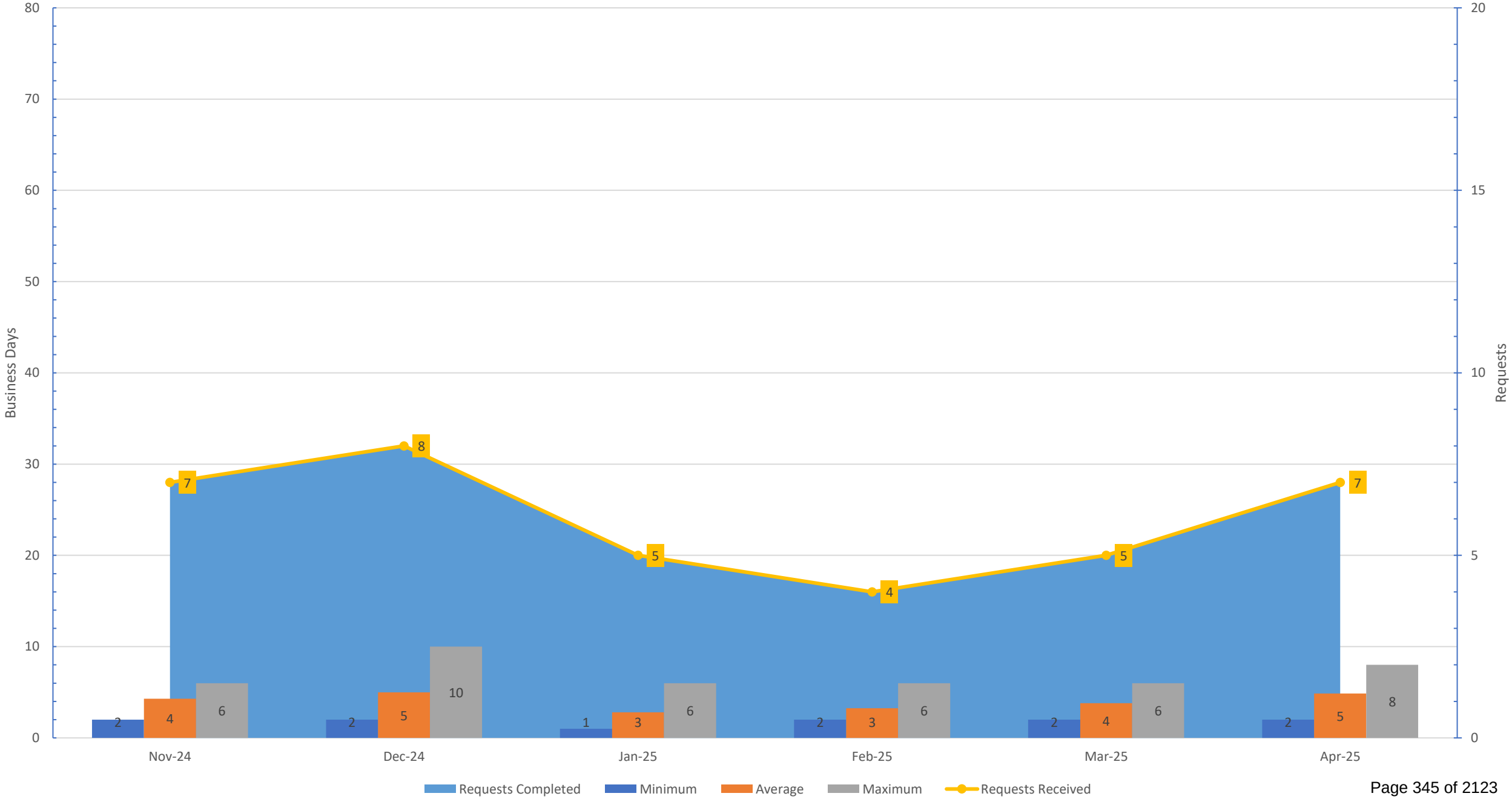
April 22, 2025 – May 14, 2025 Highlights

- Cases opened: 467
- Cases closed due to voluntary compliance: 216
- Property inspections: 1970
- Lien searches requested: 504

Top 15 Code Cases by Category



Response Time - Letters of Availability



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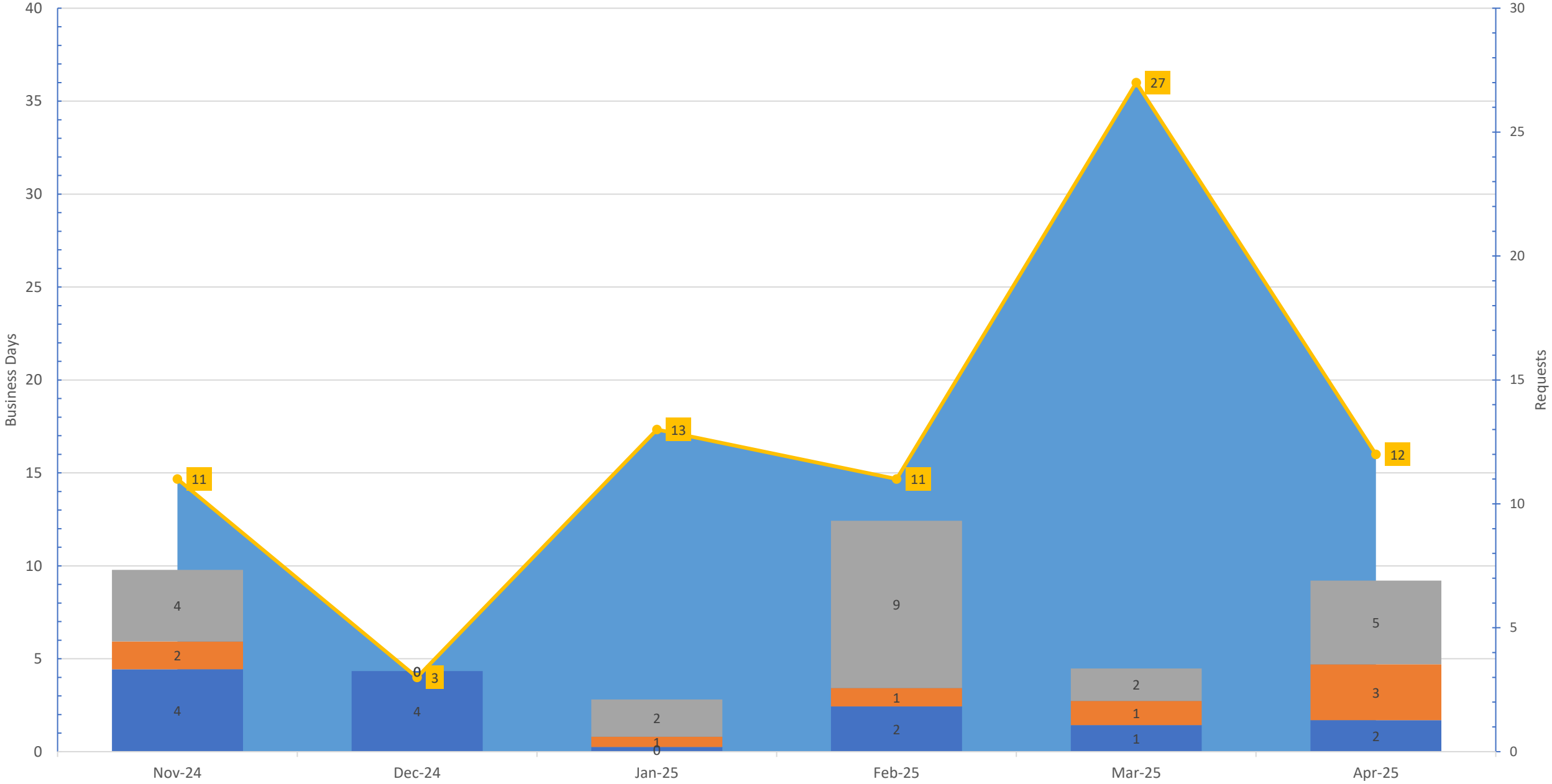

LAND DEVELOPMENT CODE AMENDMENT

PETITION
PL20250005043

ORIGIN
Board of County Commissioners (Board)

SUMMARY OF AMENDMENT
This Land Development Code (LDC) amendment proposes to update LDC section 5.05.04 Group Housing to increase the maximum floor area ratio from 0.45 to 0.60 to meet current market needs for the following group housing units: nursing homes, assisted living facilities and continuing care facilities. LDC amendments are reviewed by the Board of County Commissioners (Board), Collier County Planning Commission (CCPC), Development Services Advisory Committee (DSAC), and the Land Development Review Subcommittee of the DSAC (DSAC-LDR).

HEARING DATES

Board	TBD
CCPC	TBD
DSAC	06/04/2025
DSAC-LDR	05/20/2025

LDC SECTION TO BE AMENDED
5.05.04 GROUP HOUSING

ADVISORY BOARD RECOMMENDATIONS

DSAC-LDR	DSAC	CCPC
TBD	TBD	TBD

BACKGROUND

On March 6, 2025, the Collier County Planning Commission directed staff to begin on an LDC Amendment to increase the maximum Floor Area Ratio (FAR) for group housing facilities from 0.45 to 0.60.

Additionally, on April 22, 2025, the Board of County Commissioners, under agenda item 15.C Board and Staff General Communications further directed staff to begin on an LDC Amendment to increase the maximum FAR from 0.45 to 0.60 for group housing facilities, county-wide. The discussion was started by Commission McDaniel, Jr. to formalize a common deviation requested by PUDs and to help facilitate current group housing facilities market needs.

The original provisions for Floor Area Ratio (FAR) for Group Housing were introduced into the LDC pursuant to Ordinance 1997-26. The FAR standard of 0.45 for group housing was determined by staff, at that time, by reviewing all current and planned group care facilities that were both in existence and coming on board. The research found that the largest group housing facility at that time (i.e. The Carlisle) had a FAR of 0.456. Standards have remained relatively unchanged since 1997. A greater FAR was first introduced through a Growth Management Plan Amendment (Ordinance 05-25 on June 7, 2005) that approved the Vanderbilt Beach Road Neighborhood Commercial Subdistrict and allowed for a maximum FAR of 0.60 and 200 units of assisted living facilities, independent living facilities, continuing care retirement communities, and nursing homes. In 2015 an LDC Amendment was proposed requiring conditional use approval for Group Housing with a FAR between 0.45 and 0.60 identifying that there is no land use procedure to request or analyze FAR greater than 0.45 in relation to neighboring properties in a conventional zoning district. The LDC Amendment was unanimously recommended for approval by the CCPC on May 25, 2016, as part of the 2015 Cycle 2 LDC Amendments presented by staff. No further Board action was taken on this LDC Amendment.

This LDC Amendment implements updates to the LDC to implement Board direction to increase the maximum floor area ratio from 0.45 to 0.60 for the following group housing facilities: nursing homes, assisted living facilities and continuing care facilities. This LDC Amendment updates the LDC to correct a scrivener error in 5.05.04.D, “aging-in-pace” that should read “aging-in-place”.

FISCAL & OPERATIONAL IMPACTS	GMP CONSISTENCY
No fiscal impacts are anticipated.	The proposed LDC amendment has been reviewed by Comprehensive Planning staff and may be deemed consistent with the GMP.

EXHIBITS: A) None

Amend the LDC as follows:

5.05.04 – Group Housing

* * * * * * * * * * * * *

D. All other care housing environments as defined in this Code, including, but not limited to, care units, assisted living units, continuing care retirement communities, nursing homes, and dwelling units that are part of an aging-in-place living environment shall adhere to the following standards in addition to those established by the underlying zoning district.

1. The maximum floor area ratio shall not exceed 0.45, except that for nursing homes, assisted living facilities, and continuing care facilities, the floor area ratio may be increased to 0.60, provided that the Future Land Use Element of the Growth Management Plan allows for the greater floor area ratio.

2. No structure shall be erected within twenty (20) feet of any abutting lot or parcel which is zoned residential, nor within twenty-five (25) feet of a road right-of-way, except for properties within the GGPOD, the front setback shall be in accordance with LDC section 4.02.26 B.1.

3. Parking spaces required:

   a. Independent living units. One (1) per dwelling unit.

   b. Assisted living units. 0.75 per assisted unit.

   c. Nursing care units. Two (2) parking spaces per five (5) beds.

4. The procedures for applications and review of proposed group care facilities are set forth in Chapter 10.

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LAND DEVELOPMENT CODE AMENDMENT

PETITION
PL20250005475

ORIGIN
Board of County Commissioners (BCC)

HEARING DATES

Board	TBD
CCPC	TBD
DSAC	06/04/2025
DSAC-LDR	05/20/2025

SUMMARY OF AMENDMENT
This amendment shall increase the written mailed notice distance requirement from 1,000 feet to one mile when there is a change in land use to Rural Agriculture (A) zoned lands. It requires an amendment to the Administrative Code,-Chapter 8 C. LDC amendments are reviewed by the Board of County Commissioners (Board), Collier County Planning Commission (CCPC), Development Services Advisory Committee (DSAC), and the Land Development Review Subcommittee of the DSAC (DSAC-LDR).

LDC SECTION TO BE AMENDED
10.03.05 Required Methods of Providing Public Notice

ADVISORY BOARD RECOMMENDATIONS

DSAC-LDR	DSAC	CCPC
Approval with changes	TBD	TBD

BACKGROUND

When property is located within the Rural or Urban Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan designated area, the method of providing public notice by mailed notices for land use petitions change is to mail property owners within one mile (5,280 feet) of the property lines of a subject project. For other areas not located within the Urban designated area of the Future Land Use Element of the Growth Management Plan, mailed notices are sent to property owners within 1,000 feet of the subject property with the exception of the Rural and Urban Golden Gate Estates designated areas. This 1,000 feet mailed notice distance requirement was recently recognized by the Board to be deficient in notifying the surrounding community and nine property owners for a site-specific rezone petition to change the land use on 160 acres of Rural Agricultural zoned land. As a result, on April 25, 2025, the Board directed Zoning staff to prepare and publicly vet a Land Development Code amendment that would extend and increase the mailed notice distance requirement, from 1,000 feet to one mile for land use petitions that require a site-specific Growth Management Plan amendment, rezone, or Conditional Use request in the Rural Agricultural (A) Districts.

Staff researched other Florida's counties public mailed notification distance requirements and found they vary, as presented in Exhibit B. Most recently, Seminole County adopted, by ordinance 2024-02, public notice procedures to amend their future land use and zoning maps, non-residential variances and special exceptions. The County's mailed notification requirements are minimum notice standards based upon an urban versus rural area's project acres size and minimum number of parcels to be notified. The project sizes ranged from 0 to 5 acres, greater than 5 to 10 acres, and greater than 10 acres. For rural areas, the respective minimum number of parcels to receive mailed notices are 15, 25 and 30 parcels.

Staff prepared Exhibit C to illustrate, in each of the Board of County's Commissioner's District, the expected number of property owners that would be notified and the number of mailings that could be sent at various distances for 1,000/1,320/2,640/and 5,280 feet or one-mile for six (A) zoned projects.

The proposed amendment, if approved, would extend and increase the mail distance notification requirement to one-mile (5,280 feet) for site-specific GMP amendments, rezones, or Conditional Use requests on all parcels currently zoned (A).

DSAC-LDR Subcommittee Recommendation: On May 20, 2025, the DSAC-LDR Subcommittee recommended approval of the LDC amendment with extending the mailed notification distance to one-half mile (2,640 feet) for areas zoned Rural Agricultural (A).

FISCAL & OPERATIONAL IMPACTS

There is no fiscal impact to the County. Costs associated with mailed notices are the responsibility of the petitioner.

GMP CONSISTENCY

The proposed LDC amendment has been reviewed by Comprehensive Planning staff and may be deemed consistent with the GMP.

EXHIBITS: A) Administrative Code Change B) Other Florida Counties C) Mailed Notice Distance Table.

Amend the LDC as follows:

10.03.05 – Required Methods of Providing Public Notice

This section shall establish the required methods of providing public notice. Chapter 8 of the Administrative Code shall establish the public notice procedures for land use petitions.

A. Neighborhood Information Meetings (NIM). Neighborhood Information Meetings, where required, shall be held prior to the first public hearing and noticed as follows:

1. Mailed Notice shall be sent prior to the NIM and shall be pursuant to LDC section 10.03.05 B.

2. Newspaper Advertisement prior to the NIM.

B. Mailed Notice.

1. Where required, Mailed Notice shall be sent to property owners in the notification area as follows:

a. For areas in the urban designated area of the future land use element of the Growth Management Plan notices shall be sent to all property owners within 500 feet of the property lines of the subject property.

b. For all other areas, except areas designated in the Rural Golden Gate Estates Sub-Element or Urban Golden Gate Estates Sub-Elements of the Golden Gate Area Master Plan or areas zoned Rural Agricultural, notices shall be sent to all property owners within 1,000 feet of the property lines of the subject property.

c. For areas designated within the Rural Golden Gate Estates Sub-Element or Urban Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan, notices shall be sent to all property owners within one-mile of the subject property lines.

d. For a petition involving a site-specific GMP amendment, rezoning, or Conditional Use request on Rural Agricultural (A) zoned lands, mailed notices shall be sent to all property owners within one mile of the subject property lines.

~~d~~ e. Notices shall also be sent to property owners and condominium and civic associations whose members may be impacted by the proposed land use changes and who have formally requested the county to be notified. A list of such organizations must be provided and maintained by the county, but the applicant must bear the responsibility of insuring that all parties are notified.

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C. Mailed Notice

Applicability For applicable land use petitions, a **mailed notice** shall be as follows.

Notice Requirements Mailed written notices shall be sent by regular mail to **property owners in the notification area** listed below. Names and addresses of **property owners** shall be those listed on the latest ad valorem tax rolls of the County. The **mailed notice** must be sent out at least 15 days before the hearing for all applications, except as identified otherwise in the Administrative Code.

The **applicant** must provide a copy of the list of all parties noticed by the required notification deadline to the Zoning Division staff.

The written notice must include:

a. Date, time, and location of the **NIM** meeting or public hearing;

b. Description of the proposed land uses; and

c. 2 in. x 3 in. map of the project location.

For a conditional use, rezoning, PUD, PUD extension, or variance, the notice must also include:

a. A clear description of the proposed land uses;

b. A clear description of the applicable development standards;

c. Intensity or density in terms of total floor area of commercial or industrial space and dwelling units per acre for residential projects;

d. A clear description of the institutional or recreational uses when part of the development strategy; and

e. The substance of the proposed ordinance or resolution (rezoning only).

For a site plan with deviations for redevelopment projects, the notice must also include the type of deviation sought.

The Clerk to the BCC will make a copy of all notices available for public inspection during regular business hours.

Recipients of Mailed Written Notice **Property owners in notification area** are described below and shall be based on the latest tax rolls of Collier County and any other persons or entities who have formally requested notification from the County:

Urban designated area of the future land use element

The notification area includes:

1. All property owners within 500 feet of the property lines of the subject property.

of the growth management plan	For a site-specific GMP amendment, rezoning, or a conditional use request on Rural Agricultural zoned lands, all property owners within one mile of the property lines of the subject property.

2. If any of the land in the area listed in paragraph 1 is owned by the same person or entity who owns the subject property, the 500-foot or one mile distance is measured from the boundaries of the entire ownership or PUD.

3. The maximum notification area is ½ mile (2,640 feet) from the subject property except for areas designated in the Urban Golden Gate Estates Sub-Element of the Golden Gate Estates Master Plan and a site-specific request for GMP amendment, rezoning, or Conditional Use on Rural Agricultural zoned lands.

All other areas The notification area includes:

1. All property owners within 1,000 feet of the property lines of the subject property. However, for areas designated in the Urban and Rural Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan or a site-specific request for GMP amendment, rezoning, or Conditional Use on Rural Agricultural zoned land, notices shall be sent to all property owners within one mile of the property lines of the subject property, except for Estates (E) zoned variance applications, which shall remain at 1,000 feet of the subject property.

2. If any of the land in the area listed in paragraph 1 is owned by the same person or entity who owns the subject property, the 1,000-foot or one mile distance is measured from the boundaries of the entire ownership or PUD.

3. The maximum notification area is ½ mile (2,640 feet) from the subject property, except for areas designated in the Urban and Rural Golden Gate Estates Sub-Element of the Golden Gate Area Master Plan or a site-specific request for GMP amendment, rezoning, or Conditional Use on Rural Agricultural zoned lands.

Associations Notification shall also be sent to **property owners** and condominium and civic associations whose members are impacted by the proposed land use changes and who have formally requested the county to be notified. A list of such organizations shall be provided and maintained by the County, but the **applicant** must bear the responsibility of insuring all parties are notified.

Updated Resolution ~~2021-143~~ 2025-XXX

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Exhibit B – Other Florida Communities

Other Florida Counties	Mailed Notification Distances (4-28-25)		
Alachua- Sec.2.2.9 (B)	400'		
Broward -Sec. 39-38 (b)	**½ mile** blasting-from excavation perimeter	County Rezone: 300' Owner Rezone, Variance: 500', Dump, Sanitary landfill, incinerator or resource recovery facility: **4 miles**	Rural, Estate, or Agriculture District: 1,000'
Charlotte- Sec.3-9-6-3 f. (2)	Variances: 1,000'	Sec. 3-9-6-2 e (2) Special Exceptions: 1,000'	Sec. 3-9-10 (e) Zoning Atlas and Comp. Plan Amendments: 1,000'
Clay -Appendix C Sec. 12-9 (5) (I)	PUDs, Mudbogging: 1,000'	Rezone: 350'	
Desoto Sec. 20-1502	10 or more property owners: 1,000'		
Hernando Appendix A Sec.7 A.	500', Public Service Facility Overlay District: Telecommunication Tower-1,320'		
Escambia- Sec. 2.1.1 a.(2)c.	Borrow pits, Recycling Facilities, LDC and CD&D, and Rezones north of 9 Mile Rd.-**2,500'**, south of 9 Mile Rd.-500'	Borrow pits, Recycling Facilities, LDC and CD&D, and Rezones north of 9 Mile Rd.-**2,500'**, south of 9 Mile Rd.-500'	
Hillsborough Sec.10.03.02 E	Agricultural and Residential 1 Categories: 500' Otherwise 300'		
Lee Sec.34-202 a. (9)	500' (1,000' for wireless communications facilities)	750' for less than 10 property owners notified (1,250' for wireless communications facilities)	
Leon -Sec. 10-7.401-406	Type A review-600', Type B-800', Type C 1,000'		
Levy -Sec. 50-3 (a) Indian River-Sec. 902.12 b.4.(b.2) Lake- Sec 14.00.05 B. Osceola-Sec. 2.3.5 A.	300'	**Levy 2,500'** for SE-electric generating facilities or mining	**Levy 2 miles** for SE-mining that includes blasting or 50 or more one way truck trips
Martin -Comprehensive Plan Sec. 1.9 -Public Participation: Inside Urban Service Area 1,000', Outside Urban Service Districts Area **2,500'**		Zoning: Sec. 10.6.E-Development Applications 500', parcels and for outside of primary urban district: 1,000' and all HOA, POA, Condo Associations	

Exhibit B – Other Florida Communities

Miami-Dade Art. XXXVI Sec. 33-310 (d)	Developments of Regional Impact (DRIs): **one mile**	Applications other than DRIs, District boundary changes, use variances, special exceptions or unusual uses: **one-half mile**	District boundary change for Residential uses of less than 10 units, a change of prefix within BU (Business) or IU (Industrial), or use variance involving such a prefix change: **500'**
Palm Beach- Chapter B, Sec. 5C.1.a	Urban/Suburban, Agriculture Reserve and Glades Tier: 500' Exurban and Rural Tiers: 1,000'		
Pasco County- 304.2 B.	500' or 1,000'		
Pinellas- 138.253 (c)	250'		
Polk -Sec. 960	500' Minimum of 12 different landowners		
Santa Rosa- Sec. 11.03.02 A. &B.	Borrow pit, C&D, LCD disposal facility: 1,500'	Rezones, Conditional Uses or Special Exception 500', if within Rural Protection Zone: 1,500'	
Sarasota County -Art. 5 Sec.124-36 C (5) c.1	750'	1,500' for Rural or Semi-Rural as shown on the comprehensive plan future land use map	
Sarasota County-Mangrove Trimming and Preservation	Variances: 500'		
Sarasota County–Myakka River Protection Code	Variances: 750'		
Seminole -Sec.30.3.4	Urban: 0-5 acres 5 to 10 acres 10+ acres	500' 1,000' 1,500'	N/A Minimum parcels 15 25
	Rural Area: 0-5acres 5-10 acres 10+ acres	1,500' **2,500'** **5,000'**	15 Minimum parcels 25 30
St. Lucie -Sec. 11.00.00 D. Manatee Sec. 312.7 Sumter Sec. 13-314(a) (3)B	500'		
St. John County-9.06.04 B. Marion County-3.5.3.B (2) and 2.7.3 C.	300'		

Exhibit C – Mailed Distance Notification

Location and Rural Agricultural District (A) Zoned Acres (05-09-2025)	Mailed Distances/Number of Parcel Notices (Property Owners)				Commission District
	1,000 feet	1,320 feet 1/4 mile	2,640 feet 1/2 mile	5,280 feet 1 mile	1 Mile Mailed Notice Requirement for Rural and Urban Golden Gate Estates Designated Parcels, adopted by Ord.2021-25
SABAL PALM PROJECT 160+/-Acres	**19 (9)**	**22 (11)**	**109 (72)**	**1887 (1694)**	**1**
8929 Collier Blvd. 9.5 acres	218 (147)	314 (208)	833 (478)	1849 (1113)	1
Pine Ridge and Goodlette Rd. 7.26 acres	175 (135)	404 (329)	963 (824)	5680 (4569)	2
Off of Rock Road 17.36 acres	72 (56)	88 (65)	371 (330)	1178 (1067)	3
End of Bayshore Drive 71.6 acres	326 (223)	422 (300)	836 (656)	2821 (2410)	4
8909 State Rd. 82 5 acres	3 (3)	3 (3)	4 (3)	7 (4)	5

Note: Mailed notice numbers do not account for situations where one individual/entity owns multiple parcels, such as developer, condo or HOAs, unless marked off by curved brackets which represent (the number of different property owners).

Mailed Notice Distance Sites with their respective property identification numbers are the following::

District 1 Parcel ID: **00418400302**- 9.49 acres, Address 8928 Collier Blvd. PL PL20230018397.

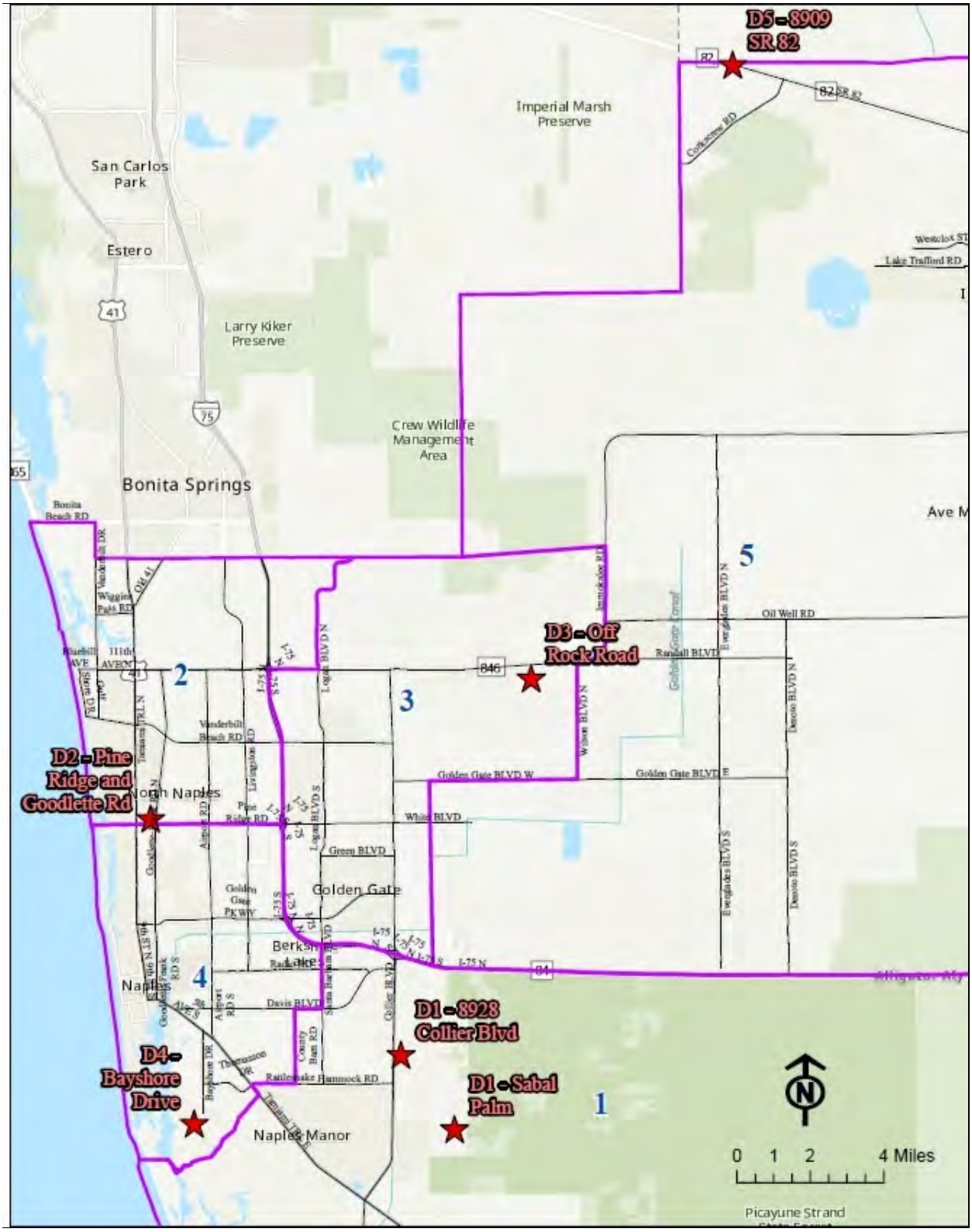
District 2 Parcel IDs: **67184440008, 67184400006**-7.26 acres, Address Unknown Pine Ridge Estates PL20250004918.

District 3 Parcel IDs :**00213600006,00212680001,00213000004,00214366307**-17.36 acres, Address Unknown Rock Road

District 4 Parcel IDs: **6183800004, 61837960006**- 71.6 acres Bayshore PL20250003046.

District 5 Parcel ID: **50290006**-5 acres, 8909 SR 82 Julian Grove PL20240002941 GMPA.

Exhibit C – Mailed Distance Notification



J:\LDC Amendments\Advisory Boards and Public Hearings\DSAC\2025\Jun 04\Materials\Word Versions\PL20250005475 Mailed Notice Rural Agricultural Zoned Land DSAC 5-21-25.docx

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REQUEST STATEMENT
Electric Substations and Solar Facilities
LDC Amendment

I. REQUEST

Florida Power & Light Company (FPL) requests to amend the Collier County Land Development Code to incorporate provisions related to the locations and development standards for solar facilities and Electric Substations. The proposed amendment (Exhibit "A") was preceded by several changes to Florida Statutes §163.3205 (Solar Facilities) and 163.3208 (Electric Substations) in recent years which have established statewide allowances for the development of solar facilities and Electric Substations in certain zoning districts "by right," i.e. without zoning approval. For each of these uses, Florida Statutes also establish guidelines and limitations for associated development standards that may be adopted by local jurisdictions, and which are reflected in the enclosed amendment. The referenced statutes are attached as Exhibit "B".

Currently, solar facilities are not explicitly addressed in the LDC. Historically, Staff has treated the solar facilities as "Essential Services", which requires a Conditional Use in agricultural zoning districts - in conflict with the above referenced statutes. Electric substations are subject to standards related to "Essential Services" but there are no specific standards for buffering or setbacks for Electric Substations. Florida Statutes have defined specific design standards for both solar facilities and Electric Substations. Due to the recent updates and guidance provided in Florida Statutes, County Staff must review both the Collier County LDC and Florida Statutes for relevant development standards, which can be conflicting and cumbersome, and can result in numerous "Requests for Additional Information" that slow the permitting process.

II. FPL SOLAR PROGRAM

FPL has made a significant commitment to renewable and clean energy through its dynamic and visible focus on increasing solar-generated energy to Floridians. Today, FPL generates over 4,000 megawatts (MW) of solar energy across the state. By no later than 2045, FPL plans to significantly expand its statewide solar capacity, increasing the mix of solar generation on FPL's system to more than 90,000 MW.

FPL's solar energy centers offer the lowest energy generating costs to customers, generate zero emissions, and remove fuel cost volatility from customer bills, as they use only the sun for fuel. When the sun is shining, the panels absorb the sunlight and convert it into direct current energy. The energy then flows through an inverter where it is transformed into alternating current electricity, the kind that is used in a residential home. The energy travels through FPL's energy grid, where it is delivered to homes and businesses.

There are numerous benefits associated with each FPL solar project that include creating employment opportunities during construction, procurement of local resources when possible, economic boost to local businesses during construction, zero-emissions electricity generation, decreasing land use intensity and traffic after construction, and increasing tax revenues for the County.

FPL's commitment to expanding access to clean energy is highly visible in Collier County, providing a low intensity and sustainable use for former agricultural lands. Currently, FPL has one solar energy

center in operation, has permitted four (4) additional solar energy center projects, and numerous Electric Substations in Collier County. These solar energy centers each deliver 74.5 megawatts of renewable energy to residents of Collier County.

Electric substations are common throughout the entirety of FPL's service area and a critical component of the transmission and distribution of electricity; moreover, the development of solar facilities continues to be an important part of FPL's approach to the generation, storage, and transmission of electricity. The proposed LDC amendments will further FPL's goals to deliver reliable, economic, and clean energy, as well as improve the permitting process, thereby reducing the burden on Collier County staff resources.

III. PROPOSED CHANGES

The proposed LDC amendment proposes to update the code for compliance with Florida Statutes relating to solar facilities and Electric Substations in efforts to streamline permitting and creating clarity between state and local regulations. The amendment also introduces several requirements for solar facilities which are not provided for in Florida Statutes, but which address recurring staff review issues based on the aforementioned solar projects in Collier County. These standards include the following:

- **New and amended definitions for Electric Substations and solar facilities in LDC section 1.08.02.**

  A new definition is added for Electric Substations based on the definition found in §163.3208, Florida Statutes. The proposed definition also includes the allowance for co-located data centers as accessory uses. These data centers are considered unmanned facilities and do not have staffing on site.

  Solar facilities are defined based on the definition found in §163.3205, Florida Statutes, and include a list of potential accessory uses.

- **Adds Electric Substations to the list of allowable locations for Essential Services in LDC section 2.01.03.**

  Florida Statutes established in §163.3208, that Electric Substations "shall be a permitted use in all land use categories in the applicable local government comprehensive plan and zoning districts within a utility's service territory except those designated as preservation, conservation, or historic preservation of the future land use map…" Consistent with this provision, Electric Substations are added to the list of uses in LDC section 2.01.03 A, as a use "permitted in all zoning districts, except CON districts, RFMU sending lands, NRPAs, HSAs, and FSAs." Additionally, accessory and collocated uses typical of electric substations are added to the list of uses. Co-located, unmanned data centers serve other uses that are co-located with Electric Substations and utilize excess power at the substation to operate servers used in cloud computing. These uses do not require any administrative offices or visitors beyond the regular maintenance also required for the substation. These structures can be located within the footprint of the substation.

- **Adds solar facilities to the list of permitted uses in LDC section 2.03.01.**

  As allowed by §163.3205, Florida Statutes, states that "A solar facility shall be a permitted use in all agricultural land use categories in a local government comprehensive plan." Consistent with this provision, solar facilities area added to LDC section 2.01.03 E, which allows essential services to be permitted in the Agricultural Zoning district. A cross reference is also added for clarity regarding development standards applicable to solar facilities.

- **Identifies that off-site preserves may be approved administratively in LDC section 3.05.07 H.1.f.iii.**

  This section currently allows for off-site preserves to be approved administratively for essential services, affordable housing, and where on-site native vegetation is fragmented or not contiguous to off site preserve areas. The proposed LDC amendment adds solar facilities to this section to allow flexibility to provide preservation areas off site for those preserves that may be approved administratively. All other requirements for off-site preserves in the LDC will remain in effect for solar facilities.

- **Adds development standards applicable to Solar Facilities in new LDC section 5.05.16.**

  This section establishes Supplementary Standards for Solar Facilities. The new section includes the purpose and intent of the regulations and provides site design requirements for solar facilities.

  Florida Counties may adopt buffering and landscaping requirements for solar facilities, however, §163.3205 Florida Statutes, limits those requirements to "not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in the agricultural land use categories and zoning districts." Consistent with this limitation, this new section clarifies that solar facilities abutting or adjacent to other agriculturally zoned property shall not be required to provide landscape buffers when adjacent to lands under the same ownership.

  The proposed amendment requires a Type "D" buffer when adjacent to or abutting public rights-of-way and allows existing native vegetation to be used to meet buffer requirements. When adjacent to any other zoning district or use, buffers shall comply with agricultural uses LDC section 4.06.02. Additionally, this section specifies that no buffer is required between solar facilities and electrical substations.

  This new section also includes standards for glare and fencing to address staff concerns raised during review of the proposed amendment and clarifies that the area including solar panels and transmission lines shall be considered open space if the ground beneath the panel remains pervious. This proposed standard related to open space adopts the current staff review processes in the LDC.

  This section also provides a modified standard from entry and exit streetlighting for solar facilities in LDC Section 6.06.03 B. Streetlights are typically required on both sides of entry and exit locations, or one fixture is allowed at single lane driveways, for all SDPs. Since solar facilities are unmanned and only require few vehicle trips per month for typical periodic maintenance, the amendment proposes to allow one fixture at entry and exit locations regardless of the number of lanes and provided the minimum footcandle values are met. This lighting requirement is proposed as a requirement for lighting on both sides of entry and exit

locations does not achieve the same outcome as it would for a commercial shopping center, office buildings, or any other uses that include regular visits from customers or other users. Furthermore, this exemption reduces the potential for unnecessary light pollution to impact surrounding uses, and aids in compliance with dark sky initiatives. For example, the entrances to the Solar Energy Center SDPs within the Immokalee Solar Energy Center property and King Ranch Property (identified below) included entry and exit lighting as required by code. These sites are located over two miles east of Corkscrew Rd. on SR 82. In this instance, streetlighting unnecessarily illuminates sites located in a rural area of the County which does not receive regular vehicular traffic at night.

This modified standard is cross-referenced in LDC section 6.06.03.

This section also includes a requirement for decommissioning and abandonment plans for both private and public utilities.

- **Adds development standards applicable to Electric Substations in new LDC section 5.05.17.**

  This section establishes Supplementary Standards for Electric Substations. The new section includes the purpose and intent of the regulations and provides for several site design requirements for Electric Substations.

  All buffering and setback standards in this section reiterate those established in §162.3208.

  This section also clarifies that accessory uses like co-located, unmanned data centers, shall comply with the same buffer and setback requirements as the principal use (the Electric Substation).

- **A waiver from the requirement for a Traffic Impact Statement (TIS) solar facility Site Development Plans (SDPs) in LDC section 10.02.03 D.**

  Solar facilities do not require staff on-site after construction, except for monthly maintenance activities, and therefore do not generate enough vehicle trips to warrant the need for a TIS. In recognition of the nature of this use, Collier County staff has granted TIS waivers for SDPs for solar facilities. The proposed amendment memorializes that no TIS is needed in the LDC and will eliminate the need for repetitive TIS waivers to be granted, reducing burdens on staff time.

These proposed changes ensure that the Collier County LDC is applied consistently for solar facilities and electric substations, and that the adopted requirements comply with all applicable State Laws. Where noted, additional changes have been proposed to address common issues which are identified during the staff review process. These changes are informed by several permitted and constructed solar facilities in the County, as evidence of their appropriateness and the County's general support of these concepts. It is also important to note that several other jurisdictions have adopted similar LDC amendments to streamline the permitting of clean energy facilities.

IV. SOLAR FACILITES IN COLLIER COUNTY

The following solar facilities were permitted or are in review in Collier County and the site plan for each approval is attached as Exhibit C. Images of other example Solar Facilities in Florida, are attached as Exhibit D

1. Immokalee Solar Energy Center: 578± acres producing 74.5 megawatts and located east of the SR 29/SR 82 intersection.

2. King Ranch - Boardwalk Solar Energy Center: 705± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

3. King Ranch - Goldenrod Solar Energy Center: 610± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

4. King Ranch - Treefrog Solar Energy Center: 663± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

5. King Ranch - Spoonbill Solar Energy Center: 733± acres producing 74.5 megawatts and located approximately 2 miles east of the Corkscrew Rd/SR 82 intersection.

V. DECISION-MAKING COMPLIANCE

The LDC does not provide specific decision-making compliance for the review of LDC amendments. The proposed amendment is consistent with §163.3205 and 163.3208. The proposed amendment maintains internal consistency through the inclusion of cross-references and the inclusion of all applicable sections related to development standards for solar facilities and Electric Substations. With the exception of several standards proposed to address frequent review issues, the proposed amendment is limited to those regulations allowed by State Law.

The Growth Management Plan (GMP) identifies essential services as permitted use in the Agricultural/Rural Designation but does not address development standards for specific uses. The proposed development standards ensure that the uses are compatible with surrounding uses. Additionally, Policy 6.1.5 in the Conservation and Coastal Management Element (CCME) exempts agricultural uses from preservation requirements. Therefore, the proposed amendment is consistent with the GMP.

Additional Considerations

Section 163.3205 F.S. limits the elements that may be included in a county ordinance related to solar facilities to buffer and landscape area requirements. However, several additional health, safety and welfare issues have been considered in the drafting of the proposed amendment.

Solar Facility Size

Section 163.3205 F.S. limits the elements that may be included in a county ordinance to buffer and landscaping requirements. Furthermore, the statute does not distinguish between small- and large-scale solar facilities, therefore solar facilities are permitted in agricultural zoning districts regardless of size. Moreover, the section indicates that it is the "It is the intent of the Legislature to encourage renewable solar electrical generation throughout this state. It is essential that solar facilities and associated electric infrastructure be constructed and maintained in various locations throughout this

state in order to ensure the availability of renewable energy production, which is critical to this state's energy and economic future." In accordance with the limitations and intent of this section, the proposed amendment does not include any limitations on acreage nor on the megawatt capacity of solar facilities.

Glare/Heat

Solar panels are built to absorb light, rather than reflect it. Multiple studies show no glint or glare risk. In fact, solar energy centers are located at dozens of airports and military bases around the U.S., in some cases next to runways. Similar to other land uses in the Agricultural zoning district, the potential for glare is mitigated by buffer requirements in the proposed amendment.

Fire Safety

The accessory uses associated with Solar facilities are listed in the proposed LDC amendment. FPL provides training to first responders to help them effectively understand their role in responding to potential incidents at Battery Energy Storage System (BESS) facilities. This includes meeting with local fire departments to provide them with an orientation prior to commissioning a new battery site.

Each non-walk-in battery container is equipped with advanced fire detection and physical safety systems to quickly identify and mitigate thermal events.

Fire is detected by photoelectric smoke and thermal detectors. These detectors trigger audible and visual alarms on the exterior of the battery containers and via communication to the site energy management system which transmits alarm signals to FPL's 24/7/365 Renewable Operations Control Center (ROCC). The ROCC, which serves as a proprietary monitoring station and supervises all FPL battery sites, can isolate and shut down the facility remotely. In these cases, firefighting is provided without the use of water. No fire safety provisions are included in the proposed amendment as standard industry practices are adequate to protect fire safety at the proposed facilities.

Noise

Inverters/transformers are required to comply with the Collier County Noise Control Ordinance in Chapter 54, Article 54 of the Code of Laws and Ordinances. No exemption from this ordinance has been requested as a part of this amendment. Additionally, this LDC amendment request codifies the rules adopted in Section 163.3208 F.S. in 2023 and does not create any new noise impacts from inverters/transformers.

Height

There are two potential considerations regarding height at solar facilities. Tilt height is an engineering specification that impacts the efficiency of the panels and land use/maintenance. Again, 163.3205(4) states that "A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that area permitted uses in ag land use categories and zoning districts." Therefore, tilt height is outside of the county's purview and no new standards are proposed related to maximum height requirements.

Additionally, the amendment does not include any changes to the maximum height in the Agricultural Zoning District, therefore all solar panels and accessory uses shall abide by the existing height restrictions in the LDC.

Site Safety

FPL also includes a requirement for high voltage and no trespassing signs to be located every 200 feet in areas that are adjacent to public roads. This standard has been added to the LDC amendment.

Decommissioning and Abandonment of Solar Facilities

The County would not be responsible to bear the burden of the cost for the dismantlement/decommissioning should a solar facility (or other power plant) be abandoned. The Public Service Commission has authority over this item and as such has implemented rules regarding how it is managed, please see attached. This requirement to comply with state standards has been reiterated in the proposed text and adds a separate requirement for private utilities.

VI. FISCAL OR OPERATIONAL IMPACTS

The proposed amendment codifies land use regulations that were adopted into state law in 2021 and 2023. Collier County currently reviews new Solar Facilities and Electric Substations through the Site Development Plan process; therefore, no new process or operational changes are required to enforce the proposed amendment.

The proposed amendment also adopts additional development standards not addressed by State Law. Similarly, these revised standards will be reviewed as a part of the existing SDP process and will not require the creation of any new staff review processes. At the same time, adoption of the proposed standards will facilitate the consistent application of LDC criteria to these facilities and may reduce staff review time required for these applications. The potential for fewer reviews and reduced time spent addressing comments related to the proposed standards may result in cost and time savings for private applicants.

For these reasons, the adoption of the amendment does not impose new requirements on the County, or developers of solar facilities or electric substations. Therefore, there are no new fiscal or operational impacts to Collier County or private applicants associated with continuing to enforce existing state law.

VII. CONCLUSION

Collier County staff has previously sought to adopt LDC amendments which formalize staff review practices to ensure consistent application of the LDC, eliminate confusion and repetitive requests for additional information, provide exemptions from standards that do not apply to Solar Facilities, and clearly identify all development requirements.

Similarly, the proposed LDC amendment adopts allowances provided by the state related to development location and certain development standards. All changes not specifically provided for by Florida Statutes are also intended to memorialize existing staff review and development outcomes, provide necessary exemptions, or to allow for collocation of developing technologies as accessory uses.

Adoption of the proposed LDC amendment will facilitate consistent staff reviews, eliminate repetitive requests for additional information thereby reducing burdens on staff resources, clarify development

standards for solar facilities and Electric Substations, and ensure local consistency with Florida Statutes.

For these reasons, the Applicant respectfully requests approval of this LDC amendment as proposed.

EXHIBIT A

SOLAR GENERATING FACILITIES LDC AMENDMENT

Amend the LDC as follows:

1.08.02 – Definitions

* * * * * * * * * * * * *

Electric substation: A facility that takes electricity from the transmission grid and switches and/or converts it to another voltage for the transmission grid or to a lower voltage so it can be distributed to customers through one or more lines. Electric substations may also include accessory administration or maintenance buildings and related accessory uses and structures,

* * * * * * * * * * * * *

Solar facility: A production facility for electric power which uses photovoltaic modules to convert solar energy to electricity that may be stored on site, delivered to a transmission system, and consumed by customers primarily offsite. Solar Facilities consist principally of photovoltaic modules, a mounting or racking system, power inverters, transformers, collection systems, battery systems, fire suppression equipment, and associated components.

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2.01.03 – Essential Services

Essential services are hereby defined as services designed and operated to provide water, sewer, gas, telephone, electricity, cable television or communications to the general public by providers which have been approved and authorized according to laws having appropriate jurisdiction, and government facilities. Essential services are allowed in any zoning district subject to the following conditions:

A. The following uses shall be deemed permitted uses in all zoning districts, except CON districts, RFMU sending lands, NRPA~~S~~s, HSA~~S~~s, and FSA~~S~~s:

1. Water lines and sewer lines;

2. Natural gas lines, except those associated with oil extraction and related processing operations as defined in this Code and regulated under applicable federal and state law;

3. Telephone lines, telephone switching stations, and cable television lines;

4. Electrical transmission and distribution lines, electric substations subject to section 5.05.17 (including accessory and related uses and structures and collocated uses including but not limited to administration buildings and unmanned utility structures battery systems), and emergency power structures;

a. Accessory and Collocated Uses. Electric Substations may have accessory and collocated uses and structures that are customarily located near or constructed in conjunction with any one of the permitted principal uses or structures and is accessory or ancillary to its use, including but not limited to, above ground fuel storage tanks, equipment storage, storage yards, laydown yards, and unmanned utility structures, such as, battery storage, data centers.

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2.03.01 – Agricultural Zoning Districts

A. Rural Agricultural District (A). The purpose and intent of the rural agricultural district (A) is to provide lands for agricultural, pastoral, and rural land uses by accommodating traditional agricultural, agricultural related activities and facilities, support facilities related to agricultural needs, and conservation uses. Uses that are generally considered compatible to agricultural uses that would not endanger or damage the agricultural, environmental, potable water, or wildlife resources of the County, are permissible as **conditional uses** in the A district. The A district corresponds to and implements the Agricultural/Rural land use designation on the future land use map of the Collier County GMP, and in some instances, may occur in the designated urban area. The maximum **density** permissible in the rural agricultural district within the urban mixed use district shall be guided, in part, by the **density** rating system contained in the future land use element of the GMP. The maximum **density** permissible or permitted in A district shall not exceed the **density** permissible under the **density** rating system. The maximum **density** permissible in the A district within the agricultural/rural district of the future land use element of the Collier County GMP shall be consistent with and not exceed the **density** permissible or permitted under the agricultural/rural district of the future land use element.

1. The following subsections identify the uses that are permissible by right and the uses that are allowable as **accessory** or **conditional uses** in the rural agricultural district (A).

a. *Permitted uses.*

* * * * * * * * * * * * *

5. Conservation uses.
6. **Oil and gas exploration** subject to state drilling permits and Collier County site **development plan** review procedures.
7. **Family care facilities**, subject to section 5.05.04.
8. Communications towers up to specified height, subject to section 5.05.09.
9. **Essential services**, as set forth in section 2.01.03.
10. Schools, public, including "**Educational plants**."
11. **Solar facilities**, subject to section 5.05.16, including accessory administration or maintenance buildings, battery systems, electric transmission lines, substations, energy storage equipment, and related accessory uses and structures.

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3.05.07 – Preservation Standards

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H. Preserve Standards.

1. Design Standards.

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f. Off-site vegetation retention.

i. Purpose and Intent. The purpose of this subsection f. is to identify the criteria to satisfy on-site preserve requirements off site. The intent of the on-site preserve requirement is to retain, maintain, and preserve existing native vegetation on site as provided for in the Conservation and Coastal Management Element of the GMP. However, in limited situations on-site preserve may be considered less viable as a functional preserve if it is 21,780 square feet (one-half acre) or less and isolated. Therefore, in limited situations, providing for a preserve off site can achieve the goals and objectives of the GMP. This section shall not apply to lands located within the RLSA or RFMU districts.

ii. Applicability and prohibitions. Except where it is prohibited, applicants may request that the on-site native vegetation retention requirement be satisfied in full off site where the native vegetation requirement is 21,780 square feet (one-half acre) or less, and the preserves have not been identified on an approved development order by the County. Off-site preserves are prohibited if one or more of the following is found on site:

a) Xeric scrub, hardwood hammocks, mangrove (excluding mangrove fringes less than 40 feet in width, as measured from the root line, on artificially created shorelines), coastal dune and strand environments, and listed species habitat or corridors per the requirements or recommendations of the FFWCC or USFWS;

b) Preserves that are located within or contiguous to natural flowways required to be retained per the requirements of the SFWMD, natural water bodies, estuaries, government required preserves (not meeting the off-site preservation criteria herein), NRPAs, or contiguous to property designated for purchase by Conservation Collier or purchased by Conservation Collier, or contiguous to properties containing listed species nests, buffers, corridors and foraging habitat per the requirements or recommendations of the FFWCC or USFWS. For the purpose of this section, natural flowways shall also include those identified during wetland permitting

with applicable State and Federal agencies, regional drainage studies, or surface water management permits; or

c) The on-site native vegetation retention requirement is greater than 21,780 square feet (one-half acre).

iii. Off-site preserves approved administratively. Except as limited in LDC section 3.05.07 H.1.f.ii., the County Manager or designee may approve deviations to meet the on-site preserve requirements off site in only the following ~~four~~ five situations:

a) Essential services facilities;

b) Affordable housing approved by the Collier County Community and Human Services Division;

c) Projects where on-site native vegetation is fragmented; or

d) Projects where on-site native vegetation is not contiguous to off-site preserve areas;

e) **Solar facilities**.

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4.06.02 – Buffer Requirements

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C. Types of **buffers**. Within a required **buffer** strip, the following types of **buffers** shall be used based on the matrix in table 2.4. (See Figure 4.06.02.C-1)

* * * * * * * * * * * * *

Table 2.4 Table of **Buffer** Requirements by Land Use Classifications

	Adjacent Properties Zoning District and/or Property Use													
Subject Property's District/Use	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Agriculture (A [1 5])	-	B	B	B	B	B	A	A	A	A	D	A	-	A
2. Residential (E, RSF) single-family	A	A	B	B	B	B	B	C	B	*	D	B	-	C
3. Residential (RMF-6, RMF-12, RMF-16) multifamily	A	B	A	A	A	B	B	B	B	*	D	B	-	C

	Adjacent Properties Zoning District and/or Property Use													
4. Residential tourist (RT)	A	B	A	A	B	B	A	B	B	*	D	B	-	B
5. Village residential (VR)	A	A	B	B	A	B	B	B	B	*	D	B	-	B
6. Mobile home (MH)	A	B	B	B	B	A	B	B	B	*	D	B	B	B
7. Commercial [3] (C-1, C-2, C-3, C-4, C-5); Business Park (BP)	A	B	B	B	B	B	A	A	A	*	D	B	B	B
8. Industrial [2] (I)	A	C	B	B	B	B	A	A [2]	A	*	D	B	B	B
9. Public use (P), community facility (CF), Golf Course Clubhouse, Amenity Center	A	B	B	B	B	B	A	A	A	*	D	B	-	C
10. Planned unit development (PUD)	*	*	*	*	*	*	*	*	*	*	D	*	*	*
11. Vehicular rights-of-way [5]	D	D	D	D	D	D	D	D	D	D	-	B	-	D
12. Golf course maintenance building	B	B	B	B	B	B	B	B	B	B	B	A	B	C
13. Golf course	-	-	-	-	-	-	-	-	-	-	-	B	-	C
14. Automobile service station [4]	A	C	C	B	B	B	B	B	C	*	D	C	C	D

Table 2.4 information: The letter listed under "Adjacent Properties Zoning District and/or Property Use" shall be the landscape buffer and screening alternative required. Where a conflict exists between the buffer required by zoning district or property use, the more stringent buffer shall be required. The "-" symbol shall represent that no buffer is required. The PUD district buffer, due to a variety of differing land uses, is indicated by the "*" symbol, and shall be based on the landscape buffer and screening of the district or property use with the most similar types, densities and intensities of use. Where a conflict exists between the buffering requirements and the yard requirements of this Code, the yard requirements of the subject zoning district shall apply.

[1] **Buffering** in agriculture (A) districts shall be applicable at the time of site **development plan** (SDP) submittal.

[2] Industrial (I) zoned property, where abutting industrial (I) zoned property, shall be required to install a minimum 5-foot-wide type A **landscape buffer** adjacent to the side and rear property lines. The buffer area shall not be used for water management. In addition, trees may be reduced to 50 feet on center along rear and side perimeter **buffers** only. This reduction in **buffer** width shall not apply to **buffers adjacent** to vehicular **rights-of-way** or nonindustrial zoned property. **Abutting** industrial zoned properties may remove a side or rear **buffer** along the

shared property line in accordance with Section 4.06.02 C.7. This exception to **buffers** shall not apply to **buffers abutting** to vehicular **rights-of-way**.

[3] **Buffer** areas between commercial **outparcels** located within a **shopping center**, Business Park, or similar commercial **development** may have a shared **buffer** 15 feet wide with each **abutting** property contributing 7.5 feet. The **outparcels** may remove a side or rear **buffer** along the shared property line between comparable uses within the same zoning designation in accordance with Section 4.06.02 C.7. These provisions shall not apply to **right-of-way buffers**.

[4] Refer to section 5.05.05 for **automobile service station** landscape requirements.

[5] Refer to section 5.05.16 for **solar facility** landscape requirements.

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5.05.16 – Solar Facilities

A. Purpose and Intent. This section is intended to provide development standards for solar facilities consistent with other similar uses in the agricultural zoning districts.

B. Development Standards.

1. Site Design Requirements.

a. Principal and accessory structures must comply with the Rural Agriculture (A) site development standards set forth in LDC Section 4.02.01, except as noted below.

b. Buffering.

i. **Solar facilities** shall not be required to provide landscape buffers where located abutting or adjacent to agriculturally zoned property when under same ownership. Otherwise, a Type A buffer is required adjacent to agriculturally zoned property. Where existing native vegetation exists it may be used to meet the buffer requirements.

ii. Where **solar facilities** are adjacent or abutting to public rights-of-way, a Type "D" buffer is required, where existing native vegetation exists it may be used to meet the buffer requirements.

a) Site preparation must include removal of non-native vegetation that will compete with newly planted plantings. Site preparation may be necessary to adequately prepare the site for planting. Site preparation may include such activities as re-contouring, disking, roller chopping, bush hogging, prescribed burning, herbiciding, or other recognized vegetation management activities.

b) Fertilization and appropriate watering are required at time of planting

iii. No buffer is required between Solar Facilities and Electric Substations.

iv. All other buffers must comply with the requirements LDC Section 4.06.02.

c. Glare. No facility shall produce reflective glare that could affect or impair aircraft traffic control or vehicular traffic as determined by the FAA.

d. Fencing. Fencing shall be a minimum of four (4) feet in height, where proposed. Fence height shall be measured in accordance with LDC section 5.03.02.F.

e. Open Space. For purposes of calculating the open space requirements, the area of the solar panels and transmission lines shall be considered open space if the ground beneath the panel remains pervious.

f. Streetlights. One (1) full cutoff fixture at the facility entry or exit outside of the intersecting public right-of-way will be allowed to meet the requirements of LDC Section 6.06.03 B. regardless of the number of driveway lanes, and shall meet minimum required foot-candle values in LDC Section 6.06.03 B.2. This requirement may be waived by the County Manager or Designee, when adjacent to tribal lands or not located on an arterial road.

C. Decommissioning and Abandonment Plans.

1. Private utilities shall provide Decommissioning and Abandonment Plans to demonstrate that no costs associated with decommissioning the solar facility are borne by the County.

2. Public utilities shall be consistent with the Electric Utilities Dismantlement Studies required by 25-6.04364 F.A.C.

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5.05.17 – Electric Substations

A. Purpose and Intent. This section is intended to provide development standards for Electric Substations consistent with standards provided in Florida Statutes.

B. Development Standards.

1. Buffering and Setbacks.

a. Buffers shall comply with the requirements in LDC section 4.06.02.

b. Setbacks for **Electric Substations** shall be the same as principal structure setbacks for the zoning district.

2. Fences and walls.

a. **Electric substations** in zoning districts with setbacks between 50 and 100 feet shall include a security fence with a minimum height of 10 feet.

b. **Electric substations** in zoning districts with setbacks less than 50 feet shall include a buffer wall or fence with a minimum height of 8 feet.

3. Buffering and Setbacks for certain Accessory Uses. Collocated unmanned data centers, allowed as an accessory use to electric substations shall comply with all buffering and setback requirements for Electric Substations.

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6.06.03 – Streetlights

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B. At the entry/exit of any residential or commercial **development** approved through a SDP, SDPA, or PPL located on a public **collector** or **arterial street**, the following additional standards shall apply. For projects subject to architectural design standards, see LDC section 5.05.08 F. for related provisions. For **solar facilities**, see LDC section 5.05.16. for related provisions.

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10.02.03 – Requirements for Site Development, Site Improvement Plans and Amendments thereof

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D. Site Development Plan Requirements (SDP). A pre-application meeting shall be conducted by the County Manager or designee prior to the submission of any site development plan for review. This meeting may be waived by the County Manager or designee upon the request of the applicant.

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6. **Solar facilities** shall not be required to provide a Traffic Impact Statement.

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The 2024 Florida Statutes

163.3205 Solar facility approval process.—

(1) It is the intent of the Legislature to encourage renewable solar electrical generation throughout this state. It is essential that solar facilities and associated electric infrastructure be constructed and maintained in various locations throughout this state in order to ensure the availability of renewable energy production, which is critical to this state's energy and economic future.

(2) As used in this section, the term "solar facility" means a production facility for electric power which:

(a) Uses photovoltaic modules to convert solar energy to electricity that may be stored on site, delivered to a transmission system, and consumed primarily offsite.

(b) Consists principally of photovoltaic modules, a mounting or racking system, power inverters, transformers, collection systems, battery systems, fire suppression equipment, and associated components.

(c) May include accessory administration or maintenance buildings, electric transmission lines, substations, energy storage equipment, and related accessory uses and structures.

(3) A solar facility shall be a permitted use in all agricultural land use categories in a local government comprehensive plan and all agricultural zoning districts within an unincorporated area and must comply with the setback and landscaped buffer area criteria for other similar uses in the agricultural district.

(4) A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in agricultural land use categories and zoning districts.

(5) This section does not apply to any site that was the subject of an application to construct a solar facility submitted to a local governmental entity before July 1, 2021.

History.—s. 1, ch. 2021-178.

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163.3208 Substation approval process.—

(1) It is the intent of the Legislature to maintain, encourage, and ensure adequate and reliable electric infrastructure in the state. It is essential that electric infrastructure be constructed and maintained in various locations in order to ensure the efficient and reliable delivery of electric service. Electric infrastructure should be constructed, to the maximum extent practicable, to achieve compatibility with adjacent and surrounding land uses, and the criteria included in this section are intended to balance the need for electricity with land use compatibility.

(2) The term "electric substation" means an electric substation, including accessory administration or maintenance buildings and related accessory uses and structures, which takes electricity from the transmission grid and converts it to another voltage or lower voltage so it can be distributed to customers through one or more lines.

(3) Electric substations are a critical component of electric transmission and distribution. Except for substations in s. 163.3205(2)(c), local governments may adopt and enforce reasonable land development regulations for new and existing electric substations, addressing only setback, landscaping, buffering, screening, lighting, and other aesthetic compatibility-based standards. Vegetated buffers or screening beneath aerial access points to the substation equipment shall not be required to have a mature height in excess of 14 feet.

(4) New and existing electric substations shall be a permitted use in all land use categories in the applicable local government comprehensive plan and zoning districts within a utility's service territory except those designated as preservation, conservation, or historic preservation on the future land use map or duly adopted ordinance. If a local government has not adopted reasonable standards for substation siting in accordance with subsection (3), the following standards shall apply to new electric substations:

(a) In nonresidential areas, the substation must comply with the setback and landscaped buffer area criteria applicable to other similar uses in that district, if any.

(b) Unless the local government approves a lesser setback or landscape requirement, in residential areas, a setback of up to 100 feet between the substation property boundary and permanent equipment structures shall be maintained as follows:

1. For setbacks between 100 feet and 50 feet, an open green space shall be formed by installing native landscaping, including trees and shrub material, consistent with the relevant local government's land development regulations. Substation equipment shall be protected by a security fence consistent with the relevant local government's land development regulations.

2. For setbacks of less than 50 feet, a buffer wall 8 feet high or a fence 8 feet high with native landscaping consistent with the relevant local government's regulations shall be installed around the substation.

(5) If the application for a proposed electric substation or for changes to an existing electric substation demonstrates that the substation design is consistent with the local government's applicable setback, landscaping, buffering, screening, and other aesthetic compatibility-based standards, the application for development approval for or changes to the substation shall be approved.

(6)(a) This paragraph applies to the proposed placement or construction of a new electric substation within a residential area. Before submitting an application for the location of a new electric substation in residential areas,

the utility shall consult with the local government regarding the selection of a site. The utility shall provide information regarding the utility's preferred site and as many as three alternative available sites, including sites within nonresidential areas, that are technically and electrically reasonable for the load to be served, if the local government deems that the siting of a new electric substation warrants this additional review and consideration. The final determination on the site application as to the preferred and alternative sites shall be made solely by the local government within 90 days of presentation of all the necessary and required information on the preferred site and on the alternative sites. In the event the utility and the local government are unable to reach agreement on an appropriate location, the substation site selection shall be submitted to mediation conducted pursuant to ss. 44.401-44.406, unless otherwise agreed to in writing by the parties, and the mediation shall be concluded within 30 days unless extended by written agreement of the parties. The 90-day time period for the local government to render a final decision on the site application is tolled from the date a notice of intent to mediate the site selection issue is served on the utility or local government, until the mediation is concluded, terminated, or an impasse is declared. The local government and utility may agree to waive or extend this 90-day time period. Upon rendition of a final decision of the local government, a person may pursue available legal remedies in accordance with law, and the matter shall be considered on an expedited basis.

(b) A local government's land development and construction regulations for new electric substations or for changes to existing electric substations and the local government's review of an application for the placement or construction of a new electric substation or for changes to an existing electric substation shall only address land development, zoning, or aesthetic compatibility-based issues. In such local government regulations or review, a local government may not require information or evaluate a utility's business decisions about its service, customer demand for its service, or quality of its service to or from a particular area or site, unless the utility voluntarily offers this information to the local government.

(7) Substation siting standards adopted after the effective date of this act do not apply to applications for new electric substations or for changes to existing electric substations which were submitted before the notice of the local government's adoption hearing.

(8)(a) If a local government has adopted standards for the siting of new electric substations or for changes to existing electric substations within any of the local government's land use categories or zoning districts, the local government shall grant or deny a properly completed application for a permit to locate a new electric substation or change an existing electric substation within the land use category or zoning district within 90 days after the date the properly completed application is declared complete in accordance with the applicable local government application procedures. If the local government fails to approve or deny a properly completed application for a new electric substation or for changes to an existing electric substation within the timeframes set forth, the application is automatically approved, and the applicant may proceed with construction consistent with its application without interference or penalty. Issuance of such local permit does not relieve the applicant from complying with applicable federal or state laws or regulations and other applicable local land development or building regulations, if any.

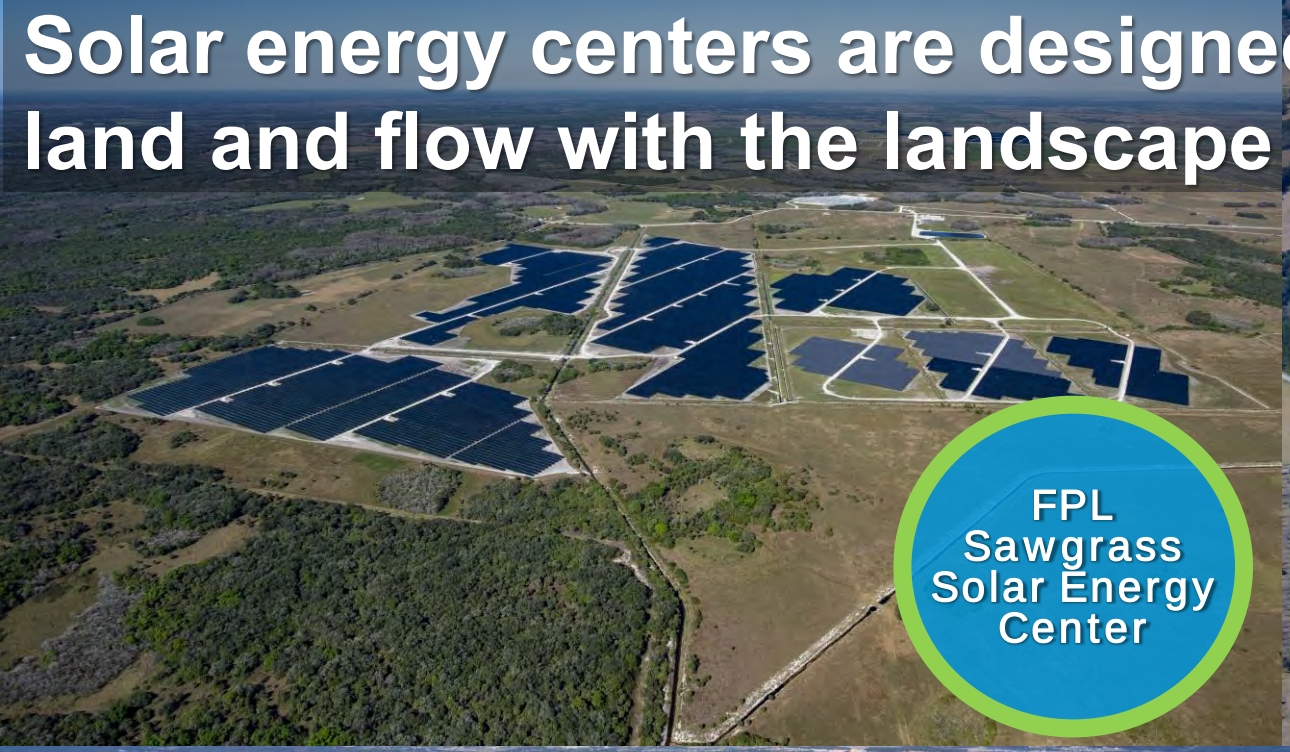
(b) The local government shall notify the permit applicant within 30 days after the date the application is submitted as to whether the application is, for administrative purposes only, properly completed and has been properly submitted. Further completeness determinations shall be provided within 15 days after the receipt of additional information. However, such determination is not approval of the application.

(c) To be effective, a waiver of the timeframes set forth in this subsection must be voluntarily agreed to by the utility applicant and the local government. A local government may request, but not require, a waiver of the timeframes by the applicant, except that, with respect to a specific application, a one-time waiver may be required in the case of a declared local, state, or federal emergency that directly affects the administration of all permitting activities of the local government.

(d) The local government may establish reasonable timeframes within which the required information to cure the application deficiency is to be provided, or the application will be considered withdrawn or closed.

History.—s. 1, ch. 2006-268; s. 4, ch. 2023-31.

Solar energy centers are designed to maximize previously farmed land and flow with the landscape of the natural surroundings









Solar components are low impact to the land

Panels installed on a racking system leaving existing pervious soil









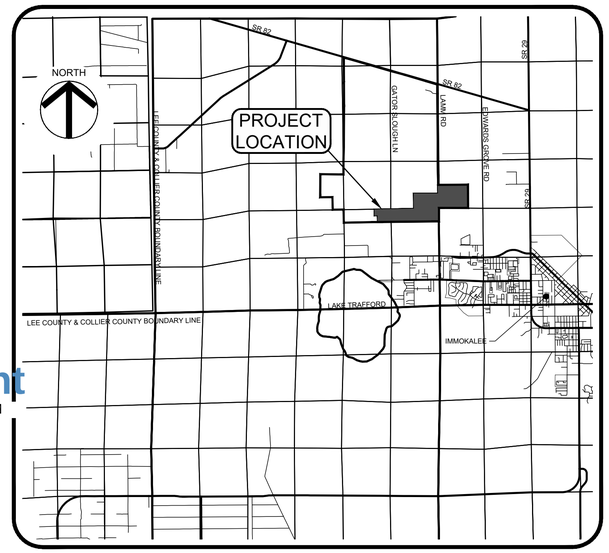




CONSTRUCTION PLANS FOR

KING RANCH SOLAR FIELD BOARDWALK

A PART OF SECTIONS 2, 11, 12, 22, 25, AND 26,
ALL OF SECTIONS 13, 14, 23, AND 24
TOWNSHIP 46 SOUTH, RANGE 28 EAST
TOGETHER WITH
A PART OF SECTION 19
TOWNSHIP 46 SOUTH, RANGE 29 EAST
COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP
NO SCALE

SHEET INDEX

1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - BOARDWALK
6	BOARDWALK - SITE PLAN A
7	BOARDWALK - SITE PLAN B
8	BOARDWALK - SITE PLAN C
9	BOARDWALK - SITE PLAN D
10	GENERAL DETAILS
11	FLUCFCS
12	STORMWATER POLLUTION PREVENTION PLAN

PROPERTY INFORMATION

TOTAL SITE AREA	
PUD NAME	
ORDINANCE #	
ZONING	

PROPERTY LEGAL DESCRIPTION

A PARCEL OF LAND LYING IN A PART OF SECTIONS 2, 11, 12, 22, 25 AND 26, AND ALL OF SECTIONS 13, 14, 23 AND 24, TOWNSHIP 46 SOUTH, RANGE 29 EAST, COLLIER COUNTY, FLORIDA, AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SECTION 11 REFERRED TO ABOVE AND RUNNING THENCE NORTH 00°34'45" WEST ALONG THE WEST LINE OF THE ABOVE MENTIONED SECTION 2, A DISTANCE OF 887.57 FEET TO A POINT ON THE SOUTH RIGHT-OF-WAY OF STATE ROAD NUMBER 82; THENCE SOUTH 73°57'58" EAST ALONG SAID RIGHT-OF-WAY, A DISTANCE OF 11,036.37 FEET TO A POINT ON THE EAST LINE OF THE ABOVE MENTIONED SECTION 12, WHICH IS ALSO THE DIVISION LINE BETWEEN RANGE 28 EAST AND RANGE

29 EAST OF SAID TOWNSHIP 46 SOUTH; THENCE SOUTH 00°15'08" EAST ALONG SAID RANGE LINE AND SAID EAST LINE OF SECTION 12, A DISTANCE OF 433.50 FEET TO THE EAST 1/4 CORNER OF SAID SECTION 12; THENCE SOUTH 00°19'25" EAST, STILL ALONG SAID EAST LINE OF SECTION 12, A DISTANCE OF 2,785.94 FEET TO THE TO THE SOUTHEAST CORNER THEREOF; THENCE SOUTH 01°11'21" EAST ALONG THE EAST LINE OF SECTION 13 REFERRED TO ABOVE, A DISTANCE OF 5,311.35 FEET TO THE SOUTHEAST CORNER OF SAID SECTION 13; THENCE SOUTH 00°29'24" EAST ALONG THE EAST LINE OF THE ABOVE MENTIONED SECTION 24, A DISTANCE OF 2,652.83 FEET TO THE EAST 1/4 CORNER THEREOF; THENCE NORTH 89°23'51" EAST ALONG THE NORTH LINE OF THE SOUTH 1/2 OF SECTION 19 REFERRED TO ABOVE, A DISTANCE OF 3,297.39 FEET TO THE NORTHWEST CORNER OF LAND CONVEYED TO BARRON COLLIER PARTNERSHIP, LLLP BY DEED RECORDED IN OFFICIAL RECORDS BOOK 2493 AT PAGE 2779, PUBLIC RECORDS OF SAID COLLIER COUNTY; THENCE SOUTH 00°36'04" EAST ALONG THE WEST BOUNDS OF THIS LAST MENTIONED CONVEYANCE, A DISTANCE OF 2,678.91 FEET TO A POINT ON THE SOUTH LINE OF SAID SECTION 19; THENCE SOUTH 89°52'15" WEST ALONG THE SOUTH LINE THEREOF, A DISTANCE OF 3,296.80 FEET TO THE SOUTHEAST CORNER OF THE ABOVE MENTIONED SECTION 24; THENCE SOUTH 00°41'13" EAST ALONG THE EAST LINE OF SECTION 25 REFERRED TO ABOVE, A DISTANCE OF 1,459.41 FEET; THENCE SOUTH 89°06'51" WEST ALONG THE NORTHERLY BOUNDS OF A PARCEL OF LAND CONVEYED TO SOUTH FLORIDA WATER MANAGEMENT DISTRICT BY DEED RECORDED IN OFFICIAL RECORDS BOOK 2585 AT PAGE 2735, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 5,369.17 FEET TO A POINT ON THE EAST LINE OF THE ABOVE MENTIONED SECTION 26; THENCE SOUTH 89°05'14" WEST, STILL ALONG THE BOUNDS OF THIS LAST MENTIONED CONVEYANCE AND CONTINUING ON THE SAME COURSE ALONG THE NORTH BOUNDS OF LAND CONVEYED TO COLLIER COUNTY BY DEED RECORDED IN OFFICIAL RECORDS BOOK 4425 AT PAGE 3298, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 5,281.45 FEET TO A POINT ON THE WEST LINE OF THE ABOVE MENTIONED SECTION 26; THENCE NORTH 01°11'17" WEST ALONG SAID WEST LINE, A DISTANCE OF 1,450.51 FEET TO THE SOUTHWEST CORNER OF SECTION 23 REFERRED TO ABOVE; THENCE SOUTH 88°55'57" WEST ALONG THE SOUTH LINE OF THE ABOVE MENTIONED SECTION 22, BEING ALSO THE NORTH LINE OF LAND CONVEYED TO COLLIER COUNTY BY DEED RECORDED IN OFFICIAL RECORDS BOOK 4425 AT PAGE 3298, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 1,320.70 FEET TO THE SOUTHWEST CORNER OF THE SOUTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 22 REFERRED TO ABOVE; THENCE NORTH 00°29'00" WEST ALONG THE EAST LINE OF LAND CONVEYED TO COLLIER COUNTY BY DEED RECORDED IN OFFICIAL RECORDS BOOK 4425 AT PAGE 3280, PUBLIC RECORDS OF SAID COLLIER COUNTY, BEING ALSO THE WEST LINE OF THE SOUTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 22, A DISTANCE OF 1,343.35 FEET TO THE NORTHWEST CORNER OF THE SOUTHEAST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 22; THENCE SOUTH 88°58'22" WEST ALONG THE SOUTH LINE OF THE NORTH 1/2 OF THE SOUTHEAST 1/4 OF SAID SECTION 22, A DISTANCE OF 1,321.33 FEET TO THE NORTHWEST CORNER OF THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SAID SECTION 22;

THENCE NORTH 00°38'43" WEST ALONG THE WEST LINE OF THE EAST 1/2 OF SAID SECTION 22; BEING ALSO THE EAST LINE OF LAND CONVEYED TO SOUTH FLORIDA WATER MANAGEMENT DISTRICT BY DEED RECORDED IN OFFICIAL RECORDS BOOK 1577 AT PAGE 681, PUBLIC RECORDS OF SAID COLLIER COUNTY, A DISTANCE OF 2,684.61 FEET TO THE NORTHWEST CORNER OF THE SOUTH 1/2 OF THE

NORTHEAST 1/4 OF SAID SECTION 22; THENCE NORTH 88°53'07" EAST ALONG THE SOUTH LINE OF THE NORTH 1/2 OF THE NORTHEAST 1/4 OF SAID SECTION 22 AND ALONG THE BOUNDS OF THE CONVEYANCE LAST ABOVE MENTIONED, A DISTANCE OF 2,642.18 FEET TO A POINT ON THE WEST LINE OF SECTION 23 REFERRED TO ABOVE; THENCE NORTH 00°35'47" WEST ALONG SAID WEST LINE, A DISTANCE OF 1,343.10 FEET TO THE SOUTHWEST 1/4 OF THE ABOVE MENTIONED SECTION 14; THENCE NORTH 00°09'59" WEST ALONG SAID WEST LINE OF SECTION 14, A DISTANCE OF 5,398.82 FEET TO THE SOUTHWEST CORNER OF SECTION 11 REFERRED TO ABOVE; THENCE NORTH 00°28'13" WEST ALONG WEST LINE OF SAID SECTION 11, A DISTANCE OF 2,699.12 FEET TO THE WEST 1/4 CORNER THEREOF; THENCE NORTH 00°28'02" WEST, STILL ALONG SAID WEST LINE OF SECTION 11, A DISTANCE OF 2,699.24 FEET TO THE POINT OF BEGINNING.

LESS AND EXCEPT

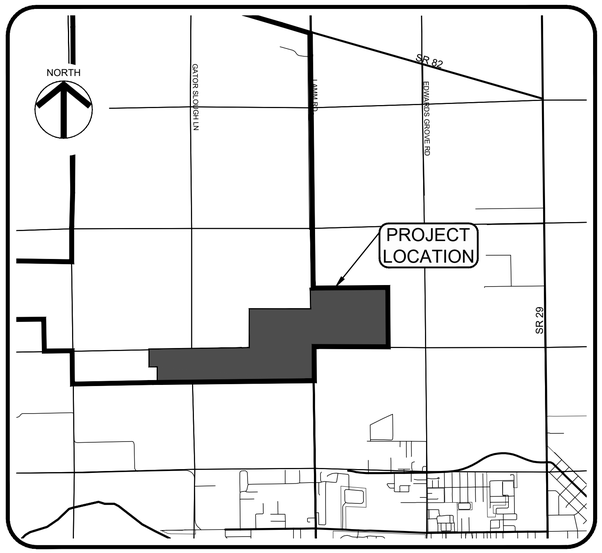
A PARCEL OF LAND LYING IN A PART OF SECTIONS 12 & 13, TOWNSHIP 46 SOUTH, RANGE 28 EAST, COLLIER COUNTY, FLORIDA, AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A POINT BEING THE INTERSECTION OF THE SOUTH RIGHT-OF-WAY OF STATE ROAD NUMBER 82 AND THE EAST LINE OF THE ABOVE MENTIONED SECTION 12, WHICH IS ALSO THE DIVISION LINE BETWEEN RANGE 28 EAST AND RANGE 29 EAST OF SAID TOWNSHIP 46 SOUTH; THENCE SOUTH 00°15'08" EAST ALONG SAID RANGE LINE AND SAID EAST LINE OF SECTION 12, A DISTANCE OF 433.50 FEET TO THE EAST 1/4 CORNER OF SAID SECTION 12; THENCE SOUTH 00°19'25" EAST, STILL ALONG SAID EAST LINE OF SECTION 12, A DISTANCE OF 2,785.94 FEET TO THE SOUTHEAST CORNER THEREOF; THENCE SOUTH 89°10'17" WEST ALONG THE SOUTH LINE OF SAID SECTION 12, A DISTANCE OF 136.48 FEET TO THE POINT OF BEGINNING OF THE FOLLOWING DESCRIBED LANDS:

THENCE SOUTH 00°34'02" EAST, A DISTANCE OF 1890.15 FEET; THENCE NORTH 89°55'02" WEST, A DISTANCE OF 787.56 FEET; THENCE SOUTH 00°36'07" EAST, A DISTANCE OF 226.74 FEET;

THENCE SOUTH 87°27'18" WEST, A DISTANCE OF 177.65 FEET; THENCE NORTH 37°35'47" WEST, A DISTANCE OF 453.94 FEET; THENCE NORTH 23°16'40" WEST, A DISTANCE OF 230.37 FEET; THENCE NORTH 15°25'17" WEST, A DISTANCE OF 611.52 FEET; THENCE NORTH 00°19'42" WEST, A DISTANCE OF 1004.57 FEET; THENCE NORTH 89°31'07" WEST, A DISTANCE OF 968.23 FEET; THENCE NORTH 00°10'10" WEST, A DISTANCE OF 363.86 FEET; THENCE NORTH 74°50'54" EAST, A DISTANCE OF 88.80 FEET; THENCE NORTH 33°13'46" EAST, A DISTANCE OF 45.78 FEET; THENCE NORTH 02°40'47" WEST, A DISTANCE OF 99.07 FEET; THENCE NORTH 25°52'35" WEST, A DISTANCE OF 105.91 FEET; THENCE NORTH 57°47'42" WEST, A DISTANCE OF 32.19 FEET; THENCE NORTH 81°14'04" WEST, A DISTANCE OF 33.92 FEET; THENCE NORTH 00°10'10" WEST, A DISTANCE OF 223.46 FEET; THENCE SOUTH 89°34'09" EAST, A DISTANCE OF 2442.24 FEET; THENCE SOUTH 00°34'02" EAST, A DISTANCE OF 897.05 FEET TO THE PLACE AND POINT OF BEGINNING.

CONTAINING 4415.353 ACRES OF LAND, MORE OR LESS.



PROJECT SITE MAP
NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD
JUNO BEACH, FL 33408
PHONE: (561) 694-4000

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS
KING RANCH SOLAR FIELD BOARDWALK
CLIENT: FLORIDA POWER & LIGHT COMPANY

COVER SHEET

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 1

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GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +X.XX FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. THE PROPERTY OWNER IS RESPONSIBLE FOR REPLACEMENT OF ALL DEAD LANDSCAPE MATERIAL AND FOR THE MAINTENANCE OF THE REQUIRED IRRIGATION SYSTEM.
9. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
10. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
11. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE.
12. SIDEWALK SHALL BE CONSTRUCTED OF CONCRETE, ASPHALT OR PAVERS AT THE DISCRETION OF THE DEVELOPER.
13. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
14. CONTRACTOR SHALL BE RESPONSIBLE FOR MAINTAINING TRAFFIC AND USAGE OF THE EXISTING STREETS ADJACENT TO THE PROJECT. ALL TRAFFIC MAINTENANCE CONTROL SHALL BE IN ACCORDANCE WITH SECTION 102-OF THE FDOT STANDARD SPECIFICATIONS AND WITH THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD), PART 6. FOR WORK WITHIN A PUBLIC RIGHT-OF-WAY CONTRACTOR TO FURNISH A COLLIER COUNTY APPROVED MAINTENANCE OF TRAFFIC PLAN.
15. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
16. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
17. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
18. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
19. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
20. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
21. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
22. THE PROPERTY OWNER IS RESPONSIBLE FOR MAINTENANCE OF INFRASTRUCTURE (EXCEPT THOSE UTILITIES THAT ARE TO BE DEDICATED TO IWSD) LOCATED WITHIN THE FIRE STATION SITE.
23. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.
24. COUNTY ROW PERMIT IS REQUIRED FOR ANY CONSTRUCTION/MAINTENANCE WORK PERFORMED WITHIN THE PUBLIC ROADWAY ROW.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.

UTILITIES PROVIDING SERVICE

CABLE TELEVISION:
COMCAST
10600 WESTLINKS DR. SUITE 4
FORT MYERS, FLORIDA 33913
PHONE (239) 432-1805

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

POTABLE WATER AND SANITARY SEWER:
IMMOKALEE WATER AND SEWER DISTRICT
1020 SANITATION ROAD
IMMOKALEE, FLORIDA 34142
PHONE (239) 658-3630

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

TELEPHONE:
COMCAST
12600 WESTLINKS DR. SUITE 4
FORT MYERS, FLORIDA 33913
PHONE (239) 432-1805

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS
KING RANCH SOLAR FIELD
BOARDWALK
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 86421

SET NUMBER: 22004770-01

SHEET : 2

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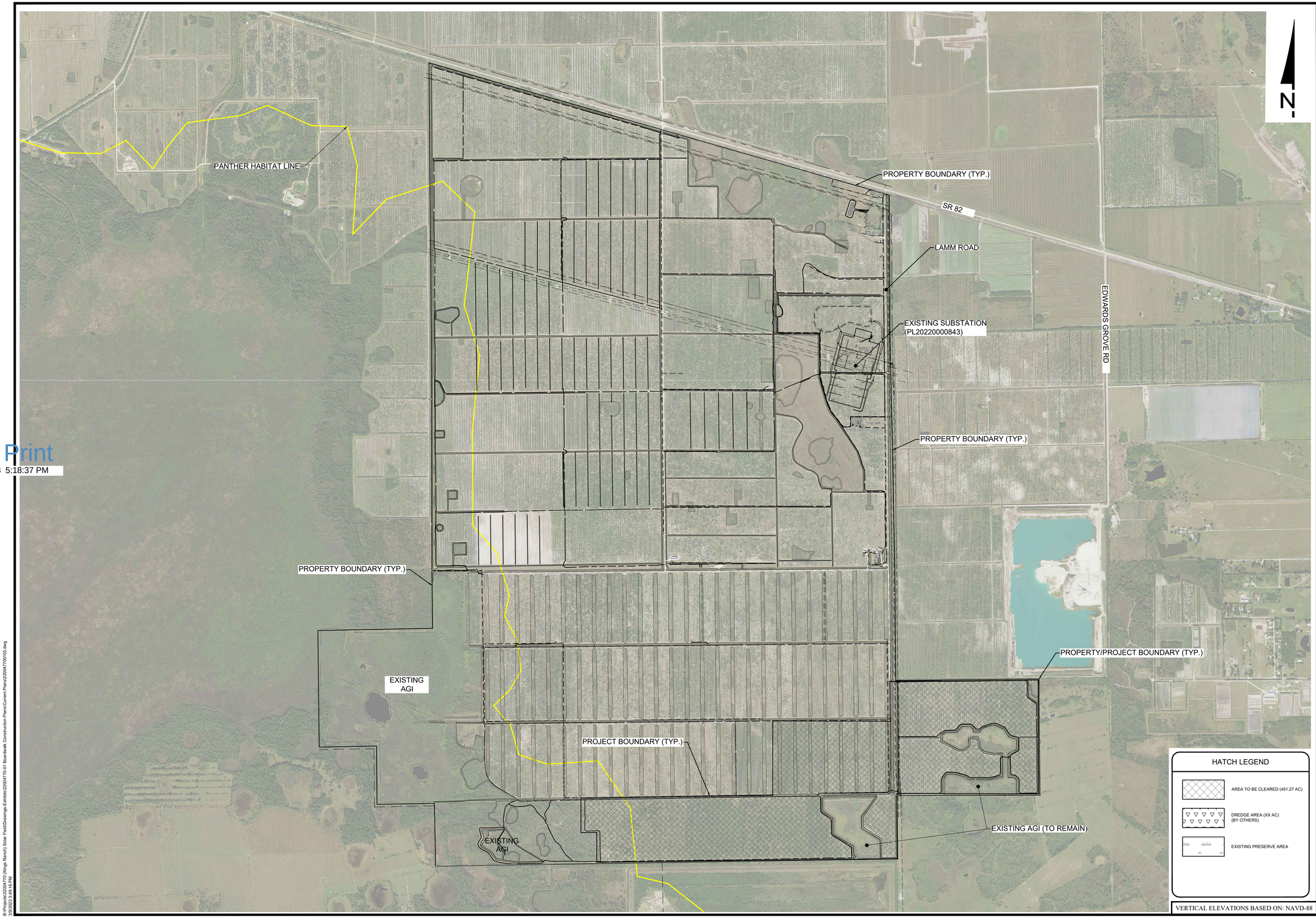

HATCH LEGEND

- AREA TO BE CLEARED (451.27 AC)
- DREDGE AREA (XX AC) (BY OTHERS)
- EXISTING PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 3

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PANTHER HABITAT LINE

PROPERTY BOUNDARY (TYP.)

SR 82

EXISTING ACCESS PATH TO REMAIN

LAMM ROAD

EDWARDS GROVE RD

EXISTING SUBSTATION (PL2020000843)

PROJECT BOUNDARY (TYP.)

EXISTING ACCESS PATH TO REMAIN

PROPERTY/PROJECT BOUNDARY (TYP.)

PROJECT BOUNDARY (TYP.)

N

VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD
BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN - BOARDWALK

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 5

VERTICAL ELEVATIONS BASED ON: NAVD-88

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN A

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 6

VERTICAL ELEVATIONS BASED ON: NAVD-88

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VERTICAL ELEVATIONS BASED ON: NAVD'88

SHEET: 7

SET NUMBER: 22004770-01

BRIAN H. HAROLD, P.E.
FLORIDA LICENSE NO. 84622

FLORIDA CERTIFICATE OF AUTHORIZATION 46836

0 100 200 400
SCALE IN FEET

PLAN REVISIONS

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN B

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

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CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN C

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 8

VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

BOARDWALK - SITE PLAN D

PLAN REVISIONS

0 100 200 400
SCALE IN FEET

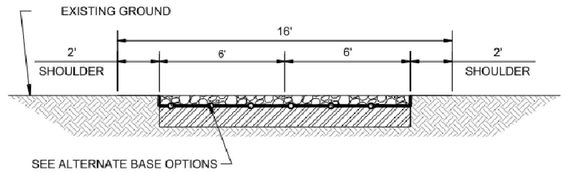
FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

VERTICAL ELEVATIONS BASED ON: NAVD-88

SHEET : 9



ALTERNATE BASE OPTIONS:

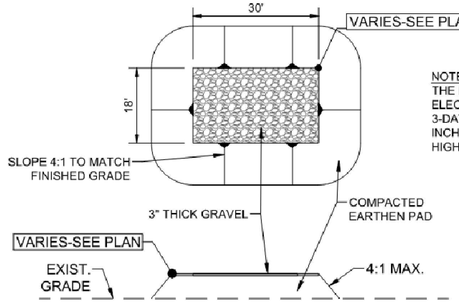
OPTION 1:
6" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

OPTION 2:
6" AGGREGATE BASE (LBR 100), GEOTEXTILE FABRIC OR GRID
COMPACTED NATIVE SOIL SUBGRADE

OPTION 3:
6" AGGREGATE BASE (LBR 100)
12" STABILIZED SUBGRADE (LBR40)

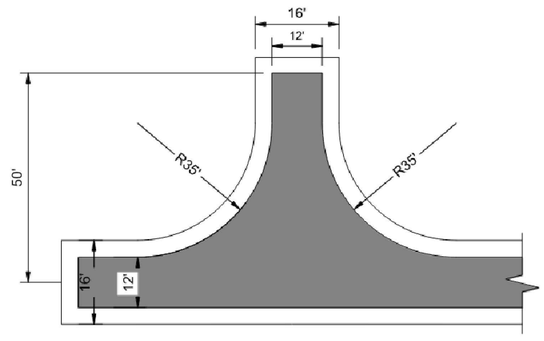
OPTION 4:
10" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

ACCESS PATH SECTION
NOT TO SCALE

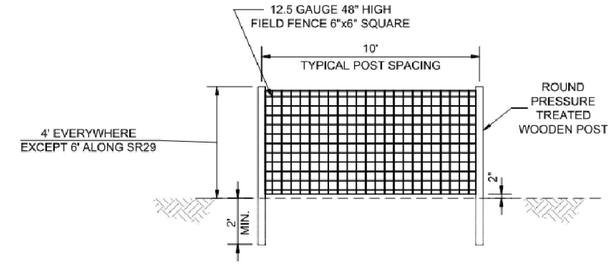


NOTE:
THE MINIMUM BOTTOM ELEVATION OF ALL ELECTRICAL EQUIPMENT SHALL BE THE 25-YEAR 3-DAY PEAK STAGE ELEVATION + 1 FOOT OR 12 INCHES ABOVE GROUND ELEVATION, WHICHEVER IS HIGHER.

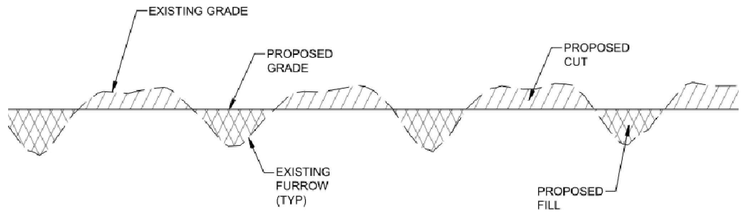
TYPICAL INVERTER PAD DETAIL
NOT TO SCALE



TYPICAL TURNAROUND DETAIL
NOT TO SCALE



PANTHER FENCE DETAIL
NOT TO SCALE



TYPICAL FURROW GRADING
NOT TO SCALE

VERTICAL ELEVATIONS BASED ON: NAVD-88

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CONSTRUCTION PLANS
KING RANCH SOLAR FIELD
BOARDWALK
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 10

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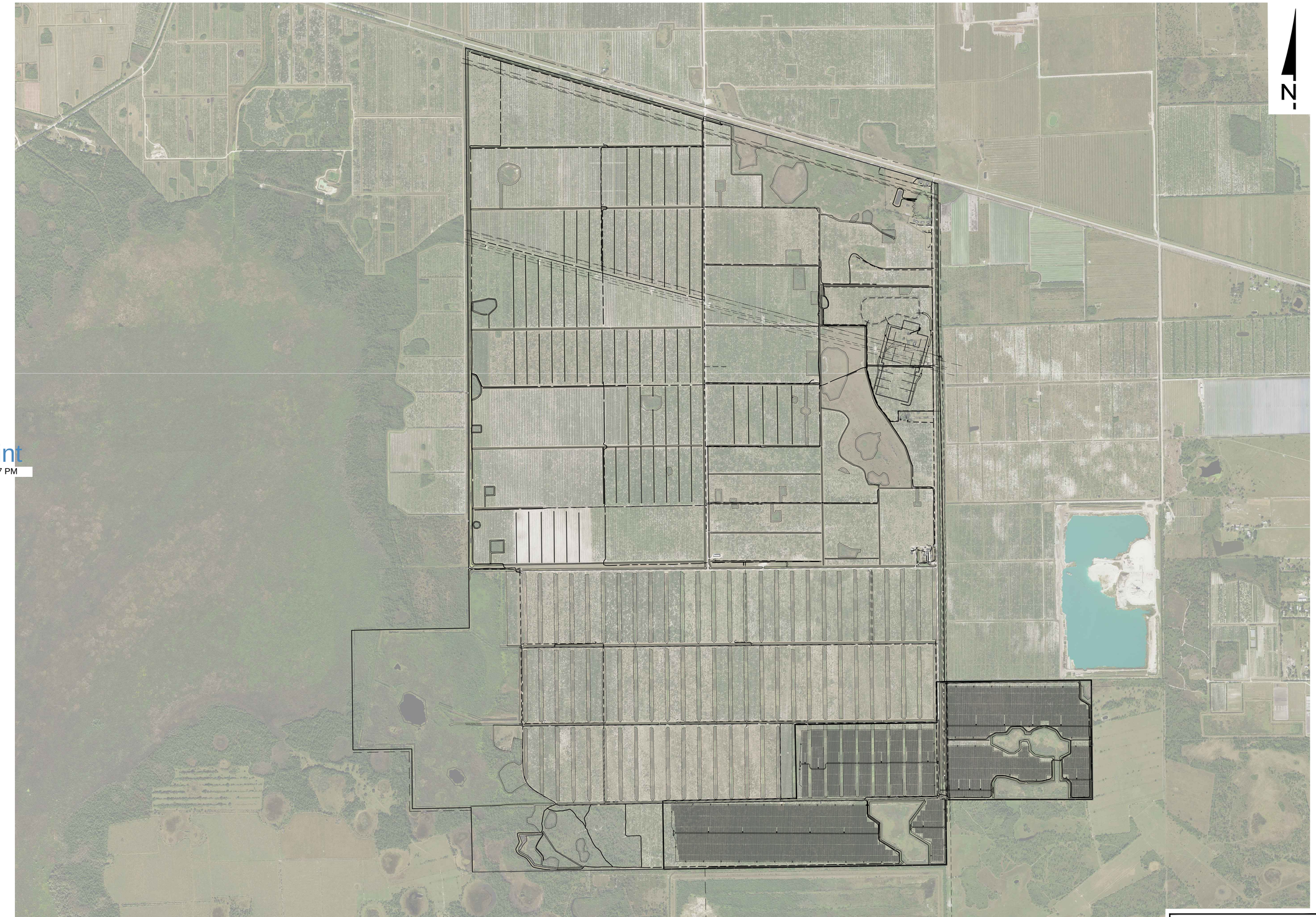

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

FLUCFCS

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 11

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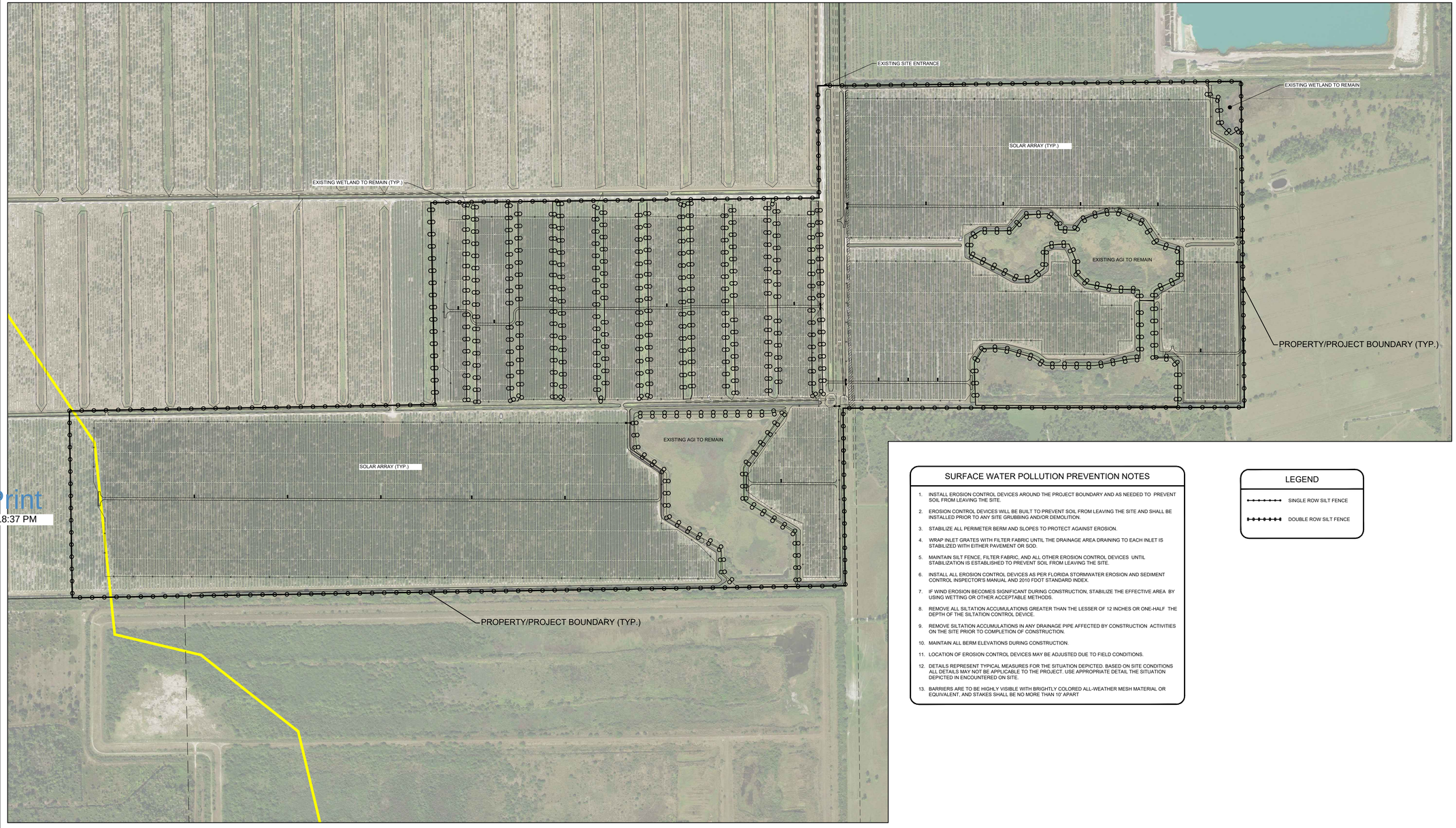
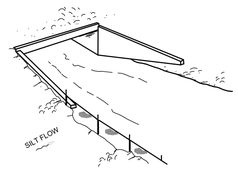


SURFACE WATER POLLUTION PREVENTION NOTES

1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

LEGEND

- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE



TYPE III SILT FENCE



TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

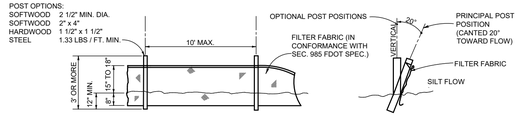


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



ELEVATION SECTION

NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

VERTICAL ELEVATIONS BASED ON: NAVD-88

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28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

CONSTRUCTION PLANS

KING RANCH SOLAR FIELD BOARDWALK

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-01

SHEET : 12

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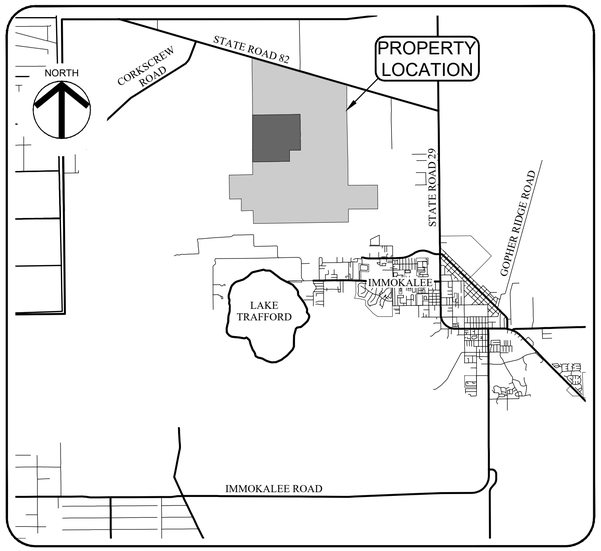
SITE DEVELOPMENT PLANS FOR

FPL GOLDENROD SOLAR ENERGY CENTER

PART OF SECTION 14 TOWNSHIP 46 SOUTH, RANGE 28 EAST

COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP

NO SCALE

SHEET INDEX	
1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - GOLDENROD
6	GOLDENROD - SITE PLAN A
7	GOLDENROD - SITE PLAN B
8	GOLDENROD - SITE PLAN C
9	GOLDENROD - SITE PLAN D
10	GOLDENROD - SITE PLAN E
11	GOLDENROD - SITE PLAN F
12	GOLDENROD - SITE PLAN G
13	GOLDENROD - SITE PLAN H
14	GENERAL DETAILS 1
15	GENERAL DETAILS 2
16	DRAINAGE PLAN
17	STORMWATER POLLUTION PREVENTION PLAN
18	ENTRY LIGHTING PLAN

PROPERTY INFORMATION	
TOTAL PROJECT AREA	610.33 AC
EXISTING ZONING	A-MHO-RLSAO
EXISTING LAND USE	AGRICULTURE (CITRUS GROVE)
FUTURE LAND USE	A-RMU-RLSA
PROPOSED LAND USE	SOLAR ENERGY CENTER/ ESSENTIAL SERVICE
FOLIO #	00050520006, 00050600007, 0005064009

PROPERTY LEGAL DESCRIPTION

A parcel of land lying in a part of Sections 2, 11, 12, 22, 25 and 26, and all of Sections 13, 14, 23 and 24, Township 46 South, Range 28 East, together with a part of Section 19, Township 46 South, Range 29 East, Collier County, Florida, and being more particularly described as follows;

Beginning at the Northwest corner of Section 11 referred to above and running thence North 00°34'45" West along the West line of the above mentioned Section 2, a distance of 887.57 feet to a point on the South Right-Of-Way of State Road Number 82; thence South 73°57'58" East along said Right-Of-Way, a distance of 11,036.37 feet to a point on the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the to the Southeast corner thereof; thence South 01°11'21" East along the East line of Section 13 referred to above, a distance of 5,311.35 feet to the Southeast corner of said Section 13; thence South 00°29'24" East along the East line of the above mentioned Section 24, a distance of 2,652.83 feet to the East 1/4 corner thereof; thence North 89°23'51" East along the North line of the South 1/2 of Section 19 referred to above, a distance of 3,297.39 feet to the Northwest corner of land conveyed to Barron Collier Partnership, LLLP by deed recorded in Official Records Book 2493 at Page 2779, public records of said Collier County; thence South 00°36'04" East along the West bounds of this last mentioned conveyance, a distance of 2,678.91 feet to a point on the South line of said Section 19; thence South 89°52'15" West along the South line thereof, a distance of 3,296.80 feet to the Southeast corner of the above mentioned Section 24; thence South 00°41'13" East along the East line of Section 25 referred to above, a distance of 1,459.41 feet; thence South 89°06'51" West along the Northerly bounds of a parcel of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 2585 at Page 2735, public records of said Collier County, a distance of 5,369.17 feet to a point on the East line of the above mentioned Section 26; thence South 89°05'14" West, still along the bounds of this last mentioned conveyance and continuing on the same course along the North bounds of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 5,281.45 feet to a point on the West line of the above mentioned Section 26; thence North 01°11'17" West along said West line, a distance of 1,450.51 feet to the Southwest corner of Section 23 referred to above; thence South 88°55'57" West along the South line of the above mentioned Section 22, being also the North line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 1,320.70 feet to the Southwest corner of the Southeast 1/4 of the Southeast 1/4 of Section 22 referred to above; thence North 00°29'00" West along the East line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3280, public records of said Collier County, being also the West line of the Southeast 1/4 of the Southeast 1/4 of said Section 22, a distance of 1,343.35 feet to the Northwest corner of the Southeast 1/4 of the Southeast 1/4 of said Section 22; thence South 88°58'22" West along the South line of the North 1/2 of the Southeast 1/4 of said Section 22, a distance of 1,321.33 feet to the Northwest corner of the Southwest 1/4 of the Southeast 1/4 of said Section 22; thence North 00°38'43" West along the West line of the East 1/2 of said Section 22, being also the East line of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 1577 at Page 681, public records of said Collier County, a distance of 2,684.61 feet to the Northwest corner of the South 1/2 of the Northeast 1/4 of said Section 22; thence North 88°53'07" East along the South line of the North 1/2 of the Northeast 1/4 of said Section 22 and

along the bounds of the conveyance last above mentioned, a distance of 2,642.18 feet to a point on the West line of Section 23 referred to above; thence North 00°35'47" West along said West line, a distance of 1,343.10 feet to the Southwest 1/4 of the above mentioned Section 14; thence North 00°09'59" West along said West line of Section 14, a distance of 5,398.82 feet to the Southwest corner of Section 11 referred to above; thence North 01°28'13" West along West line of said Section 11, a distance of 2,699.12 feet to the West 1/4 corner thereof; thence North 00°28'02" West, still along said West line of Section 11, a distance of 2,699.24 feet to the POINT OF BEGINNING.

LESS AND EXCEPT

A parcel of land lying in a part of Sections 12 & 13, Township 46 South, Range 28 East, Collier County, Florida, and being more particularly described as follows:

Commencing at a point being the intersection of the South Right-Of-Way of State Road Number 82 and the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the Southeast corner thereof; thence South 89°10'17" West along the South line of said Section 12, a distance of 136.48 feet to the POINT OF BEGINNING of the following described lands: thence South 00°34'02" East, a distance of 1890.15 feet; thence North 89°55'02" West, a distance of 787.56 feet; thence South 00°36'07" East, a distance of 226.74 feet; thence South 87°27'18" West, a distance of 177.65 feet; thence North 37°35'47" West, a distance of 453.94 feet; thence North 23°16'40" West, a distance of 230.37 feet; thence North 15°25'17" West, a distance of 611.52 feet; thence North 00°19'42" West, a distance of 1004.57 feet; thence North 89°31'07" West, a distance of 968.23 feet; thence North 00°10'10" West, a distance of 363.86 feet; thence North 74°50'54" East, a distance of 88.80 feet; thence North 33°13'46" East, a distance of 45.78 feet; thence North 02°40'47" West, a distance of 99.07 feet; thence North 25°52'35" West, a distance of 105.91 feet; thence North 57°47'42" West, a distance of 32.19 feet; thence North 81°14'04" West, a distance of 33.92 feet; thence North 00°10'10" West, a distance of 223.46 feet; thence South 89°34'09" East, a distance of 2442.24 feet; thence South 00°34'02" East, a distance of 897.05 feet to the place and POINT OF BEGINNING.

TOGETHER WITH THE FOLLOWING EASEMENTS:

Easement No. 1:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

Non-exclusive Easement for ingress and egress over the East 60 feet and the North 60 feet of the East 1/2 of the East 1/2 of the Southwest 1/4 of the Southeast 1/4 and the North 60.00 feet of the West 1/2 of the Southwest 1/4 of the Southeast 1/4 of Section 22, Township 46 South, Range 28 East, Collier County, Florida, as granted in Grant of Easement between Frank J. Pepper. Jr., as Personal Representative of the Estate of Bernice D. Pepper, and Charles Parker, Joyce P. Hearn and Frank J. Pepper, Jr., as the sole devisees under the Last Will and Testament of Bernice D. Pepper, Grantors, and Turner Corporation, a Florida corporation, as Grantee, dated August 15, 1986, and recorded September 22, 1986, in Official Records Book 1219, Page 1113, of the Public Records of Collier County, Florida.

Easement No. 2:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

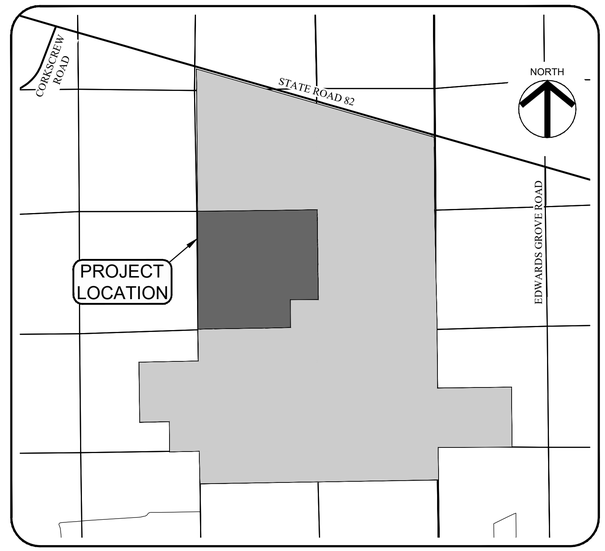
Non-exclusive Easement for ingress and egress over:

a. The East 60.00 feet of the North 2531.00 feet of the South 3861.14 feet of Section 26, Township 46 South, Range 28 East, CollierCounty, Florida;

b. The East 60.00 feet of Section 35, Township 46 South, Range 28 East, Collier County, Florida, lying North of Pepper Road.

c. The North 60.00 feet of the Northeast 1/4 of the Northeast 1/4, and the East 60 feet of the North 60 feet of the Northwest 1/4 of the Northeast 1/4 of Section 27, Township 46 South, Range 28 East, Collier County, Florida.

as granted in Grant of Easement between Rex Properties, Inc., a Florida corporation, Grantor, and Turner Corporation, a Florida corporation, as Grantee, dated August 19,1986, recorded September 22, 1986, in Official Records Rook 1219, Page 1118, of the Public Records of Collier County, Florida.



PROJECT SITE MAP

NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD

JUNO BEACH, FLORIDA 33408

PHONE: (561) 694-4000

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

COVER SHEET

PLAN REVISIONS

1	03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD LICENSE NO. 66421 STATE OF FLORIDA PROFESSIONAL ENGINEER

Digitally signed by Jeremy H Arnold
Date: 2024.03.19 16:00:19-04'00'

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 1

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GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +1.36 FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
9. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
10. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE.
11. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
12. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
13. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
14. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
15. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
16. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
17. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
18. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.

DEVELOPMENT STANDARDS ⚠		
MINIMUM SETBACKS		PROVIDED SETBACKS
FRONT YARD	50 FT	4,843.9 FT
SIDE YARD	30 FT	985.2 FT
REAR YARD	50 FT	6,967.2 FT
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50 FT	10 FT
ZONED BUILDING HEIGHT	50 FT	10 FT

UTILITIES PROVIDING SERVICE

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

811 Know what's below. Call before you dig.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS
⚠ 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

VERTICAL ELEVATIONS BASED ON: NAVD-88

SHEET : 2

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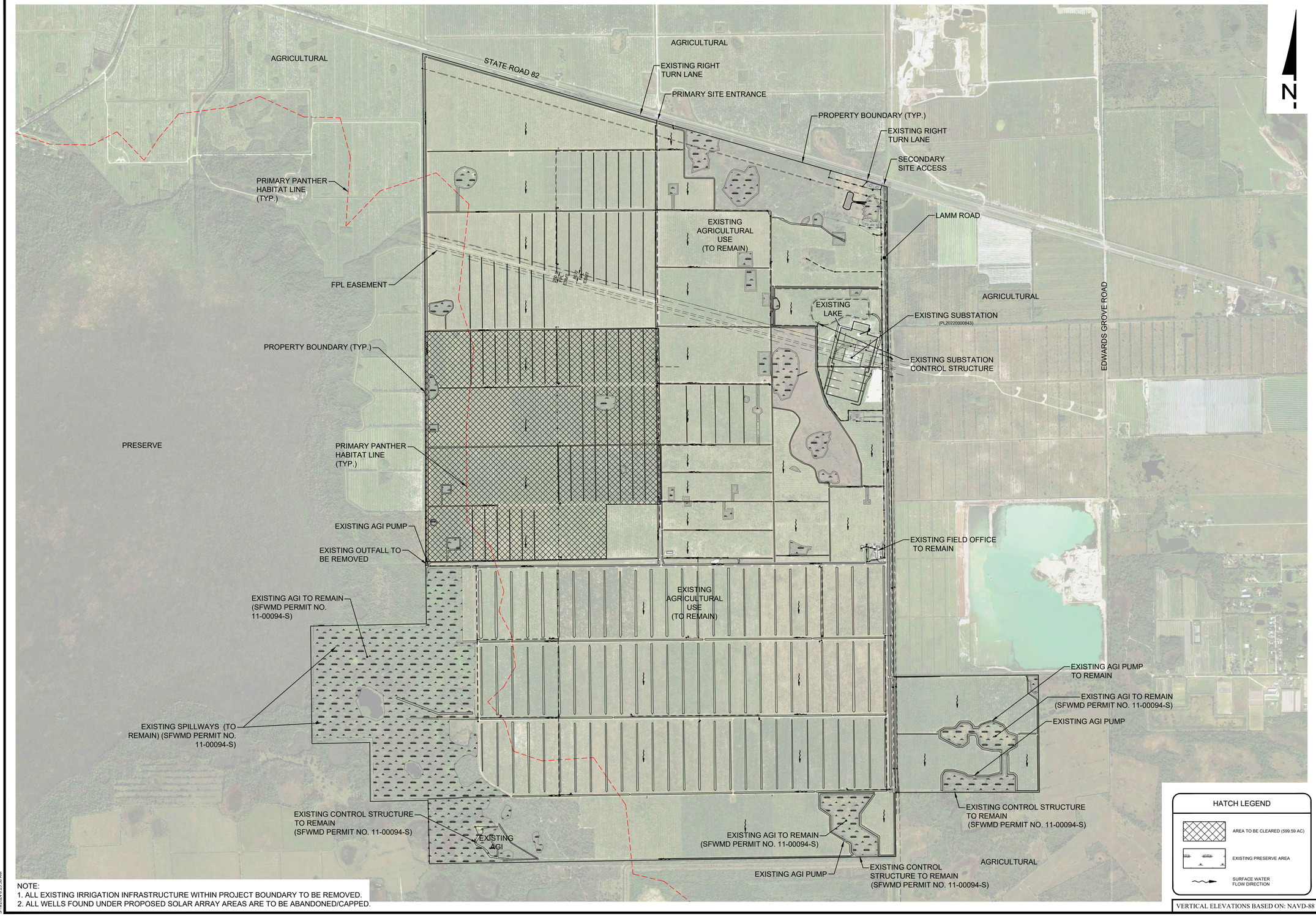

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

HATCH LEGEND

- AREA TO BE CLEARED (599.59 AC)
- EXISTING PRESERVE AREA
- SURFACE WATER FLOW DIRECTION

VERTICAL ELEVATIONS BASED ON: NAVD-88

N

0 500 1000 2000
SCALE IN FEET

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EXISTING CONDITIONS

PLAN REVISIONS
1 03/10/2024 REVISED PER COLLIER COUNTY COMMENTS

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 3

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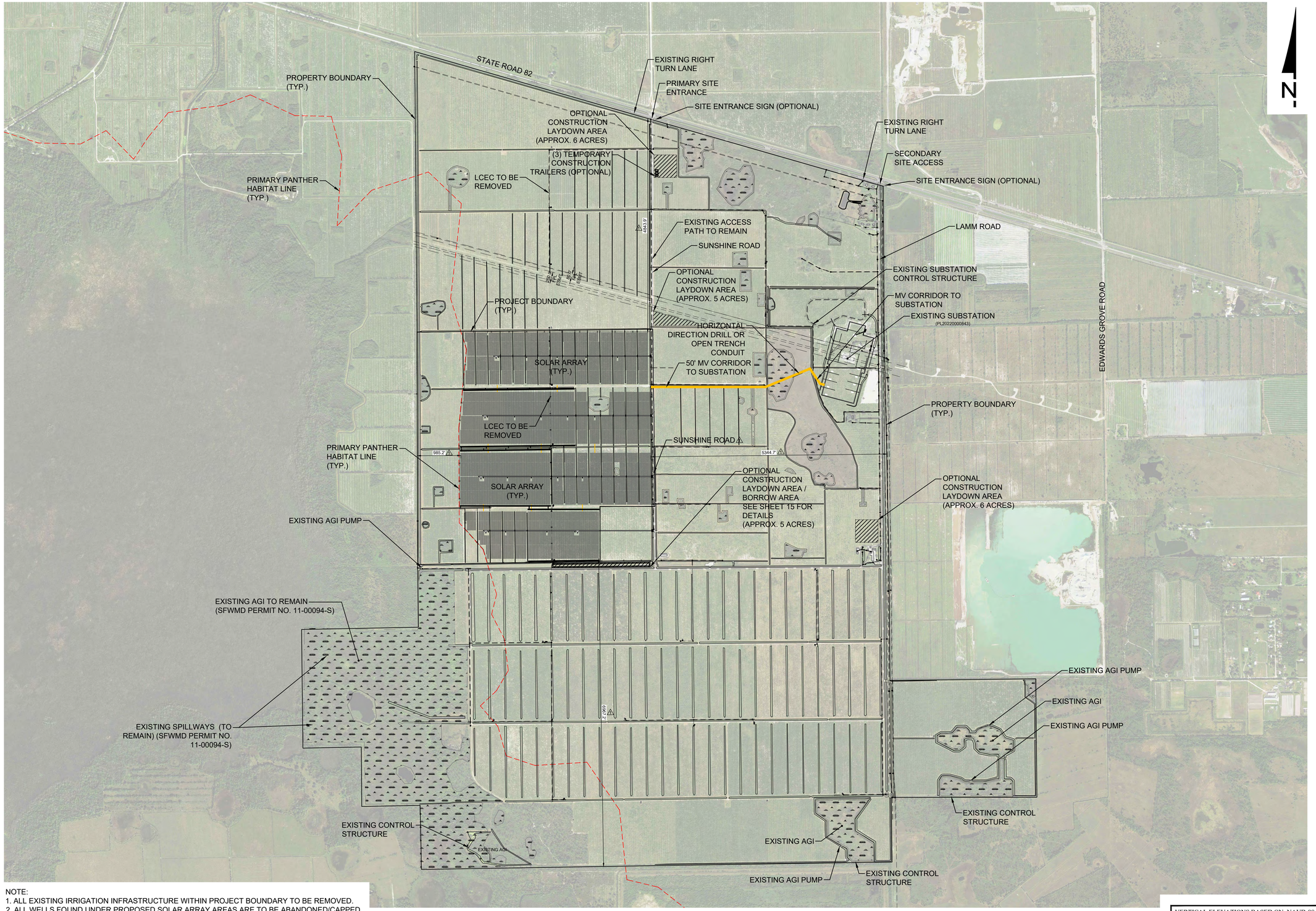

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MASTER SITE PLAN

PLAN REVISIONS

1	03/17/2025	REVISED PER COLLIER COMPY COMMENTS

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SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 4

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PRIMARY PANTHER HABITAT LINE (TYP.)
EXISTING DRAINAGE CANAL TO REMAIN (TYP.)
PROJECT BOUNDARY (TYP.)
EXISTING ACCESS ROAD TO REMAIN
4 FT FENCE (TYP.)
SOLAR ARRAY (TYP.)
GATE (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
SOLAR ARRAY (TYP.)
INVERTER PAD (TYP.)
INVERTER PAD (TYP.)
PROPERTY BOUNDARY (TYP.)
HORIZONTAL DIRECTION DRILL CONDUIT
PROJECT BOUNDARY (TYP.)
50' MV CORRIDOR TO SUBSTATION
PRIMARY PANTHER HABITAT LINE (TYP.)
SOLAR ARRAY (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
INVERTER PAD (TYP.)
EXISTING DRAINAGE CANAL TO REMAIN (TYP.)
GATE (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
INVERTER PAD (TYP.)
SOLAR ARRAY (TYP.)
PROPOSED 12' SOLAR ACCESS PATH (TYP.)
INVERTER PAD (TYP.)
SOLAR ARRAY (TYP.)
BORROW AREA (SEE SHEET 15 FOR DETAILS)

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

KEY MAP
N.T.S.
SHEET 6
SHEET 7
SHEET 8
SHEET 9
SHEET 10
SHEET 11
SHEET 12
SHEET 13

LEGEND
- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- OSW
- ACCESS PATHWAY
- WETLAND AREA
- HORIZONTAL DIRECTION DRILL LOCATION

VERTICAL ELEVATIONS BASED ON: NAVD-88

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MASTER SITE PLAN - GOLDENROD

PLAN REVISIONS
1 03/17/2025 REVISED PER COLLIER COUNTY COMMENTS

0 150 300 600
SCALE IN FEET

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JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 68421

SET NUMBER: 22004770-02
SHEET : 5

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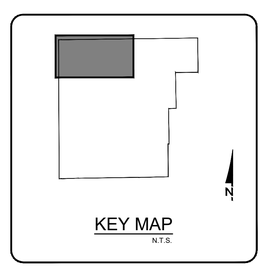

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

NOTE:
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GOLDENROD - SITE PLAN A

PLAN REVISIONS
1 05/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

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JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 6

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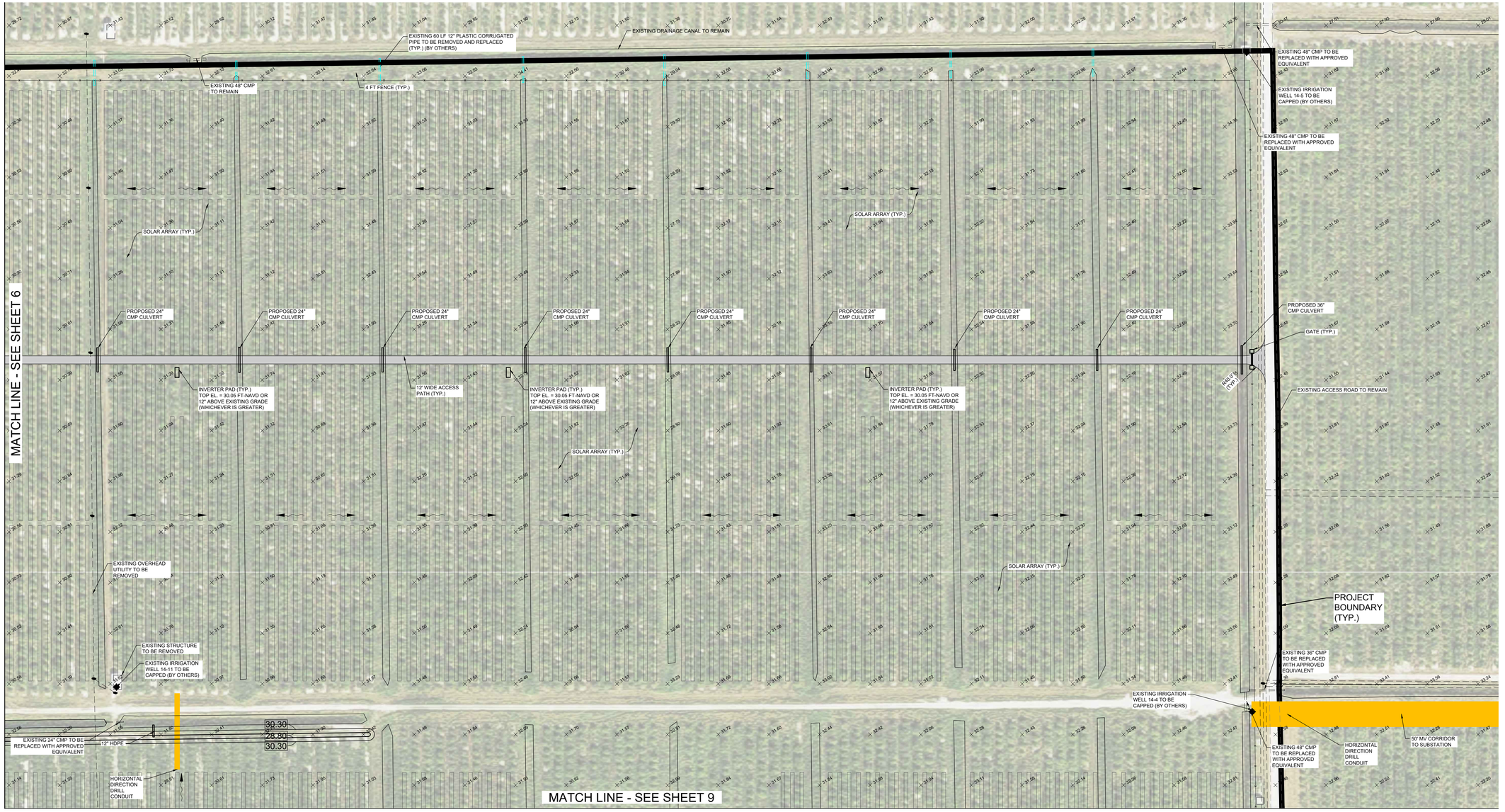

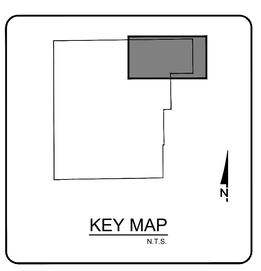

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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GOLDENROD - SITE PLAN B

PLAN REVISIONS

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0 50 100 200
SCALE IN FEET

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JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 7

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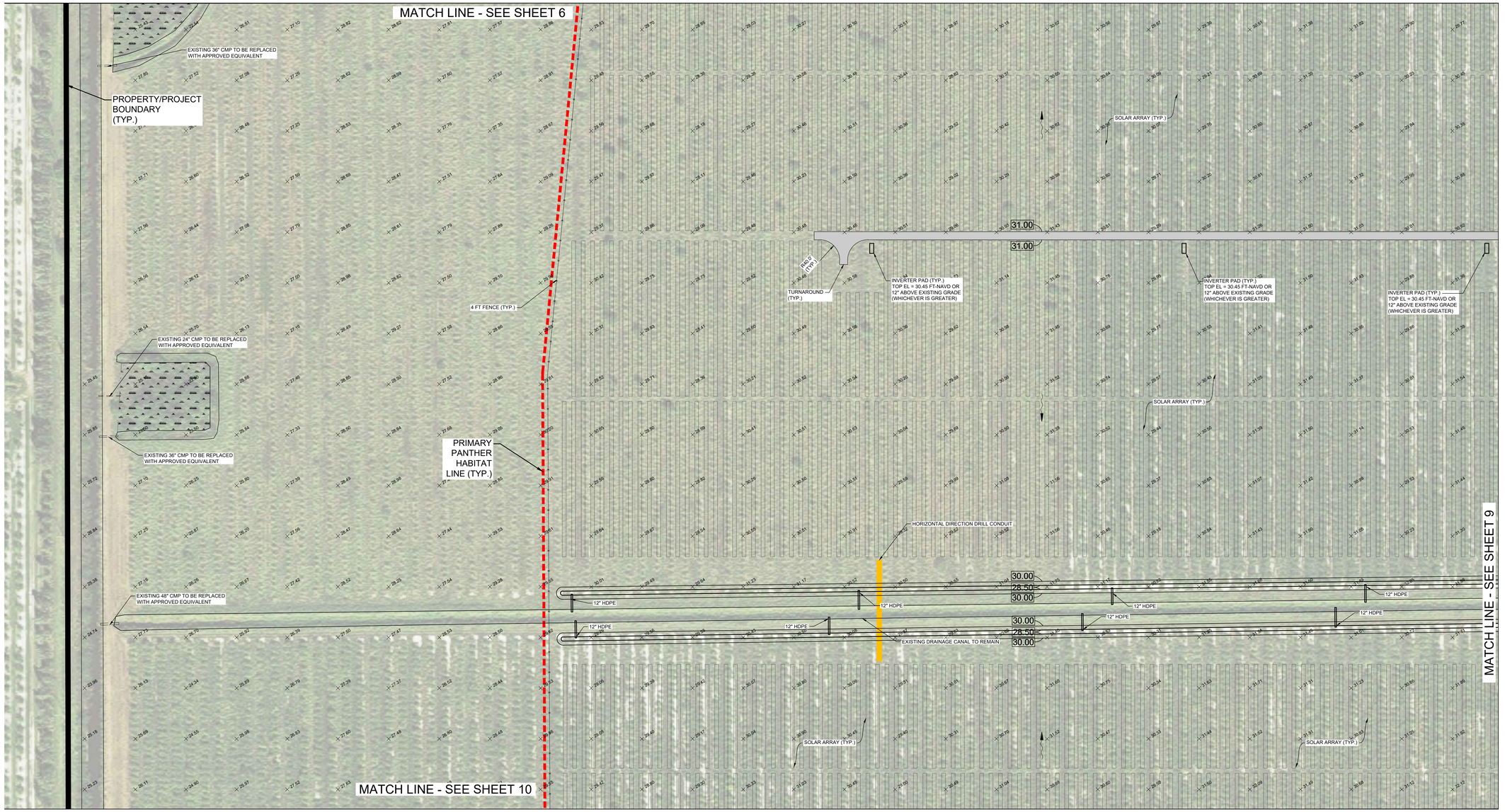

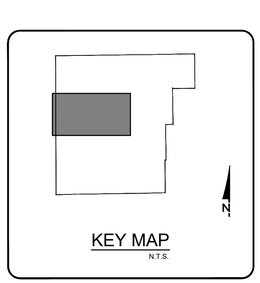

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

NOTE:
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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

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GOLDENROD - SITE PLAN C

PLAN REVISIONS

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0 50 100 200
SCALE IN FEET

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JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 8

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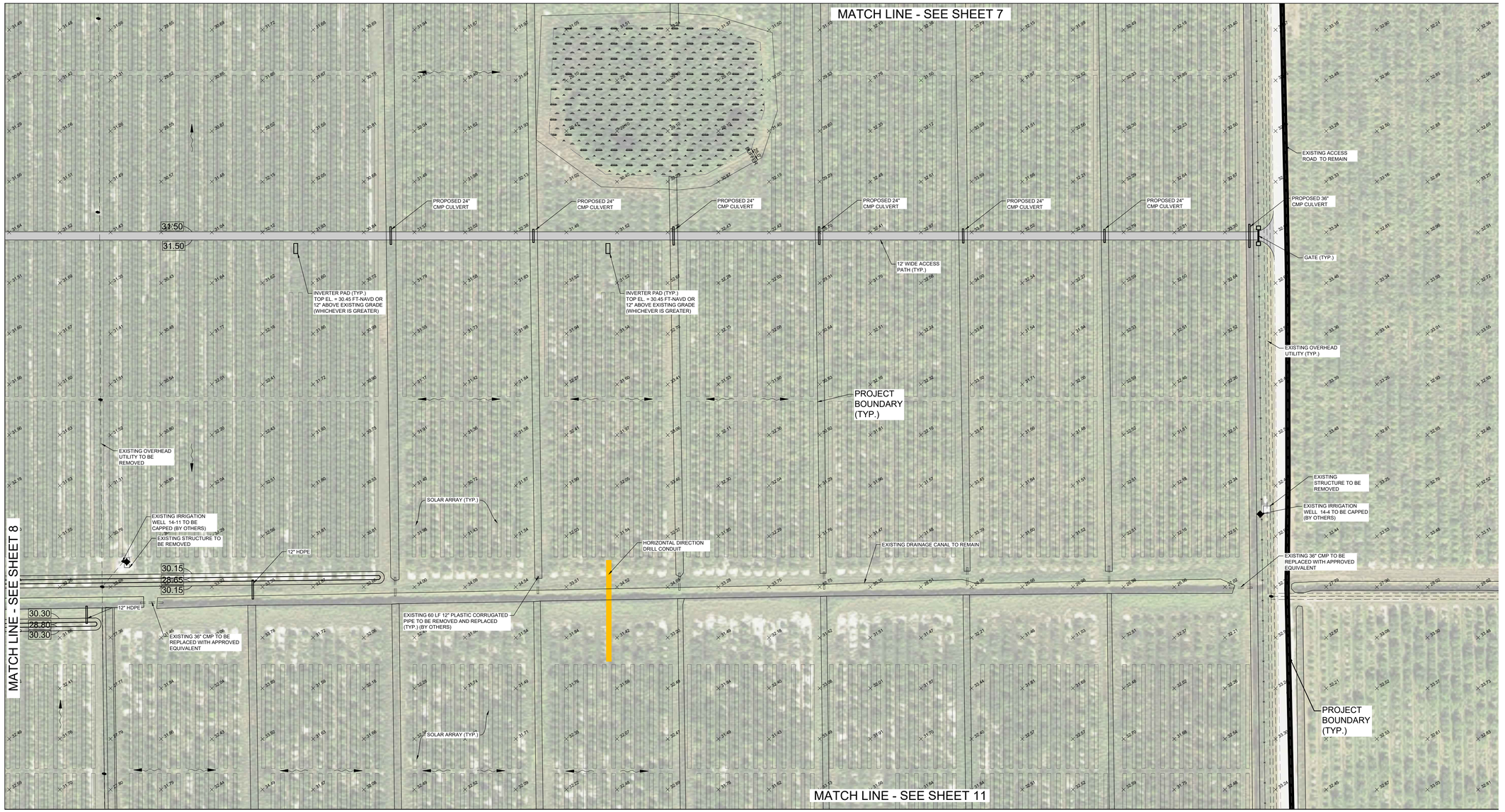

NOTE:
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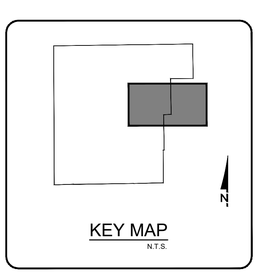

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

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GOLDENROD - SITE PLAN D

PLAN REVISIONS

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SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 9

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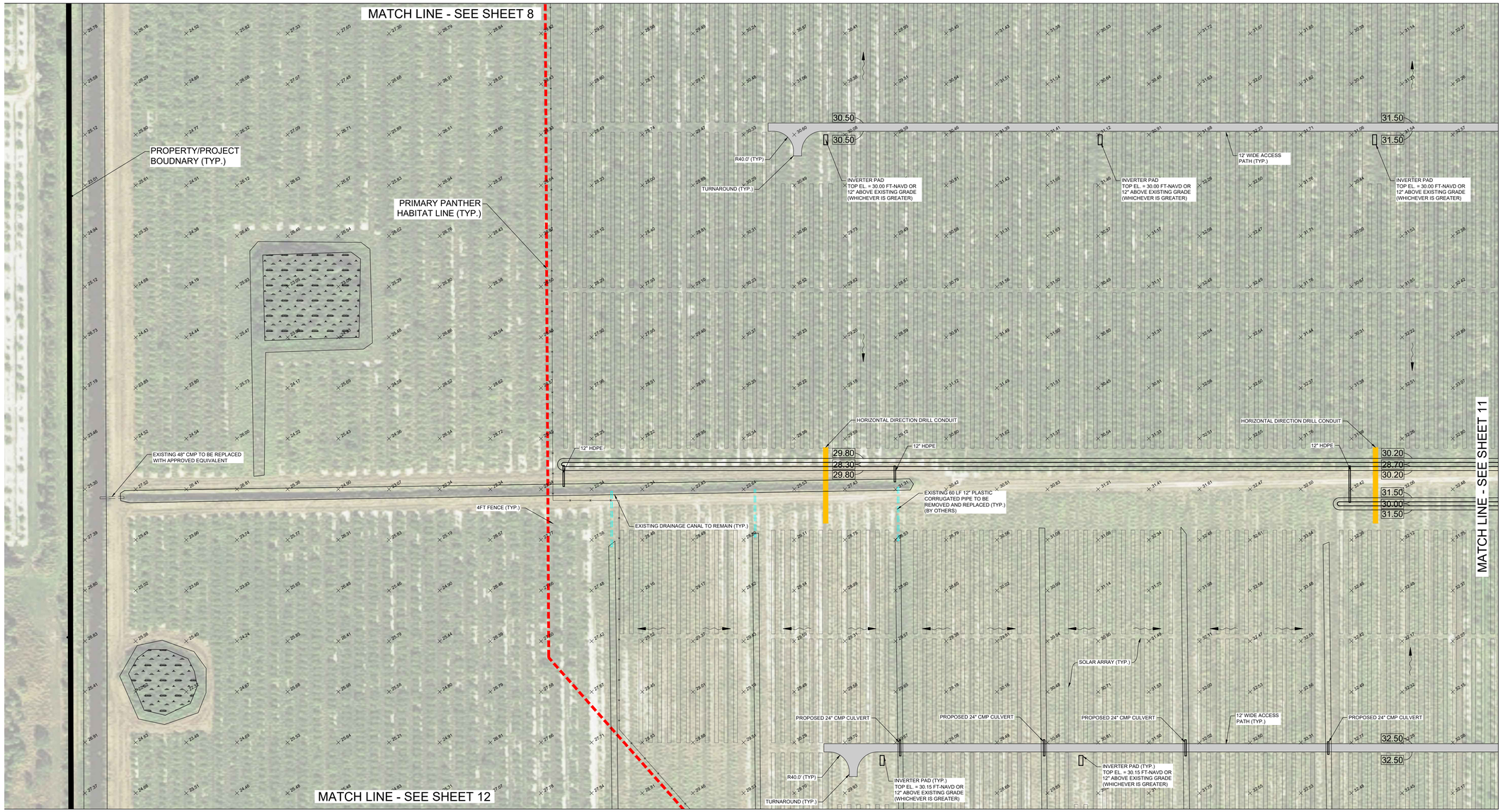

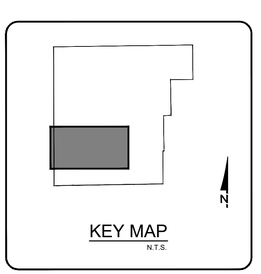

KEY MAP
N.T.S.

LEGEND

XX.XX	PROPOSED GRADE
	SURFACE FLOW DIRECTION
XX.XX	EXISTING GRADE
	EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
	OSW
	ACCESS PATHWAY
	WETLAND AREA

N

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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GOLDENROD - SITE PLAN E

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

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JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 10

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MATCH LINE - SEE SHEET 9

MATCH LINE - SEE SHEET 10

MATCH LINE - SEE SHEET 13

PROPOSED 24" CMP CULVERT (TYP.)

PROPOSED 36" CMP CULVERT (TYP.)

INVERTER PAD (TYP.)
TOP EL. = 30.00 FT-NAVD OR 12" ABOVE EXISTING GRADE (WHICHEVER IS GREATER)

INVERTER PAD (TYP.)
TOP EL. = 30.15 FT-NAVD OR 12" ABOVE EXISTING GRADE (WHICHEVER IS GREATER)

12' WIDE ACCESS PATH (TYP.)

R40.0' (TYP)

GATE (TYP.)

EXISTING ACCESS TO REMAIN (TYP.)

EXISTING OVERHEAD UTILITY (TYP.)

EXISTING IRRIGATION WELL 14-6 TO BE CAPPED (BY OTHERS)

EXISTING 48" CMP TO BE REPLACED WITH APPROVED EQUIVALENT

EXISTING STRUCTURE TO BE REMOVED

EXISTING IRRIGATION WELL 14-9 TO BE CAPPED (BY OTHERS)

EXISTING OVERHEAD UTILITY TO BE REMOVED

HORIZONTAL DIRECTION DRILL CONDUIT

12" HDPE

PROJECT BOUNDARY (TYP.)

4' FENCE (TYP.)

EXISTING DRAINAGE CANAL TO REMAIN (TYP.)

SOLAR ARRAY (TYP.)

EXISTING STRUCTURE TO BE REMOVED

12' WIDE ACCESS PATH (TYP.)

INVERTER PAD (TYP.)
TOP EL. = 30.15 FT-NAVD OR 12" ABOVE EXISTING GRADE (WHICHEVER IS GREATER)

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

NOTE:
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FPL GOLDENROD SOLAR ENERGY CENTER

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GOLDENROD - SITE PLAN F

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

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FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 11

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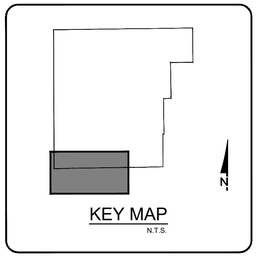

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN G

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 12

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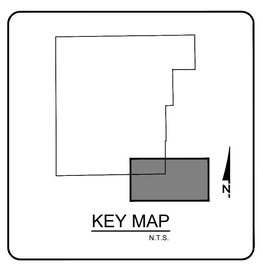

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

N

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GOLDENROD - SITE PLAN H

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 13

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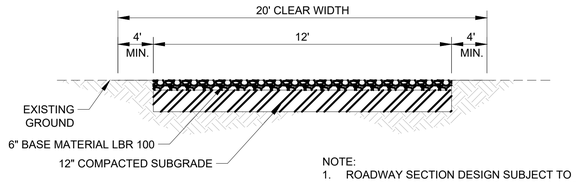
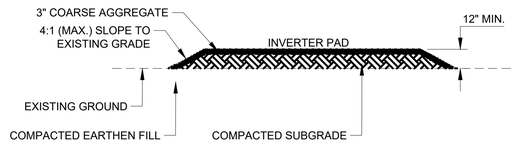


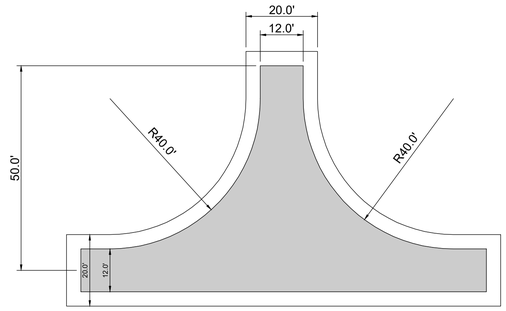
NOTE:
1. ROADWAY SECTION DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

ACCESS PATH SECTION
NTS

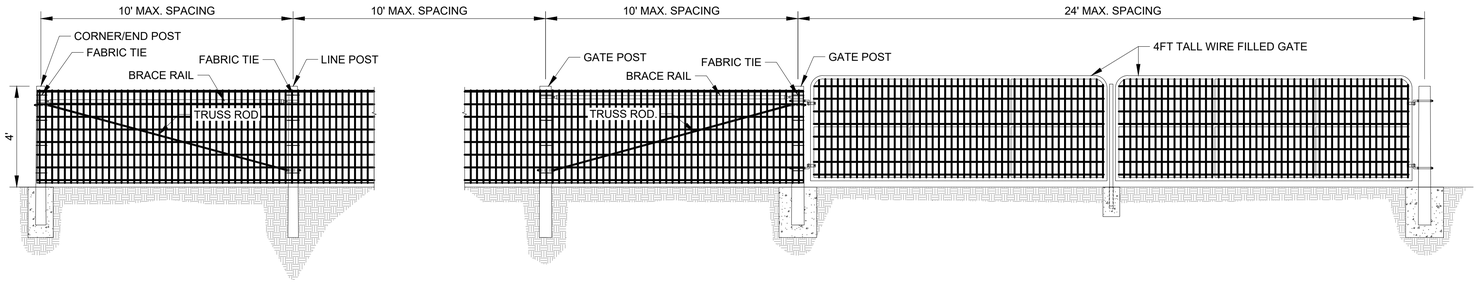


NOTE:
1. INVERTER PAD DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

TYPICAL INVERTER PAD DETAIL
NTS



TYPICAL TURNAROUND DETAIL
NTS



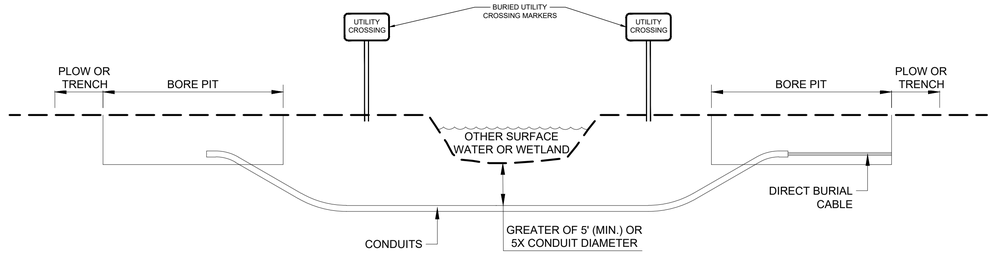
4' FARM FENCE DETAIL
NTS

FOUNDATION NOTES:
1. POST AND FOOTINGS ARE SUBJECT TO CHANGE BASED ON SITE SPECIFIC GEOTECHNICAL AND ENVIRONMENTAL CONDITIONS.

FARM FENCE NOTES:
1. THE FENCE WIRE MESH SPACING AT THE BOTTOM OF THE FENCE SHALL BE BETWEEN 6"X6" AND 6"X8" AT THE BOTTOM, AND THE SPACING CAN TAPER TO SMALLER DIMENSIONS AT THE TOP OF THE FENCE.
2. CHAIN-LINK FENCE TO EXTEND 50' FROM THE GATE BEFORE TRANSITIONING TO THE FARM FENCE.
3. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

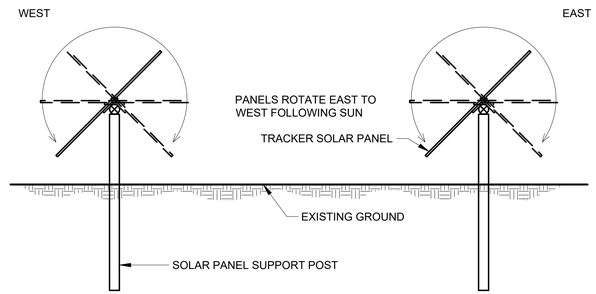
CHAIN-LINK GATE/FENCE NOTES:
1. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

4' FARM FENCE TO 4' FARM GATE DETAIL
NTS



NOTE:
1. TEMPORARY OPEN TRENCH EXCAVATION IS ACCEPTABLE IN LIEU OF DIRECTIONAL DRILLING PROVIDED THE WORK IS DONE IN ACCORDANCE WITH CHAPTER 62-330.051(14)(f), FAC.

TYPICAL HDD CROSSING DETAIL
NTS



TYPICAL TRACKER PANEL SECTION DETAIL
NTS

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 1

PLAN REVISIONS

1	02/15/2024 REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 14

VERTICAL ELEVATIONS BASED ON: NAVD-88

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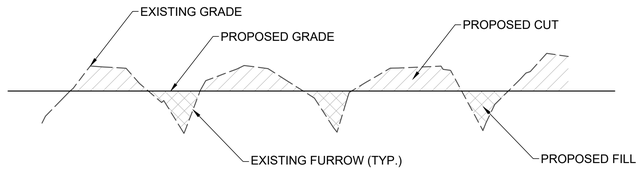
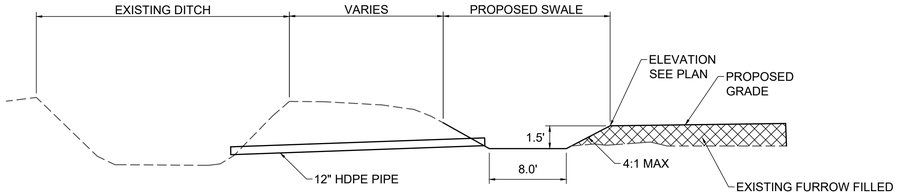
Fabricated 60" x 25" x 29" aluminum cabinet with applied 3/16" cut metal letters.
6" x 6" x 8'-5" aluminum tube frame support with welded cross-members for mounting of faux painted solar panel pattern on 1/4" Alumicor panel.
18" FPL logo applied to surface of metal solar panels.
Sign mounts in ground with concrete footer and j-bolts.

Available options:
- LED illumination
- Solar panel powered uplighting
- 2 sided sign

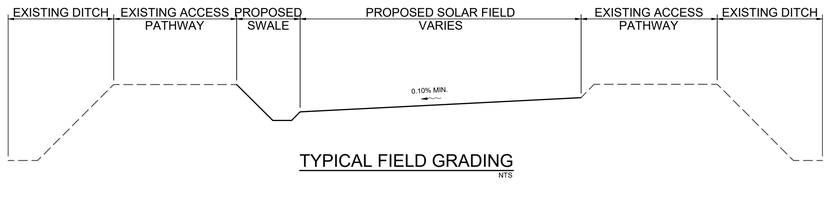
TYPICAL SITE SIGN DETAIL
NTS



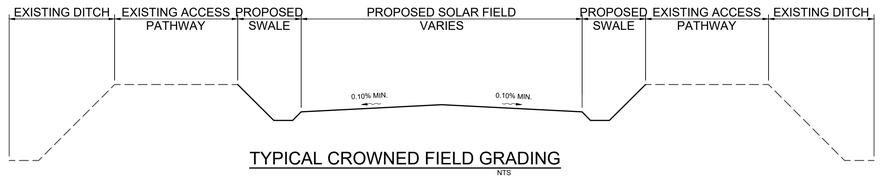
TYPICAL FURROW GRADING
NTS



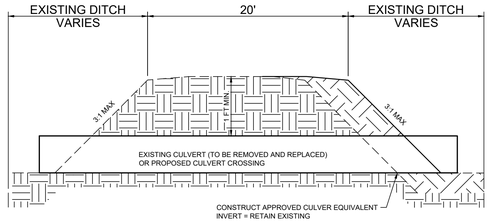
TYPICAL SWALE/DITCH TIE-IN
NTS



TYPICAL FIELD GRADING
NTS



TYPICAL CROWNED FIELD GRADING
NTS



CULVERT CROSSING DETAIL
NTS

BORROW AREA DETAIL
NTS

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 2

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 15

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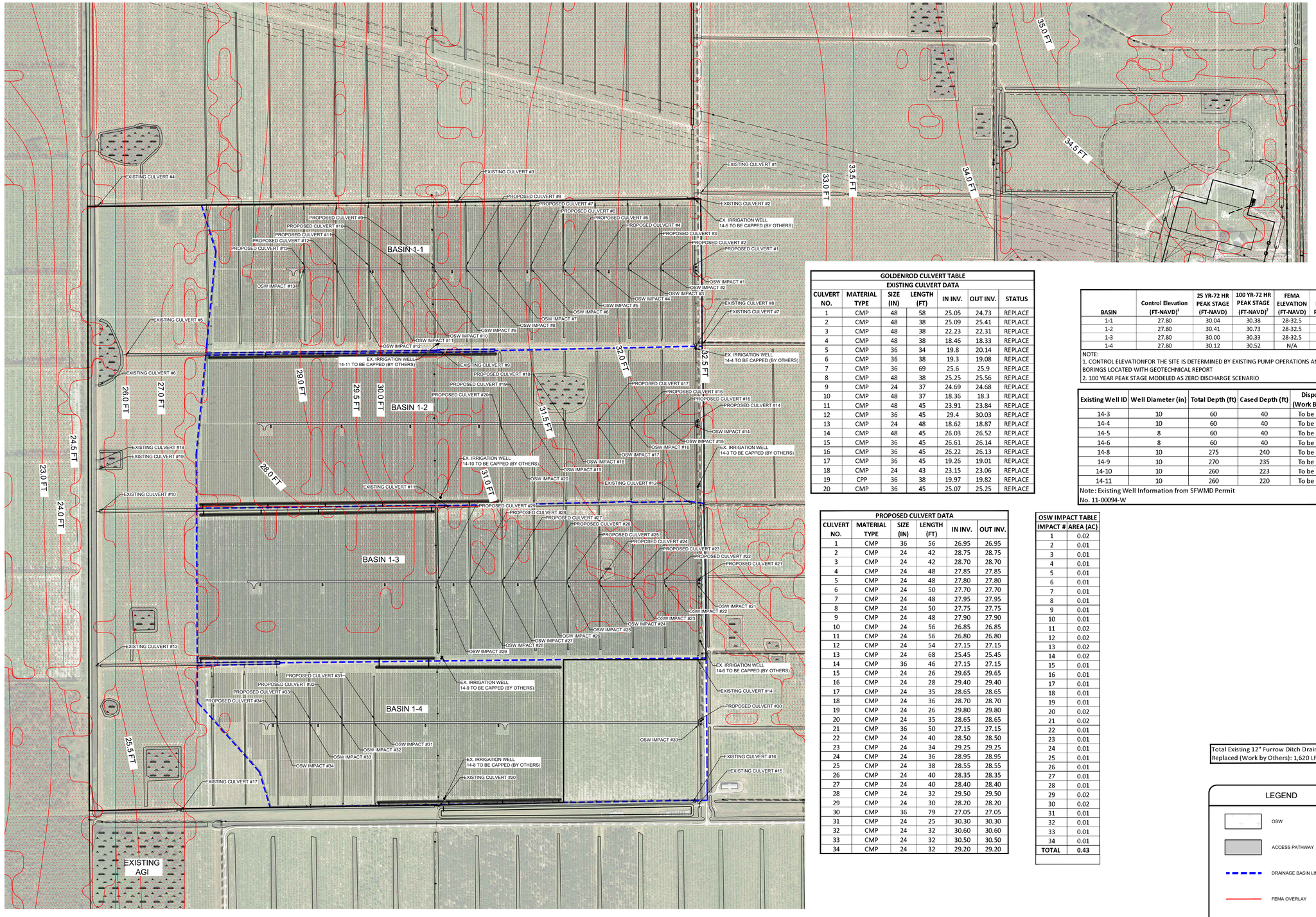

GOLDENROD CULVERT TABLE EXISTING CULVERT DATA						
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.	STATUS
1	CMP	48	58	25.05	24.73	REPLACE
2	CMP	48	38	25.09	25.41	REPLACE
3	CMP	48	38	22.23	22.31	REPLACE
4	CMP	48	38	18.46	18.33	REPLACE
5	CMP	36	34	19.8	20.14	REPLACE
6	CMP	36	38	19.3	19.08	REPLACE
7	CMP	36	69	25.6	25.9	REPLACE
8	CMP	48	38	25.25	25.56	REPLACE
9	CMP	24	37	24.69	24.68	REPLACE
10	CMP	48	37	18.36	18.3	REPLACE
11	CMP	48	45	23.91	23.84	REPLACE
12	CMP	36	45	29.4	30.03	REPLACE
13	CMP	24	48	18.62	18.87	REPLACE
14	CMP	48	45	26.03	26.52	REPLACE
15	CMP	36	45	26.61	26.14	REPLACE
16	CMP	36	45	26.22	26.13	REPLACE
17	CMP	36	45	19.26	19.01	REPLACE
18	CMP	24	43	23.15	23.06	REPLACE
19	CPP	36	38	19.97	19.82	REPLACE
20	CMP	36	45	25.07	25.25	REPLACE

BASIN	Control Elevation (FT-NAVD)[1]	25 YR-72 HR PEAK STAGE (FT-NAVD)	100 YR-72 HR PEAK STAGE (FT-NAVD)[2]	FEMA ELEVATION (FT-NAVD)	Min. Inverter Pad Elev.
1-1	27.80	30.04	30.38	28-32.5	30.05
1-2	27.80	30.41	30.73	28-32.5	30.45
1-3	27.80	30.00	30.33	28-32.5	30.00
1-4	27.80	30.12	30.52	N/A	30.15

NOTE:
1. CONTROL ELEVATIONFOR THE SITE IS DETERMINED BY EXISTING PUMP OPERATIONS AND SOIL BORINGS LOCATED WITH GEOTECHNICAL REPORT
2. 100 YEAR PEAK STAGE MODELED AS ZERO DISCHARGE SCENARIO

Existing Well ID	Well Diameter (in)	Total Depth (ft)	Cased Depth (ft)	Disposition (Work By Others)
14-3	10	60	40	To be Capped
14-4	10	60	40	To be Capped
14-5	8	60	40	To be Capped
14-6	8	60	40	To be Capped
14-8	10	275	240	To be Capped
14-9	10	270	235	To be Capped
14-10	10	260	223	To be Capped
14-11	10	260	220	To be Capped

Note: Existing Well Information from SFWMD Permit No. 11-00094-W

PROPOSED CULVERT DATA					
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.
1	CMP	36	56	26.95	26.95
2	CMP	24	42	28.75	28.75
3	CMP	24	42	28.70	28.70
4	CMP	24	48	27.85	27.85
5	CMP	24	48	27.80	27.80
6	CMP	24	50	27.70	27.70
7	CMP	24	48	27.95	27.95
8	CMP	24	50	27.75	27.75
9	CMP	24	48	27.90	27.90
10	CMP	24	56	26.85	26.85
11	CMP	24	56	26.80	26.80
12	CMP	24	54	27.15	27.15
13	CMP	24	68	25.45	25.45
14	CMP	36	46	27.15	27.15
15	CMP	24	26	29.65	29.65
16	CMP	24	28	29.40	29.40
17	CMP	24	35	28.65	28.65
18	CMP	24	36	28.70	28.70
19	CMP	24	26	29.80	29.80
20	CMP	24	35	28.65	28.65
21	CMP	36	50	27.15	27.15
22	CMP	24	40	28.50	28.50
23	CMP	24	34	29.25	29.25
24	CMP	24	36	28.95	28.95
25	CMP	24	38	28.55	28.55
26	CMP	24	40	28.35	28.35
27	CMP	24	40	28.40	28.40
28	CMP	24	32	29.50	29.50
29	CMP	24	30	28.20	28.20
30	CMP	36	79	27.05	27.05
31	CMP	24	25	30.30	30.30
32	CMP	24	32	30.60	30.60
33	CMP	24	32	30.50	30.50
34	CMP	24	32	29.20	29.20

OSW IMPACT TABLE	
IMPACT #	AREA (AC)
1	0.02
2	0.01
3	0.01
4	0.01
5	0.01
6	0.01
7	0.01
8	0.01
9	0.01
10	0.01
11	0.02
12	0.02
13	0.02
14	0.02
15	0.01
16	0.01
17	0.01
18	0.01
19	0.01
20	0.02
21	0.02
22	0.01
23	0.01
24	0.01
25	0.01
26	0.01
27	0.01
28	0.01
29	0.02
30	0.02
31	0.01
32	0.01
33	0.01
34	0.01
TOTAL	**0.43**

Total Existing 12" Furrow Ditch Drain to be Replaced (Work by Others): 1,620 LF

LEGEND
- OSW
- ACCESS PATHWAY
- DRAINAGE BASIN LINE
- FEMA OVERLAY

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
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BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

DRAINAGE PLAN

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 16

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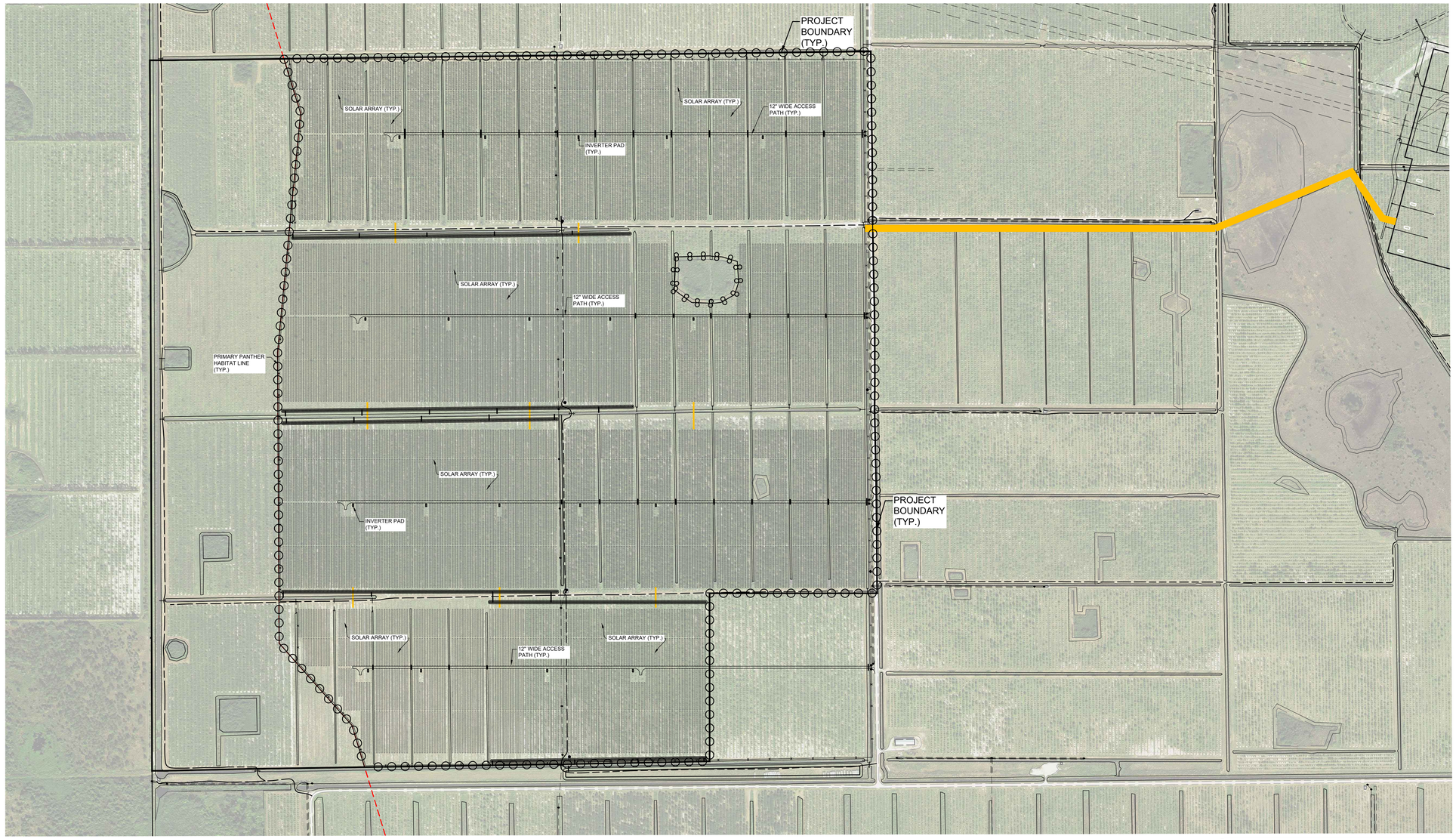

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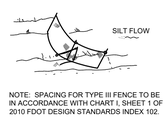
TYPE III SILT FENCE



TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

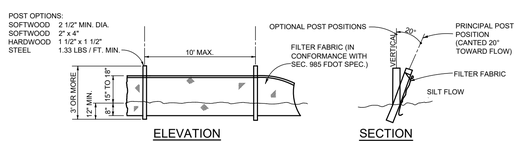


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

LEGEND

- PIPE FLOW
- SHEET FLOW
- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE

SURFACE WATER POLLUTION PREVENTION NOTES

1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS
1 03/15/2024 REVISED PER COLLIER COUNTY COMMENTS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 17

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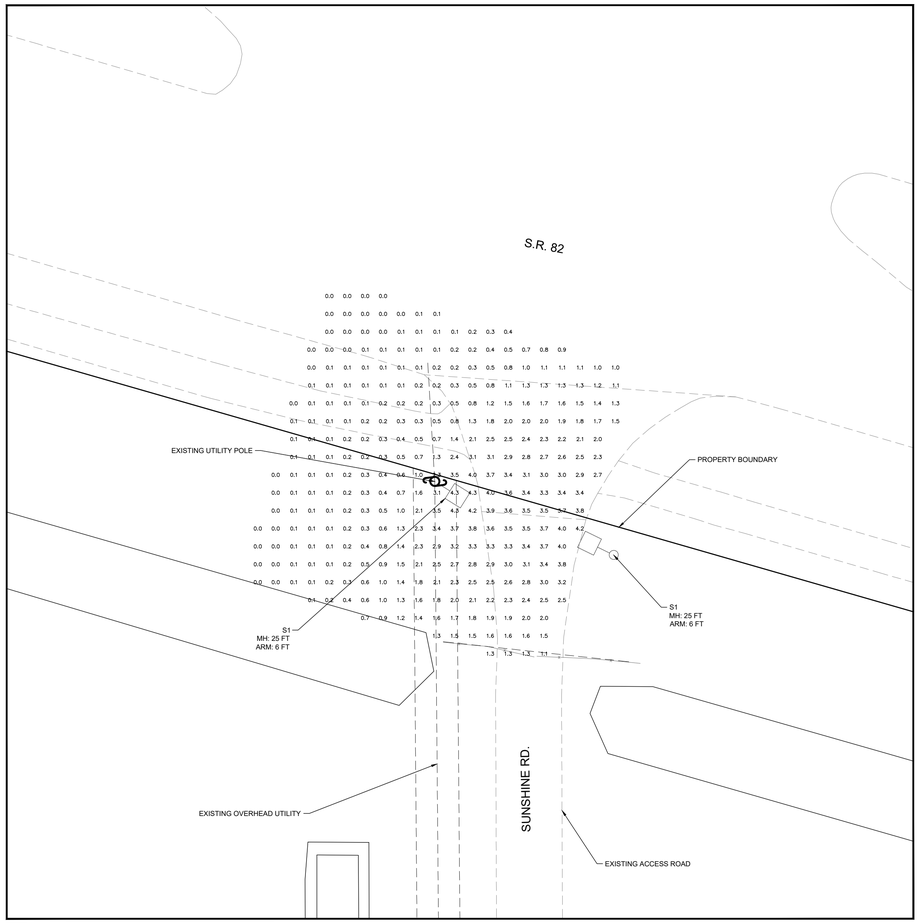

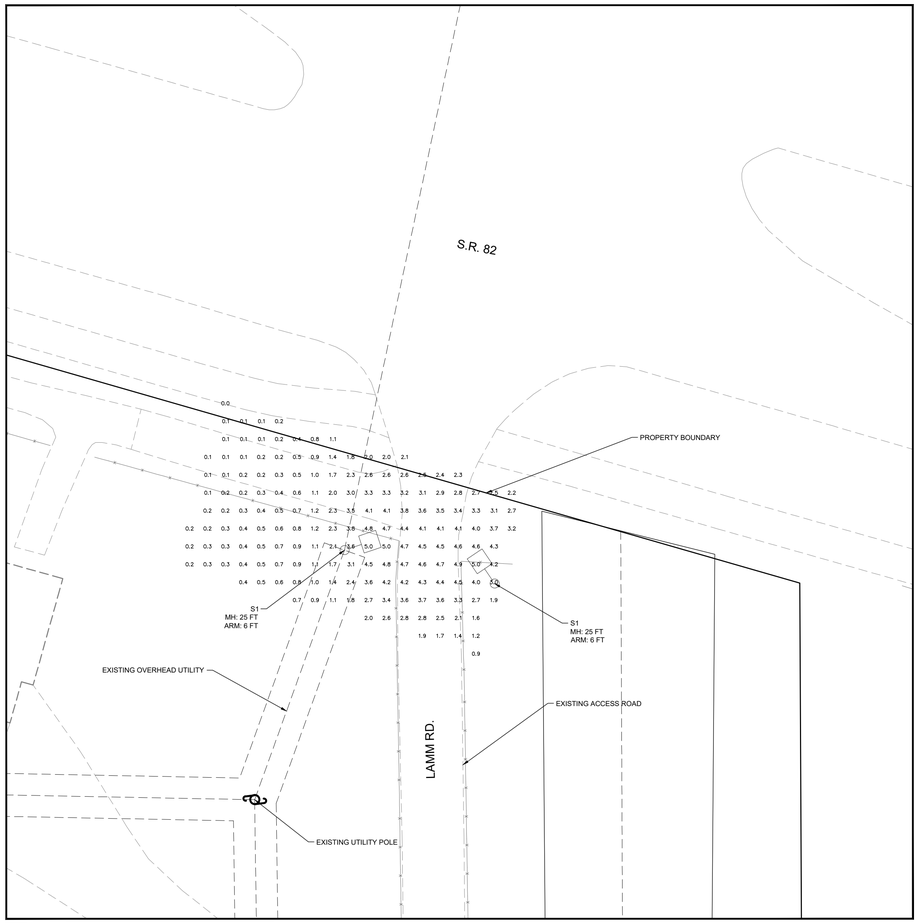

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LUMINAIRE SCHEDULE							
SYMBOL	QTY	LABEL	ARRANGEMENT	LLF	LUM. WATTS	LUM. LUMES	DESCRIPTION
⊶□	4	S1	SINGLE	0.85	72	8,000	RFS-72W32LED-3K-G2-R3M

CALCULATION SUMMARY							
LABEL	CALCTYPE	UNITS	AVG	MAX	MIN	AVG/MIN	MAX/MIN
SITE ENTRANCE - LAMM ROAD	ILLUMINANCE	Fc	1.29	4.4	0	N/A	N/A
SITE ENTRANCE - SUNSHINE ROAD	ILLUMINANCE	Fc	2.04	5.0	0	N/A	N/A

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED/CAPPED.

NOTES

1. CONTRACTOR TO VERIFY LOCATION OF UNDERGROUND UTILITIES AND CONDUIT PRIOR TO DRILLING POLE FOUNDATIONS. MINOR POLE ADJUSTMENTS MAY BE MADE IN THE FIELD BY CONTRACTOR TO AVOID CONFLICTS. MAJOR POLE ADJUSTMENTS SHALL BE APPROVED BY THE ENGINEER OF RECORD.
2. UPON COMPLETION OF CONSTRUCTION, CONTRACTOR TO SUPPLY OWNER ONE SET OF AS-BUILT SHOP DRAWINGS SHOWING EXACT ELECTRICAL INSTALLATION.
3. FUSE HOLDERS, SURGE PROTECTORS, AND GROUND RODS SHALL BE INSTALLED PER THE APPROVED MANUFACTURES SPECIFICATIONS. GROUND RODS SHALL BE PLACED AT EACH LIGHT POLE FIXTURE BASE.
4. SIX (6) FEET MINIMUM CLEAR ZONE FROM THE STREET LIGHT POLES TO THE EDGE OF LOCAL STREETS IS REQUIRED. FOUR (4) FEET MINIMUM CLEAR ZONE WHERE THERE IS RAISED CURB. CLEAR ZONE MUST BE MEASURED FROM THE FACE OF CURB TO FACE OF POLE.
5. LUMINARE, POLES, AND MOUNT SHALL BE PROVIDED AS SHOWN OR AN APPROVED EQUAL.
6. LIGHT LOSS FACTOR SET TO 0.85 FOR ALL FIXTURES.
7. LIGHT POLES ARE TO BE SINGLE POLE WITH DIRECT BURIED BASE. DEPTH OF BASE BURY TO BE DETERMINED BY SIGNED AND SEALED WIND LOAD CALCULATIONS BY A STRUCTURAL P.E. LICENSED IN THE STATE OF FLORID. STRUCTURAL COMPUTATIONS TO COMPLY WITH THE FLORIDA BUILDING CODE CURRENT EDITION AND APPLICABLE WIND ZONE.
8. CONTRACTOR TO COORDINATE WITH OWNER ON LENS, FOUNDATION TYPE, AND FIXTURE COLOR.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL, 34135
239.405.7777

FPL GOLDENROD SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

ENTRYWAY LIGHTING PLAN

PLAN REVISIONS

1	03/15/2024	REVISED PER COLLIER COUNTY COMMENTS

0 10 20 40
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-02

SHEET : 18

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-02 Goldenrod Construction Plans\Current Plans\22004770218.dwg
3/15/2024 5:34:18 PM

FPL IMMOKALEE SOLAR ENERGY CENTER

IN

SECTIONS 4, 9, & 16 TOWNSHIP 46 SOUTH, RANGE 29 EAST
COLLIER COUNTY, FLORIDA
PREPARED FOR

FLORIDA POWER & LIGHT COMPANY

SITE DEVELOPMENT PLAN
FOLIO NUMBERS:
65000003,
64320001,
63280003

DAVID SCOTT, PROFESSIONAL ENGINEER, STATE OF FLORIDA,
LICENSE NO. 58166

THIS DOCUMENT HAS BEEN DIGITALLY SIGNED AND SEALED BY
DAVID O. SCOTT, P.E. ON JUNE 30, 2021.

PRINTED COPIES OF THIS DOCUMENT ARE NOT CONSIDERED SIGNED AND SEALED AND THE SIGNATURE MUST BE VERIFIED ON ANY ELECTRONIC COPIES.

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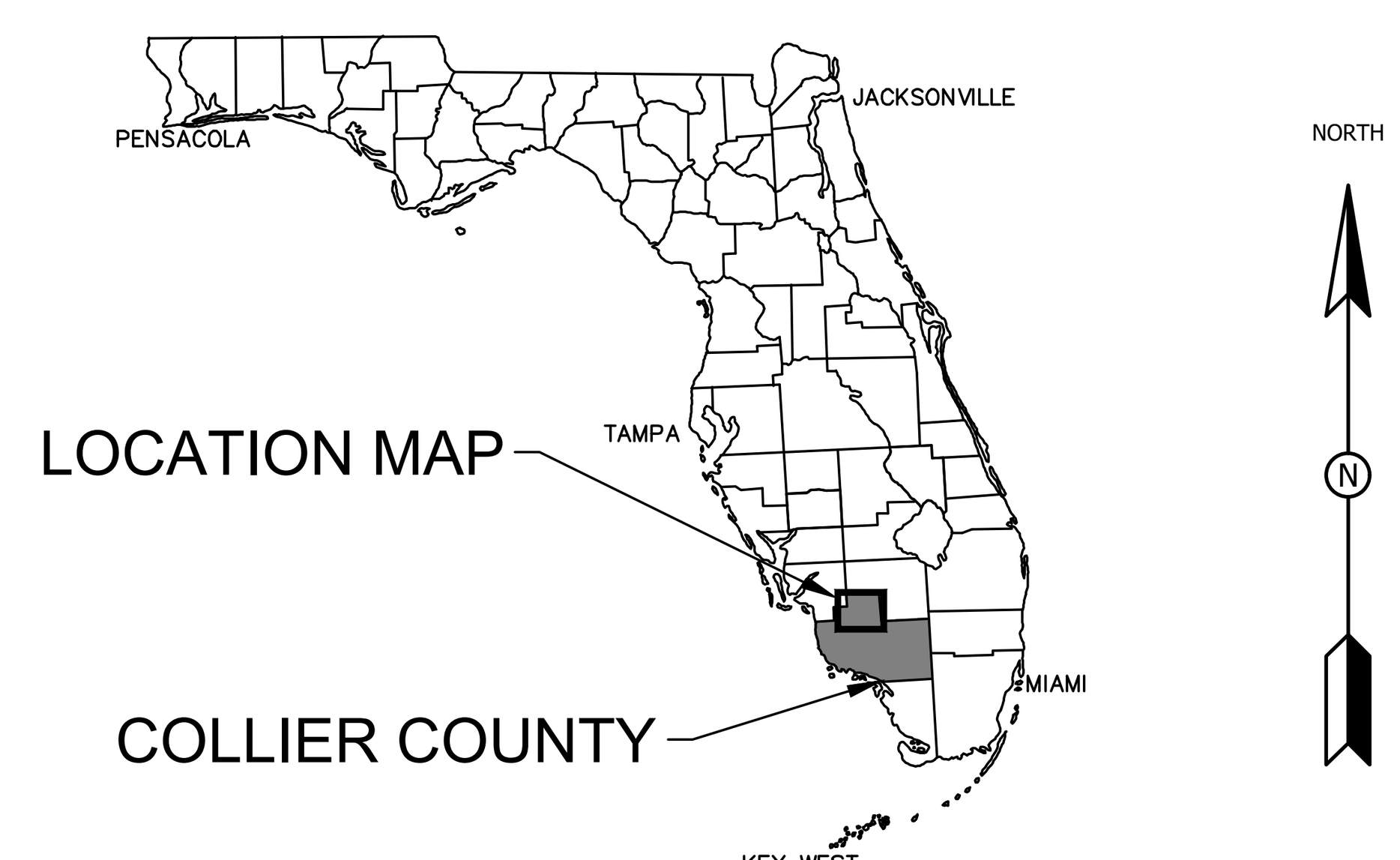
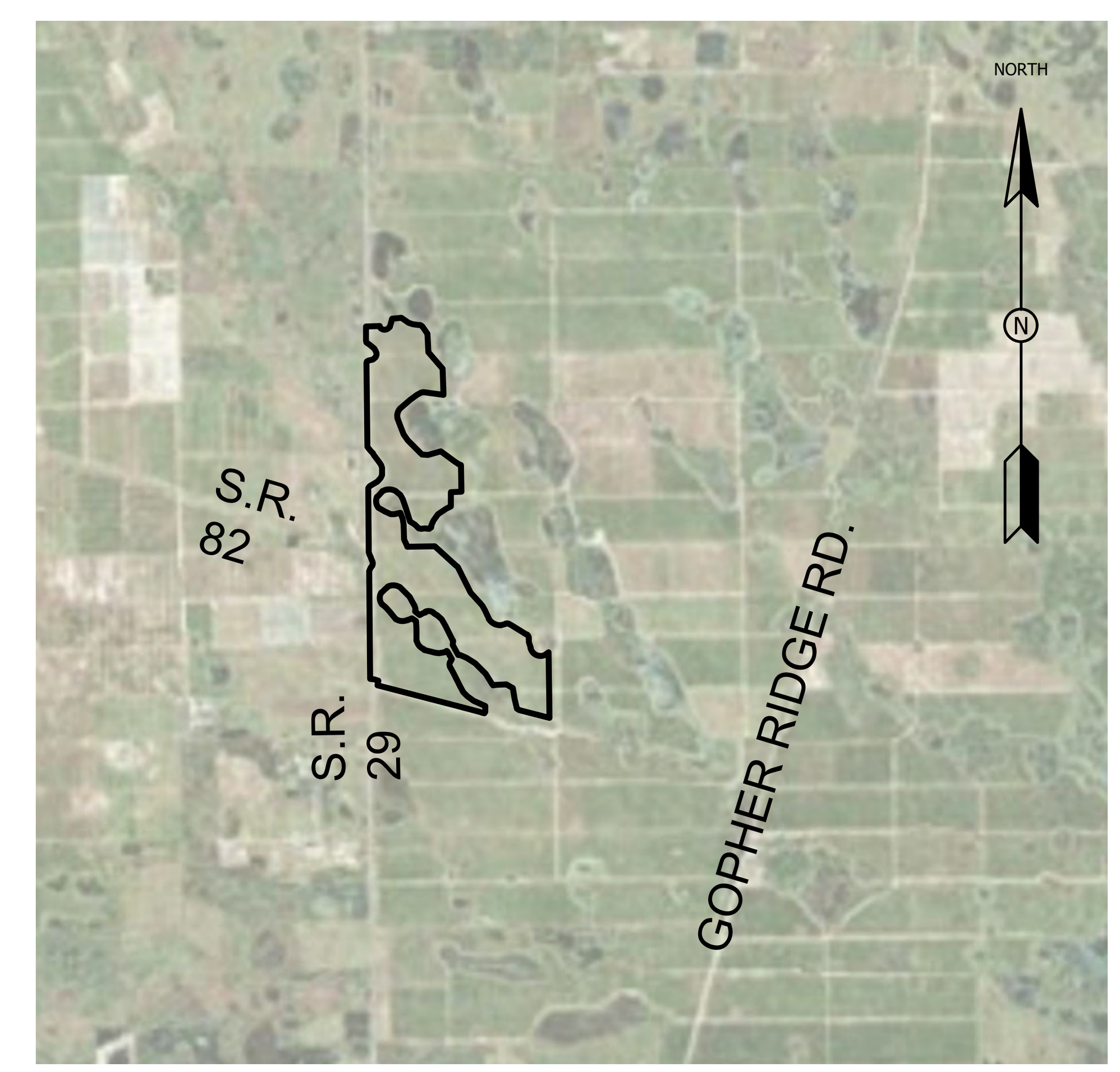


VICINITY MAP
NTS



LOCATION MAP
NTS

SITE DATA	
TOTAL SITE AREA	578+/-
EXISTING ZONING	A-MHO RLSAO, CONDITIONAL USE PER RESOLUTION 2021-137, BUFFER VARIANCE PER RESOLUTION 2021-138
EXISTING LAND USE	AGRICULTURAL (CITRUS CROPS)
FUTURE LAND USE	AGRICULTURE/RURAL/ RURAL LANDS STEWARDSHIP AREA OVERLAY (RLSA)
PROPOSED LAND USE	SOLAR ENERGY CENTER/ ESSENTIAL SERVICE (ELECTRIC GENERATING PLANT)

D

APPLICANT/OWNER:
FLORIDA POWER & LIGHT COMPANY (FPL)
4051 KARSON STREET NE
ARCADIA, FL 34266

PLANNING CONSULTANT:
WALDROP ENGINEERING
28100 BONITA GRANDE DRIVE, SUITE 305
BONITA SPRINGS, FL 34135
(239) 405-7777
Lindsay.Robin@waldropengineering.com

ENVIRONMENTAL:
KIMLEY-HORN
1920 WEKIVA WAY, SUITE 200
WEST PALM BEACH, FL 33411
(561) 845-0665
Brady.Walker@kimley-horn.com

STORMWATER DESIGN:
JACOBS ENGINEERING GROUP, INC.
3300 PGA BOULEVARD, SUITE 780
PALM BEACH GARDENS, FL 33410
(561) 799-3855
DAVID SCOTT, P.E.
LICENSE NO. 58166

LEGAL DESCRIPTION OF LANDS SURVEYED:

A parcel of land being a part of Sections 4, 9, and 16, Township 46 South, Range 29 East, Collier County, Florida,

Being more particularly described as follows:

Commencing at the Southwest corner of said Section 16; thence N89°05'11"E, along the south line of the southwest ¼ of said section 16, a distance of 2650.16 feet to the east line of the southwest ¼ of said Section 16; thence N00°37'45"W, along said east line, a distance of 893.57 feet to the POINT OF BEGINNING; thence departing said east line, run S75°20'01"E, a distance of 663.02 feet; thence S75°55'51"E, a distance of 80.66 feet; thence S73°16'08"E, a distance of 59.89 feet; thence N24°20'38"E, a distance of 46.79 feet; thence N00°11'01"E, a distance of 166.98 feet; thence N65°09'07"W, a distance of 354.49 feet; thence N57°16'10"W, a distance of 222.58 feet; thence N43°09'13"W, a distance of 160.98 feet; thence N27°43'02"W, a distance of 223.14 feet; thence N26°53'04"W, a distance of 181.96 feet; feet to aforesaid east line of the southwest ¼ of Section 16; thence departing said east line, continue N26°53'04"W, a distance of 196.53 feet; thence N29°23'47"W, a distance of 172.09 feet to a point on a non-tangent curve with a radius of 180.15 feet, concave to the east; thence northwesterly along said curve to the right through a central angle of 59°54'32", a distance of 188.36 feet where the chord bears N03°11'40"W a distance of 179.90 feet to the point of intersection with a non-tangent line; thence N23°39'31"E, a distance of 84.45 feet; thence N26°18'30"W, a distance of 238.04 feet; thence N60°35'03"W, a distance of 32.45 feet; thence S60°53'17"W, a distance of 82.09 feet; thence S82°21'35"W, a distance of 154.36 feet; thence N85°55'54"W, a distance of 100.73 feet; thence N76°01'53"W, a distance of 171.69 feet; thence N72°44'10"W, a distance of 162.49 feet to a point on a non-tangent curve with a radius of 334.58 feet, concave to the northeast; thence westerly along said curve to the right through a central angle of 54°01'23", a distance of 315.47 feet to the south line of the northwest ¼ of aforesaid Section 16 (where the chord bears N42°10'17"W a distance of 303.91 feet to the point of intersection with a non-tangent line); thence departing said south line, run N12°10'48"W, a distance of 34.67 feet; thence N01°44'38"W, a distance of 315.28 feet; thence N03°16'14"W, a distance of 234.59 feet; thence N54°58'48"W, a distance of 141.82 feet; thence S66°23'57"W, a distance of 130.52 feet to a point on a non-tangent curve with a radius of 337.03 feet, concave to the north; thence southwesterly along said curve to the right through a central angle of 59°55'46", a distance of 352.52 feet where the chord bears N85°02'20"W a distance of 336.67 feet to the point of intersection with a non-tangent line; thence N42°17'26"W, a distance of 81.24 feet; thence N39°29'03"W, a distance of 183.00 feet; thence N40°26'22"W, a distance of 157.67 feet; thence N47°00'34"W, a distance of 139.93 feet to a point on a non-tangent curve with a radius of 287.61 feet, concave to the east; thence northwesterly along said curve to the right through a central angle of 71°48'29", a distance of 360.46 feet where the chord bears N04°19'28"W a distance of 337.33 feet to the point of intersection with a non-tangent line; thence N46°28'03"E, a distance of 124.92 feet; thence N51°19'36"E, a distance of 124.92 feet to a point on a non-tangent curve with a radius of 346.99 feet, concave to the south; thence northeasterly along said curve to the right through a central angle of 57°02'26", a distance of 345.44 feet where the chord bears S87°47'38"E a distance of 331.35 feet to the point of intersection with a non-tangent line; thence S44°38'05"E, a distance of 384.44 feet; thence S32°07'41"E, a distance of 185.42 feet; thence S26°29'56"E, a distance of 106.41 feet; thence S16°41'39"E, a distance of 97.52 feet; thence S11°15'06"W, a distance of 64.58 feet; thence S51°38'18"E, a distance of 174.02 feet; thence N58°59'56"E, a distance of 95.19 feet; thence N66°50'39"E, a distance of 102.19 feet to a point on a non-tangent curve with a radius of 226.62 feet, concave to the south; thence easterly along said curve to the right through a central angle of 60°07'16", a distance of 237.80 feet where the chord bears S81°47'06"E a distance of 227.04 feet to the point of intersection with a non-tangent line; thence S58°23'44"E, a distance of 118.23 feet; thence S49°00'58"E, a distance of 159.00 feet; thence S29°30'33"E, a distance of 210.80 feet; thence S26°48'25"E, a distance of 439.41 feet; thence S21°07'20"E, a distance of 42.79 feet; thence S01°54'46"W, a distance of 15.86 feet to aforesaid south line of the northwest ¼ of Section 16; thence departing said south line, continue S01°54'46"W, a distance of 101.19 feet; thence S28°03'10"E, a distance of 226.25 feet to aforesaid east line of the southwest ¼ of Section 16; thence departing said east line, run S28°00'26"E, a distance of 99.95 feet; thence S89°48'40"E, a distance of 54.82 feet; thence S66°14'26"E, a distance of 196.18 feet; thence S57°52'50"E, a distance of 294.12 feet; thence S45°37'09"E, a distance of 423.70 feet; thence S31°19'19"E, a distance of 327.77 feet; thence S37°05'37"E, a distance of 60.56 feet; thence N80°36'14"E, a distance of 95.15 feet; thence N88°08'24"E, a distance of 282.49 feet; thence S61°38'14"E, a distance of 207.86 feet; thence S09°59'57"E, a distance of 320.20 feet; thence S11°53'31"E, a distance of 279.08 feet; thence S62°47'07"E, a distance of 77.50 feet; thence S75°15'51"E, a distance of 883.29 feet; thence N00°38'44"W, a distance of 1864.68 feet; thence S51°03'41"W, a distance of 115.91 feet to a point on a non-tangent curve with a radius of 292.21 feet, concave to the northeast; thence southwesterly along said curve to the right through a central angle of 105°47'48", a distance of 539.57 feet where the chord bears N65°09'57"W a distance of 466.11 feet to the point of intersection with a non-tangent line; thence N16°45'04"W, a distance of 173.47 feet; thence N00°37'25"W, a distance of 48.87 feet to the south line of the northeast ¼ of Section 16, thence departing said south line, continue N00°37'25"W, a distance of 29.69 feet to a point on a non-tangent curve with a radius of 135.93 feet, concave to the southwest; thence northerly along said curve to the left through a central angle of 60°09'32", a distance of 142.73 feet where the chord bears N22°37'15"W a distance of 136.26 feet to the point of intersection with a non-tangent line; thence N58°07'50"W, a distance of 516.62 feet; thence N60°58'32"W, a distance of 54.63 feet to a point on a non-tangent curve with a radius of 112.22 feet, concave to the south; thence northwesterly along said curve to the left through a central angle of 60°15'25", a distance of 118.01 feet where the chord bears N83°31'49"W a distance of 112.65 feet to the point of intersection with a non-tangent line; thence S74°42'31"W, a distance of 145.11 feet to a point on a non-tangent curve with a radius of 380.90 feet, concave to the northeast; thence westerly along said curve to the right through a central angle of 59°54'38", a distance of 398.28 feet where the chord bears N62°32'13"W a distance of 380.39 feet to the point of intersection with a non-tangent line; thence N24°42'10"W, a distance of 277.56 feet; thence N30°15'20"W, a distance of 132.74 feet; thence N40°28'47"W, a distance of 112.93 feet; thence N41°30'42"W, a distance of 393.81 feet; thence N27°09'40"W, a distance of 812.57 feet; thence N47°41'01"W, a distance of 81.72 feet to the east line of the northwest ¼ of said Section 16; thence departing said east line, run N47°45'02"W, a distance of 793.37 feet; thence S89°17'09"W, a distance of 787.79 feet; thence N14°36'16"W, a distance of 35.37 feet to the south line of the southwest ¼ of said Section 9; thence departing said south line; thence N24°46'59"W, a distance of 187.13 feet; thence N00°59'49"W, a distance of 421.04 feet; thence N12°00'51"W, a distance of 176.45 feet; thence N19°15'03"W, a distance of 175.51 feet; thence S78°29'00"W, a distance of 173.54 feet; thence S87°20'35"W, a distance of 106.34 feet; thence N67°17'58"W, a distance of 183.95 feet; thence N58°48'58"W, a distance of 208.56 feet to a point on a non-tangent curve with a radius of 310.99 feet, concave to the east; thence northwesterly along said curve to the right through a central angle of 60°00'27", a distance of 325.71 feet where the chord bears N06°27'09"W a distance of 311.03 feet to the point of intersection with a non-tangent line; thence N44°25'54"E, a distance of 219.41 feet to a point on a non-tangent curve with a radius of 386.01 feet, concave to the south; thence northeasterly along said curve to the right through a central angle of 60°11'16", a distance of 405.50 feet where the chord bears S89°30'14"E a distance of 387.11 feet to the point of intersection with a non-tangent line; thence S50°21'03"E, a distance of 142.88 feet; thence S31°09'57"E, a distance of 146.21 feet; thence S19°05'08"E, a distance of 233.59 feet; thence S16°02'13"E, a distance of 209.04 feet; thence S17°29'29"E, a distance of 227.30 feet; thence S59°43'57"E, a distance of 161.60 feet; thence S44°57'50"E, a distance of 152.29 feet; thence S78°33'33"E, a distance of 63.17 feet; thence N84°04'34"E, a distance of 115.72 feet; thence S83°57'49"E, a distance of 121.00 feet to a point on a non-tangent curve with a radius of 72.07 feet, concave to the northwest; thence easterly along said curve to the left through a central angle of 59°32'26", a distance of 74.90 feet where the chord bears N57°25'32"E a distance of 71.57 feet to the point of intersection with a non-tangent line; thence N07°00'55"E, a distance of 74.47 feet; thence N22°51'25"E, a distance of 124.02 feet; thence N36°27'33"E, a distance of 232.68 feet; thence N54°53'24"E, a distance of 274.99 feet; thence N64°07'04"E, a distance of 153.09 feet; thence N00°52'43"W, a distance of 403.18 feet; thence N88°54'48"E, a distance of 115.19 feet to the east line of the southwest ¼ of Section 9; thence departing said east line, run N88°54'48"E, a distance of 183.21 feet; thence N00°48'36"W, a distance of 759.02 feet; thence N68°23'03"W, a distance of 64.52 feet; thence N54°59'17"W, a distance of 149.10 feet to aforesaid east line of the southwest ¼ of Section 9; thence departing said east line, N54°59'17"W, a distance of 480.61 feet; thence S75°46'20"W, a distance of 374.76 feet; thence N88°35'50"W, a distance of 166.43 feet; thence N45°29'35"W, a distance of 222.14 feet to the south line of the northwest ¼ of said Section 9; thence departing said south line, run N45°32'03"W, a distance of 351.59 feet; thence N31°54'09"W, a distance of 209.90 feet; thence N22°17'55"W, a distance of 323.94 feet; thence N17°37'56"W, a distance of 138.86 feet to a point on a non-tangent curve with a radius of 298.99 feet, concave to the east; thence northerly along said curve to the right through a central angle of 60°00'00", a distance of 313.10 feet where the chord bears N12°37'33"E a distance of 298.99 feet to the point of intersection with a non-tangent line; thence N48°46'26"E, a distance of 377.70 feet; thence N54°12'46"E, a distance of 240.92 feet; thence N58°31'38"E, a distance of 134.18 feet; thence N85°48'47"E, a distance of 59.56 feet; thence S83°16'43"E, a distance of 576.57 feet; thence N01°28'07"W, a distance of 734.95 feet; thence N41°08'30"W, a distance of 620.76 feet to the south line of the southwest ¼ of said Section 4; thence departing said south line, run N02°52'53"W, a distance of 524.65 feet; thence N35°32'28"W, a distance of 248.76 feet; thence N44°57'52"W, a distance of 70.03 feet; thence N85°22'41"W, a distance of 129.08 feet; thence N81°24'25"W, a distance of 85.32 feet; thence N70°36'56"W, a distance of 123.88 feet; thence N57°44'59"W, a distance of 249.10 feet; thence S86°31'53"W, a distance of 262.02 feet; thence S16°13'27"W, a distance of 244.98 feet to a point on a non-tangent curve with a radius of 159.87 feet, concave to the north; thence southwesterly along said curve to the right through a central angle of 128°28'53", a distance of 358.50 feet where the chord bears N86°03'03"W a distance of 287.97 feet to the point of intersection with a non-tangent line; thence S89°11'36"W, a distance of 465.18 feet to the east right-of-way line of State Road 29; thence along said east right-of-way line the following five (5) courses: thence S00°31'26"E, a distance of 761.64 feet to aforesaid south line of the southwest ¼ of said Section 4; thence S00°38'16"E, a distance of 2734.95 feet to aforesaid south line of the northwest ¼ of said Section 9; thence continue S00°38'16"E, a distance of 2734.05 feet to aforesaid south line of the southwest ¼ of said Section 9; thence continue S00°38'16"E, a distance of 2738.75 feet to aforesaid south line of the northwest ¼ of Section 16, thence continue S00°38'16"E, a distance of 1008.74 feet; thence departing said east right-of-way line, run S79°08'44"E, a distance of 207.57 feet; thence S74°48'48"E, a distance of 113.82 feet; thence S07°03'21"W, a distance of 137.12 feet; thence S75°20'01"E, a distance of 2333.17 feet to the POINT OF BEGINNING.

Containing 25174520 square feet or 577.93 acres, more or less

LEGAL DESCRIPTION: Ingress - Egress Easement

A parcel of land being a part of Section 16, Township 46 South, Range 29 East, Collier County, Florida,

Being more particularly described as follows:

Commencing at the Southwest corner of said Section 16; thence N89°05'11"E, along the south line of the southwest ¼ of said section 16, a distance of 105.28 feet to the east right-of-way line of State Road 29; thence N00°38'16"W, along said east right-of-way line, a distance of 1565.96 feet to the POINT OF BEGINNING; thence continue N00°38'16"W, a distance of 51.84 feet; thence departing said east right-of-way line, run S75°20'01"E, a distance of 307.48; thence S07°03'21"W, a distance of 15.13 feet; thence S75°20'01"E, a distance of 50.00 feet; thence S14°38'34"W, a distance of 35.00 feet; thence; thence N75°20'01"W, a distance of 345.82 feet to the POINT OF BEGINNING.

Containing 16868 square feet or 0.39 acres, more or less.

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IT'S THE LAW! DIAL 811

811. Know what's **below.** Call before you dig.

SUNSHINE STATE ONE CALL OF FLORIDA, INC.
www.sunshine811.com

JUNE 2021

PRELIMINARY DESIGN FOR PERMITTING ONLY

FPL®

Jacobs®

3300 PGA BLVD; SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DRAWING NO. G-001

PLOT DATE: 2021-06-30 BY: HAREJ LAST SAVED: 6/30/2021 CREATED: 12/1/2020 FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_G-COVER_IMMOKALEE.DWG

ABBREVIATIONS AND ACRONYMS - STANDARD

AASHTO	AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS
AC	ALTERNATING CURRENT
ACI	AMERICAN CONCRETE INSTITUTE
AGI	ABOVE GROUND IMPOUNDMENT
ADD'L	ADDITIONAL
ADS	ADVANCED DRAINAGE SYSTEMS
ALT	ALTERNATE
ALUM	ALUMINUM
ANSI	AMERICAN NATIONAL STANDARDS INSTITUTE
API	AMERICAN PETROLEUM INSTITUTE
APPROX	APPROXIMATE/APPROXIMATELY
ASCE	AMERICAN SOCIETY OF CIVIL ENGINEERS
ASME	AMERICAN SOCIETY OF MECHANICAL ENGINEERS
ASS'Y	ASSEMBLY
ASTM	AMERICAN SOCIETY FOR TESTING AND MATERIALS
AVG	AVERAGE
BCCMP	BITUMINOUS COATED CORRUGATED METAL PIPE
BLDG	BUILDING
BMP	BEST MANAGEMENT PLAN
BOTT/BTM	BOTTOM
CAP	CORRUGATED ALUMINUM PIPE
CFS	CUBIC FEET PER SECOND
CIRC	CIRCUMFERENCE
CL	CLEAR
CLR	CLEARANCE
CMP	CORRUGATED METAL PIPE
CONN	CONNECTION
CONST	CONSTRUCT/CONSTRUCTION
CONT	CONTINUOUS
CTRS	CENTERS
D	DIAMETER
DBL	DOUBLE
DHW	DESIGN HIGH WATER
DIA	DIAMETER
DIM	DIMENSION
DIP	DUCTILE IRON PIPE
DIST	DISTANCE
DISTRICT	SOUTH FLORIDA WATER MANAGEMENT DISTRICT
DOT	DEPARTMENT OF TRANSPORTATION
DW	DESIGN WATER
DWG	DRAWING
E:	EASTING
EA	EACH
ELEC	ELECTRIC OR ELECTRICAL
EL/ELEV	ELEVATION
EQ	EQUAL
EQ SP	EQUALLY SPACED
EQUIV	EQUIVALENT
ETC	ET CETERA
EFA	EVERGLADES FOREVER ACT
EX/EXIST	EXISTING
FAC	FLORIDA ADMINISTRATIVE CODE
FBR	FLASHBOARD RISER
FDEP	FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION
FDOT	FLORIDA DEPARTMENT OF TRANSPORTATION
FLG	FLANGE
FPL	FLORIDA POWER AND LIGHT
FT	FEET/FOOT
GA	GAUGE
GAL	GALLON
GALV	GALVANIZED
GRD	GROUND
H/HORIZ	HORIZONTAL
HDPE	HIGH DENSITY POLYETHYLENE PIPE
HEX	HEXAGONAL
HT	HEIGHT
HZ	HERTZ
HW	HEAD WATER
ID	INSIDE DIAMETER/IDENTIFICATION
IE	INVERT ELEVATION
IN	INCH(ES)
INV	INVERT
L	LENGTH
LB/LBS	POUND/POUNDS
LF	LINEAR FEET
LG	LONG
LONGIT	LONGITUDINAL
LWL	LOW WATER LEVEL
M	METER
MAX	MAXIMUM
MFGR	MANUFACTURER
MIN	MINIMUM
MJ	MECHANICAL JOINT
MM	MILLIMETER
MOT	MAINTENANCE OF TRAFFIC
MPH	MILES PER HOUR
N:	NORTHING
NAVD88	NORTH AMERICAN VERTICAL DATUM OF 1988
NEMA	NATIONAL ELECTRICAL MANUFACTURERS ASSOC.
NGVD29	NATIONAL GEODETIC VERTICAL DATUM OF 1929
NO.	NUMBER
NPDES	NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM
N.T.S.	NOT TO SCALE
OC	ON CENTER
OD	OUTSIDE DIAMETER
OFF	OFFSET
OHWL	ORDINARY HIGH WATER LINE
OLWL	ORDINARY LOW WATER LINE
OHE	OVERHEAD ELECTRIC
PCCMP	POLYMER-COATED CORRUGATED METAL PIPE
PERF	PERFORATED
POS	POSITION
PROJ	PROJECTION
PSF	POUNDS PER SQUARE FOOT
PSI	POUNDS PER SQUARE INCH
PT	PRESSURE TREATED
PVC	POLYVINYL CHLORIDE
PVC	POINT OF VERTICAL CURVATURE
PVI	POINT OF VERTICAL INTERSECTION
PVT	POINT OF VERTICAL TANGENCY
Q	FLOW RATE
R	RADIUS
R50/Rnnn	RADIUS 50'/RADIUS nnn'
REC	RECORD
REF	REFERENCE
REQD	REQUIRED
R/W, ROW, R.O.W.	RIGHT-OF-WAY
SFWMD	SOUTH FLORIDA WATER MANAGEMENT DISTRICT
SJID	ST JOHNS IMPROVEMENT DISTRICT
SS	STAINLESS STEEL
SCH	SCHEDULE
SECT	SECTIONAL
SP	POORLY GRADED SAND (PER USCS)
SPA.	SPACING
SPECS	SPECIFICATIONS
SS	STAINLESS STEEL
SST	STAINLESS STEEL TYPE 316 (OR 316L)
STA	STATION
STD	STANDARD
STRUCT	STRUCTURE
SQ	SQUARE
SWPPP	STORMWATER POLLUTION PREVENTION PLAN
TBD	TO BE DETERMINED
TCE	TEMPORARY CONSTRUCTION EASEMENT
THK	THICK
TOB	TOP OF BANK
TOC	TOP OF CONCRETE
TOE	TOE OF SLOPE
TW	TAILWATER
TYP	TYPICAL
UL	UNDERWRITERS LABORATORIES INC.
USACE	UNITED STATES ARMY CORPS OF ENGINEERS
USCS	UNIFIED SOIL CLASSIFICATION SYSTEM
V/VERT	VERTICAL

SYMBOLOGY

'	FEET	o	DEGREES
"	INCHES	W/	WITH
#	NUMBER	X	BY
%	PERCENT	℄	CENTERLINE
&	AND	∅	DIAMETER
@	AT		

GENERAL NOTES

1. WORK LIMITS: CONSTRUCTION ACTIVITIES SHALL NOT TAKE PLACE OUTSIDE OF THE DESIGNATED LIMITS OF CONSTRUCTION UNLESS APPROVED BY FPL.
2. THE CONTRACTOR SHALL INSTALL APPROPRIATE SIGNAGE AND WORK ZONE PROTECTION WHEN WORKING ALONG ACCESS ROADS. CONTRACTOR SHALL PREPARE A MAINTENANCE OF TRAFFIC (MOT) PLAN PER FDOT INDEX 102-600 SERIES "ROADWAY AND TRAFFIC DESIGN STANDARDS", 2018-19 EDITION AND COORDINATE PLANNED HEAVY TRAFFIC WITH THE LOCAL COLLIER COUNTY ROAD AND BRIDGE OFFICES ((863) 675-5222) AT LEAST 72 HOURS IN ADVANCE. THIS APPLIES TO ALL ENTRANCES USED FOR CONSTRUCTION.
3. THE CONTRACTOR SHALL PROTECT ALL STRUCTURES, TREES AND EXISTING IMPROVEMENTS THAT ARE TO REMAIN. IF DAMAGED DURING CONSTRUCTION, THEY SHALL BE REPLACED OR REPAIRED BY THE CONTRACTOR.
4. THE CONTRACTOR SHALL MAINTAIN MIN. CLEARANCE TO ALL OVERHEAD POWER LINES AS REQUIRED BY OSHA 1910.269-(K)(2)(i).
5. THE CONTRACTOR SHALL FIELD VERIFY ALL DIMENSIONS AND EXISTING CONDITIONS SHOWN ON THE PROJECT DRAWINGS.
6. THE CONTRACTOR SHALL CALL THE SUNSHINE STATE ONE CALL OF FLORIDA, INC. UTILITIES NOTIFICATION CENTER AT 811 OR (800) 432-4770, AT LEAST TWO FULL BUSINESS DAYS PRIOR TO ANY EXCAVATION ACTIVITIES. THE CONTRACTOR SHALL PROTECT ALL EXISTING UTILITIES LOCATED WITHIN THE LIMITS OF CONSTRUCTION FROM DAMAGE DUE TO CONSTRUCTION ACTIVITIES. THE CONTRACTOR SHALL COORDINATE WITH THE UTILITY COMPANY BEFORE THE MODIFICATION OF ANY EXISTING UTILITIES WITHIN THE LIMITS OF CONSTRUCTION.
7. VERTICAL DATUM: THE ELEVATIONS SHOWN HEREON, UNLESS OTHERWISE NOTED, ARE BASED ON THE NORTH AMERICAN VERTICAL DATUM OF 1988 (NAVD88) AND ARE EXPRESSED IN U.S. FEET.
8. SEE THE FOLLOWING SURVEYS FOR VERTICAL AND HORIZONTAL DATUM INFORMATION AS WELL AS EXISTING PIPE INVERTS:
   -- "SPECIFIC PURPOSE SURVEY, FPL BARRON COLLIER" BY SURVTECH SOLUTIONS, INC. DATED 02/19/2020. (TOPOGRAPHIC)
   -- "BARRON COLLIER - NAPLES SOLAR ENERGY SITE" BY WOOD ENVIRONMENT & INFRASTRUCTURE SOLUTIONS, INC. DATED 9/29/2019 (BOUNDARY)
   -- "MAP OF TOPOGRAPHIC SURVEY OF BARRON COLLIER - NAPLES SOLAR ENERGY SITE" BY WOOD ENVIRONMENT AND INFRASTRUCTURE SOLUTIONS, INC. DATED 11/11/2020 (CULVERT SURVEY)
9. UNLESS OTHERWISE NOTED, ALL REFERENCES MADE TO THE FDOT STANDARD INDEXES OR FDOT STANDARD SPECIFICATIONS REFER TO THE "FDOT FY 2021-22 STANDARD PLANS FOR ROAD CONSTRUCTION" AND THE JANUARY 2021 EDITION OF THE "FDOT STANDARD SPECIFICATIONS FOR ROAD AND BRIDGE CONSTRUCTION" RESPECTIVELY.
10. THE ILLUMINATING ENGINEERING SOCIETY OF NORTH AMERICA (DARK SKIES) LIGHTING GUIDELINES WILL BE INCORPORATED INTO THE DESIGN ON THE PROJECT LIGHTING WHILE STILL MEETING THE REQUIREMENTS OF THE FEDERAL ENERGY REGULATORY COMMISSION (FERC) AND OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION (OSHA).
11. IF DURING THE COURSE OF SITE CLEARING, EXCAVATION, OR OTHER CONSTRUCTION ACTIVITY, A HISTORIC ARTIFACT OR OTHER ARCHAEOLOGICAL ARTIFACT, OR OTHER INDICATOR IS FOUND, ALL DEVELOPMENT WITHIN THE MINIMUM AREA NECESSARY TO PROTECT THE DISCOVERY SHALL CEASE IMMEDIATELY UNTIL REQUIRED REMEDIES ARE COMPLETE PURSUANT TO THE SHPO REQUIREMENTS.
12. UPON COMPLETION OF THE ELECTRICAL GENERATING FACILITY, THE AREA FOR VEGETATION MONITORING SHOWN HEREON AND ALSO DEPICTED ON THE GENERAL CONCEPT PLAN DATED 10/25/18 SHALL BE MAINTAINED FREE FROM INVASIVE AND NOXIOUS VEGETATION AS LISTED BY THE USDA FOR AS LONG AS AN ELECTRIC GENERATING FACILITY EXISTS WITHIN THE BOUNDARY OF THE APPROVED PUD.
13. THESE PLANS ARE PREPARED FOR PERMITTING AND ARE SUBJECT TO FIELD MODIFICATIONS BY FPL'S DESIGN/BUILD CONTRACTOR.
14. COLLIER COUNTY IS TO BE NOTIFIED 72-HOURS PRIOR TO START OF ONSITE CONSTRUCTION.
15. A RIGHT-OF-WAY PERMIT IS REQUIRED FROM COLLIER COUNTY ENGINEERING.
16. FPL WILL BE RESPONSIBLE FOR MAINTAINING PROPOSED WATER MANAGEMENT FACILITIES.
17. FPL WILL BE RESPONSIBLE FOR MAINTAINING ALL PROPOSED INFRASTRUCTURE ON THE SITE.
18. THE APPROVAL OF THESE CONSTRUCTION PLANS DOES NOT AUTHORIZE CONSTRUCTION OF REQUIRED IMPROVEMENTS WHICH ARE INCONSISTENT WITH EASEMENT OF RECORD.

STORMWATER, EROSION, TURBIDITY & SEDIMENTATION NOTES

1. THE CONTRACTOR SHALL PREPARE AND SUBMIT A STORMWATER POLLUTION PREVENTION PLAN (SWPPP) TO FPL FOR APPROVAL BEFORE THE START OF CONSTRUCTION. THE SWPPP MAY INCLUDE ALTERNATIVE DEVICES AND INSTALLATION METHODS BASED ON THE PROJECT LOCATION.
2. THE CONTRACTOR SHALL OBTAIN A NATIONAL POLLUTION DISCHARGE ELIMINATION SYSTEM (NPDES) PERMIT FROM FDEP BEFORE THE START OF CONSTRUCTION.
3. THE CONTRACTOR SHALL PROVIDE STORMWATER, EROSION, TURBIDITY AND SEDIMENTATION CONTROLS IN ACCORDANCE WITH THE FOLLOWING DOCUMENTS:
   - NPDES PERMIT (SEE NOTE 2 ABOVE)
   - STORMWATER POLLUTION PREVENTION PLAN (SEE NOTE 1 ABOVE)
   - FDEP "FLORIDA STORMWATER EROSION AND SEDIMENTATION CONTROL INSPECTOR'S MANUAL"
4. SILT FENCES AND OTHER REQUIRED STORMWATER POLLUTION PREVENTION DEVICES SHALL BE INSTALLED AND MAINTAINED BY THE CONTRACTOR IN ACCORDANCE WITH THE SWPPP.
5. ALL DISTURBED AREAS SHALL BE SEEDED AND MULCHED, SIDE SLOPES AND BERMS SHALL BE SEEDED AND MULCHED ABOVE THE WATER LEVEL.
6. DISTURBED SLOPES AROUND THE CULVERT ENDS, CONTROL STRUCTURES, AND AGI BERM OPENINGS SHALL BE SODDED.

LEGEND

Symbol	Description
—X—X—X—X—	FENCE
—— WB ——	WETLAND BOUNDARY
	RIGHT-OF-WAY / PROPERTY LINE
	EASEMENT / SETBACK LINE
	PROPOSED GRADE / PROPOSED STRUCTURE
	EXISTING GROUND / EXISTING STRUCTURE
— O/H — O/H — O/H — O/H —	EXISTING OVERHEAD ELECTRICAL LINES
	PROPOSED CUT SLOPE
	PROPOSED FILL SLOPE
37.00	PROPOSED ELEVATION
x35.0	EXISTING ELEVATION
B-3	SOIL BORING LOCATION & DESIGNATION/BENCHMARK LOCATION
	EXISTING POWER POLE
	EXISTING CULVERT & FBR
	EARTH CUT
	EARTH FILL
	AGGREGATE BASE / GRAVEL / RIP-RAP
	STABILIZED SUBGRADE
	EXISTING GROUND
	PROPOSED DRAINAGE SWALE
	PROPOSED ACCESS PATH
	PROPOSED CULVERT
	SITE ACCESS GATE

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DESIGN ENGINEER:
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DAVID O. SCOTT, PE.
FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/15/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

THIS LINE IS ONE INCH LONG WHEN PLOTTED FULL SCALE

THIS DRAWING MUST BE USED IN CONJUNCTION WITH THE APPLICABLE OR GOVERNING TECHNICAL SPECIFICATIONS AND OTHER CONTRACT DOCUMENTS.

PROJECT NO: EEXJ0411
DATE: JUNE 2021
DISC. LEAD: DOS | DESIGNER: JCH | CHECKER:

SHEET TITLE
GENERAL NOTES
ABBREVIATIONS AND
LEGEND

SHEET 2 OF 21 DRAWING NO. G-002

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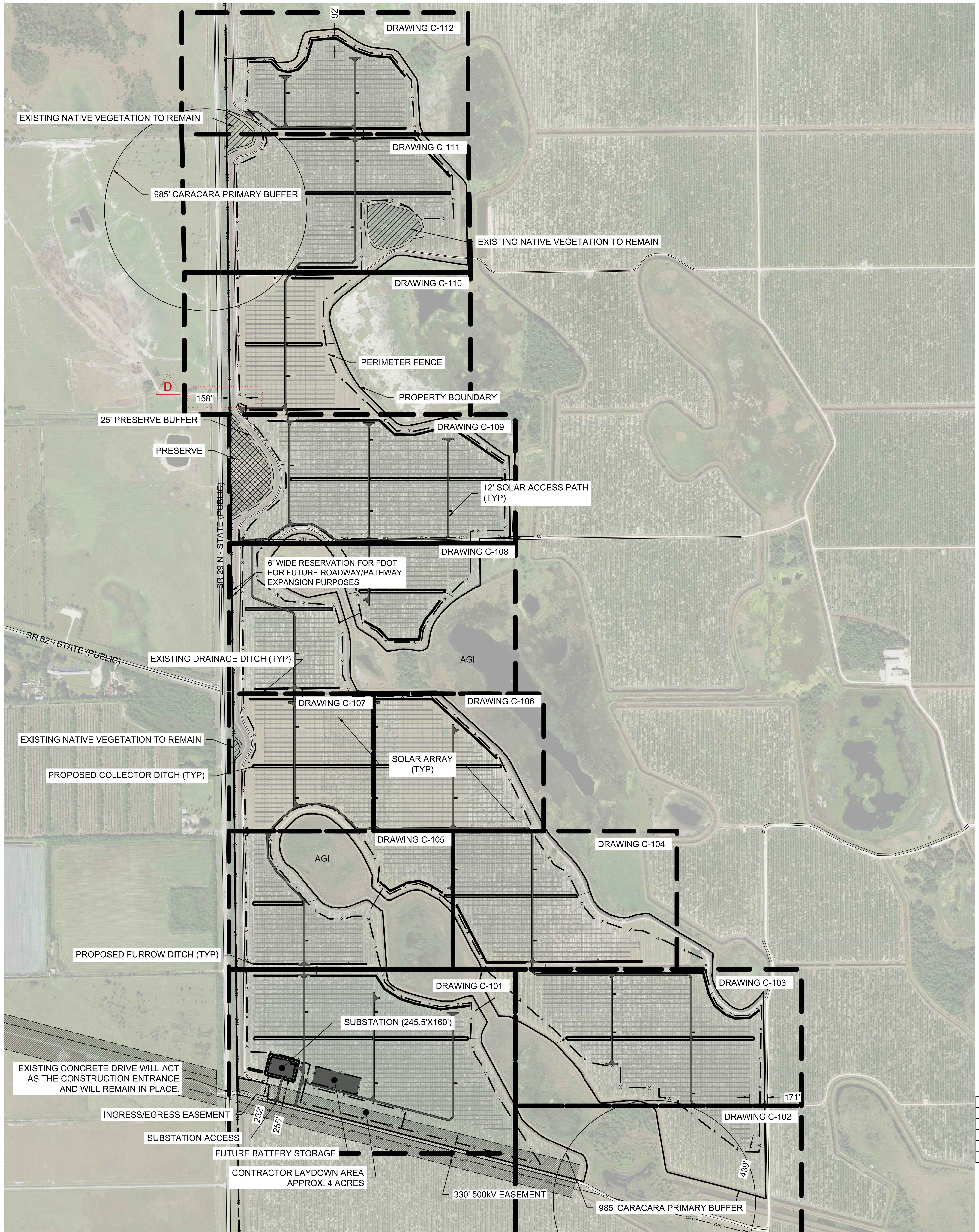
48 HOURS PRIOR TO ANY CONSTRUCTION ACTIVITY
www.callsunshine.com

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 10/28/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_G-NOTES_IMMOKALEE.DWG



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0 300' 600' 1200'
1" = 600'

PRESERVE AREA MANAGEMENT PLAN (PAMP)

1.0 INTRODUCTION

The proposed FPL Immokalee Solar Energy Center is located in Sections 4, 9 & 16, Township 46S, Range 26E, Collier County, Florida. More specifically, directly east of the State Road 82 and State road 29 North intersection in Immokalee FL, 34105 (Parcel ID #s: 00063280003, 0006430001, 00065000003). A Kimley-Horn and Associates, Inc. Environmental Scientist performed a site visit on August 4, 2020 to evaluate the existing native vegetation within the project area. The following preserve area management plan has been developed based on this site visit and includes components of exotic removal and maintenance.

2.0 EXISTING CONDITIONS

The project's existing land uses include citrus groves (546.70 ac.), herbaceous (6.90 ac.), cabbage palm (4.00 ac.), willow & elderberry (0.60 ac.), freshwater marshes (7.80 ac.) and agricultural ditches (12.00 ac.). All native vegetation on-site will remain, including the proposed preserve area which contains approximately 5.74 acres of freshwater marsh, located along the western boundary of the project area. The interior of the proposed preserve is mostly dominated by maidencane (*Panicum hemitomon*), with other vegetation consisting of cattail (*Typha latifolia*) and Peruvian primrose-willow (*Ludwigia peruviana*). Wax myrtle (*Morella cerifera*) and Carolina willow (*Salix caroliniana*) are scattered around the perimeter of the preserve area.

3.0 INVASIVE/EXOTIC SPECIES REMOVAL AND CONTROL PLAN

As part of the PAMP, all existing native vegetation present in the area will be retained and protected. Exotic and nuisance vegetative species, including Peruvian primrose-willow and cattail, will be removed by the least ecologically damaging method available. Such methods include hand pulling, hand spading, chainsaw use, and/or treatment with appropriate herbicide. Invasive-Exotic control by herbicide treatment will be conducted by a licensed Florida pesticide applicator with a U.S. Environmental Protection Agency approved herbicide with visual tracer dye included. The hand removal of exotic and nuisance vegetation will include one or more of the following methods: (1) cut exotics within 12 inches of ground elevation, hand remove cut vegetation, and treat remaining stump with approved herbicide; (2) girdle standing exotic vegetation with diameter at breast height (DBH) greater than 4 inches and apply approved herbicide to cambium; (3) foliar application of approved herbicide to saplings; or (4) foliar application of approved herbicide or hand pulling of exotic seedlings. No debris, such as plant clippings or wood scraps, will be left in the preserve area.

4.0 MAINTENANCE AND MONITORING

The preserve area shall remain in a natural state in perpetuity and not be disturbed by dredging, filling, land clearing, or construction related activities. The preserve area will be protected and maintained by the below-designated owner/developer responsible for the management of the property. The status of the preserve shall be monitored by the assigned preserve manager listed below in accordance with the preserve management plan. Regular inspections of the preserve area for exotics shall occur annually or more frequently if necessary and annual monitoring reports will be prepared to document the current conditions of the preserve area and wildlife usage within the preserve area for a period of 5 years. Maintenance of exotic vegetation within the enhancement areas will occur annually in perpetuity. During maintenance events, locations of nuisance and/or exotic species will be identified for immediate treatment with an appropriate herbicide. Any additional potential problems will be noted, and corrective actions will be taken. Maintenance will be conducted in perpetuity to ensure that the preserves are free of exotic and nuisance vegetation (as currently defined by the Exotic Pest Plant Council (EPPC) and the Land Development Code (LDC)).

5.0 PRESERVE SIGNAGE AND SITE LIGHTING

Signage shall be placed around preserve areas for identification and protection during construction. The signs shall be no closer than ten feet from residential property lines, be limited to a maximum height of four feet and a maximum size of two square feet, and otherwise comply with Section 5.06.00 of the LDC. Sign spacing shall not exceed 300 feet. Signs identifying the preserve as a “nature preserve area” will be installed along the boundary of the preserve. The signage should include language stating, “no dumping allowed.”

Ten pole-mounted light fixtures will be evenly spaced in the southwest corner of the site around the on-site electrical collector yard. These light fixtures will be operated by photocell or timeclock to provide safety and security when accessing the electrical collector yard at night. By minimizing the proposed lighting to less than 2 acres of the project site (0.3% of the total project area), impacts to wildlife have been reduced to the greatest extent practicable.

6.0 TRASH AND DEBRIS REMOVAL

The preserve area shall be kept free of refuse and debris. The contact information for the preserve manager and the developer are as follows:

Preserve Manager	**Owner/Developer**
Florida Power & Light Company	Florida Power & Light Company
700 Universe Blvd	700 Universe Blvd
Juno Beach, FL 33408	Juno Beach, FL 33408

***See preserve sign detail on sheet C-502.**

7.0 LISTED SPECIES MANAGEMENT PLAN

7.1 Eastern Indigo Snake (*Drymarchon corais couperi*)

The eastern indigo snake is listed as threatened by USFWS and FWC. Eastern indigo snakes utilize a variety of habitat types including: pine flatwoods, scrub areas, hydric pine flatwoods, wet and dry prairies, agricultural fields, coastal hardwood hammocks, mangrove areas and even human altered areas (USFWS 1999). This species will use gopher tortoise and armadillo burrows as underground refugia as well as natural ground holes, hollows at the base of trees, ground litter, and debris piles. Steiner *et al*. (1983) suggest that eastern indigo snakes in south Florida prefer hammock type environments and pine forests. Suitable habitat for the species is present within the project site; however, no individuals were observed during on-site species surveys. Standard Protection Measures for the Eastern Indigo Snake (USFWS, 2017 - **Appendix B**) will be utilized during site preparation and construction of the project. These standard protection measures include the placement of posters at the construction office and education of on-site construction personnel about what to do if an eastern indigo snake is encountered.

7.2 Florida Black Bear (*Ursus americanus floridanus*)

Although the black bear is no longer federal or state-listed, it is afforded protection under the Florida Black Bear Conservation Rule (F.A.C. 68A-4.009). The Florida black bear utilizes a wide variety of forested communities needed to support its varied seasonal diet of black bears. Forested wetlands and baygalls (bayheads) are particularly important for diurnal cover and denning for the bear. Suitable foraging habitat for the species is present within the project site; however, no individuals were observed during on-site species surveys. It is unlikely the black bear would utilize the project site for denning purposes. During construction activities, trash will be removed on a regular basis to deter bears from frequenting the site. No trash containers will be present on-site once the site is operational.

7.3 Florida Panther (*Puma concolor coryi*)

The Florida panther is listed as endangered by USFWS and FWC. The Florida panther is a large brown cat with a long tail. The panther inhabits large forested communities and large wetlands away from development for diurnal refuge (FNAI 2001). Suitable foraging habitat for the species is present within the project site; however, no individuals were observed during on-site species surveys. While the project site is located within the USFWS consultation area and secondary zone for the Florida panther, converting orange grove and disturbed land into solar development increases the Panther Habitat Unit (PHU) land use score from 4.7 to 4.9, respectively. Because the project site will have no permanent employees and will not increase vehicular traffic, the potential for negative human-panther interactions has been minimized. Additionally, the project design has incorporated panther friendly fencing along the northern, western, and southern project boundaries that will allow for the panther and potential panther prey to continue to utilize the site for foraging after construction is complete.

7.4 Audubon's Crested Caracara (Caracara cheriway)

The Audubon's crested caracara is listed as threatened by USFWS and FWC. Preferred caracara habitat consists of open country, including dry prairie and pasture lands with cabbage palm, cabbe palm/live oak hammocks, and shallow ponds and sloughs. Caracaras prefer to nest in cabbage palms, followed by live oaks. The project site is within the USFWS designated Consultation Area for the caracara. Suitable foraging and nesting habitat for the species is present within the project site and formal caracara surveys were conducted during the 2020-2021 caracara nesting season. During these surveys 2 nests were identified within 300m (primary buffer) of the project site. In order to avoid impacts to the caracara, the development boundary has been updated to reflect these 2 nests and no construction is proposed within the primary buffer (300m) of these nests.

PRESERVE SUMMARY	
EXISTING NATIVE VEGETATION	12.4 ACRES
NATIVE PRESERVE REQUIRED (40% OF EXISTING NATIVE)	4.96 ACRES
NATIVE PRESERVE PROVIDED (46% OF EXISTING NATIVE)	5.74 ACRES

NOTES:

1. TEMPORARY SIGNS IDENTIFYING THE PRESERVE SHALL BE PLACED AROUND THE PERIMETER DURING CONSTRUCTION
2. UPON COMPLETION OF CONSTRUCTION A PERMANENT SIGN SHALL BE INSTALLED AT THE LOCATIONS SHOWN ON THE PLANS.
3. SEE PERMANENT SIGN DETAIL ON SHEET C-502.

ADJACENT ZONING AND LAND USE		
	ZONING	LAND USE
NORTH	A-MHO-RLSAO	Agricultural/Wetlands
SOUTH	A-MHO-RLSAO	Agricultural
EAST	A-MHO-RLSAO	Agricultural/Wetlands
WEST	A-MHO-RLSAO	Public Right-of-Way (SR 29); Agricultural

LAND USE SUMMARY		
CATEGORY	AREA (AC)	% OF TOTAL
SITE	578	100.0%
IMPERVIOUS-PATHS	14	2.4%
IMPERVIOUS-SUBSTATION & INVERTER PADS	1	0.2%
IMPERVIOUS-EXISTING DITCHES	6	1.0%
PERVIOUS	564	97.6%

DEVELOPMENT STANDARDS		
MINMUM SETBACKS		PROVIDED SETBACKS
(FRONT YARD)	50'	158'
(SIDE YARD)	30'	232' & 92'
(REAR YARD)	50'	171'
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50'	10'
ZONED BUILDING HEIGHT	50'	10'

D

PRELIMINARY DESIGN FOR PERMITTING ONLY

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DESIGN ENGINEER:

THIS DOCUMENT HAS BEEN DIGITALLY SIGNED AND SEALED BY DAVID O. SCOTT, P.E. ON JUNE 30, 2021.

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DAVID O. SCOTT, PE.
FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
A	2/26/21	500 KV EASEMENT & CARACARA
B	3/15/21	COLLIER COUNTY RAI #1
C	5/20/21	COLLIER COUNTY RAI #2
D	6/30/21	COLLIER COUNTY RAI #2

THIS LINE IS ONE INCH LONG WHEN PLOTTED FULL SCALE

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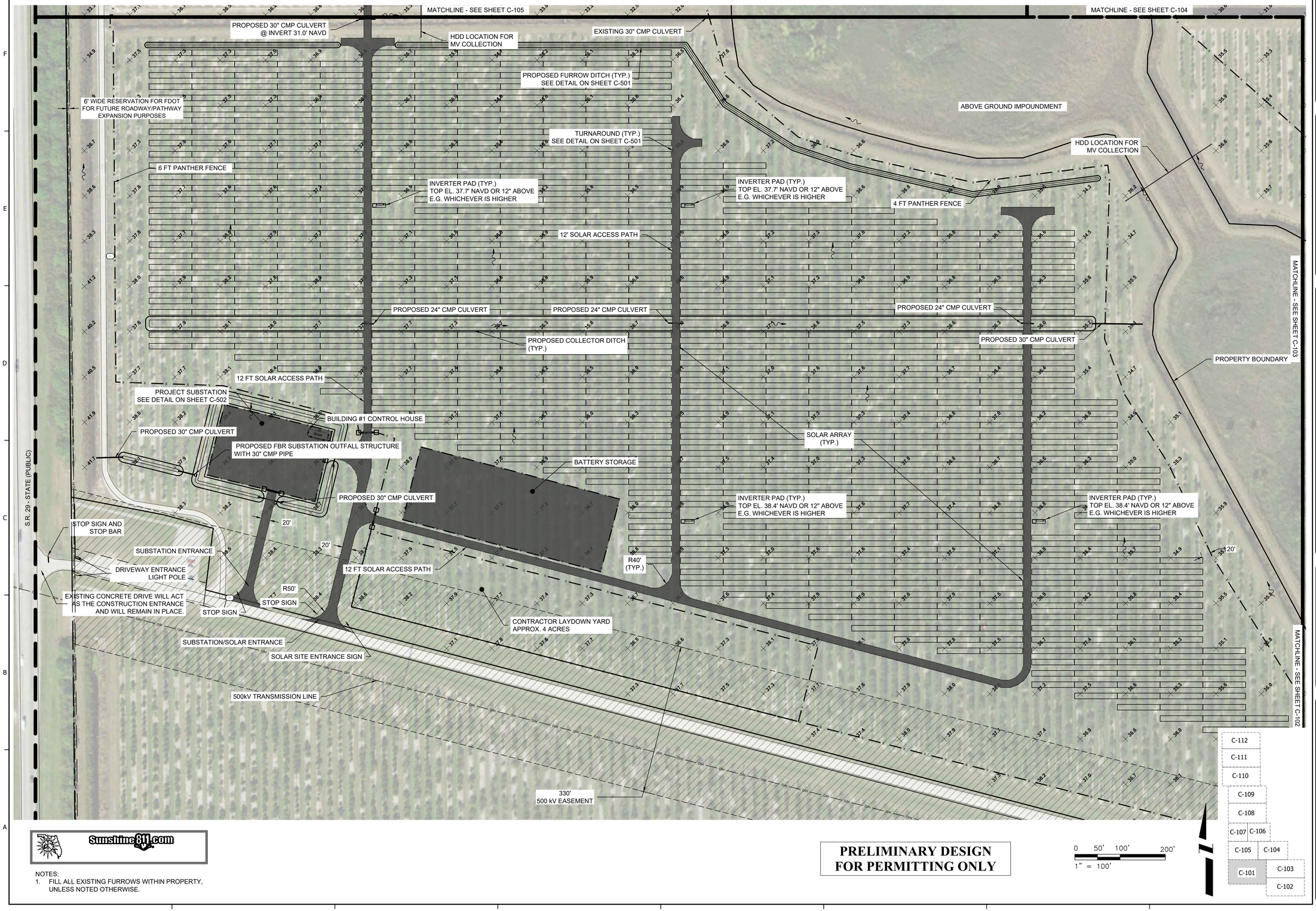
PROJECT NO: EEXJ0411
DATE: JUNE 2021
DISC. LEAD: DOS
DESIGNER: JCH
CHECKER:

SHEET TITLE
OVERALL SITE PLAN
& KEY SHEET

SHEET 3 OF 21
DRAWING NO. C-100

PLOT DATE: 6 / 30 / 2021 BY: HAREJ LAST SAVED: 6/30/2021 CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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NOTES:
1. FILL ALL EXISTING FURROWS WITHIN PROPERTY, UNLESS NOTED OTHERWISE.

PRELIMINARY DESIGN FOR PERMITTING ONLY

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\7000A00\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
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FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/14/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

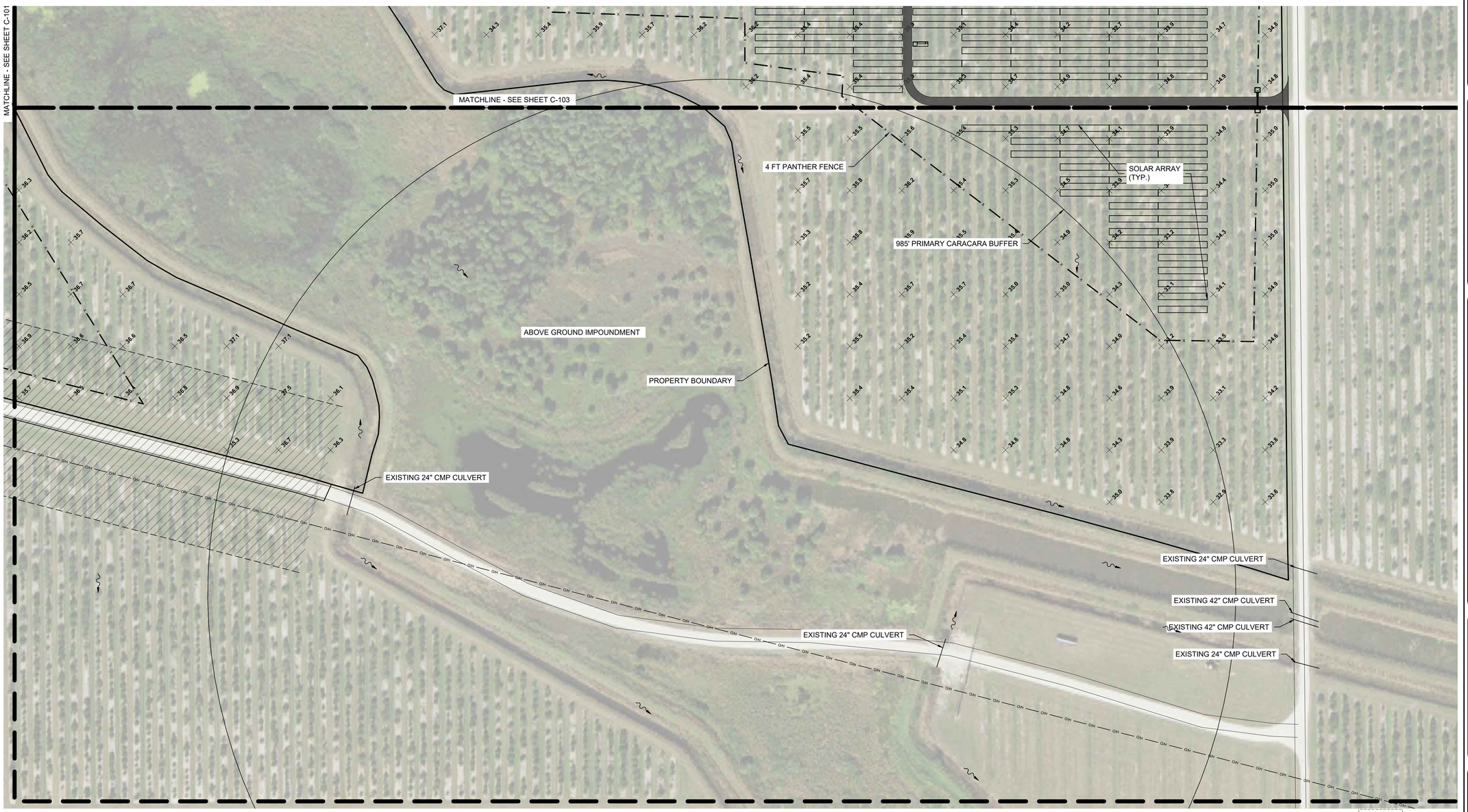
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 1

SHEET 4 OF 21 DRAWING NO. C-101



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0 50' 100' 200'
1" = 100'

PRELIMINARY DESIGN FOR PERMITTING ONLY

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/16/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

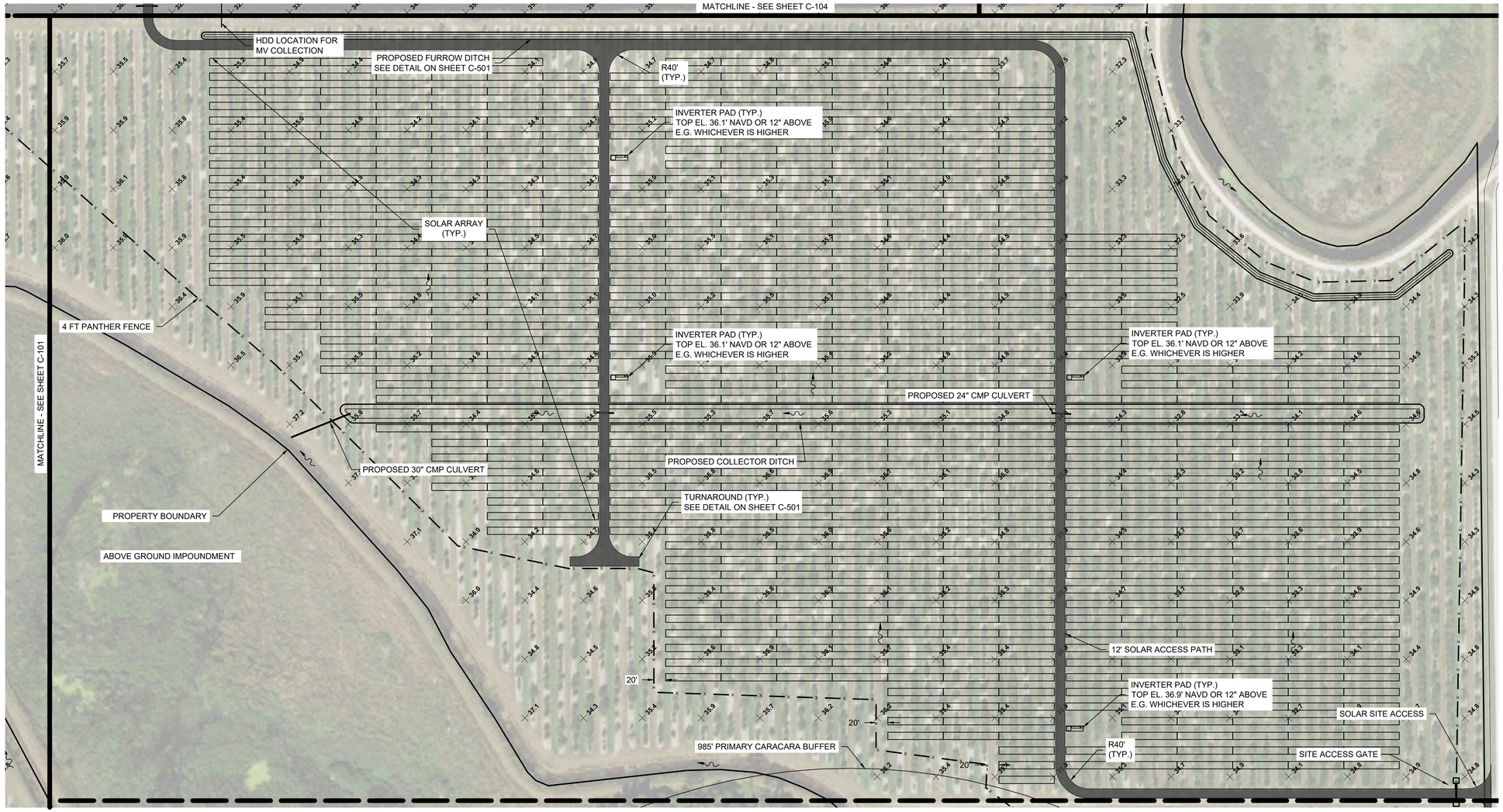
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 2 SOUTH

SHEET 5 OF 21 DRAWING NO. C-102

FILENAME: \\EEXJ0411 - IMMOKALEE\700\ADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
PLOT DATE: 6 / 30 / 2021



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PRELIMINARY DESIGN FOR PERMITTING ONLY

0 50' 100' 200'
1" = 100'

N

C-112
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C-107 C-106
C-105 C-104
C-101 C-103
C-102

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DESIGN ENGINEER:

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DAVID O. SCOTT, PE.
FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/15/21	-GOLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

THIS LINE IS ONE INCH LONG WHEN PLOTTED FULL SCALE

THIS DRAWING MUST BE USED IN CONJUNCTION WITH THE APPLICABLE OR GOVERNING TECHNICAL SPECIFICATIONS AND OTHER CONTRACT DOCUMENTS.

PROJECT NO: EEXJ0411

DATE: JUNE 2021

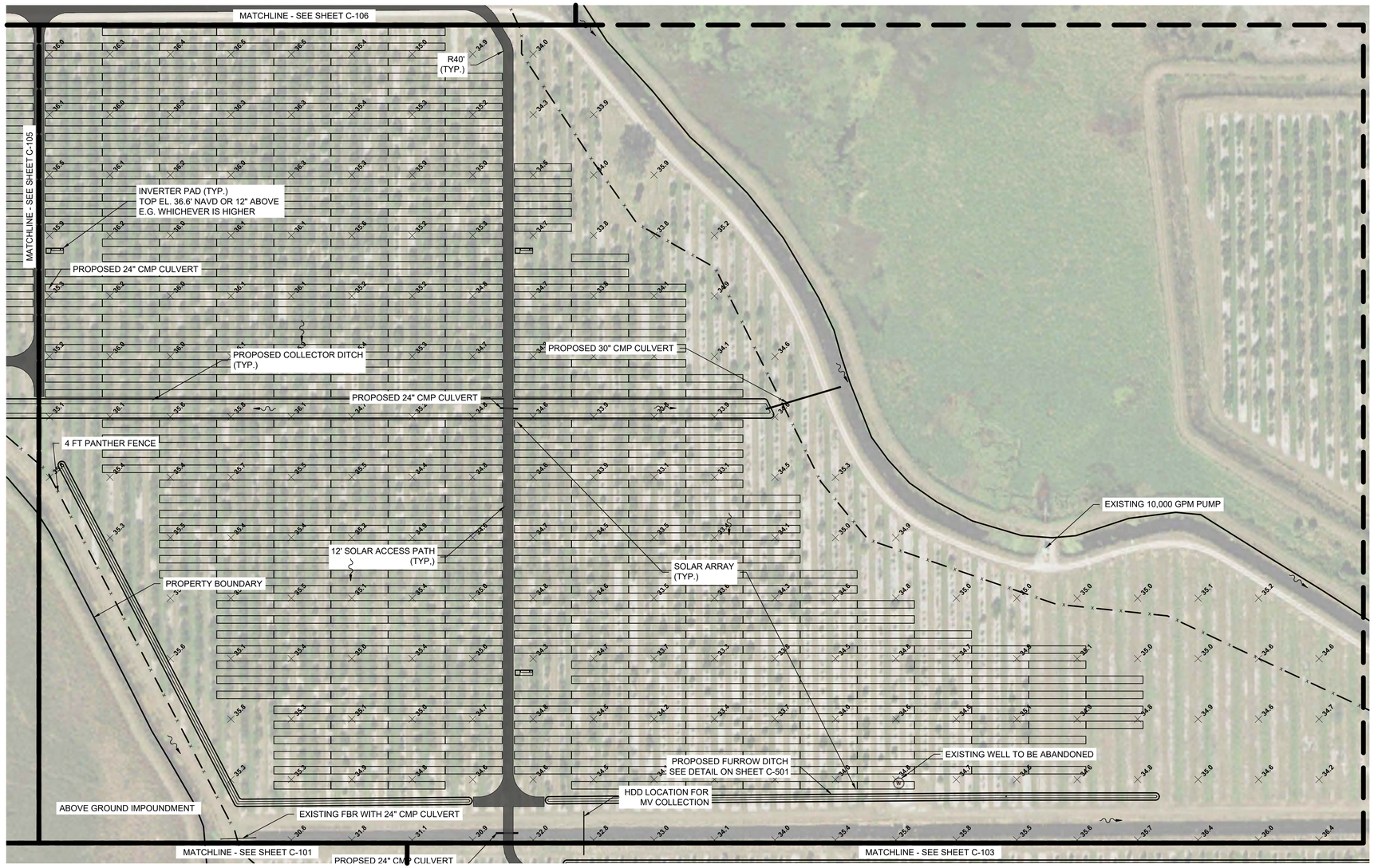
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 2 NORTH

SHEET 6 OF 21 DRAWING NO. C-103

FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG
CREATED: 12/3/2020
LAST SAVED: 6/30/2021
BY: HAREJ
PLOT DATE: 6 / 3 0 / 2 0 2 1



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NOTES:
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PRELIMINARY DESIGN FOR PERMITTING ONLY

0 50' 100' 200'
1" = 100'

C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: a:\EEXJ0411 - IMMOKALEE\7000AUD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	8/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/18/21	-COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 SE

SHEET 7 OF 21 DRAWING NO. C-104



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C-112
C-111
C-110
C-109
C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
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-B-	3/16/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

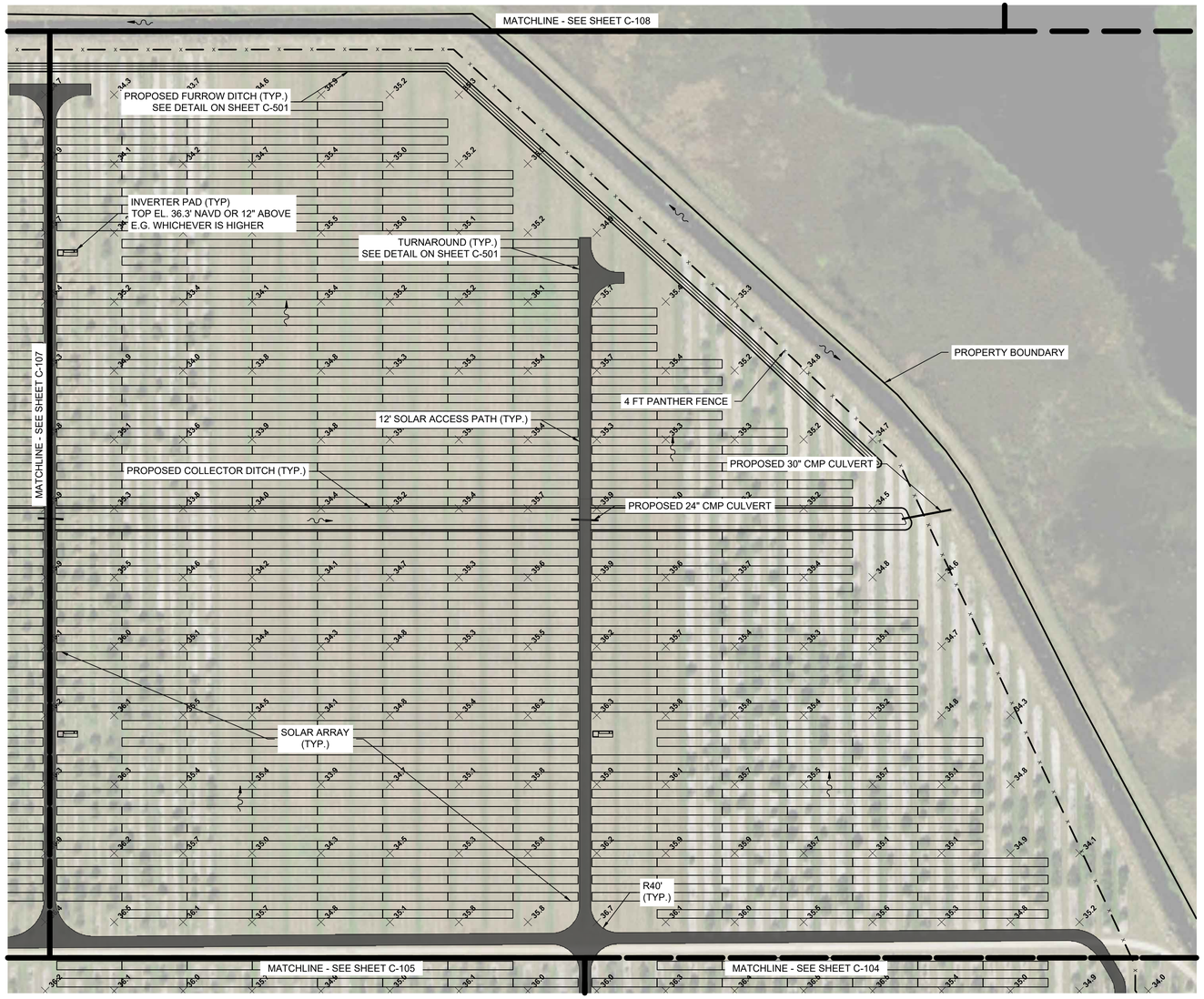
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 SW

SHEET 8 OF 21 DRAWING NO. C-105



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1" = 100'

C-112
C-111
C-110
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C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

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PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
-B-	3/18/21	4/DILLER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

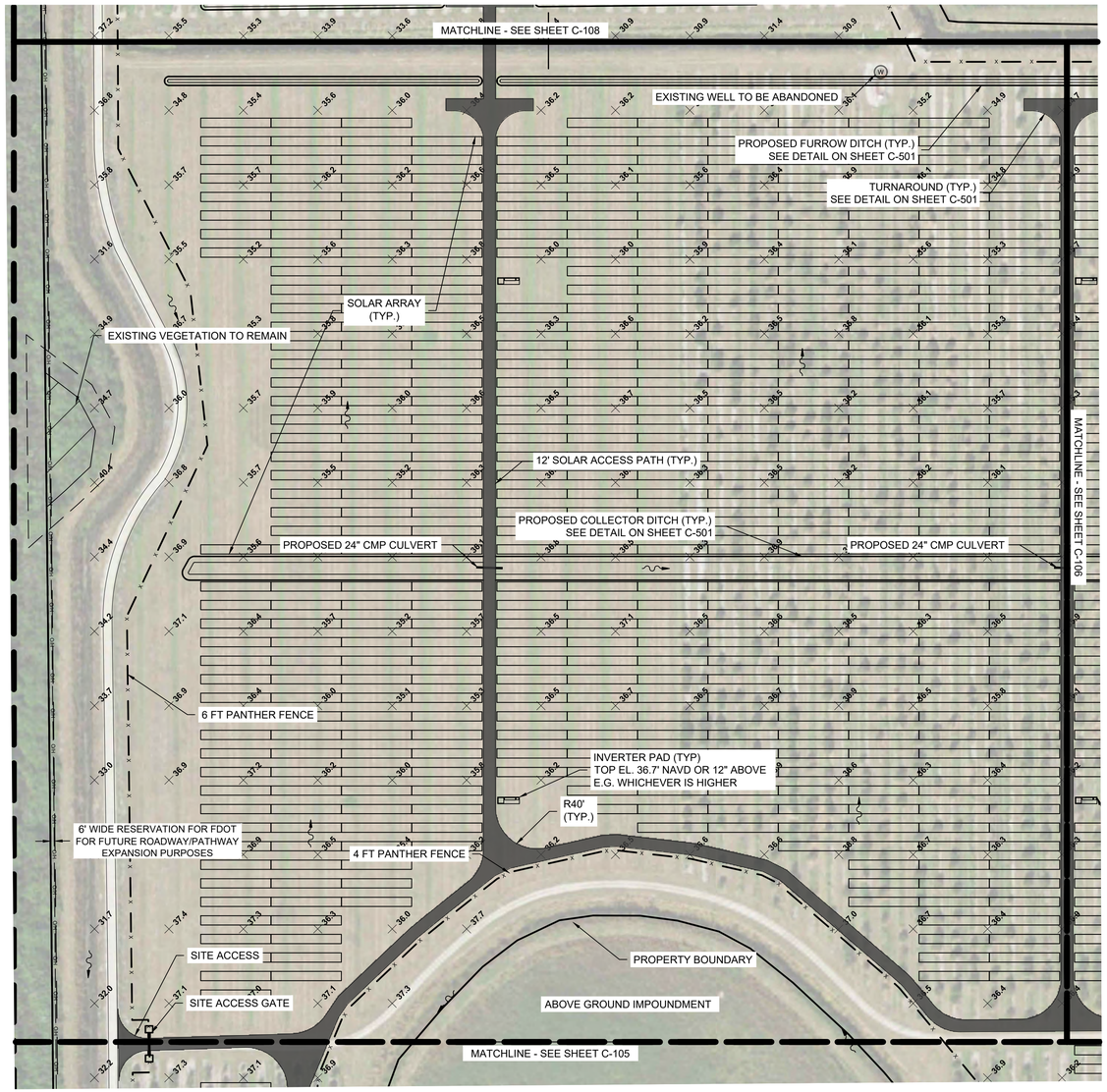
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 NE

SHEET 9 OF 21 DRAWING NO. C-106

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: a:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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PRELIMINARY DESIGN FOR PERMITTING ONLY

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C-112
C-111
C-110
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C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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PROJECT NO: EEXJ0411

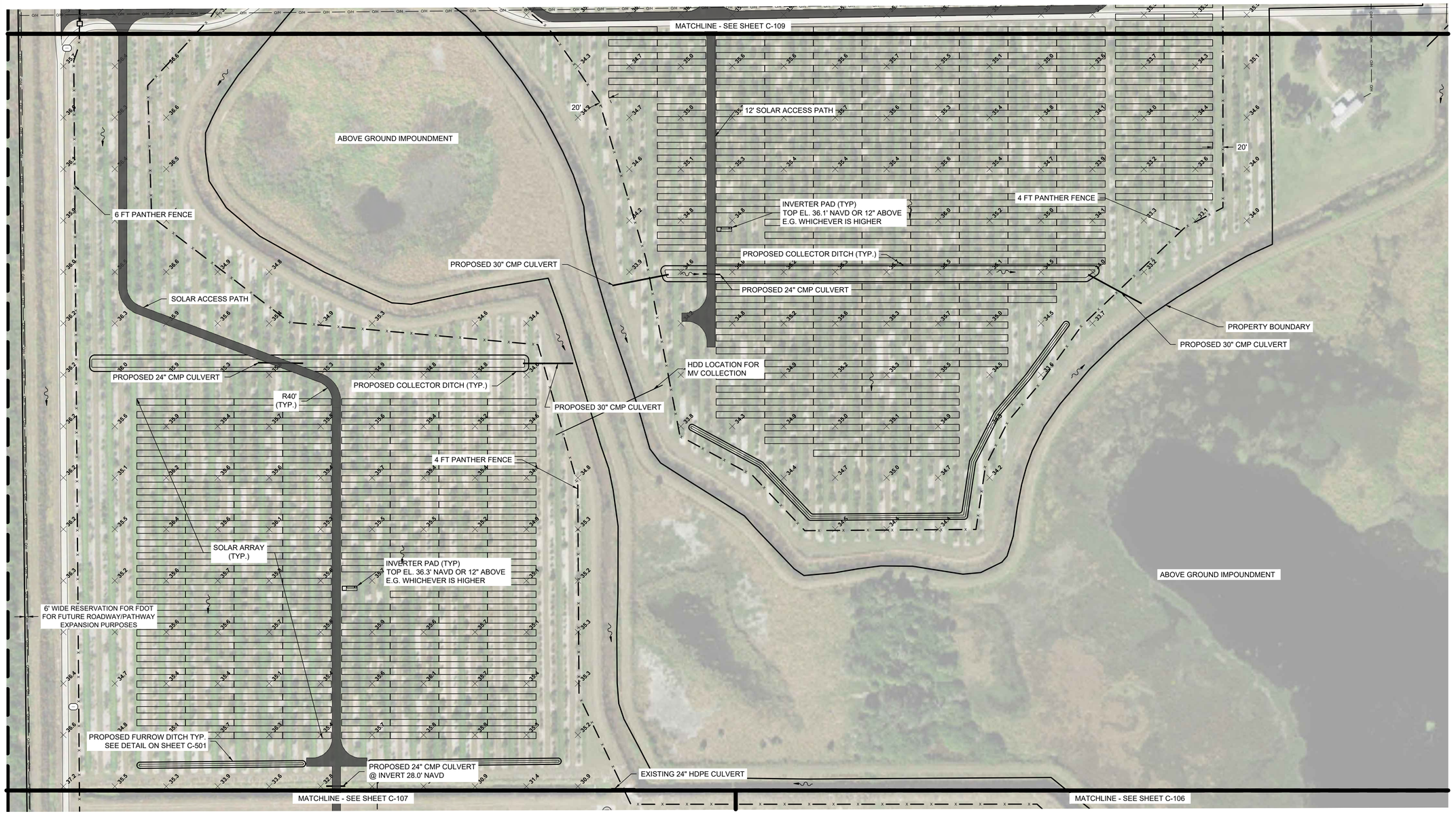
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 3 NW

SHEET 10 OF 21 DRAWING NO. C-107



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C-112
C-111
C-110
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C-107 C-106
C-105 C-104
C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\Y00\ADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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FLORIDA POWER & LIGHT COMPANY

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B	3/14/21	4FDLLER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

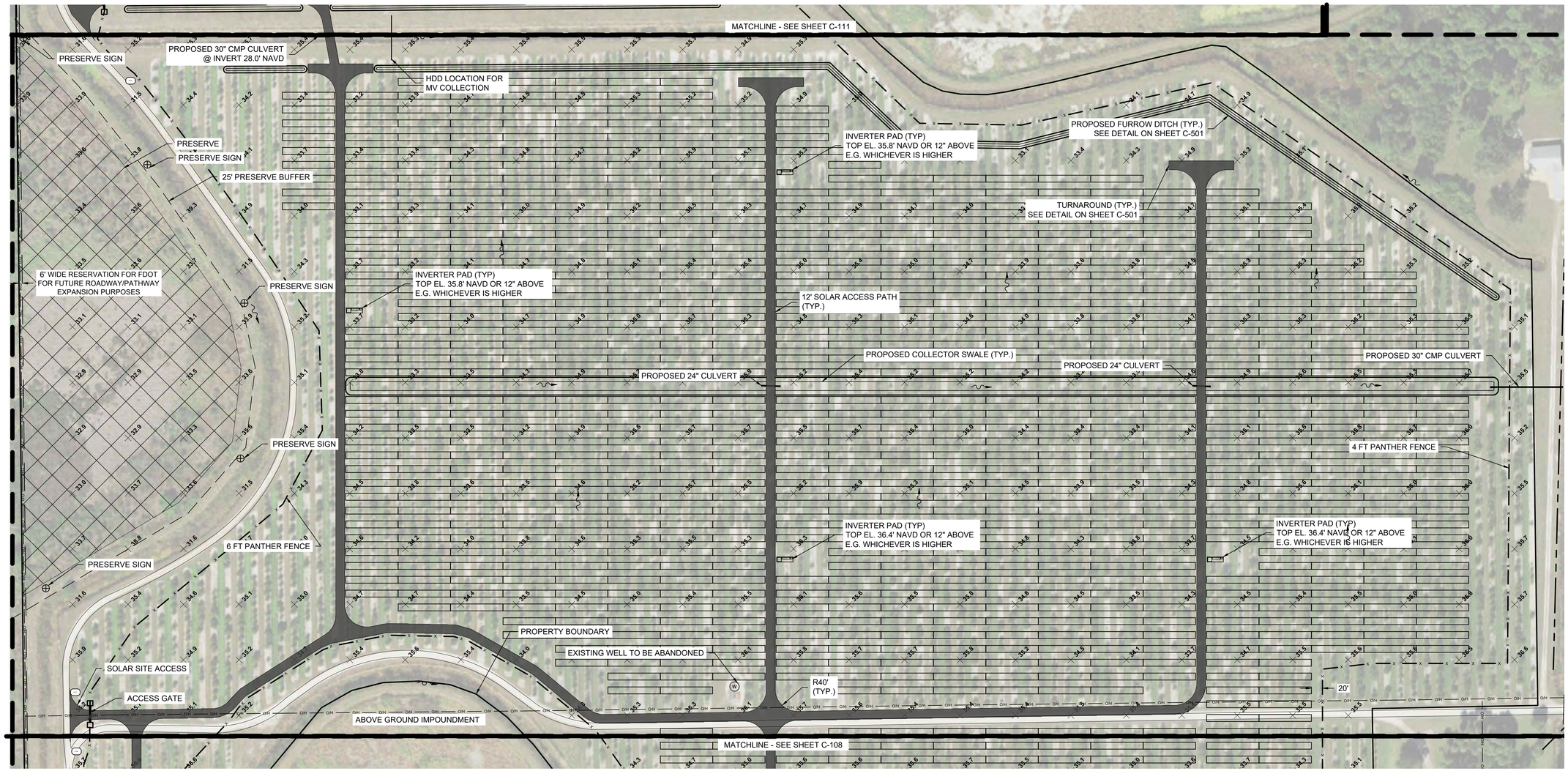
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 4 SOUTH

SHEET 11 OF 21 DRAWING NO. C-108



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C-112
C-111
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C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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REV	DATE	REVISION DESCRIPTION
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A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

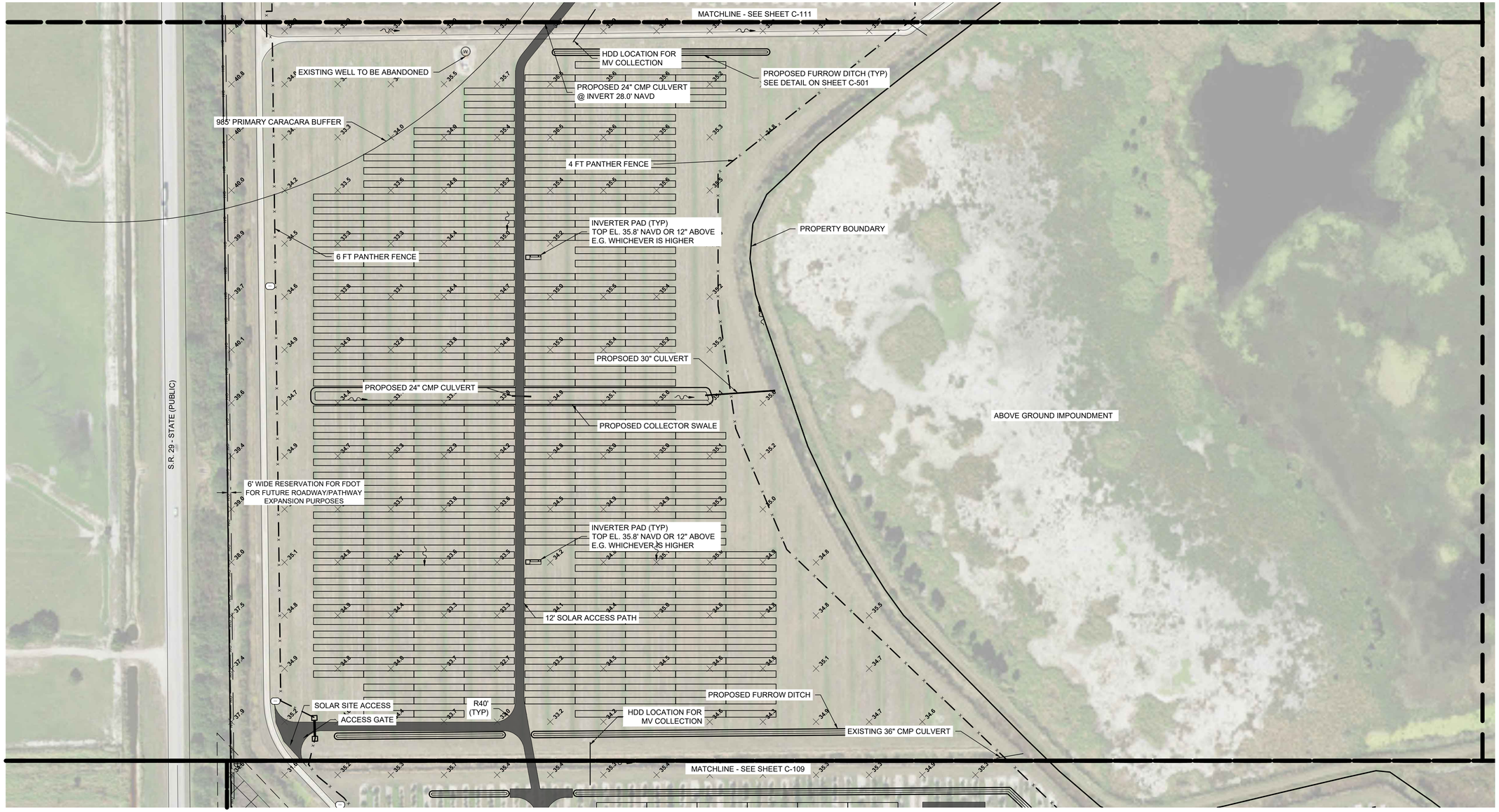
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 4 NORTH

SHEET 12 OF 21 DRAWING NO. C-109



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C-112
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C-110
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C-108
C-107 C-106
C-105 C-104
C-101 C-103
C-102

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FLORIDA POWER & LIGHT COMPANY

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

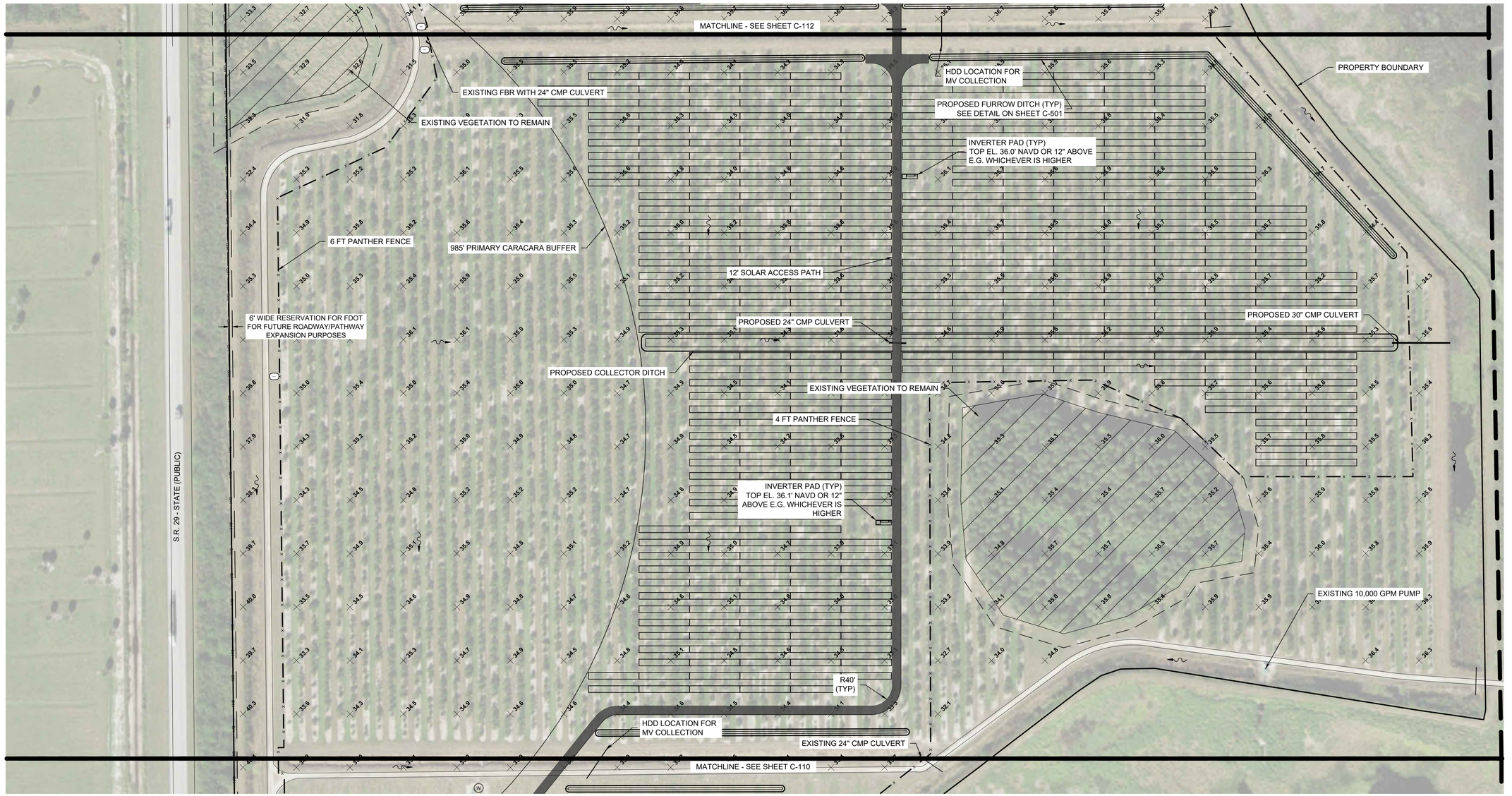
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 5

SHEET 13 OF 21 DRAWING NO. C-110

PLOT DATE: 6 / 3 0 / 2 0 2 1
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



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C-101 C-103
C-102

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: z:\EEXJ0411 - IMMOKALEE\PROJADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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FLORIDA POWER & LIGHT COMPANY

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PROJECT NO: EEXJ0411

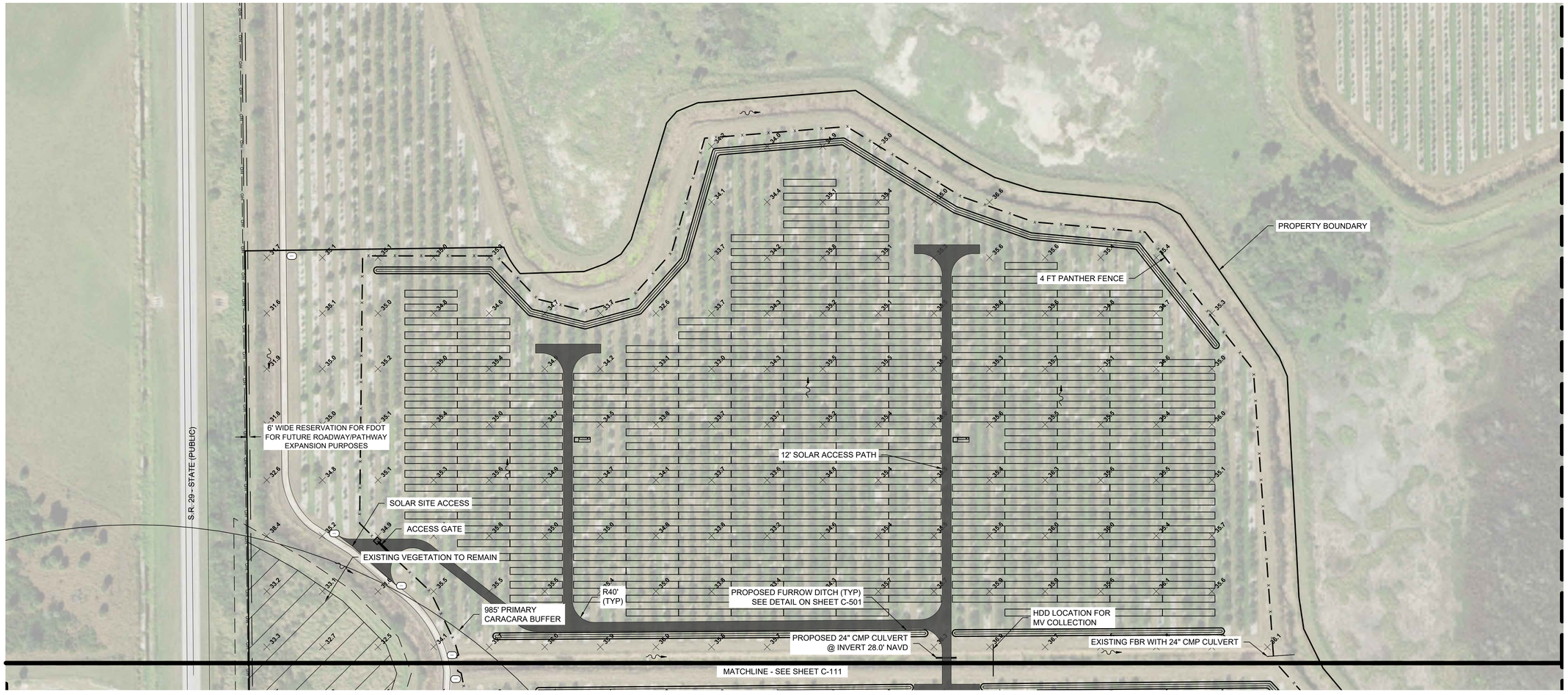
DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 6

SHEET 14 OF 21 DRAWING NO. C-111



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C-102

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

SITE PLAN AREA 7

SHEET 15 OF 21 DRAWING NO. C-112

PLOT DATE: 6 / 30 / 2021 BY: HAREJ LAST SAVED: 6/30/2021 CREATED: 12/3/2020

FILENAME: J:\EEXJ0411 - IMMOKALEE\70CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG

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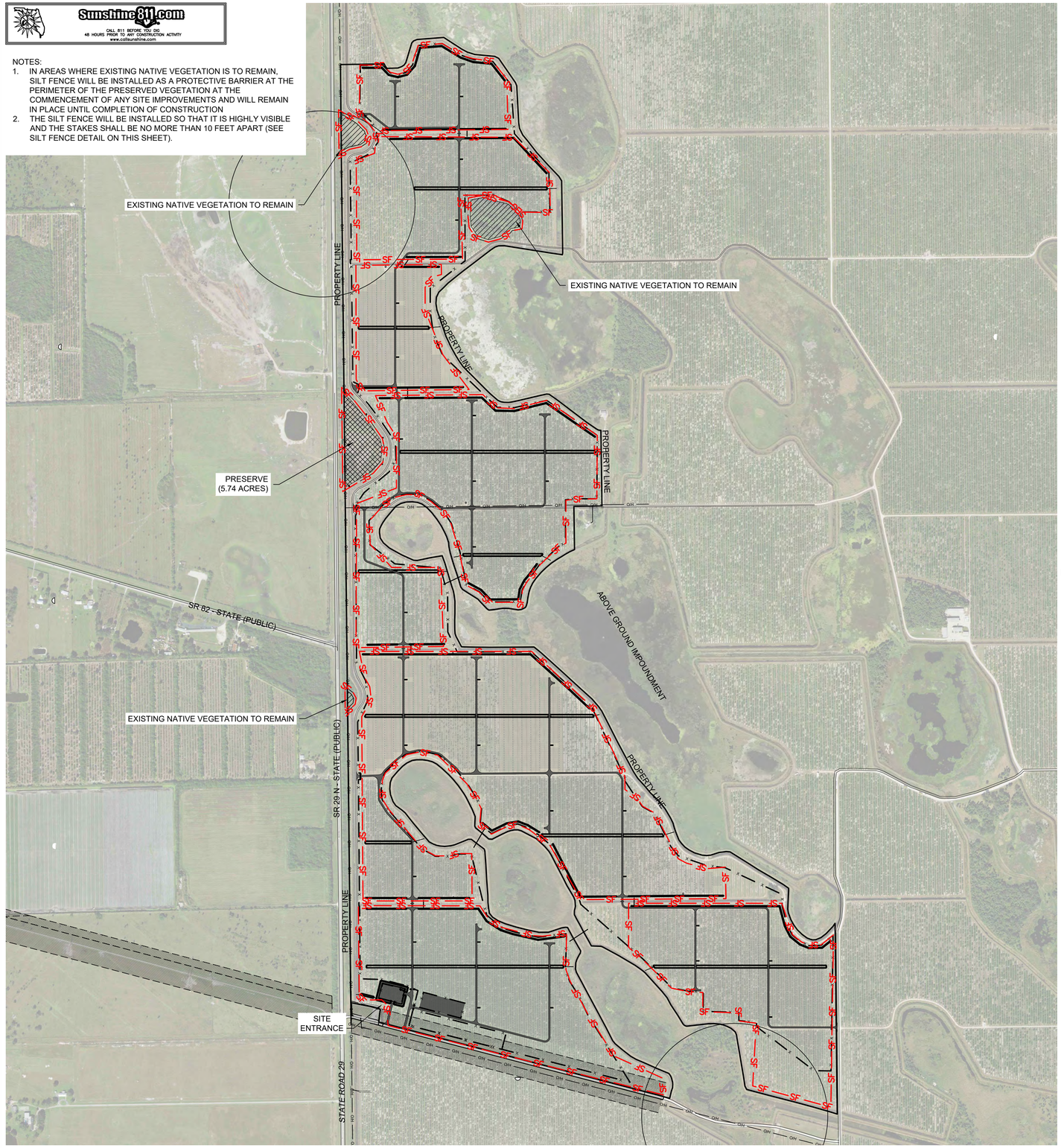
48 HOURS PRIOR TO ANY CONSTRUCTION ACTIVITY
www.callsunshine.com

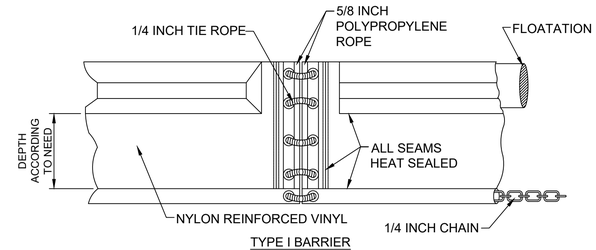
NOTES:
1. IN AREAS WHERE EXISTING NATIVE VEGETATION IS TO REMAIN, SILT FENCE WILL BE INSTALLED AS A PROTECTIVE BARRIER AT THE PERIMETER OF THE PRESERVED VEGETATION AT THE COMMENCEMENT OF ANY SITE IMPROVEMENTS AND WILL REMAIN IN PLACE UNTIL COMPLETION OF CONSTRUCTION
2. THE SILT FENCE WILL BE INSTALLED SO THAT IT IS HIGHLY VISIBLE AND THE STAKES SHALL BE NO MORE THAN 10 FEET APART (SEE SILT FENCE DETAIL ON THIS SHEET).



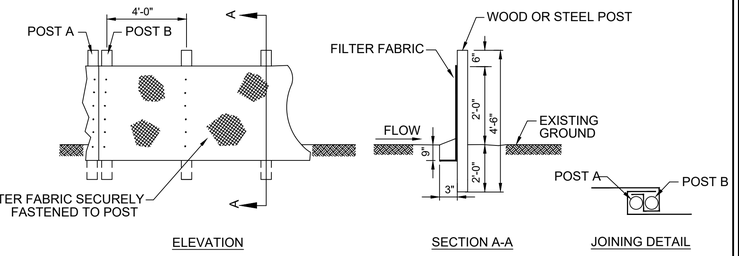
LEGEND:
- SF — SILT FENCE
- PROPOSED DRAINAGE DITCH
- TURBIDITY BARRIER

N

0 300' 600' 1200'
1" = 600'



FLOATING TURBIDITY BARRIER

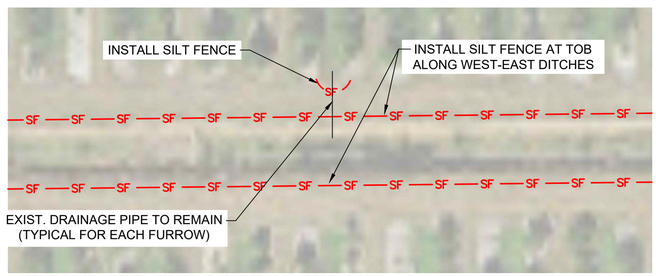


SILT FENCE

CONTRACTOR TO PROVIDE BMPS IN ACCORDANCE WITH FDEP "FLORIDA STORMWATER EROSION AND SEDIMENTATION CONTROL INSPECTOR'S MANUAL", SECTION 4.4.1 AND SECTION 4.4.6 OF CHAPTER 4: BEST MANAGEMENT PRACTICES FOR EROSION AND SEDIMENTATION CONTROL.

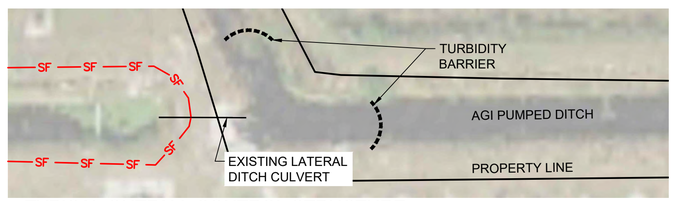
FLOATING TURBIDITY BARRIER & SILT FENCE DETAILS

SCALE: NTS



TYPICAL SILT FENCE INSTALLATION

SCALE: 1" = 40'



TYPICAL OUTFALL CONTROL STRUCTURE

SCALE: 1" = 40'

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

DESIGN ENGINEER:

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DAVID O. SCOTT, PE.
FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/14/21	4-DOLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

THIS LINE IS ONE INCH LONG WHEN PLOTTED FULL SCALE

THIS DRAWING MUST BE USED IN CONJUNCTION WITH THE APPLICABLE OR GOVERNING TECHNICAL SPECIFICATIONS AND OTHER CONTRACT DOCUMENTS.

PROJECT NO: EEXJ0411

DATE: JUNE 2021

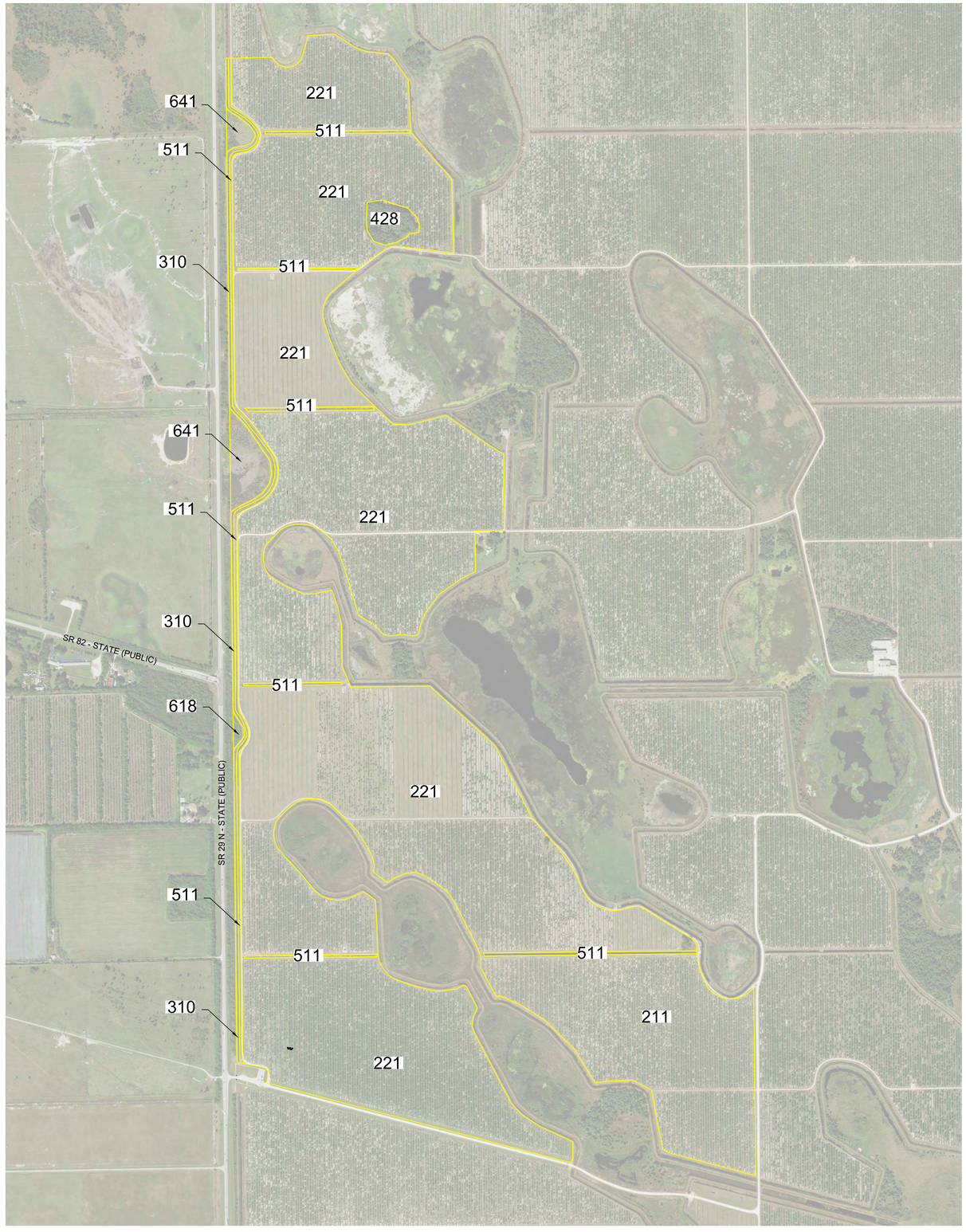
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

EROSION CONTROL PLAN

SHEET 16 OF 21 DRAWING NO. C-113

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\700ADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



0 300' 600' 1200'
1" = 600'

LEGEND:

FLUCFCS	Description	Acreage	Federal Status	State Status
221	Citrus Groves	546.7	Upland	Upland
310	Herbaceous	6.9	Upland	Upland
428	Cabbage Palm	4.0	Upland	Upland
511	Streams and Waterways (Excavated)	12.0	Wetland	Wetland
618	Willow and Elderberry	0.6	Wetland	Wetland
641	Freshwater Marshes	7.8	Wetland	Wetland
	Total	**578**		

PRELIMINARY DESIGN FOR PERMITTING ONLY

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
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C	5/20/21	COLLIER COUNTY RAI #2
B	3/15/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

FLUCCS MAP

SHEET 17 OF 21 DRAWING NO. C-114

FILENAME: J:\EEXJ0411 - IMMOKALEE\700CADD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG
CREATED: 12/3/2020
LAST SAVED: 6/30/2021
BY: HAREJ
PLOT DATE: 6 / 3 0 / 2 0 2 1



0 300' 600' 1200'
1" = 600'

LEGEND:

AREA TO BE CLEARED (480 ACRES)

NOTES:
1. ALL PROHIBITED EXOTIC VEGETATION SHALL BE REMOVED FROM THE SITE AND IT SHALL BE MAINTAINED FREE OF EXOTICS IN PERPETUITY.

PRELIMINARY DESIGN FOR PERMITTING ONLY

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	8/30/21	COLLIER COUNTY RAI #2
C	5/20/21	COLLIER COUNTY RAI #2
B	3/15/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

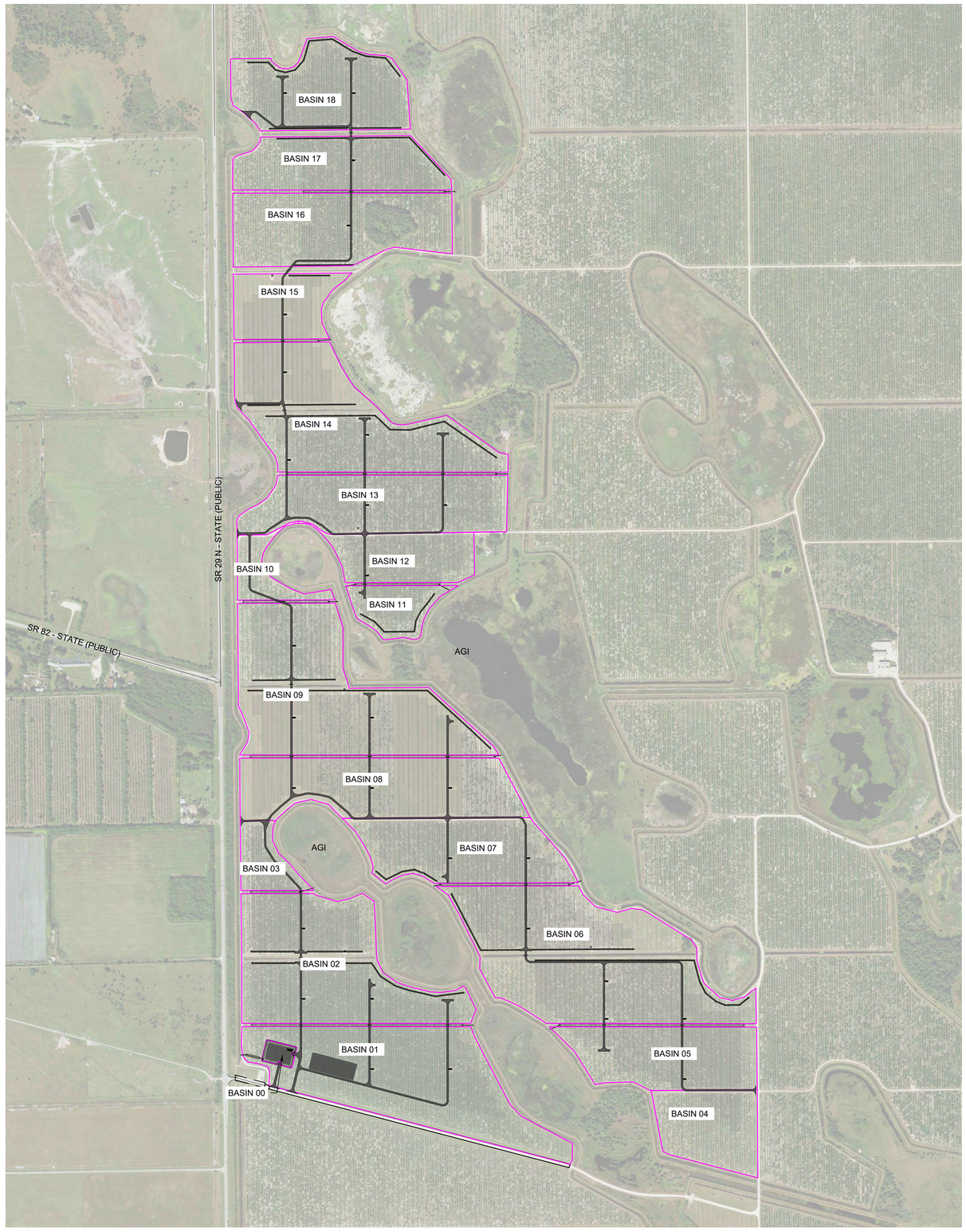
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

CLEARING PLAN

SHEET 18 OF 21 DRAWING NO. C-115

FILENAME: z:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG
CREATED: 12/3/2020
LAST SAVED: 6/30/2021
BY: HAREJ
PLOT DATE: 6/30/2021



Sunshine811.com
CALL 811 BEFORE YOU DIG
48 HOURS PRIOR TO ANY CONSTRUCTION ACTIVITY
www.callsunshine.com

0 300' 600' 1200'
1" = 600'

BASIN	CTRL EL (FT NAVD)	25-YR, 3-DAY PEAK STAGE (FT NAVD)	100-YR, 3-DAY PEAK STAGE (FT NAVD)	FEMA EL (FT NAVD)	MIN PAD EL (FT NAVD)
00	37.0	38.5	38.6	37	39.6
01	31.0	37.4	37.6	36.5	38.4
02	31.0	36.7	36.9	36.5	37.7
03	31.0	36.0	36.2	36.5	37.0
04	31.0	35.6	35.9	36	36.6
05	31.0	35.9	36.2	36	36.9
06	31.0	35.1	35.4	36	36.1
07	31.0	35.6	35.8	36	36.6
08	31.0	35.7	35.9	36	36.7
09	31.0	35.3	35.5	36	36.3
10	31.0	35.1	35.3	36	36.1
11	31.0	35.0	35.3	36	36.0
12	31.0	35.1	35.3	36	36.1
13	31.0	35.4	35.5	36	36.4
14	31.0	34.8	35.0	36	35.8
15	31.0	34.8	35.0	36	35.8
16	31.0	35.1	35.3	36	36.1
17	31.0	35.0	35.2	36	36.0
18	31.0	34.9	35.1	36	35.9

NOTE:
1. THE CONTROL ELEVATION FOR THE SITE IS DETERMINED BY THE PUMP OFF ELEVATION OF 31.0 FT NAVD.

PRELIMINARY DESIGN FOR PERMITTING ONLY

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2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

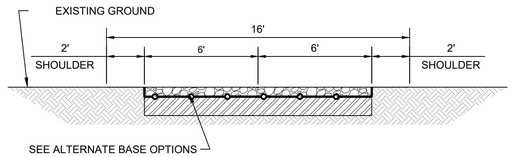
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

DRAINAGE PLAN

SHEET 19 OF 21 DRAWING NO. C-116

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/3/2020
FILENAME: a:\EEXJ0411 - IMMOKALEE\700CAD\CAD\SHEETS\EEXJ0411_C-SHEETS_IMMOKALEE.DWG



ALTERNATE BASE OPTIONS:

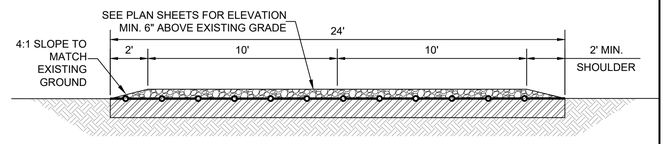
OPTION 1:
6" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

OPTION 2:
6" AGGREGATE BASE (LBR 100), GEOTEXTILE FABRIC OR GRID
COMPACTED NATIVE SOIL SUBGRADE

OPTION 3:
6" AGGREGATE BASE (LBR 100)
12" STABILIZED SUBGRADE (LBR40)

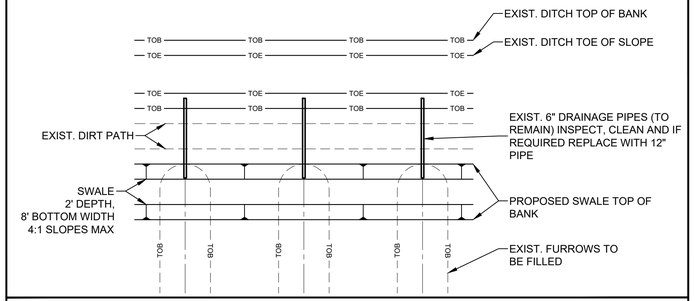
OPTION 4:
10" AGGREGATE BASE (LBR 100)
COMPACTED NATIVE SOIL SUBGRADE

ACCESS PATH SECTION
NOT TO SCALE

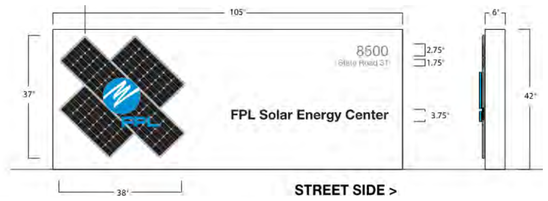


NOTE:
SEE ALTERNATE BASE OPTIONS IN ACCESS PATH DETAIL

COLLECTOR YARD ACCESS PATH SECTION
NOT TO SCALE

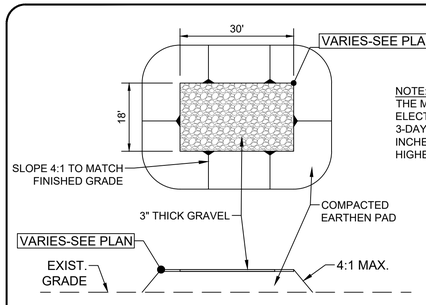


TYPICAL FURROW/DITCH TIE-IN
NOT TO SCALE



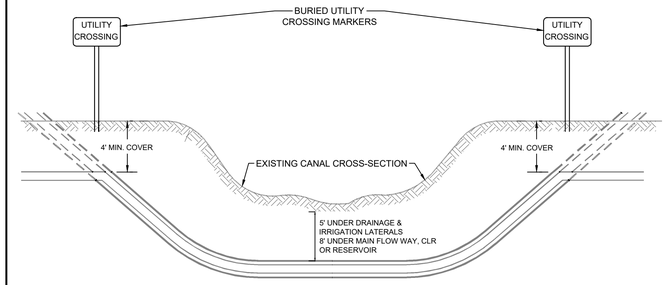
Fabricated 42" x 105" x 6" aluminum cabinet with applied 3/16" Cut metal letters.
Faux painted solar panel pattern on 1/4" Alumicor panel mounted flush to sign face.
1" x 18" logo applied to surface of metal solar panel.
Mounts in ground with two (2) 4" poles embedded in concrete footer.

PROJECT SIGNAGE DETAIL
NOT TO SCALE

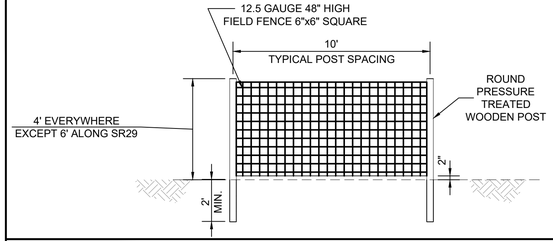


NOTE:
THE MINIMUM BOTTOM ELEVATION OF ALL ELECTRICAL EQUIPMENT SHALL BE THE 25-YEAR 3-DAY PEAK STAGE ELEVATION + 1 FOOT OR 12 INCHES ABOVE GROUND ELEVATION, WHICHEVER IS HIGHER.

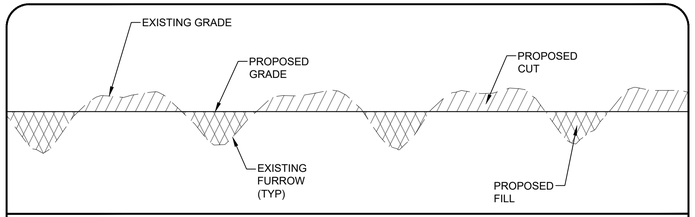
TYPICAL INVERTER PAD DETAIL
NOT TO SCALE



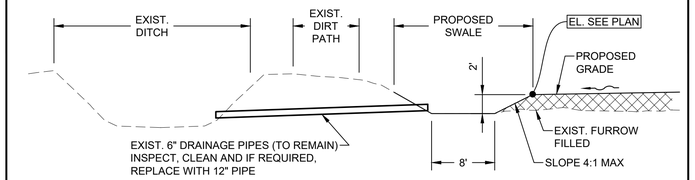
UTILITY CANAL CROSSING
NOT TO SCALE



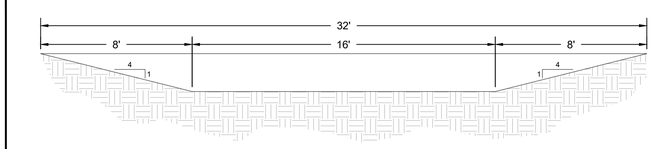
PANTHER FENCE DETAIL
NOT TO SCALE



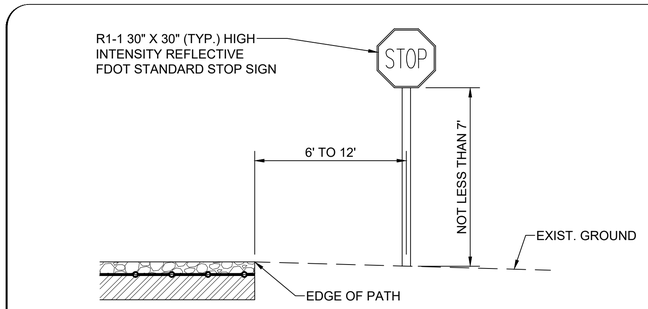
TYPICAL FURROW GRADING
NOT TO SCALE



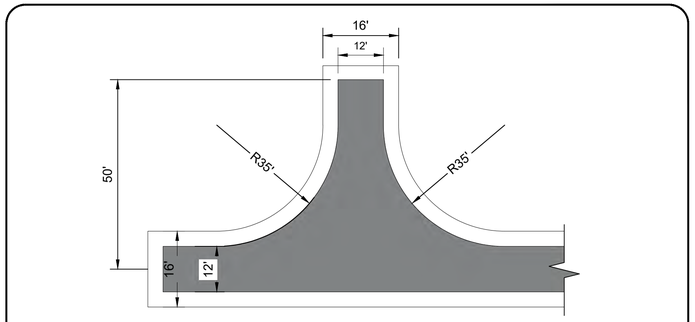
TYPICAL FURROW/DITCH TIE-IN
NOT TO SCALE



TYPICAL COLLECTOR DITCH SECTION DETAIL
NOT TO SCALE



STOP SIGN DETAIL
NOT TO SCALE



TYPICAL TURNAROUND DETAIL
NOT TO SCALE

Jacobs
3300 PGA BLVD, SUITE 780
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3555
FLORIDA C.O.A. #3822

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DAVID O. SCOTT, PE.
FLORIDA REGISTRATION NO. 58166

FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

REV	DATE	REVISION DESCRIPTION
D	6/30/21	COLLIER COUNTY RAI #2
C	5/5/21	COLLIER COUNTY RAI #2
B	3/15/21	COLLIER COUNTY RAI #1
A	2/26/21	500 KV EASEMENT & CARACARA

THIS LINE ⌊ IS ONE INCH LONG WHEN PLOTTED FULL SCALE

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

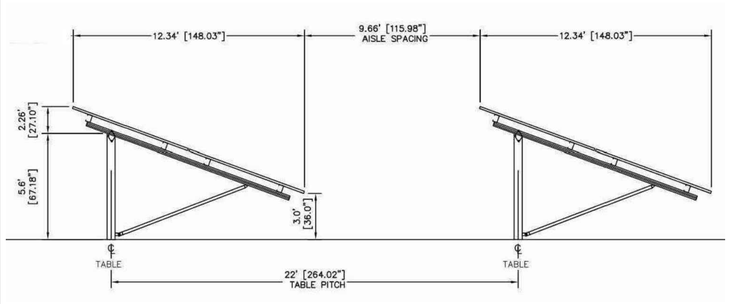
DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

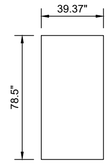
DETAILS 1

SHEET 20 OF 21 DRAWING NO. C-501

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/16/2020
FILENAME: \\ENXAA01-WAKEAET\WOAAD\VAV\SHEETS\EEXJ0411_C-500_DETAILS-REV1.DWG

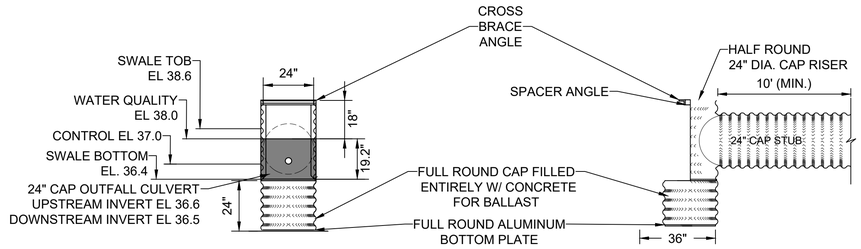


SOLAR ARRAY SECTION

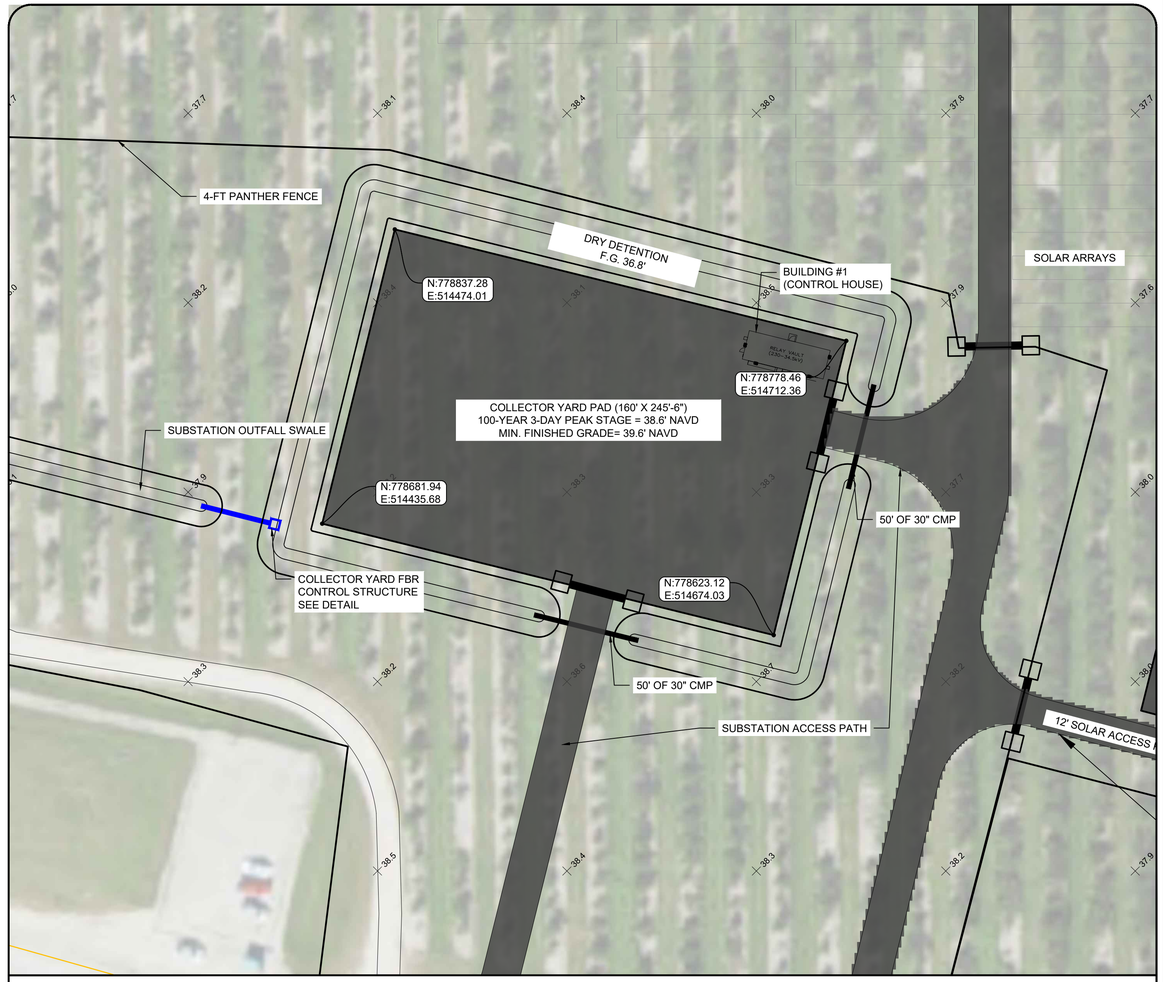


SOLAR MODULE DETAIL

TYPICAL SOLAR PANEL
NOT TO SCALE

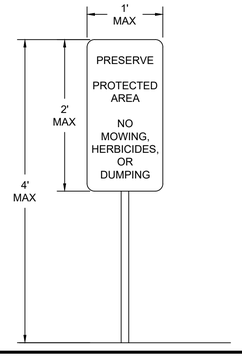


COLLECTOR YARD CONTROL STRUCTURE DETAIL
NOT TO SCALE

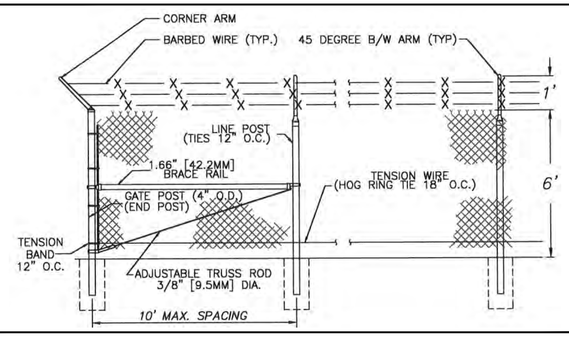


COLLECTOR YARD PLAN DETAIL
1" = 60'

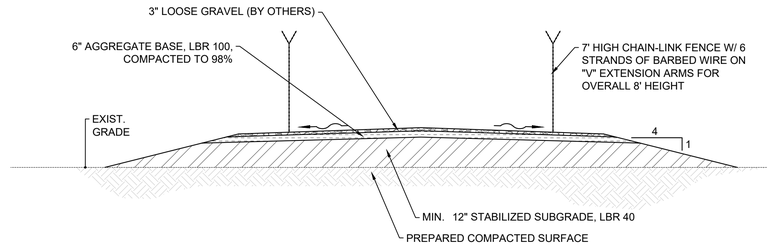
THIS SIGN SHALL BE NO CLOSER THAN 10 FEET FROM RESIDENTIAL PROPERTY LINES: BE LIMITED TO A MAXIMUM HEIGHT OF 4 FEET AND A MAXIMUM OF 2 SQUARE FEET: AND OTHERWISE COMPLY WITH SECTION 5.06.00. MAXIMUM SIGN SPACING SHALL BE 300 FEET.



PRESERVE SIGN DETAIL
NOT TO SCALE



SUBSTATION SECURITY FENCE DETAIL
NOT TO SCALE



COLLECTOR YARD SECTION DETAIL
NOT TO SCALE

Jacobs
2300 PGA BLVD, SUITE 700
PALM BEACH GARDENS, FL 33410
PHONE: 561.799.3855
FLORIDA C.O.A. #2822

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FPL IMMOKALEE
SOLAR ENERGY CENTER

FLORIDA POWER & LIGHT COMPANY

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PROJECT NO: EEXJ0411

DATE: JUNE 2021

DISC. LEAD:	DESIGNER:	CHECKER:
DOS	JCH	

SHEET TITLE

DETAILS 2

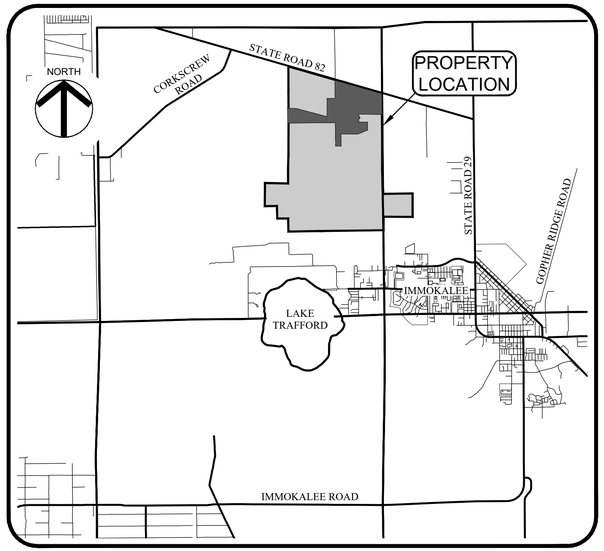
SHEET 21 OF 21 DRAWING NO. C-502

PLOT DATE: 6 / 30 / 2021
BY: HAREJ
LAST SAVED: 6/30/2021
CREATED: 12/16/2020
FILENAME: J:\EEXJ0411 - IMMOKALEE\WORKAREA\CAD\SHEETS\EEXJ0411_C-500_DETAILS-REV1.DWG

SITE DEVELOPMENT PLANS FOR

FPL SPOONBILL SOLAR ENERGY CENTER

A PART OF SECTIONS 11, 12 AND 13
TOWNSHIP 46 SOUTH, RANGE 28 EAST
COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP

NO SCALE

SHEET INDEX	
1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - SPOONBILL
6	SPOONBILL-SITE PLAN A
7	SPOONBILL-SITE PLAN B
8	SPOONBILL-SITE PLAN C
9	SPOONBILL-SITE PLAN D
10	SPOONBILL-SITE PLAN E
11	SPOONBILL-SITE PLAN F
12	SPOONBILL-SITE PLAN G
13	SPOONBILL-SITE PLAN H
14	GENERAL DETAILS 1
15	GENERAL DETAILS 2
16	DRAINAGE PLAN
17	STORMWATER POLLUTION PREVENTION PLAN

PROPERTY INFORMATION	
TOTAL PROJECT AREA	733.92 AC
EXISTING ZONING	A-MHO-RLSAO
EXISTING LAND USE	AGRICULTURE (CITRUS GROVE)
FUTURE LAND USE	A-RMU-RLSA-UR
PROPOSED LAND USE	SOLAR ENERGY CENTER/ESSENTIAL SERVICE
FOLIO #	00050520006, 00050600007 & 00050560008

PROPERTY LEGAL DESCRIPTION

A parcel of land lying in a part of Sections 2, 11, 12, 22, 25 and 26, and all of Sections 13, 14, 23 and 24, Township 46 South, Range 28 East, together with a part of Section 19, Township 46 South, Range 29 East, Collier County, Florida, and being more particularly described as follows;

Beginning at the Northwest corner of Section 11 referred to above and running thence North 00°34'45" West along the West line of the above mentioned Section 2, a distance of 887.57 feet to a point on the South Right-Of-Way of State Road Number 82; thence South 73°57'58" East along said Right-Of-Way, a distance of 11,036.37 feet to a point on the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the to the Southeast corner thereof; thence South 01°11'21" East along the East line of Section 13 referred to above, a distance of 5,311.35 feet to the Southeast corner of said Section 13; thence South 00°29'24" East along the East line of the above mentioned Section 24, a distance of 2,652.83 feet to the East 1/4 corner thereof; thence North 89°23'51" East along the North line of the South 1/2 of Section 19 referred to above, a distance of 3,297.39 feet to the Northwest corner of land conveyed to Barron Collier Partnership, LLLP by deed recorded in Official Records Book 2493 at Page 2779, public records of said Collier County; thence South 00°36'04" East along the West bounds of this last mentioned conveyance, a distance of 2,678.91 feet to a point on the South line of said Section 19; thence South 89°52'15" West along the South line thereof, a distance of 3,296.80 feet to the Southeast corner of the above mentioned Section 24; thence South 00°41'13" East along the East line of Section 25 referred to above, a distance of 1,459.41 feet; thence South 89°06'51" West along the Northerly bounds of a parcel of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 2585 at Page 2735, public records of said Collier County, a distance of 5,369.17 feet to a point on the East line of the above mentioned Section 26; thence South 89°05'14" West, still along the bounds of this last mentioned conveyance and continuing on the same course along the North bounds of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 5,281.45 feet to a point on the West line of the above mentioned Section 26; thence North 01°11'17" West along said West line, a distance of 1,450.51 feet to the Southwest corner of Section 23 referred to above; thence South 88°55'57" West along the South line of the above mentioned Section 22, being also the North line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 1,320.70 feet to the Southwest corner of the Southeast 1/4 of the Southeast 1/4 of Section 22 referred to above; thence North 00°29'00" West along the East line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3280, public records of said Collier County, being also the West line of the Southeast 1/4 of the Southeast 1/4 of said Section 22, a distance of 1,343.35 feet to the Northwest corner of the Southeast 1/4 of the Southeast 1/4 of said Section 22; thence South 88°58'22" West along the South line of the North 1/2 of the Southeast 1/4 of said Section 22, a distance of 1,321.33 feet to the Northwest corner of the Southwest 1/4 of the Southeast 1/4 of said Section 22; thence North 00°38'43" West along the West line of the East 1/2 of said Section 22, being also the East line of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 1577 at Page 681, public records of said Collier County, a distance of 2,684.61 feet to the Northwest corner of the South 1/2 of the Northeast 1/4 of said Section 22; thence North 88°53'07" East along the South line of the North 1/2 of the Northeast 1/4 of said Section 22 and

along the bounds of the conveyance last above mentioned, a distance of 2,642.18 feet to a point on the West line of Section 23 referred to above; thence North 00°35'47" West along said West line, a distance of 1,343.10 feet to the Southwest 1/4 of the above mentioned Section 14; thence North 00°09'58" West along said West line of Section 14, a distance of 5,398.82 feet to the Southwest corner of Section 11 referred to above; thence North 00°28'13" West along West line of said Section 11, a distance of 2,699.12 feet to the West 1/4 corner thereof; thence North 00°28'02" West, still along said West line of Section 11, a distance of 2,699.24 feet to the POINT OF BEGINNING.

LESS AND EXCEPT

A parcel of land lying in a part of Sections 12 & 13, Township 46 South, Range 28 East, Collier County, Florida, and being more particularly described as follows:

Commencing at a point being the intersection of the South Right-Of-Way of State Road Number 82 and the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the Southeast corner thereof; thence South 89°10'17" West along the South line of said Section 12, a distance of 136.48 feet to the POINT OF BEGINNING of the following described lands: thence South 00°34'02" East, a distance of 1890.15 feet; thence North 89°55'02" West, a distance of 787.56 feet; thence South 00°36'07" East, a distance of 226.74 feet; thence South 87°27'18" West, a distance of 177.65 feet; thence North 37°35'47" West, a distance of 453.94 feet; thence North 23°16'40" West, a distance of 230.37 feet; thence North 15°25'17" West, a distance of 611.52 feet; thence North 00°19'42" West, a distance of 1004.57 feet; thence North 89°31'07" West, a distance of 968.23 feet; thence North 00°10'10" West, a distance of 363.86 feet; thence North 74°50'54" East, a distance of 88.80 feet; thence North 33°13'46" East, a distance of 45.78 feet; thence North 02°40'47" West, a distance of 99.07 feet; thence North 25°52'35" West, a distance of 105.91 feet; thence North 57°47'42" West, a distance of 32.19 feet; thence North 81°14'04" West, a distance of 33.92 feet; thence North 00°10'10" West, a distance of 223.46 feet; thence South 89°34'09" East, a distance of 2442.24 feet; thence South 00°34'02" East, a distance of 897.05 feet to the place and POINT OF BEGINNING.

TOGETHER WITH THE FOLLOWING EASEMENTS:

Easement No. 1:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

Non-exclusive Easement for ingress and egress over the East 60 feet and the North 60 feet of the East 1/2 of the East 1/2 of the Southwest 1/4 of the Southeast 1/4 and the North 60.00 feet of the West 1/2 of the Southwest 1/4 of the Southeast 1/4 of Section 22, Township 46 South, Range 28 East, Collier County, Florida, as granted in Grant of Easement between Frank J. Pepper. Jr., as Personal Representative of the Estate of Bernice D. Pepper, and Charles Parker, Joyce P. Hearn and Frank J. Pepper, Jr., as the sole devisees under the Last Will and Testament of Bernice D. Pepper, Grantors, and Turner Corporation, a Florida corporation, as Grantee, dated August 15, 1986, and recorded September 22, 1986, in Official Records Book 1219, Page 1113, of the Public Records of Collier County, Florida.

Easement No. 2:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

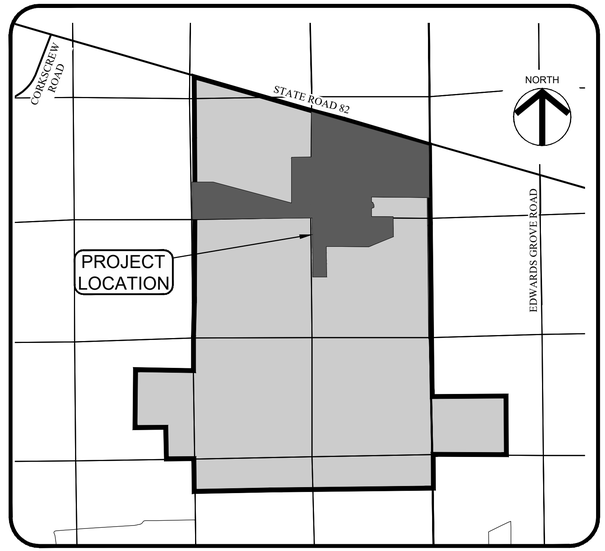
Non-exclusive Easement for ingress and egress over:

a. The East 60.00 feet of the North 2531.00 feet of the South 3861.14 feet of Section 26, Township 46 South, Range 28 East, CollierCounty, Florida;

b. The East 60.00 feet of Section 35, Township 46 South, Range 28 East, Collier County, Florida, lying North of Pepper Road.

c. The North 60.00 feet of the Northeast 1/4 of the Northeast 1/4, and the East 60 feet of the North 60 feet of the Northwest 1/4 of the Northeast 1/4 of Section 27, Township 46 South, Range 28 East, Collier County, Florida.

as granted in Grant of Easement between Rex Properties, Inc., a Florida corporation, Grantor, and Turner Corporation, a Florida corporation, as Grantee, dated August 19,1986, recorded September 22, 1986, in Official Records Rook 1219, Page 1118, of the Public Records of Collier County, Florida.



PROJECT SITE MAP

NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD
JUNO BEACH, FL 33408
PHONE: (561) 694-4000

Jeremy H. Arnold State of Florida Professional Engineer, License No. 66421
This item has been digitally signed and sealed by Jeremy H. Arnold, P.E., on 7/31/2024.
Printed copies of this document are not considered signed and sealed and the signature must be verified on any electronic copies.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

COVER SHEET

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 1

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-04 Spoonbill Construction Plans\Current Plans\22004770401.dwg
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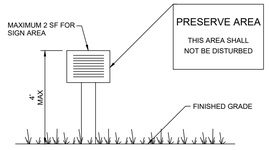

NOTES:

1. THE SIGN SHALL BE PLACED NO CLOSER THAN 10 FEET TO THE PROPERTY LINE.
2. THE SIGN SHALL COMPLY WITH COLLIER COUNTY LAND DEVELOPMENT CODE SECTION 5.06.00 AND 3.05.05.
3. MAXIMUM SIGN SPACING SHALL BE 300'.
4. TEMPORARY SIGNS IDENTIFYING THE PRESERVE SHALL BE PLACED AROUND THE PERIMETER DURING CONSTRUCTION.

PRESERVE AREA SIGN DETAIL

N.T.S.

DEVELOPMENT STANDARDS		
MINIMUM SETBACKS		PROVIDED SETBACKS
FRONT YARD	50 FT	552.6 FT
SIDE YARD	30 FT	161.6 FT
REAR YARD	50 FT	9,533.9 FT
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50 FT	10 FT
ZONED BUILDING HEIGHT	50 FT	10 FT

UTILITIES PROVIDING SERVICE

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

811 Know what's below. Call before you dig.

GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +1.36 FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
9. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
10. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE. (NO SOLID WILL BE GENERATED WITH THE PROPOSED SOLAR ENERGY CENTER DEVELOPMENT.
11. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
12. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
13. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
14. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
15. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
16. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
17. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
18. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
10. MINIMUM DESIGN SLOPES SHALL BE 2"/100'.
11. GRADING SHALL BE ACHIEVED WITH A BALANCE OF THE SITE, NO IMPORT FILL.

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 68421

SET NUMBER: 22004770-04

SHEET : 2

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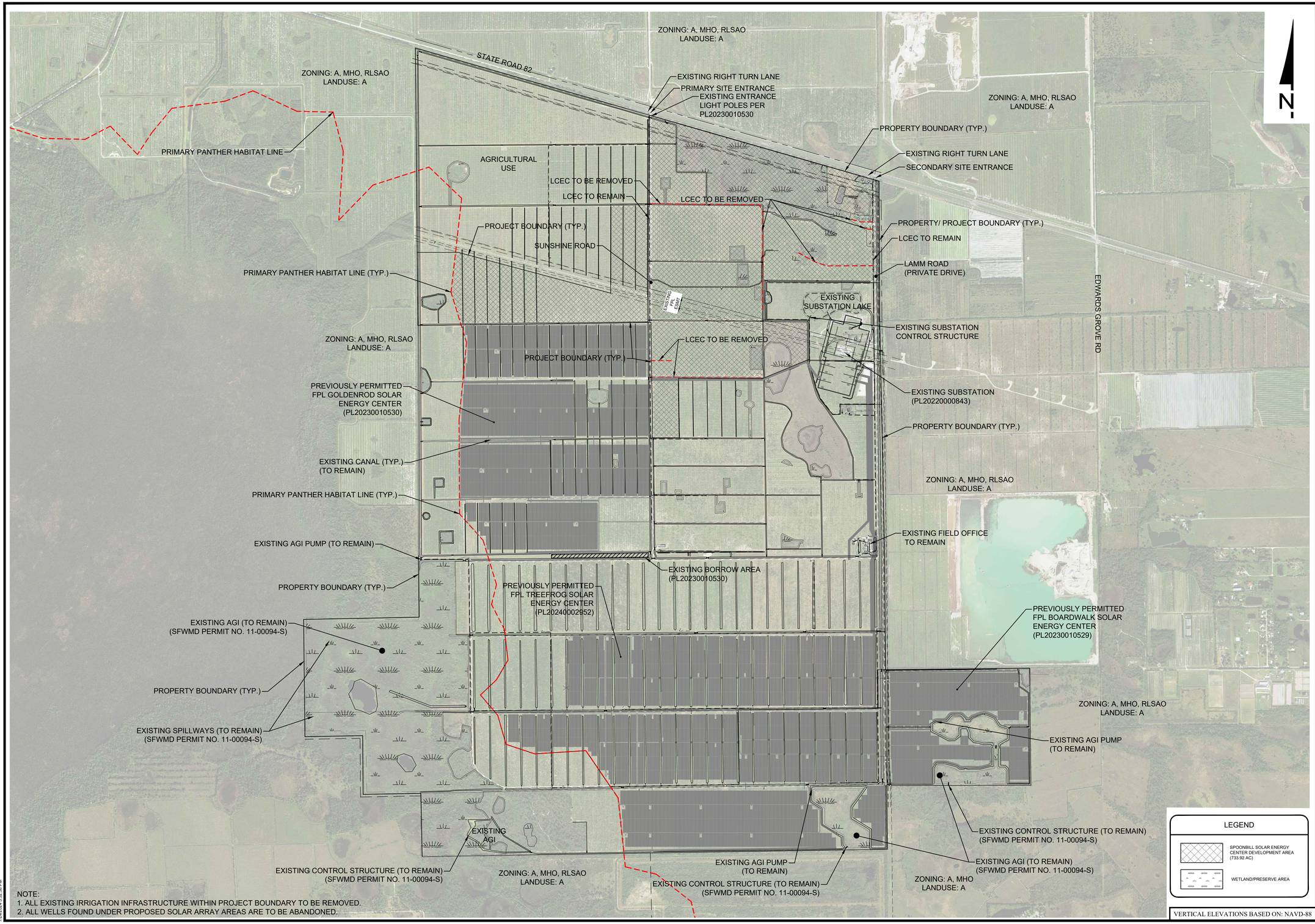

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VERTICAL ELEVATIONS BASED ON: NAVD-88

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239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 3

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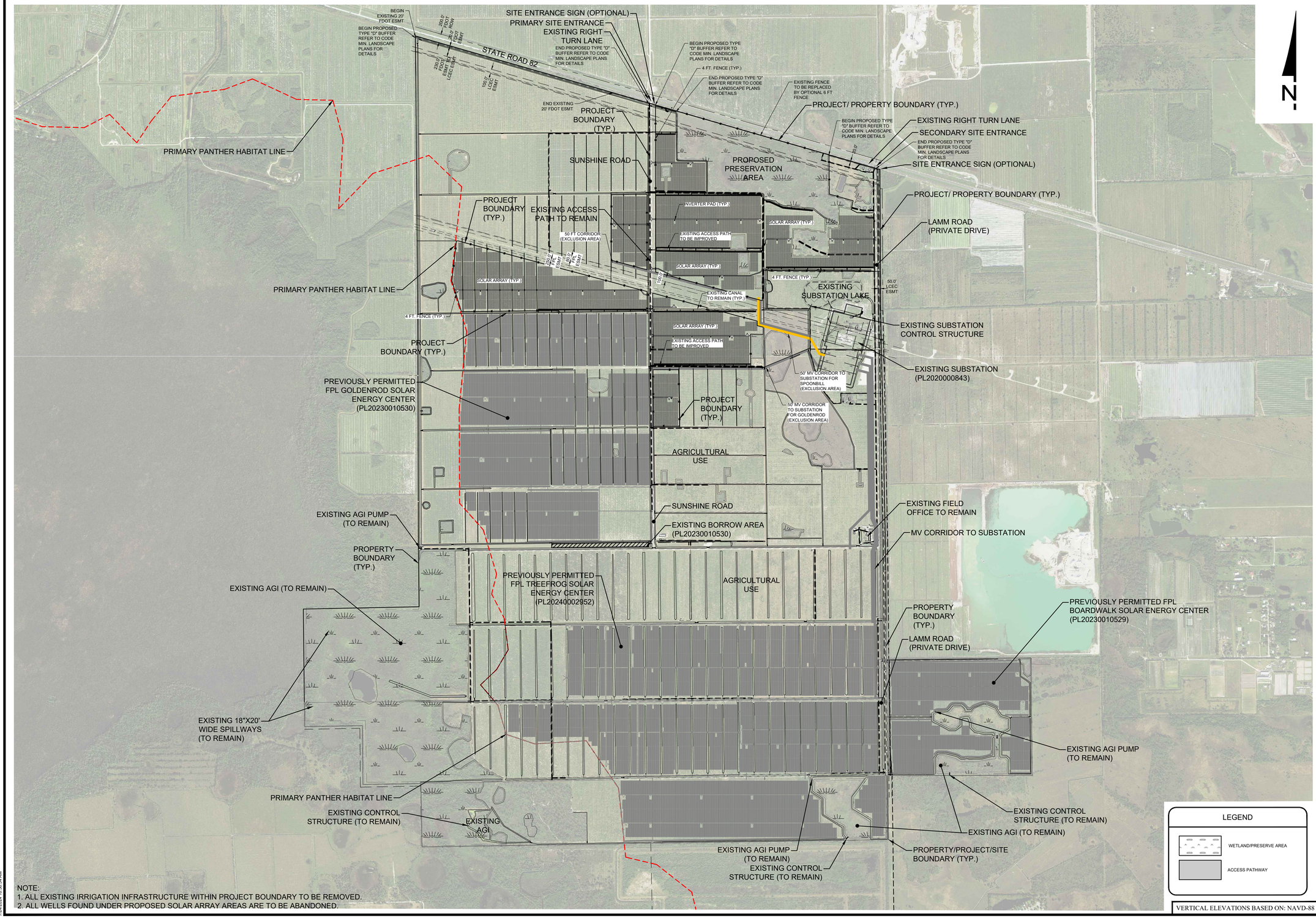

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

LEGEND

- WETLAND/PRESERVE AREA
- ACCESS PATHWAY

VERTICAL ELEVATIONS BASED ON: NAVD-88

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CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 4

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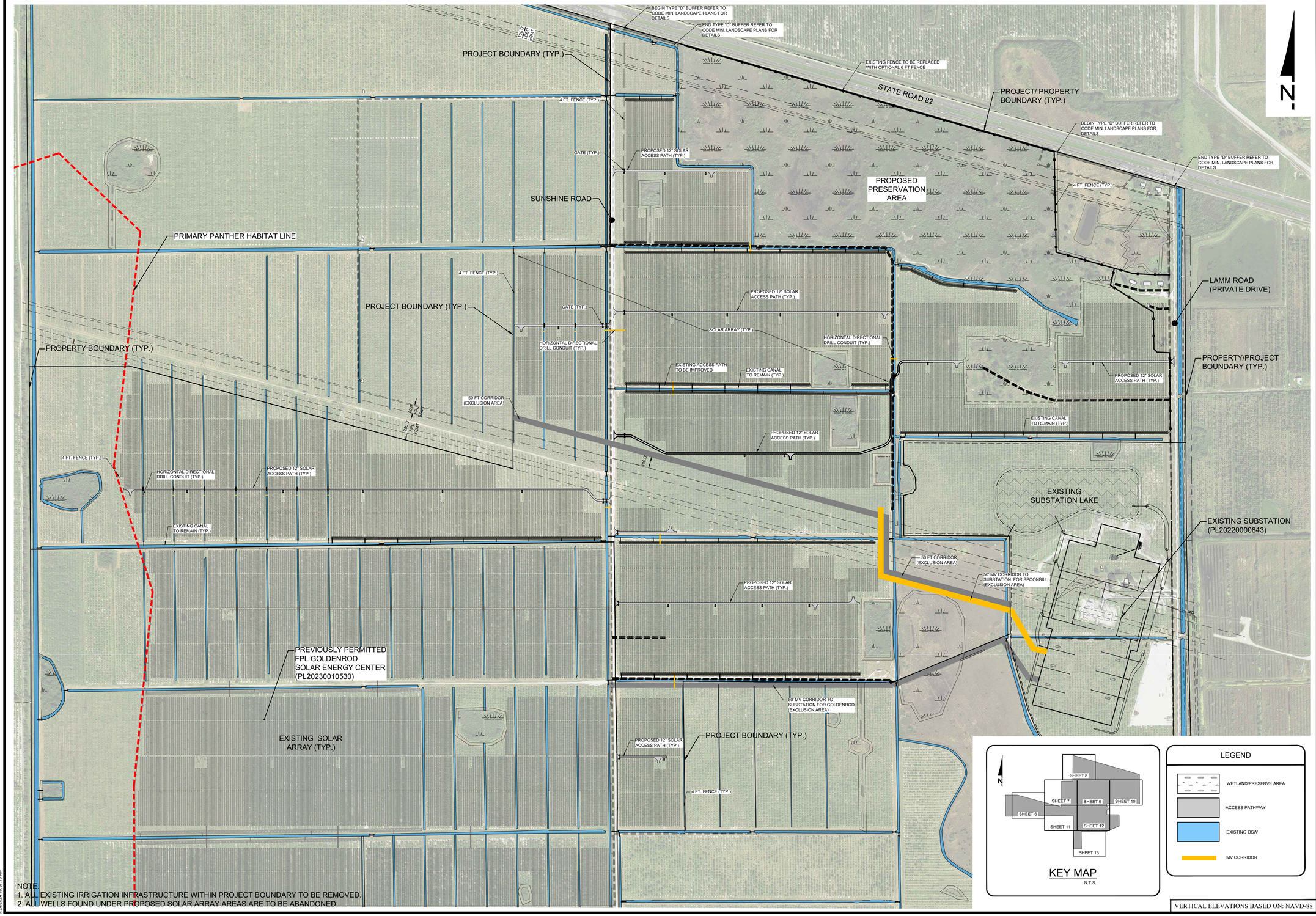

NOTE:
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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN - SPOONBILL

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 5

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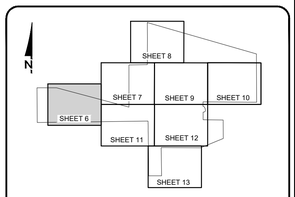
NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

N

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN A

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 6

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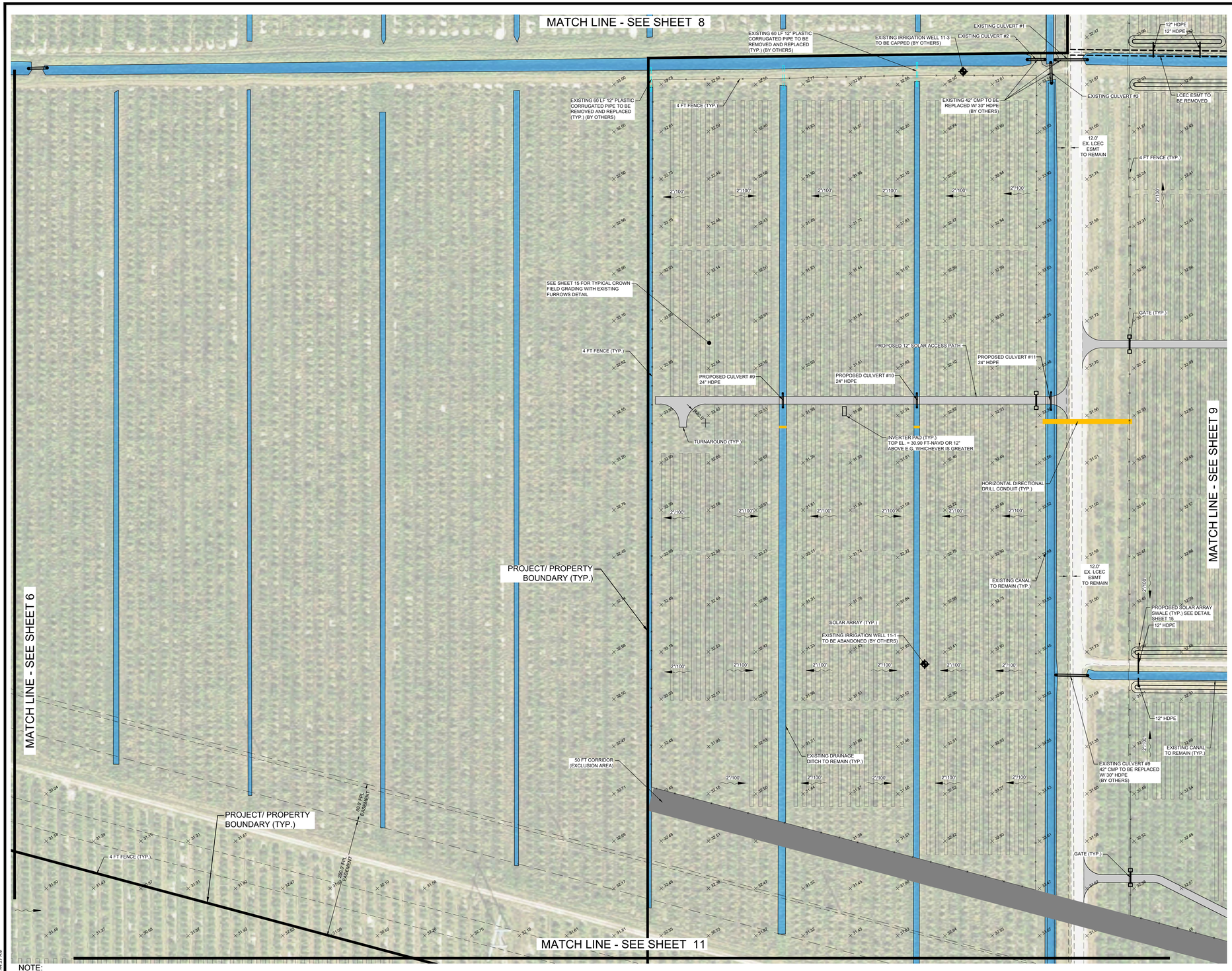
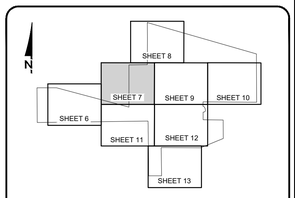


NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

N

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN B

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 7

VERTICAL ELEVATIONS BASED ON: NAVD-88

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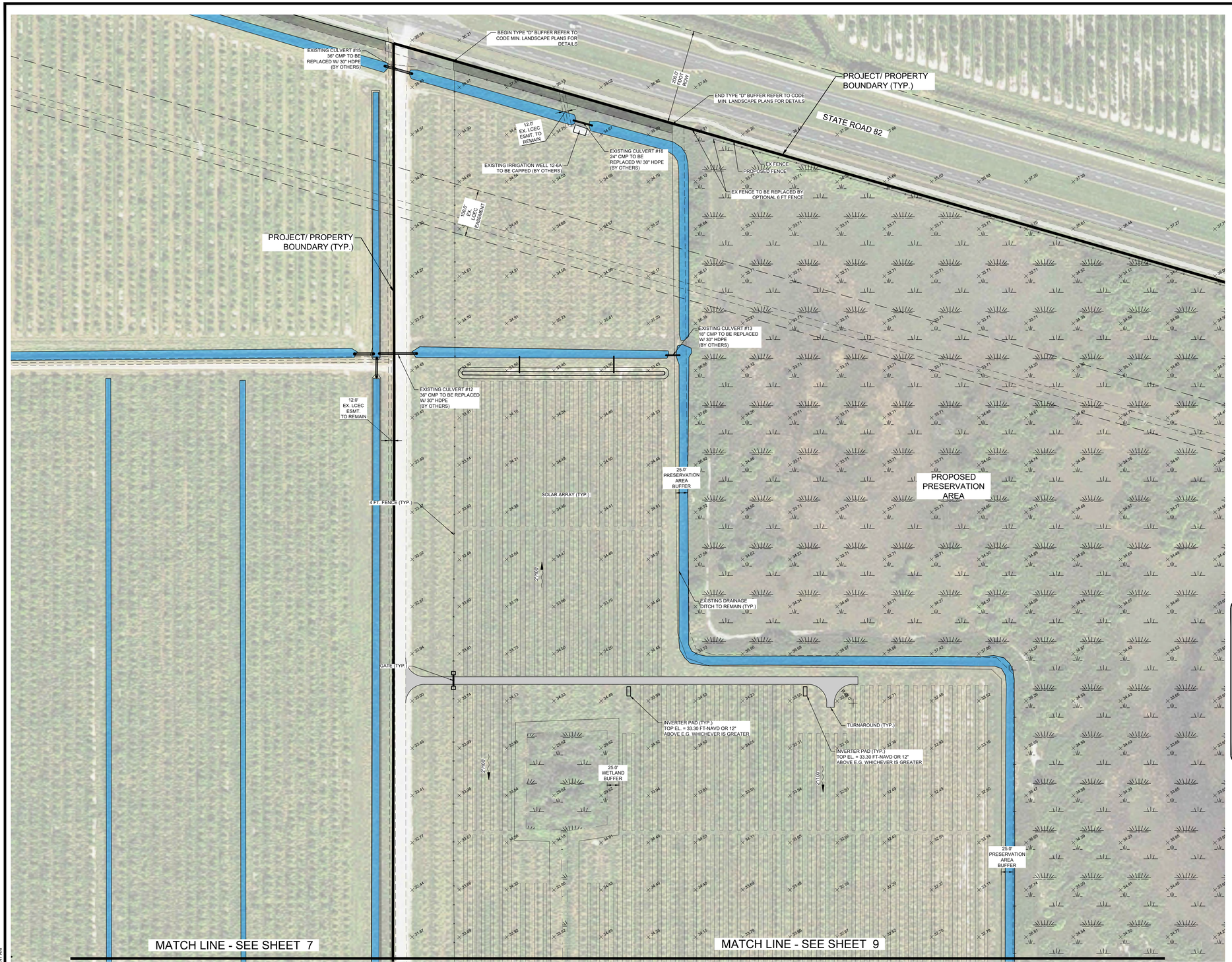
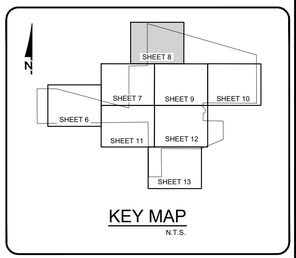


NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

N

ATWELL
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28100 BONITA GRANDE DR., SUITE 305
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FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL-SITE PLAN C

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 8

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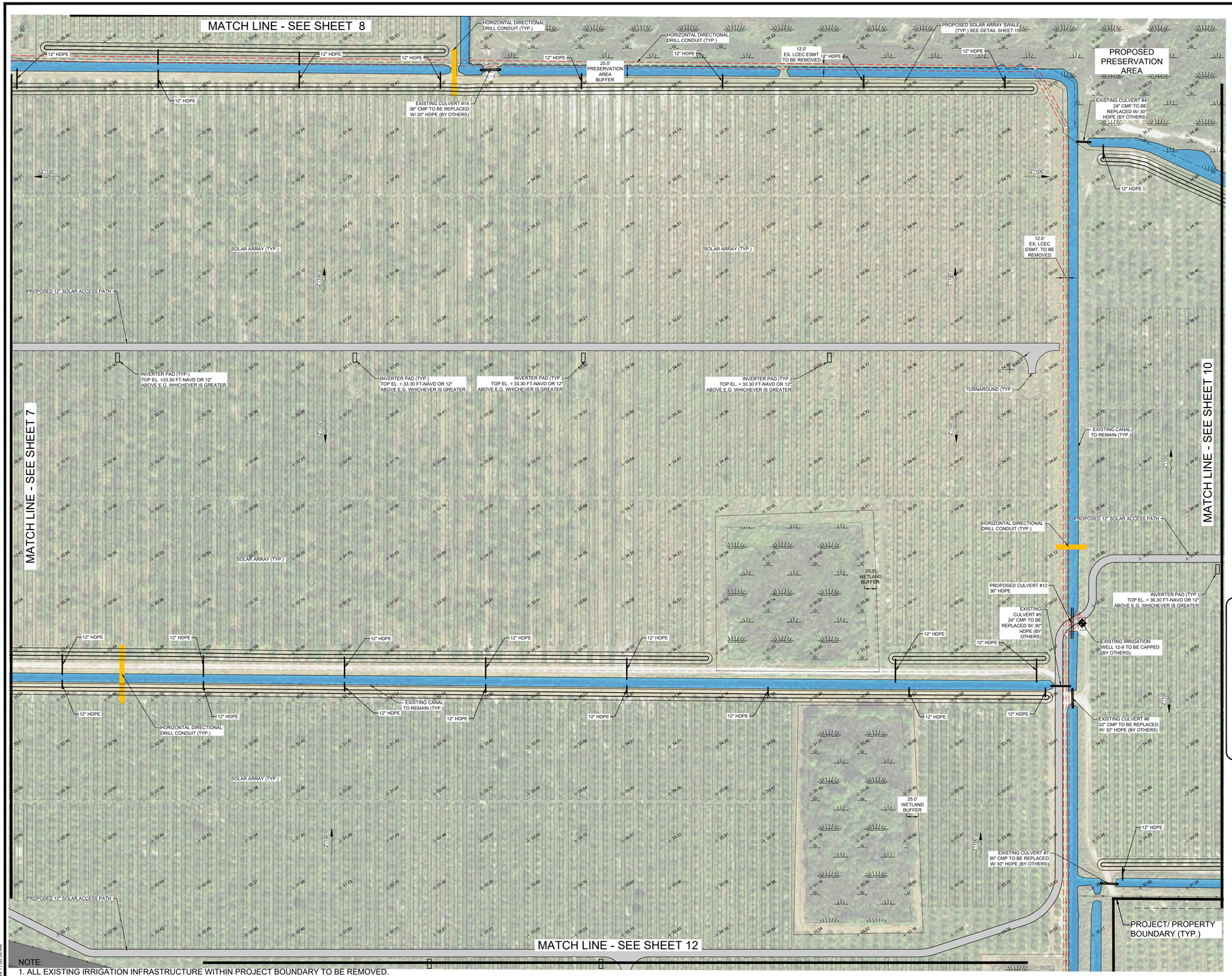

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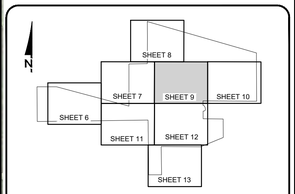
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

N

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FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN D

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 9

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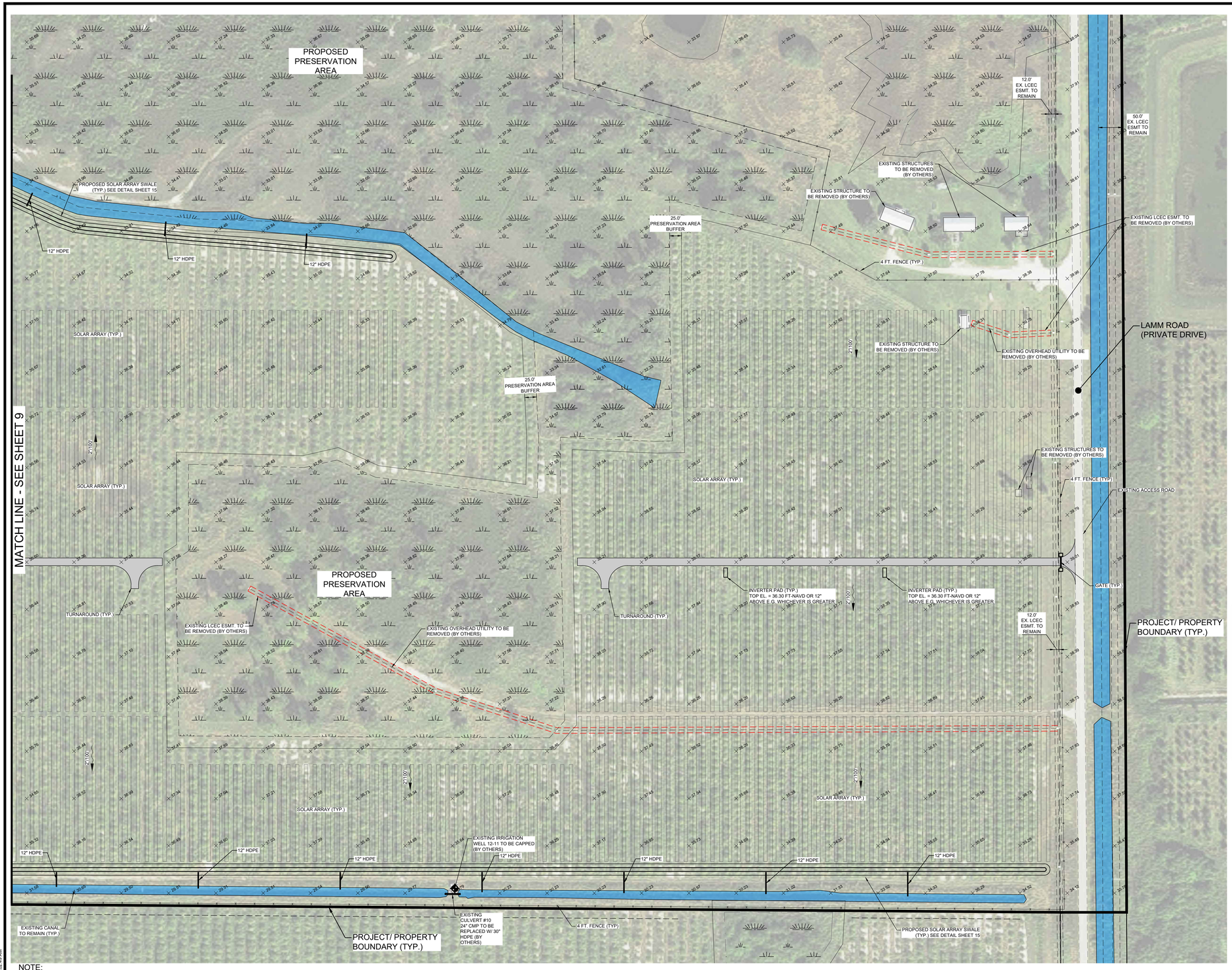
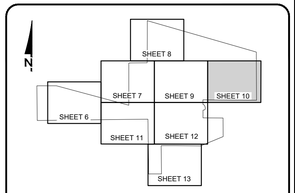


NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XXXXX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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SPOONBILL - SITE PLAN E

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 86421

SET NUMBER: 22004770-04

SHEET : 10

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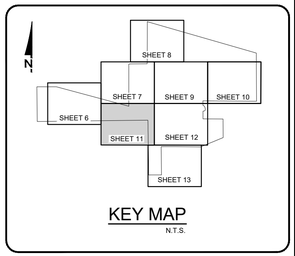
NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XXXX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN F

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 11

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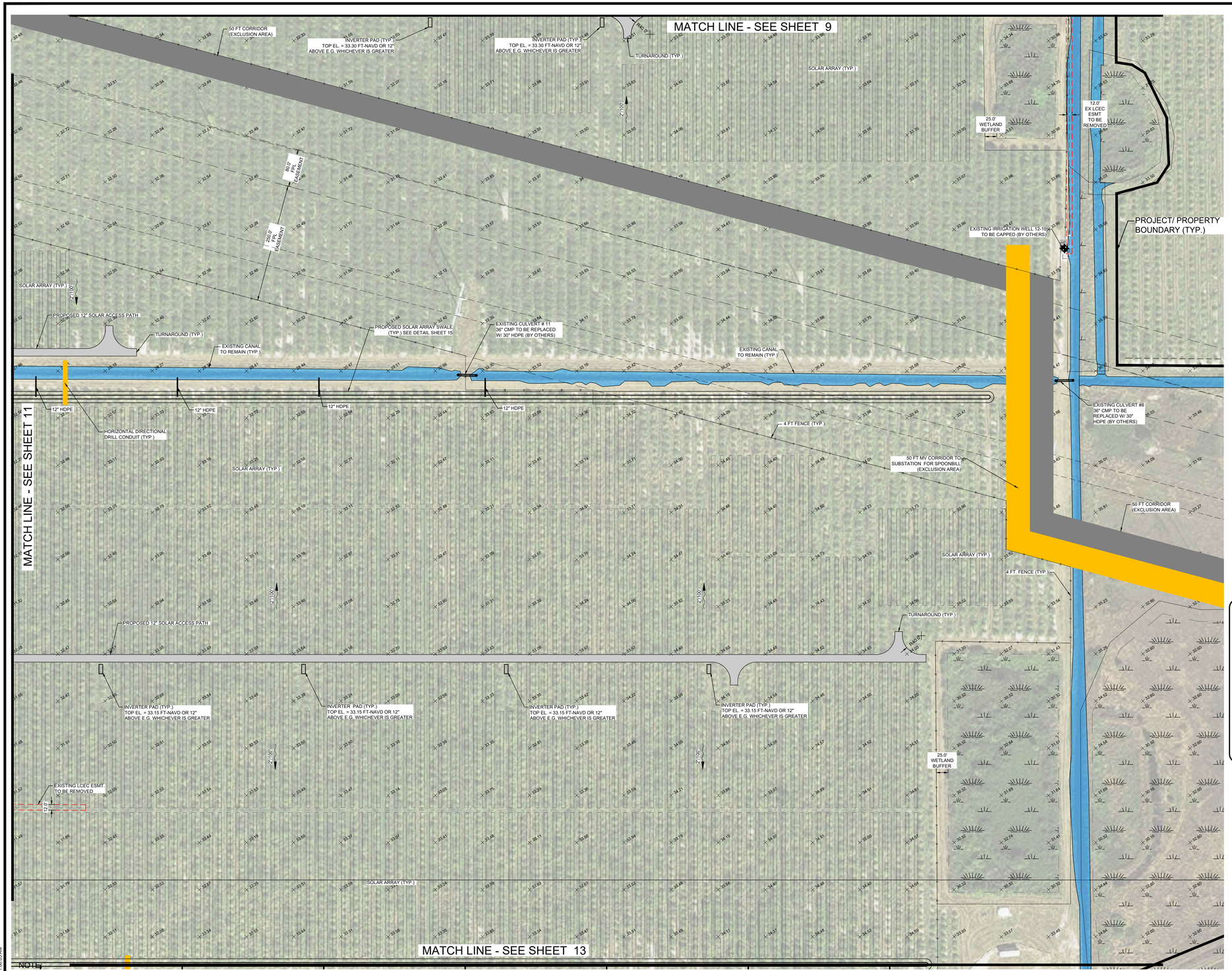

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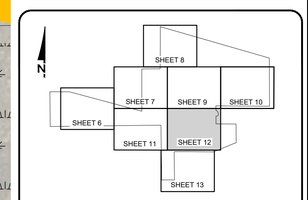

KEY MAP
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LEGEND

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- EXISTING OSW
- ACCESS PATHWAY
- WETLAND/PRESERVE AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL - SITE PLAN G

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 12

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KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
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VERTICAL ELEVATIONS BASED ON: NAVD-88

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CLIENT: FLORIDA POWER & LIGHT COMPANY

SPOONBILL-SITE PLAN H

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 13

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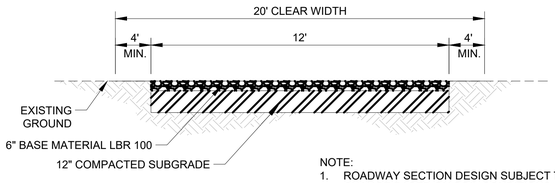
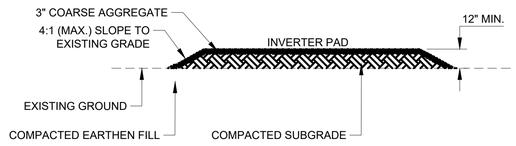


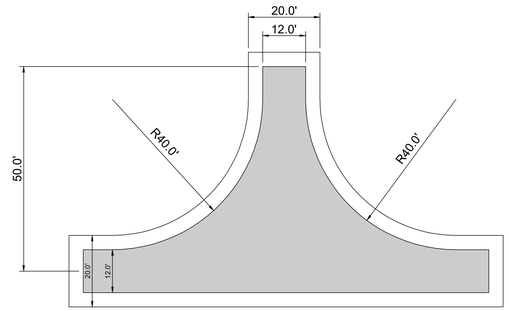
NOTE:
1. ROADWAY SECTION DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

ACCESS PATH SECTION
NTS

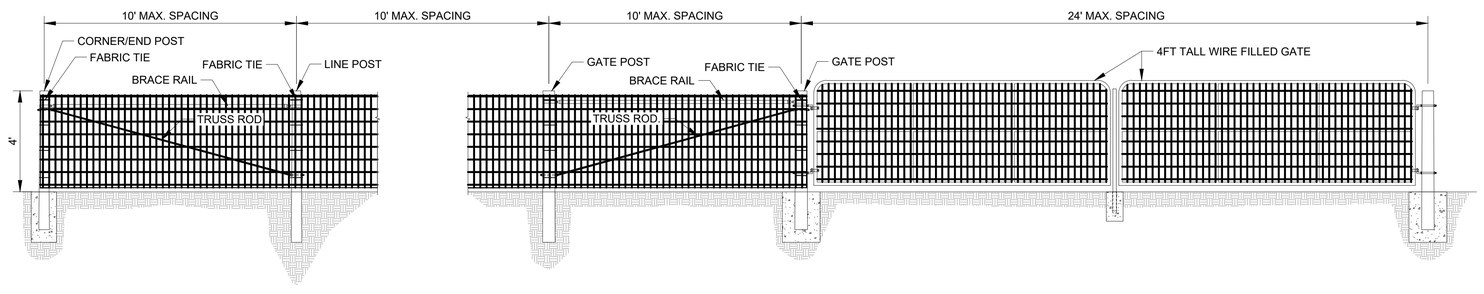


NOTE:
1. INVERTER PAD DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

TYPICAL INVERTER PAD DETAIL
NTS



TYPICAL TURNAROUND DETAIL
NTS



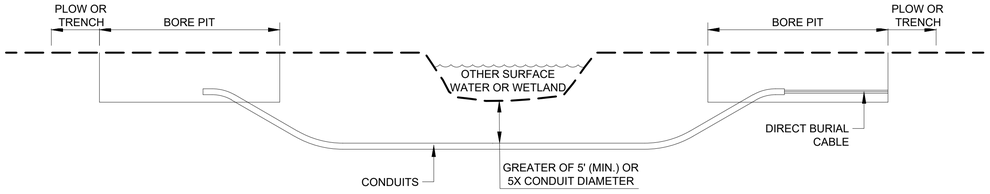
4' FARM FENCE DETAIL
NTS

4' FARM FENCE TO 4' FARM GATE DETAIL
NTS

FOUNDATION NOTES:
1. POST AND FOOTINGS ARE SUBJECT TO CHANGE BASED ON SITE SPECIFIC GEOTECHNICAL AND ENVIRONMENTAL CONDITIONS.

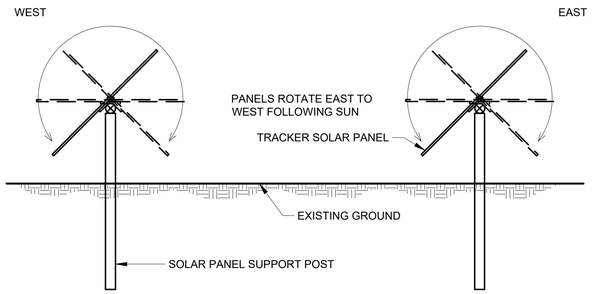
FARM FENCE NOTES:
1. THE FENCE WIRE MESH SPACING AT THE BOTTOM OF THE FENCE SHALL BE BETWEEN 6"X6" AND 6"X8" AT THE BOTTOM, AND THE SPACING CAN TAPER TO SMALLER DIMENSIONS AT THE TOP OF THE FENCE.
2. CHAIN-LINK FENCE TO EXTEND 50' FROM THE GATE BEFORE TRANSITIONING TO THE FARM FENCE.
3. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

CHAIN-LINK GATE/FENCE NOTES:
1. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

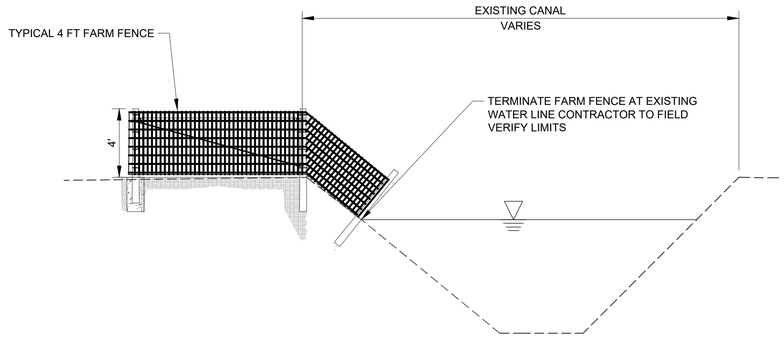


NOTE:
1. TEMPORARY OPEN TRENCH EXCAVATION IS ACCEPTABLE IN LIEU OF DIRECTIONAL DRILLING PROVIDED THE WORK IS DONE IN ACCORDANCE WITH CHAPTER 62-330.051(14)(f), FAC.

TYPICAL HDD CROSSING DETAIL
NTS



TYPICAL TRACKER PANEL SECTION DETAIL
NTS



TYPICAL FENCE TERMINATING INTO EXISTING CANAL DETAIL
NTS

NOTE:
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VERTICAL ELEVATIONS BASED ON: NAVD-88

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SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 1

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 14

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-04 Spoonbill Construction Plans\Current Plans\22004770414.dwg
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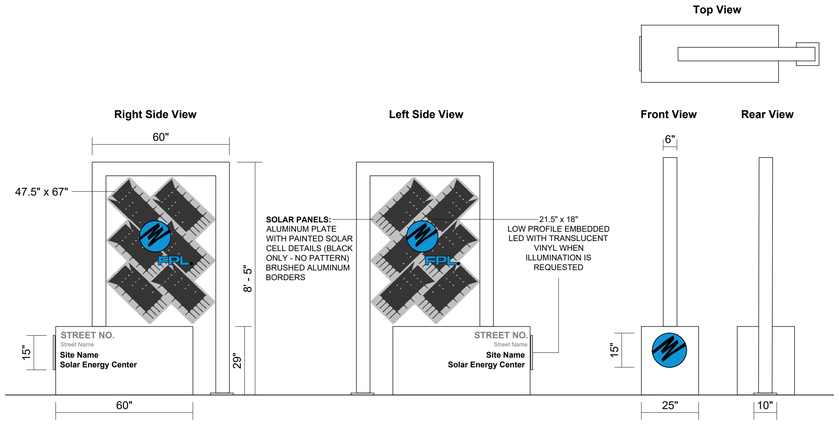
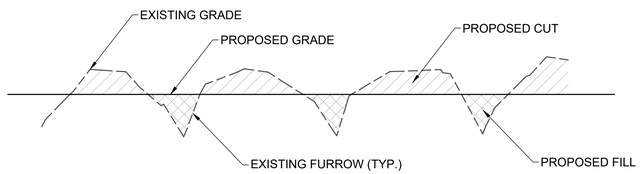


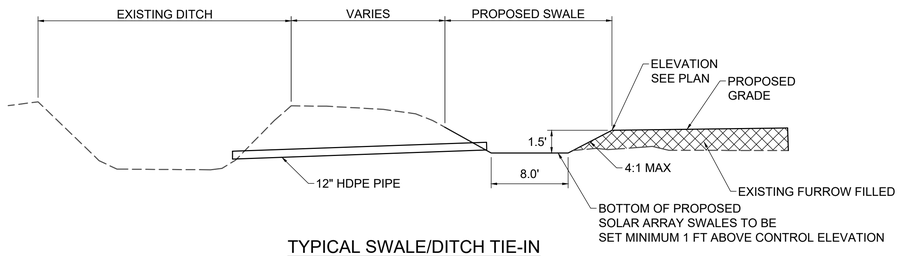
Fabricated 60" x 25" x 29" aluminum cabinet with applied 3/16" cut metal letters.
6" x 6" x 8'-5" aluminum tube frame support with welded cross-members for mounting of faux painted solar panel pattern on 1/4" Alumicor panel.
18" FPL logo applied to surface of metal solar panels.
Sign mounts in ground with concrete footer and j-bolts.

Available options:
- LED illumination
- Solar panel powered uplighting
- 2 sided sign

TYPICAL SITE SIGN DETAIL
NTS



TYPICAL FURROW GRADING
NTS



TYPICAL SWALE/DITCH TIE-IN
NTS

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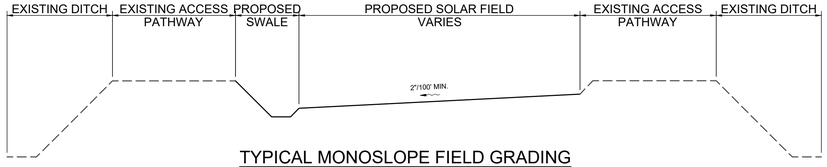
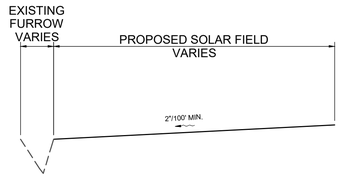
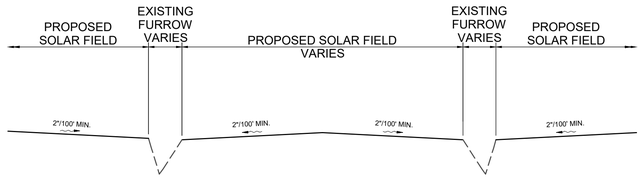


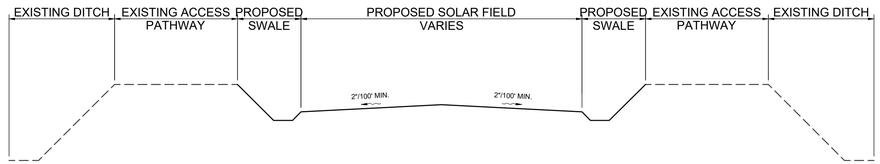
TYPICAL MONOSLOPE FIELD GRADING
NTS



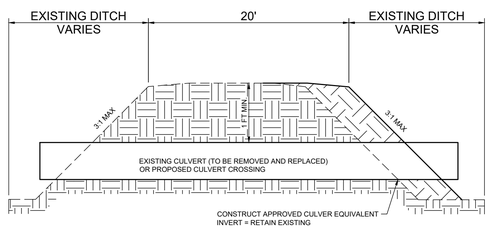
TYPICAL MONOSLOPE FIELD GRADING WITH EXISTING FURROW
NTS



TYPICAL CROWNED FIELD GRADING WITH EXISTING FURROWS
NTS



TYPICAL CROWNED FIELD GRADING WITH EXISTING ACCESS PATHWAY
NTS



CULVERT CROSSING DETAIL
NTS

VERTICAL ELEVATIONS BASED ON: NAVD-88

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CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 2

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 15

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-04 Spoonbill Construction Plans\Current Plans\22004770d15.dwg
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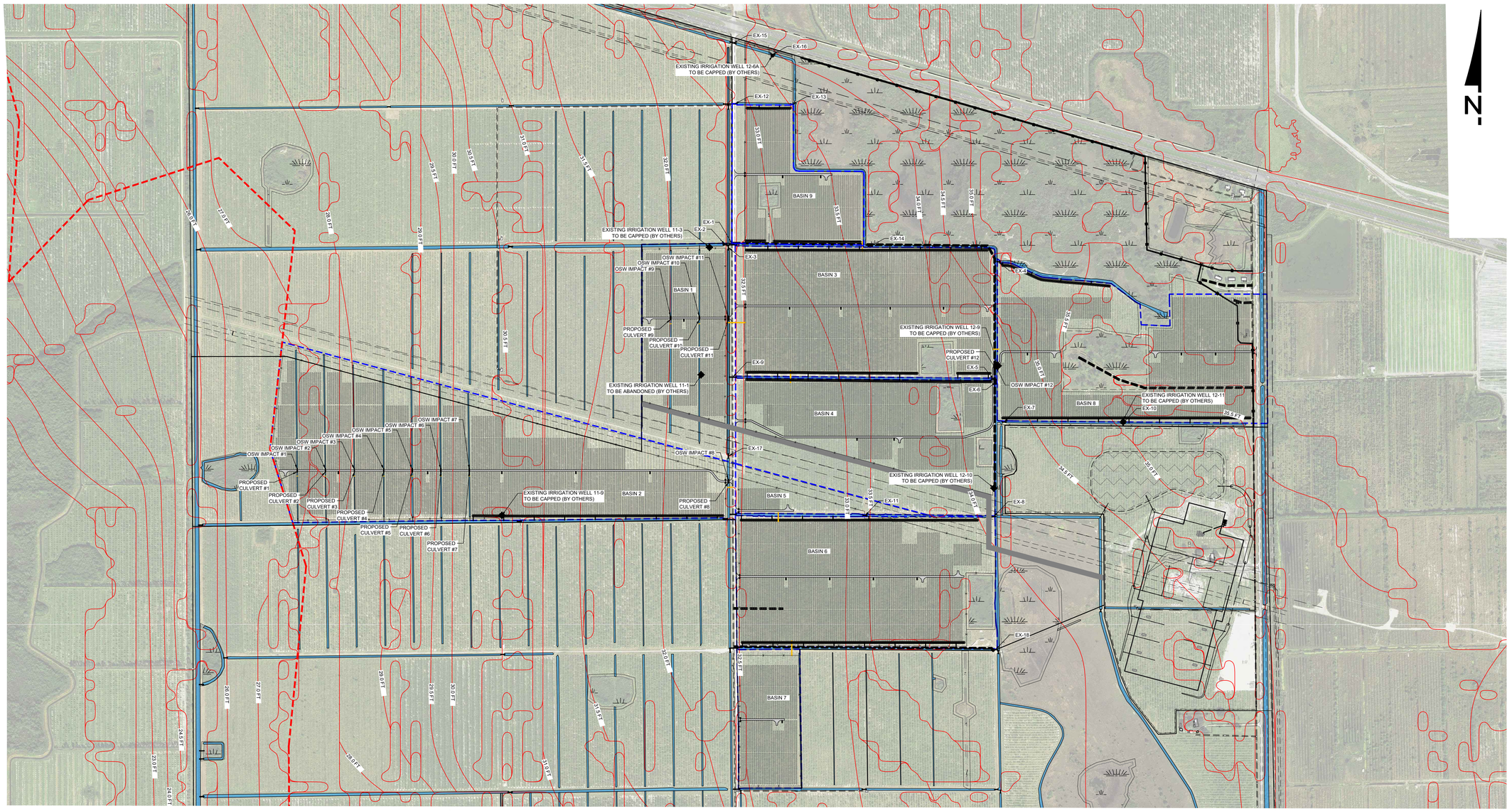

Existing Well ID	Well Diameter (in)	Total Depth (ft)	Cased Depth (ft)	Disposition (Work By Others)
11-1	8	60	40	To be Abandoned
11-3	8	60	40	To be Capped
11-9	8	260	220	To be Abandoned
12-9	8	215	138	To be Capped
12-10	8	195	135	To be Capped
12-11	8	300	250	To be Capped
12-6A	8	260	140	To be Capped

Note: Existing Well Information pulled from SFWMD

OSW IMPACT TABLE	
IMPACT #	AREA (AC)
1	0.03
2	0.02
3	0.03
4	0.02
5	0.02
6	0.02
7	0.02
8	0.04
9	0.02
10	0.02
11	0.04
12	0.04
TOTAL	**0.32**

PROPOSED CULVERT DATA						
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.	Sheet
1	HDPE	24	30	25.19	25.19	6
2	HDPE	24	30	26.44	26.44	6
3	HDPE	24	30	26.50	26.50	6
4	HDPE	24	30	26.75	26.75	6
5	HDPE	24	30	27.40	27.40	6
6	HDPE	24	30	27.80	27.80	6
7	HDPE	24	30	28.46	28.46	6
8	HDPE	24	33	27.34	27.34	11
9	HDPE	24	30	30.65	30.65	7
10	HDPE	24	30	30.23	30.23	7
11	HDPE	24	37	27.57	27.57	7
12	HDPE	36	70	30.40	30.40	9

SPOONBILL - Existing Culverts (Work By Others)					
Pipe Name	Pipe Size (IN)	Pipe Material	Pipe Length	Status	Sheet
EX-1	42	CMP	40	REPLACE WITH 30" HDPE	7
EX-2	42	CMP	45	REPLACE WITH 30" HDPE	7
EX-3	42	CMP	70	REPLACE WITH 30" HDPE	7
EX-4	24	CMP	30	REPLACE WITH 30" HDPE	9
EX-5	24	CMP	40	REPLACE WITH 30" HDPE	9
EX-6	32	CMP	40	REPLACE WITH 30" HDPE	9
EX-7	30	CMP	40	REPLACE WITH 30" HDPE	9
EX-8	36	CMP	40	REPLACE WITH 30" HDPE	12
EX-9	48	CMP	60	REPLACE WITH 30" HDPE	7
EX-10	24	CMP	30	REPLACE WITH 30" HDPE	10
EX-11	36	CMP	40	REPLACE WITH 30" HDPE	12
EX-12	36	CMP	80	REPLACE WITH 30" HDPE	8
EX-13	18	CMP	30	REPLACE WITH 30" HDPE	8
EX-14	36	CMP	40	REPLACE WITH 30" HDPE	9
EX-15	36	CMP	60	REPLACE WITH 30" HDPE	8
EX-16	24	CMP	40	REPLACE WITH 30" HDPE	8
EX-17	48	CMP	40	REPLACE WITH 30" HDPE	11
EX-18	24	CMP	33	REPLACE WITH 30" HDPE	13

BASIN	Control Elevation (FT-NAVD)[1]	25 YR-72 HR PEAK STAGE (FT-NAVD)	100 YR-72 HR PEAK STAGE (FT-NAVD)[2]	FEMA ELEVATION (FT-NAVD)	Min. Inverter Pad Elev.	Min. Electrical Equipment Elev.
1	27.80	30.89	31.44	32.50	30.90	33.50
2	27.80	30.35	30.88	27-32.5	30.40	33.50
3	27.80	33.26	33.57	32.5-35	33.30	36.00
4	27.80	33.1	33.35	32.5-35	33.15	36.00
5	27.80	32.49	32.86	32.5-33.5	32.50	34.50
6	27.80	33.14	33.40	32.5-34	33.15	35.00
7	27.80	33.19	33.56	32.5-33	33.20	34.00
8	27.80	36.25	36.46	34-36	36.30	37.00
9	27.80	33.27	33.46	32-34	33.30	35.00

NOTE:
1. CONTROL ELEVATION FOR THE SITE IS DETERMINED BY EXISTING PUMP OPERATIONS AND SOIL BORINGS LOCATED WITH GEOTECHNICAL REPORT
2. 100 YEAR PEAK STAGE MODELED AS ZERO DISCHARGE SCENARIO

Total Existing 12" Furrow Ditch Drain to be Replaced (Work by Others): 610 LF

LEGEND
- EXISTING OSW
- WETLAND/PRESERVE AREA
- ACCESS PATHWAY
- DRAINAGE BASIN LINE
- FEMA OVERLAY (MAP #12021C0130H)

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL, 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

DRAINAGE PLAN

PLAN REVISIONS

0 250 500 1000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 16

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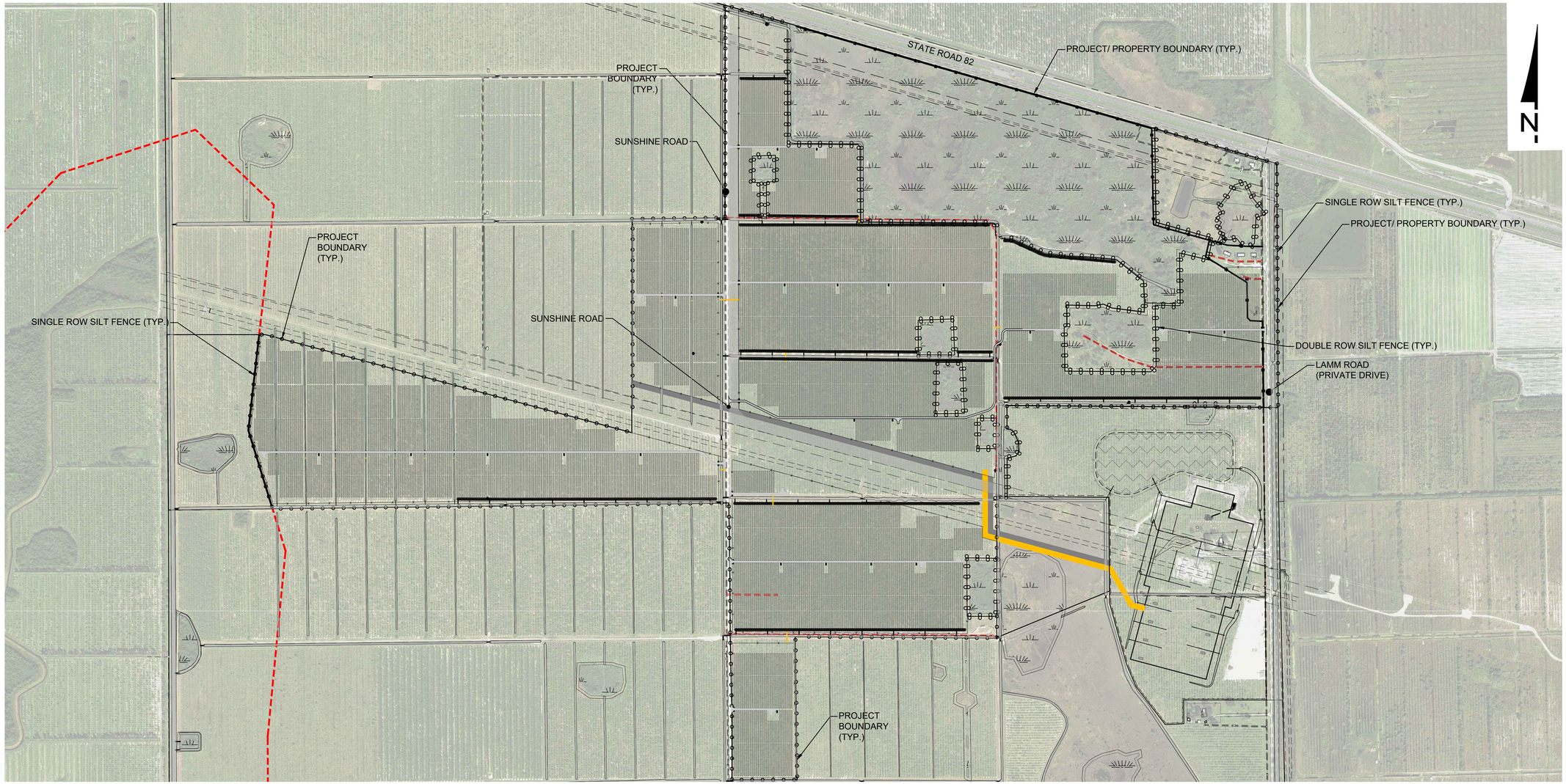
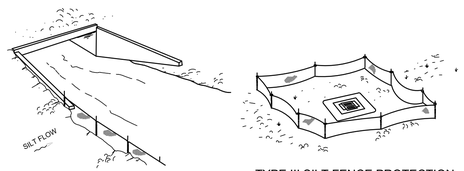




TYPE III SILT FENCE

TYPE III SILT FENCE PROTECTION AROUND DITCH BOTTOM INLETS

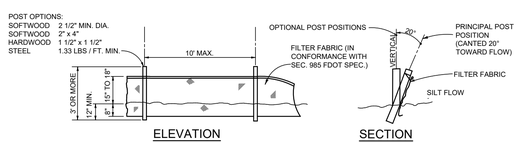


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



ELEVATION SECTION

NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

SURFACE WATER POLLUTION PREVENTION NOTES

1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

LEGEND

- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
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BONITA SPRINGS, FL 34135
239.405.7777

FPL SPOONBILL SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

0 250 500 1000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-04

SHEET : 17

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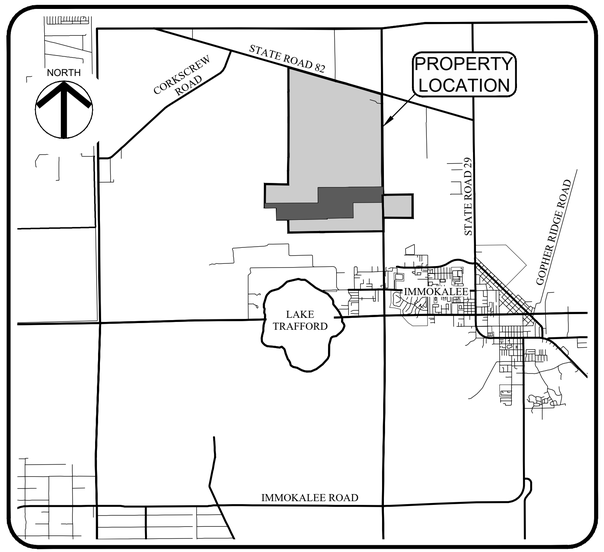
SITE DEVELOPMENT PLANS FOR

FPL TREEFROG SOLAR ENERGY CENTER

A PART OF SECTIONS 22 AND 23
TOWNSHIP 46 SOUTH, RANGE 28 EAST
TOGETHER WITH
A PART OF SECTION 24
TOWNSHIP 46 SOUTH, RANGE 28 EAST
COLLIER COUNTY, FLORIDA



PROJECT LOCATION MAP
NO SCALE

SHEET INDEX	
1	COVER SHEET
2	GENERAL NOTES
3	EXISTING CONDITIONS
4	MASTER SITE PLAN
5	MASTER SITE PLAN - TREEFROG
6	TREEFROG - SITE PLAN A
7	TREEFROG - SITE PLAN B
8	TREEFROG - SITE PLAN C
9	TREEFROG - SITE PLAN D
10	TREEFROG - SITE PLAN E
11	TREEFROG - SITE PLAN F
12	GENERAL DETAILS 1
13	GENERAL DETAILS 2
14	DRAINAGE PLAN
15	STORMWATER POLLUTION PREVENTION PLAN

SITE DATA	
TOTAL PROJECT AREA	663.07 AC
EXISTING ZONING	A-MHO-RLSAO
EXISTING LAND USE	AGRICULTURE (CITRUS GROVE)
FUTURE LAND USE	A-RMU-RLSA-UR
PROPOSED LAND USE	SOLAR ENERGY CENTER/ESSENTIAL SERVICE
FOLIO NUMBERS	00052520004, 00052480005, 00052320000

PROPERTY LEGAL DESCRIPTION

A parcel of land lying in a part of Sections 2, 11, 12, 22, 25 and 26, and all of Sections 13, 14, 23 and 24, Township 46 South, Range 28 East, together with a part of Section 19, Township 46 South, Range 29 East, Collier County, Florida, and being more particularly described as follows;

Beginning at the Northwest corner of Section 11 referred to above and running thence North 00°34'45" West along the West line of the above mentioned Section 2, a distance of 887.57 feet to a point on the South Right-Of-Way of State Road Number 82; thence South 73°57'58" East along said Right-Of-Way, a distance of 11,036.37 feet to a point on the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the to the Southeast corner thereof; thence South 01°11'21" East along the East line of Section 13 referred to above, a distance of 5,311.35 feet to the Southeast corner of said Section 13; thence South 00°29'24" East along the East line of the above mentioned Section 24, a distance of 2,652.83 feet to the East 1/4 corner thereof; thence North 89°23'51" East along the North line of the South 1/2 of Section 19 referred to above, a distance of 3,297.39 feet to the Northwest corner of land conveyed to Barron Collier Partnership, LLLP by deed recorded in Official Records Book 2493 at Page 2779, public records of said Collier County; thence South 00°36'04" East along the West bounds of this last mentioned conveyance, a distance of 2,678.91 feet to a point on the South line of said Section 19; thence South 89°52'15" West along the South line thereof, a distance of 3,296.80 feet to the Southeast corner of the above mentioned Section 24; thence South 00°41'13" East along the East line of Section 25 referred to above, a distance of 1,459.41 feet; thence South 89°06'51" West along the Northerly bounds of a parcel of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 2585 at Page 2735, public records of said Collier County, a distance of 5,369.17 feet to a point on the East line of the above mentioned Section 26; thence South 89°05'14" West, still along the bounds of this last mentioned conveyance and continuing on the same course along the North bounds of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 5,281.45 feet to a point on the West line of the above mentioned Section 26; thence North 01°11'17" West along said West line, a distance of 1,450.51 feet to the Southwest corner of Section 23 referred to above; thence South 88°55'57" West along the South line of the above mentioned Section 22, being also the North line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3298, public records of said Collier County, a distance of 1,320.70 feet to the Southwest corner of the Southeast 1/4 of the Southeast 1/4 of Section 22 referred to above; thence North 00°29'00" West along the East line of land conveyed to Collier County by deed recorded in Official Records Book 4425 at Page 3280, public records of said Collier County, being also the West line of the Southeast 1/4 of the Southeast 1/4 of said Section 22, a distance of 1,343.35 feet to the Northwest corner of the Southeast 1/4 of the Southeast 1/4 of said Section 22; thence South 88°58'22" West along the South line of the North 1/2 of the Southeast 1/4 of said Section 22, a distance of 1,321.33 feet to the Northwest corner of the Southwest 1/4 of the Southeast 1/4 of said Section 22; thence North 00°38'43" West along the West line of the East 1/2 of said Section 22, being also the East line of land conveyed to South Florida Water Management District by deed recorded in Official Records Book 1577 at Page 681, public records of said Collier County, a distance of 2,684.61 feet to the Northwest corner of the South 1/2 of the Northeast 1/4 of said Section 22; thence North 88°53'07" East along the South line of the North 1/2 of the Northeast 1/4 of said Section 22 and

along the bounds of the conveyance last above mentioned, a distance of 2,642.18 feet to a point on the West line of Section 23 referred to above; thence North 00°35'47" West along said West line, a distance of 1,343.10 feet to the Southwest 1/4 of the above mentioned Section 14; thence North 00°09'59" West along said West line of Section 14, a distance of 5,398.82 feet to the Southwest corner of Section 11 referred to above; thence North 00°28'13" West along West line of said Section 11, a distance of 2,699.12 feet to the West 1/4 corner thereof; thence North 00°28'02" West, still along said West line of Section 11, a distance of 2,699.24 feet to the POINT OF BEGINNING.

LESS AND EXCEPT

A parcel of land lying in a part of Sections 12 & 13, Township 46 South, Range 28 East, Collier County, Florida, and being more particularly described as follows:

Commencing at a point being the intersection of the South Right-Of-Way of State Road Number 82 and the East line of the above mentioned Section 12, which is also the division line between Range 28 East and Range 29 East of said Township 46 South; thence South 00°15'08" East along said Range line and said East line of Section 12, a distance of 433.50 feet to the East 1/4 corner of said Section 12; thence South 00°19'25" East, still along said East line of Section 12, a distance of 2,785.94 feet to the Southeast corner thereof; thence South 89°10'17" West along the South line of said Section 12, a distance of 136.48 feet to the POINT OF BEGINNING of the following described lands: thence South 00°34'02" East, a distance of 1890.15 feet; thence North 89°55'02" West, a distance of 787.56 feet; thence South 00°36'07" East, a distance of 226.74 feet; thence South 87°27'18" West, a distance of 177.65 feet; thence North 37°35'47" West, a distance of 453.94 feet; thence North 23°16'40" West, a distance of 230.37 feet; thence North 15°25'17" West, a distance of 611.52 feet; thence North 00°19'42" West, a distance of 1004.57 feet; thence North 89°31'07" West, a distance of 968.23 feet; thence North 00°10'10" West, a distance of 363.86 feet; thence North 74°50'54" East, a distance of 88.80 feet; thence North 33°13'46" East, a distance of 45.78 feet; thence North 02°40'47" West, a distance of 99.07 feet; thence North 25°52'35" West, a distance of 105.91 feet; thence North 57°47'42" West, a distance of 32.19 feet; thence North 81°14'04" West, a distance of 33.92 feet; thence North 00°10'10" West, a distance of 223.46 feet; thence South 89°34'09" East, a distance of 2442.24 feet; thence South 00°34'02" East, a distance of 897.05 feet to the place and POINT OF BEGINNING.

TOGETHER WITH THE FOLLOWING EASEMENTS:

Easement No. 1:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

Non-exclusive Easement for ingress and egress over the East 60 feet and the North 60 feet of the East 1/2 of the East 1/2 of the Southwest 1/4 of the Southeast 1/4 and the North 60.00 feet of the West 1/2 of the Southwest 1/4 of the Southeast 1/4 of Section 22, Township 46 South, Range 28 East, Collier County, Florida, as granted in Grant of Easement between Frank J. Pepper. Jr., as Personal Representative of the Estate of Bernice D. Pepper, and Charles Parker, Joyce P. Hearn and Frank J. Pepper, Jr., as the sole devisees under the Last Will and Testament of Bernice D. Pepper, Grantors, and Turner Corporation, a Florida corporation, as Grantee, dated August 15, 1986, and recorded September 22, 1986, in Official Records Book 1219, Page 1113, of the Public Records of Collier County, Florida.

Easement No. 2:

(This easement is appurtenant to the North 1459.41 feet of Section 25, Township 46 South, Range 28 East, Collier County, Florida.)

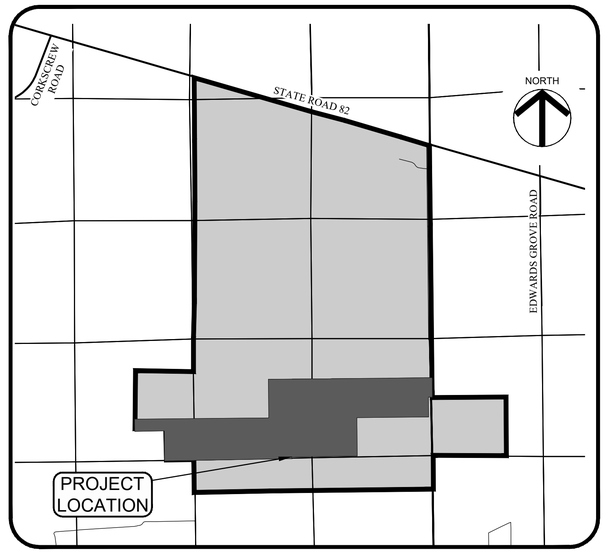
Non-exclusive Easement for ingress and egress over:

a. The East 60.00 feet of the North 2531.00 feet of the South 3861.14 feet of Section 26, Township 46 South, Range 28 East, CollierCounty, Florida;

b. The East 60.00 feet of Section 35, Township 46 South, Range 28 East, Collier County, Florida, lying North of Pepper Road.

c. The North 60.00 feet of the Northeast 1/4 of the Northeast 1/4, and the East 60 feet of the North 60 feet of the Northwest 1/4 of the Northeast 1/4 of Section 27, Township 46 South, Range 28 East, Collier County, Florida.

as granted in Grant of Easement between Rex Properties, Inc., a Florida corporation, Grantor, and Turner Corporation, a Florida corporation, as Grantee, dated August 19,1986, recorded September 22, 1986, in Official Records Rook 1219, Page 1118, of the Public Records of Collier County, Florida.



PROJECT SITE MAP
NO SCALE

CLIENT:

FLORIDA POWER & LIGHT COMPANY (FPL)

700 UNIVERSE BOULEVARD
JUNO BEACH, FL 33408
PHONE: (561) 694-4000

Jeremy H. Arnold State of Florida Professional Engineer, License No. 66421
This item has been digitally signed and sealed by Jeremy H. Arnold, P.E., on 05/24/2024.
Printed copies of this document are not considered signed and sealed and the signature must be verified on any electronic copies.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY
COVER SHEET

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 1

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GENERAL NOTES

1. ELEVATIONS ARE BASED ON NORTH AMERICAN VERTICAL DATUM (NAVD-1988). CONVERSION FROM NAVD 88 TO NGVD 29 = +1.36 FT.
2. CONTRACTOR SHALL CONTACT THE RESPECTIVE UTILITIES TO LOCATE THEIR FACILITIES PRIOR TO COMMENCEMENT OF CONSTRUCTION.
3. CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND ELEVATIONS PRIOR TO COMMENCEMENT OF CONSTRUCTION. ANY DEVIATION IN PLAN INFORMATION SHALL BE REPORTED TO ENGINEER IMMEDIATELY.
4. CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING AND ADHERING TO A NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) GENERAL PERMIT FROM THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION (FDEP). CONTRACTOR SHALL CREATE, IMPLEMENT AND MAINTAIN A STORM WATER POLLUTION PREVENTION PLAN AS REQUIRED BY THE NPDES GENERAL PERMIT.
5. THE REVIEW AND APPROVAL OF THESE IMPROVEMENT PLANS DOES NOT AUTHORIZE THE CONSTRUCTION OF REQUIRED IMPROVEMENTS THAT ARE INCONSISTENT WITH EXISTING EASEMENTS OF RECORD.
6. THE CONTRACTOR SHALL PREPARE AN AS-BUILT PLAN SET PER COLLIER COUNTY STANDARDS, INDICATING ANY DIFFERENCES FROM THE ACTUAL CONSTRUCTED IMPROVEMENTS AND THE ORIGINAL CONSTRUCTION PLANS.
7. ALL MATERIALS AND CONSTRUCTION METHODS USED FOR WATER, SEWER AND DRAINAGE FACILITIES SHALL CONFORM TO THE APPROVED TECHNICAL SPECIFICATIONS.
8. ALL UNDERGROUND UTILITIES LOCATED BENEATH THE STABILIZED PORTION OF THE ROAD BED SHALL BE INSTALLED PRIOR TO COMPACTION OF THE SUB-GRADE.
9. THE CONTRACTOR SHALL RETAIN ON THE WORK SITE AT ALL TIMES COPIES OF ALL PERMITS REQUIRED FOR CONSTRUCTION.
10. SOLID WASTE DISPOSAL TO BE PROVIDED VIA ONSITE DUMPSTERS LOCATED IN PROPOSED DUMPSTER ENCLOSURE. (NO SOLID WILL BE GENERATED WITH THE PROPOSED SOLAR ENERGY CENTER DEVELOPMENT.
11. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.
12. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE INSIDE FACE OF STRUCTURE.
13. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
14. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
15. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
16. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
17. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
18. SIGNAGE AND FLAG POLES TO BE APPROVED SEPARATELY PER LDC 5.05.08.

DEVELOPMENT STANDARDS		
MINIMUM SETBACKS		PROVIDED SETBACKS
FRONT YARD	50 FT	10474.9 FT
SIDE YARD	30 FT	287.8 FT
REAR YARD	50 FT	1,596.9 FT
MAXIMUM HEIGHT		MAXIMUM PROVIDED HEIGHTS
ACTUAL BUILDING HEIGHT	50 FT	10 FT
ZONED BUILDING HEIGHT	50 FT	10 FT

UTILITIES PROVIDING SERVICE

ELECTRIC:
LEE COUNTY ELECTRIC CO-OP
4980 BAYLINE DRIVE
NORTH FORT MYERS, FLORIDA 33917
PHONE (239) 995-2121

UTILITY LOCATING SERVICE:
SUNSHINE STATE ONE CALL CENTER
PHONE (800) 432-4770
(MINIMUM 48 HOURS NOTICE REQUIRED)

FIRE CONTROL DISTRICT:
IMMOKALEE FIRE DEPARTMENT
502 EAST NEW MARKET RD.
IMMOKALEE, FLORIDA 34142
PHONE (239) 657-2111

811 Know what's below. Call before you dig.

GENERAL DRAINAGE NOTES

1. THE LENGTH OF STORM DRAIN PIPES SHOWN ON PLANS ARE APPROXIMATE AND HAVE BEEN MEASURED FROM THE CENTER OF THE STRUCTURE.
2. LOCATIONS OF DRAINAGE STRUCTURES MAY BE FIELD ADJUSTED TO PRESERVE EXISTING VEGETATION AS APPROVED BY THE ENGINEER.
3. THE CONTRACTOR IS REQUIRED TO ADJUST ALL EXISTING AND PROPOSED VALVE BOXES, MANHOLE RIMS, GRATES, ETC. AS REQUIRED TO MATCH PROPOSED GRADES.
4. EXISTING OFF-SITE DRAINAGE PATTERNS SHALL BE MAINTAINED DURING CONSTRUCTION.
5. SWALE PROFILES SHOWN ARE TO TOP OF SOD. CONTRACTOR TO ADJUST SWALE GRADING ACCORDINGLY.
6. CONTRACTOR SHALL SOD A 12" MINIMUM STRIP BEHIND ALL CONCRETE CURB, VALLEY GUTTER AND AT EDGE OF PAVEMENT.
7. THE CONTRACTOR SHALL REMOVE ALL UNSUITABLE MATERIAL ENCOUNTERED FROM FILL AREAS PRIOR TO PLACEMENT OF FILL. ALL UNSUITABLE MATERIAL EXCAVATED SHALL BE STOCKPILED OR REMOVED AS DIRECTED BY OWNER.
8. DURING CONSTRUCTION, DRAINAGE STRUCTURE OPENINGS, WHERE APPROPRIATE, SHALL BE COVERED WITH FILTER FABRIC (MIRAFI 140N OR APPROVED EQUAL) TO PREVENT DEBRIS AND FILL FROM FALLING INTO THE INLET.
9. THE PROPERTY OWNER IS RESPONSIBLE FOR THE PERPETUAL MAINTENANCE OF ALL FEATURES OF THE SURFACE WATER MANAGEMENT SYSTEM AS OUTLINED BY THE DESIGN ENGINEER ON THESE DRAWINGS.

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

ATWELL
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BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL NOTES

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 2

VERTICAL ELEVATIONS BASED ON: NAVD-88

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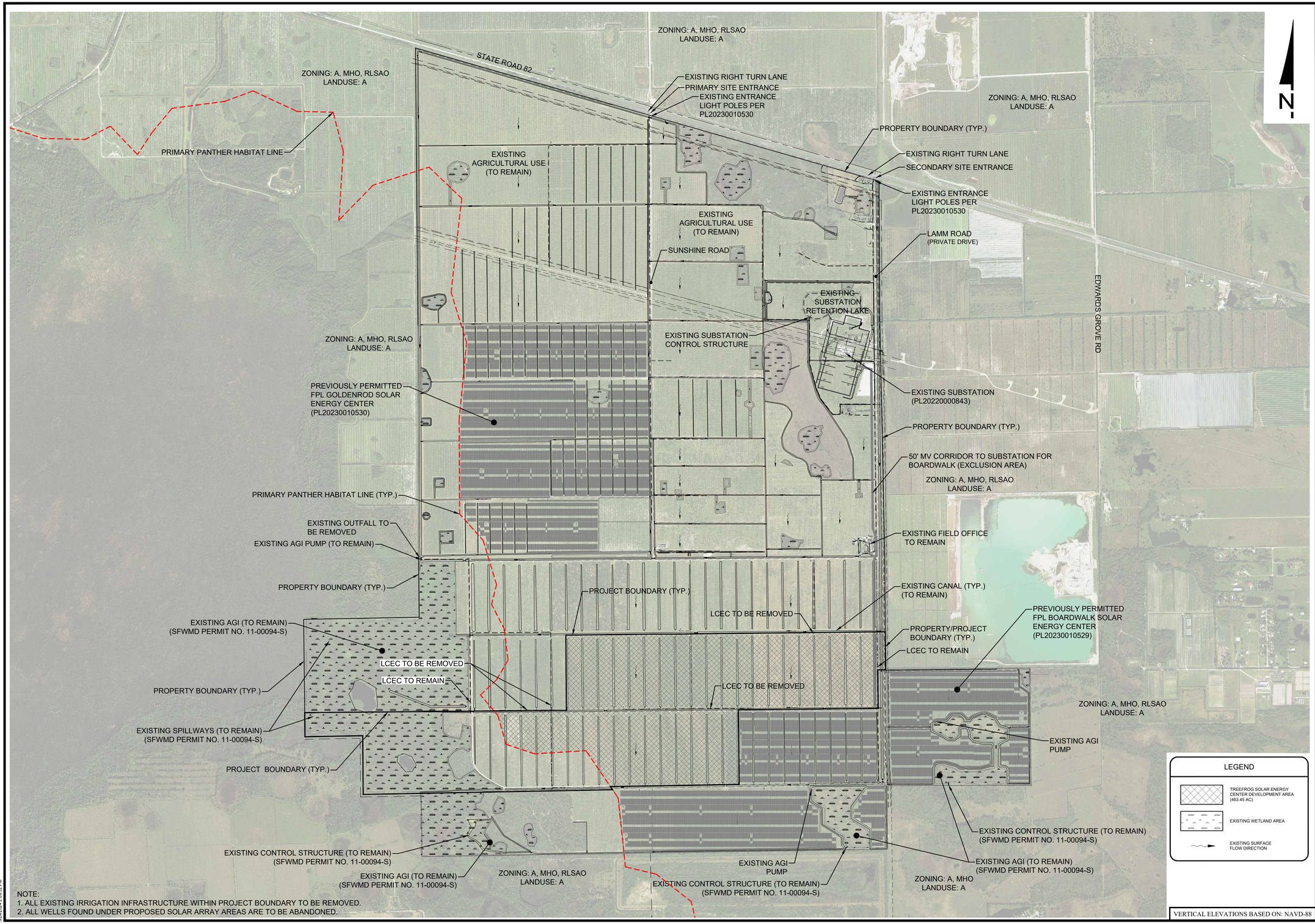

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

EXISTING CONDITIONS

PLAN REVISIONS

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 3

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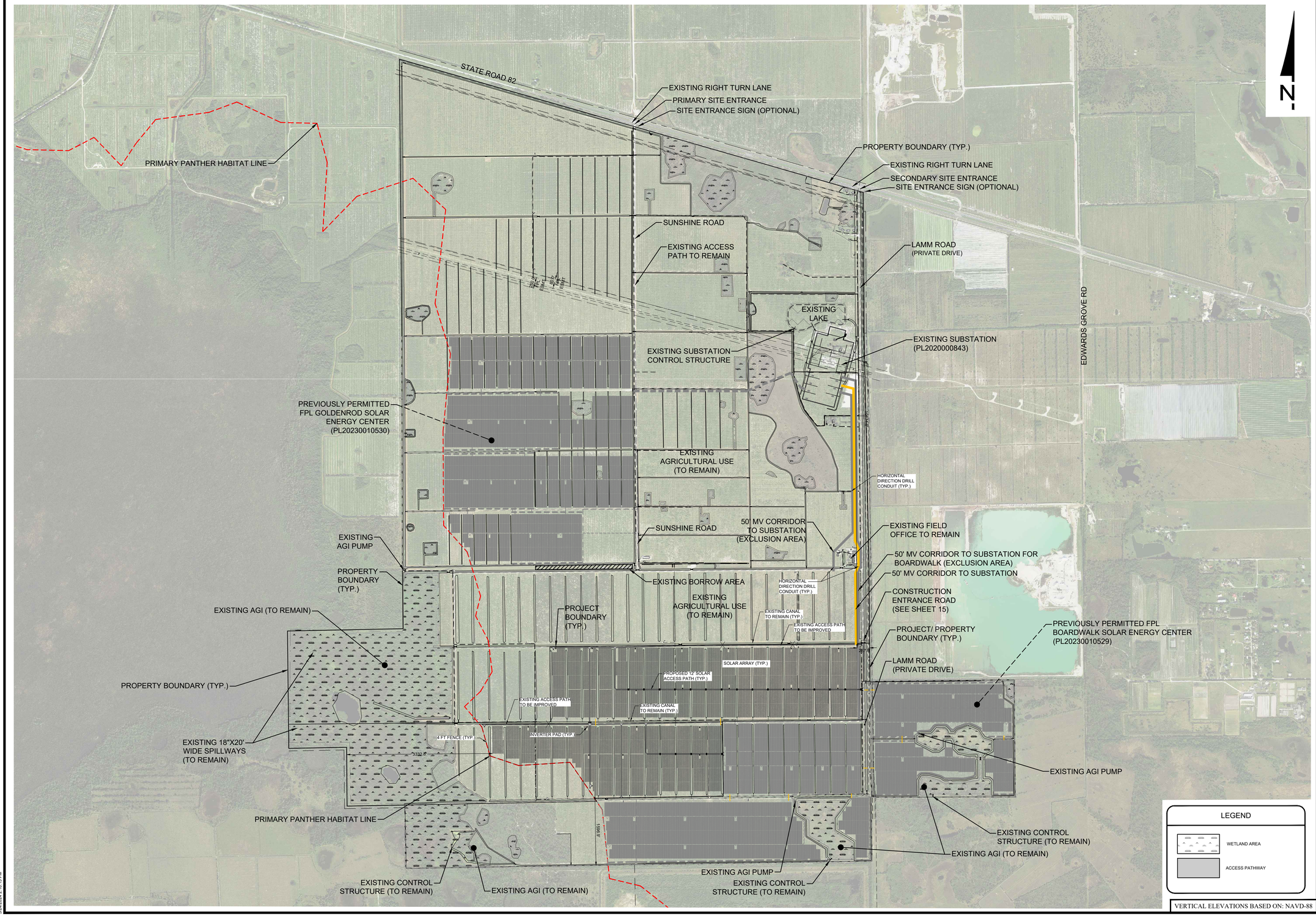

LEGEND

- WETLAND AREA
- ACCESS PATHWAY

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN

PLAN REVISIONS

0 500 1000 2000
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 4

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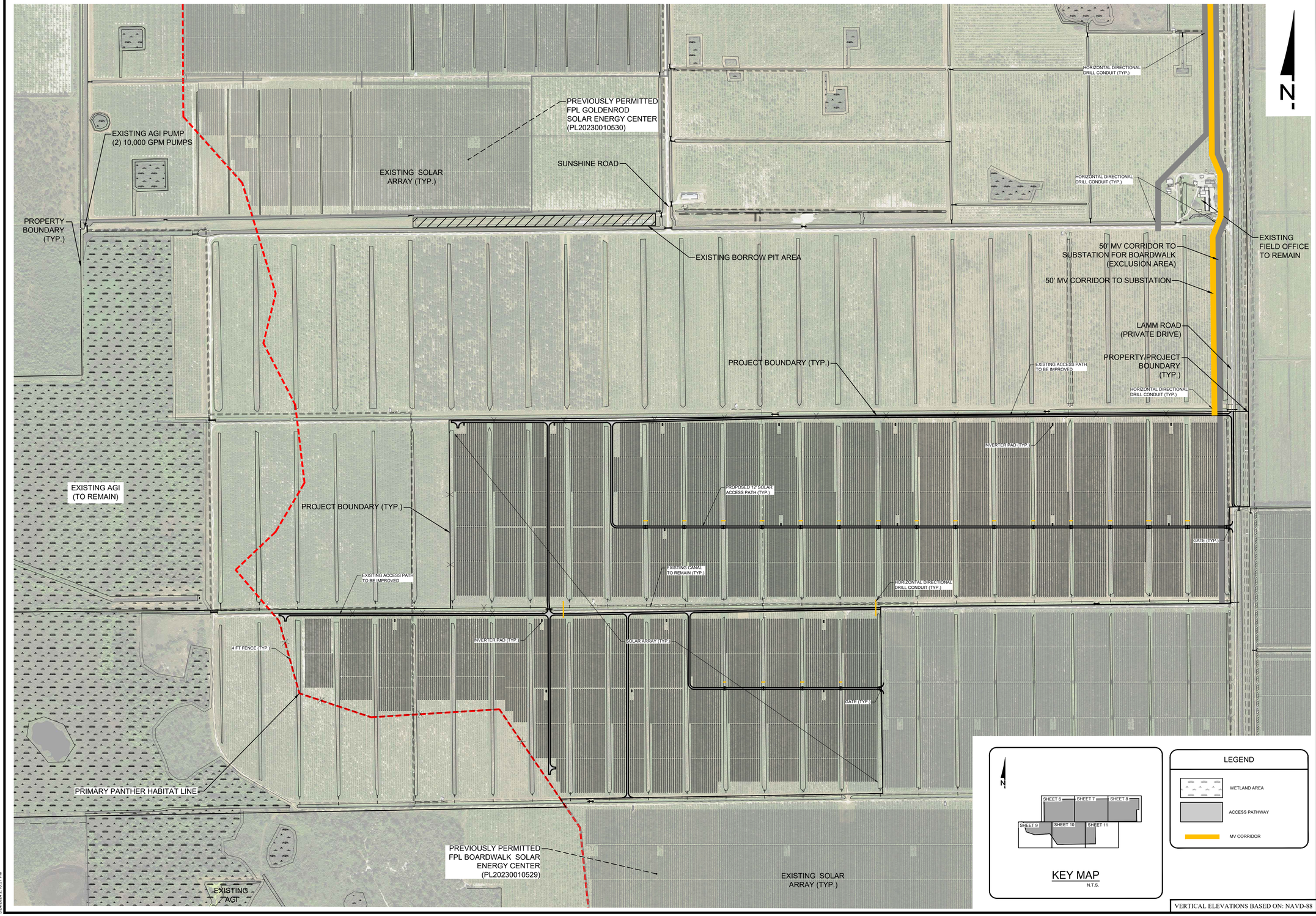

KEY MAP
N.T.S.

LEGEND

- WETLAND AREA
- ACCESS PATHWAY
- MV CORRIDOR

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG
SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

MASTER SITE PLAN - TREEFROG

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 5

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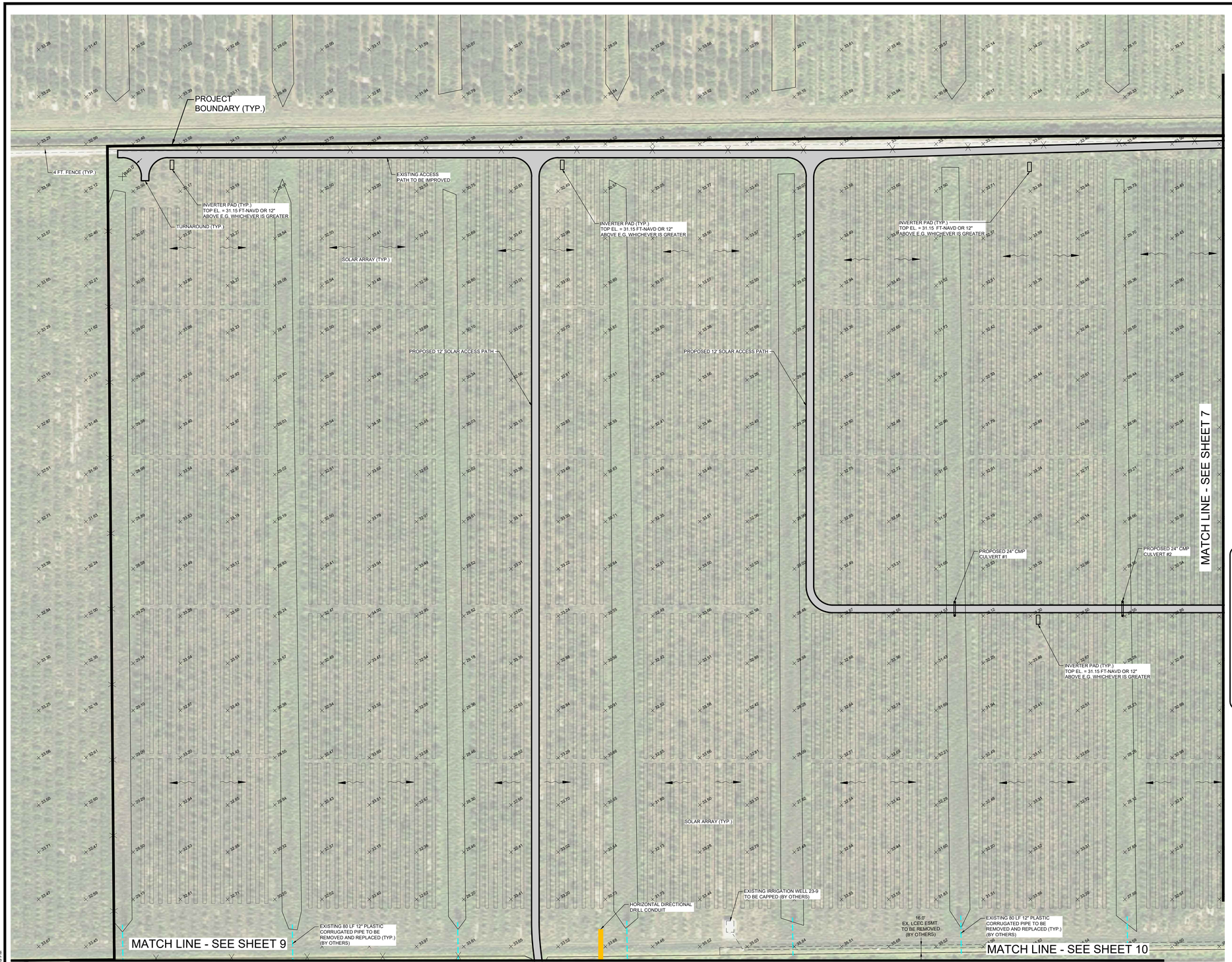
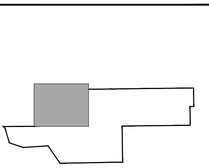


NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N



KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN A

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 6

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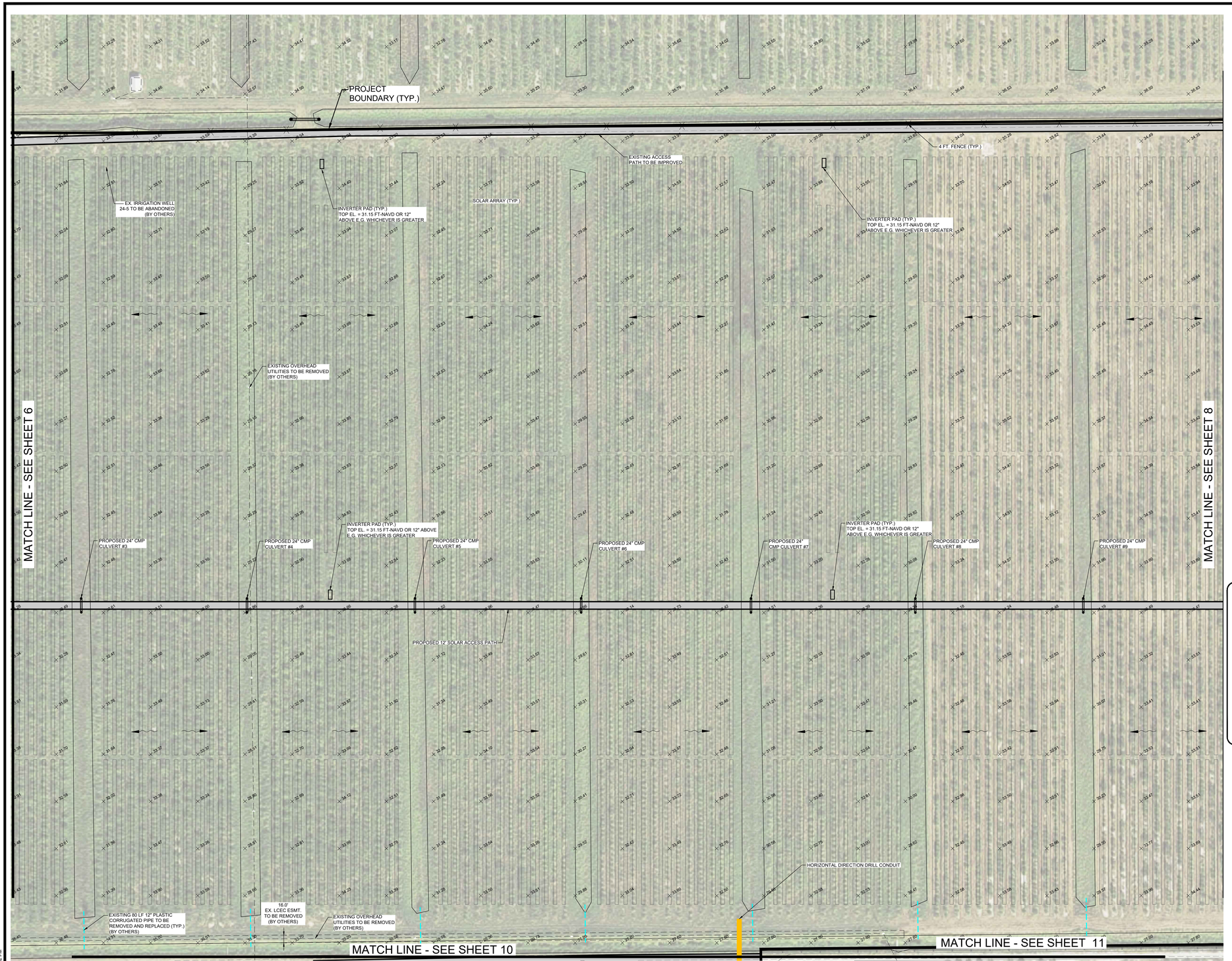

NOTE:
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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN B

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 7

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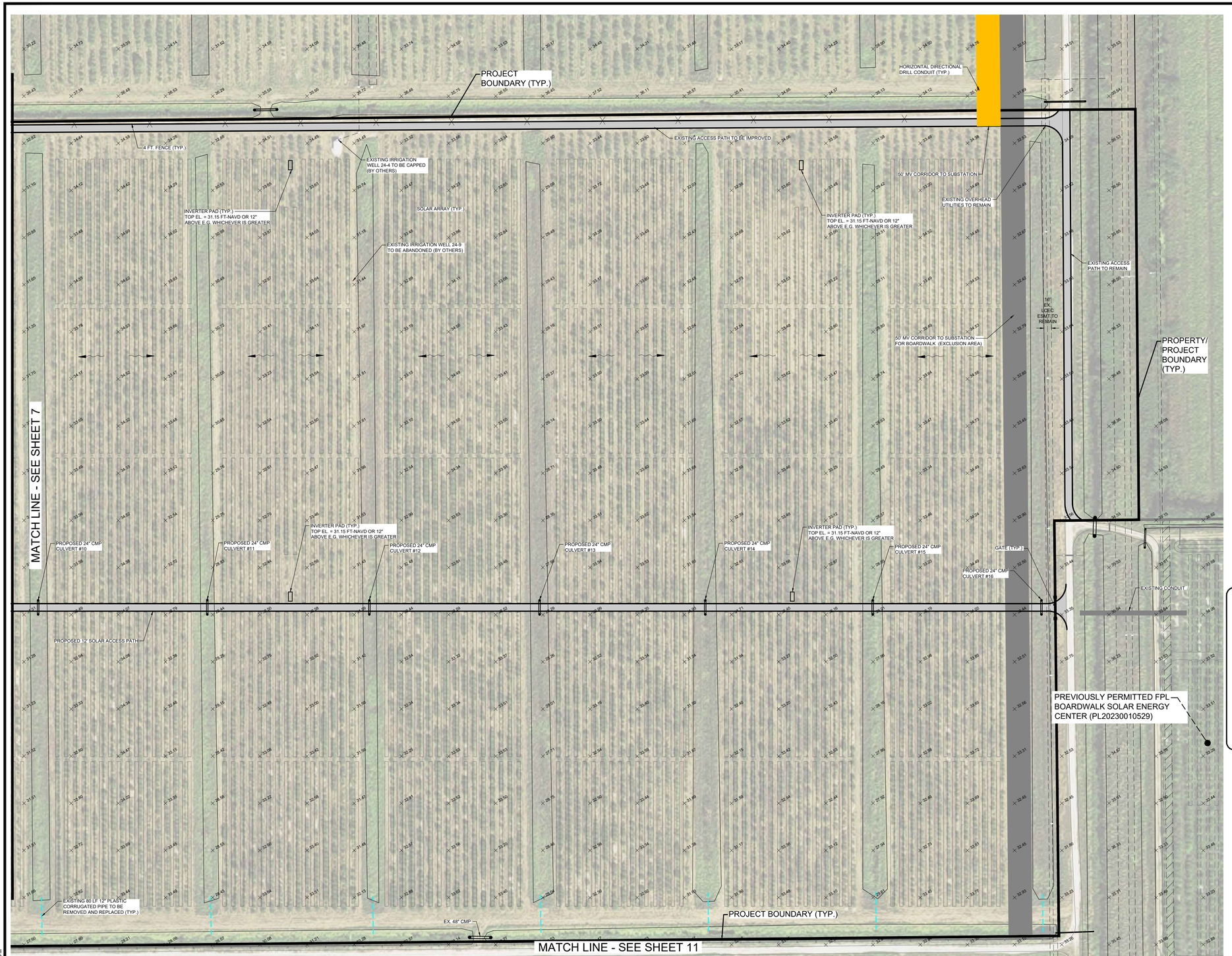

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2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN C

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 8

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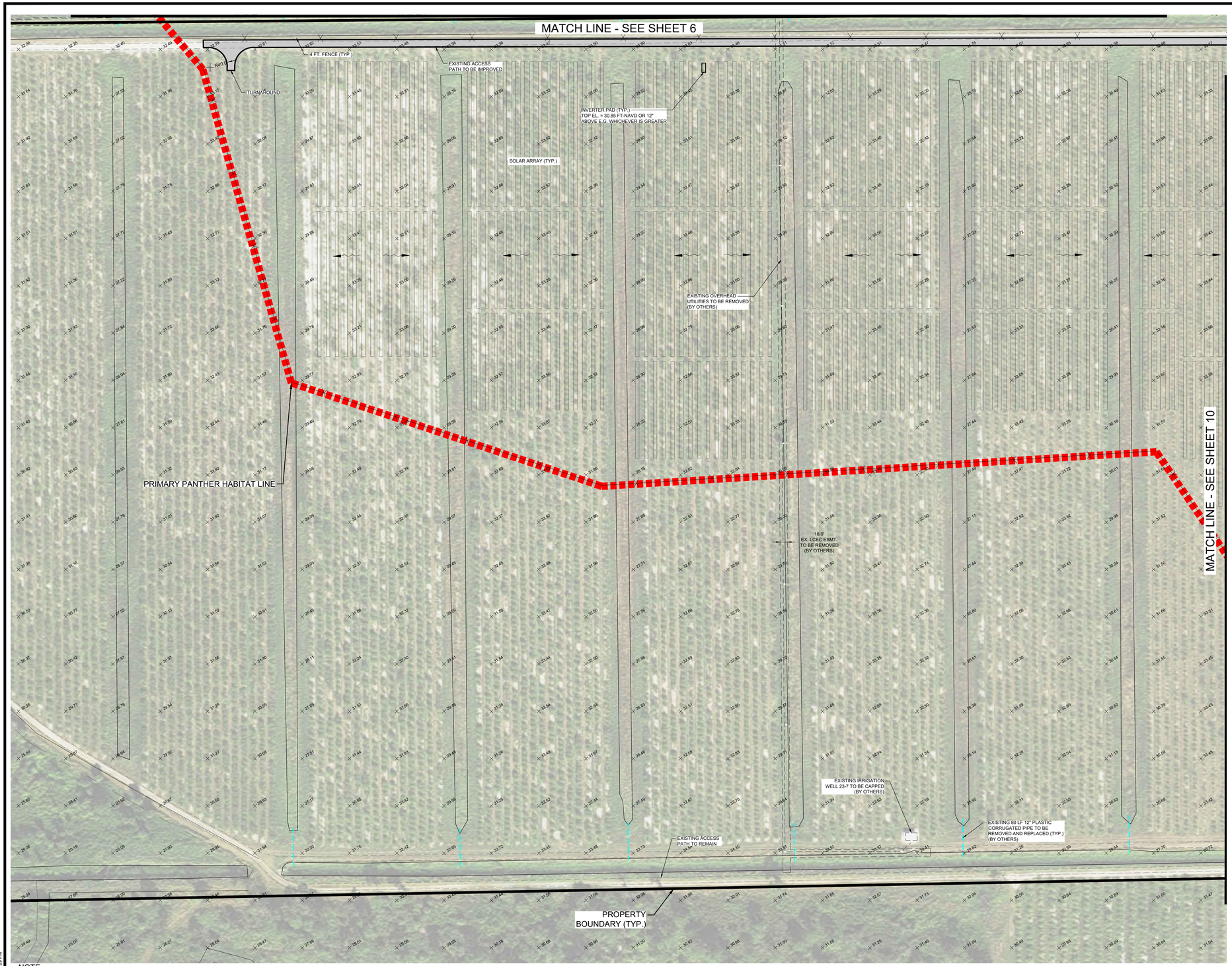

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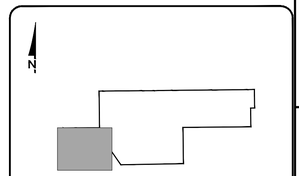

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG
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CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN D

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 9

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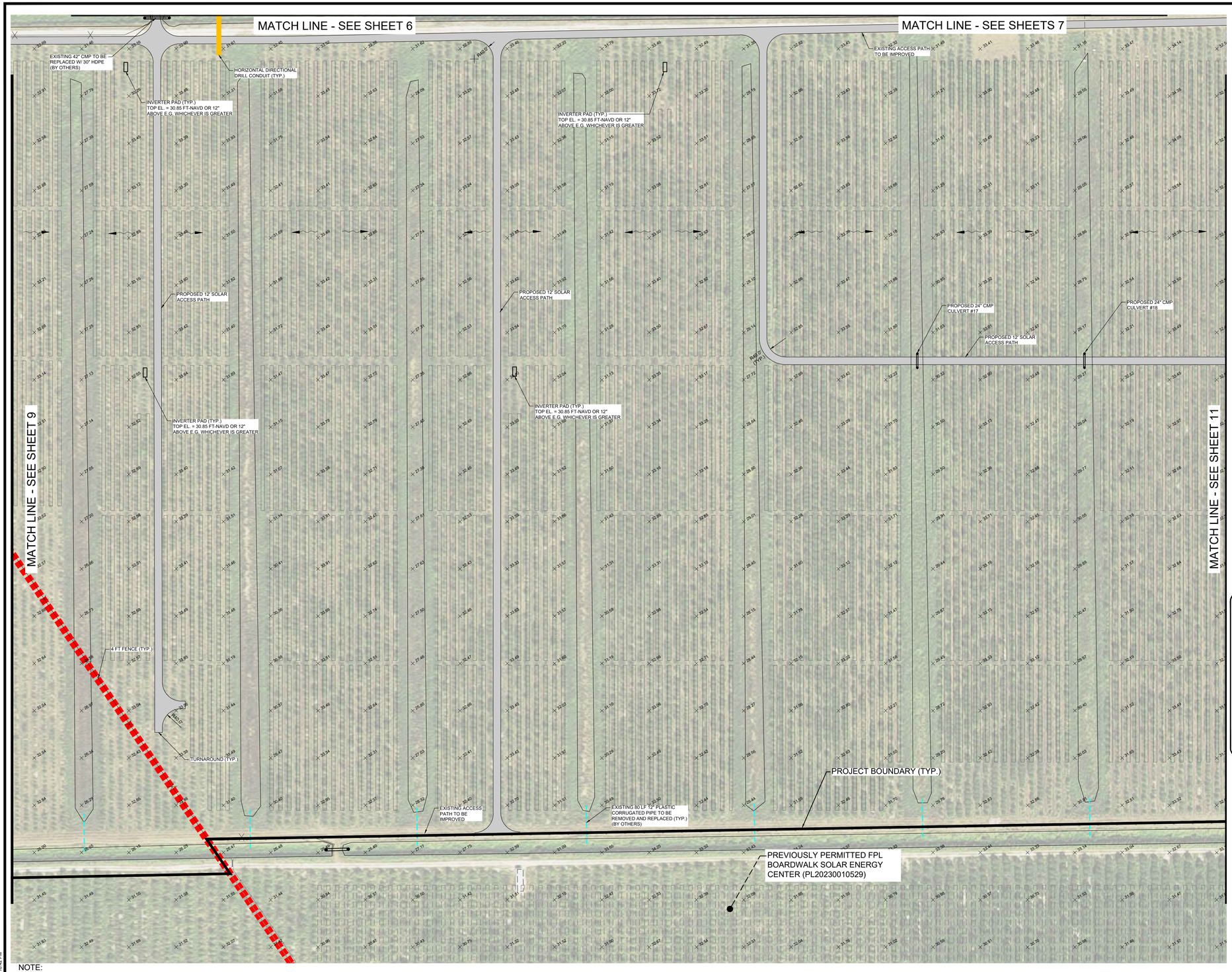

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N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN E

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03
SHEET : 10

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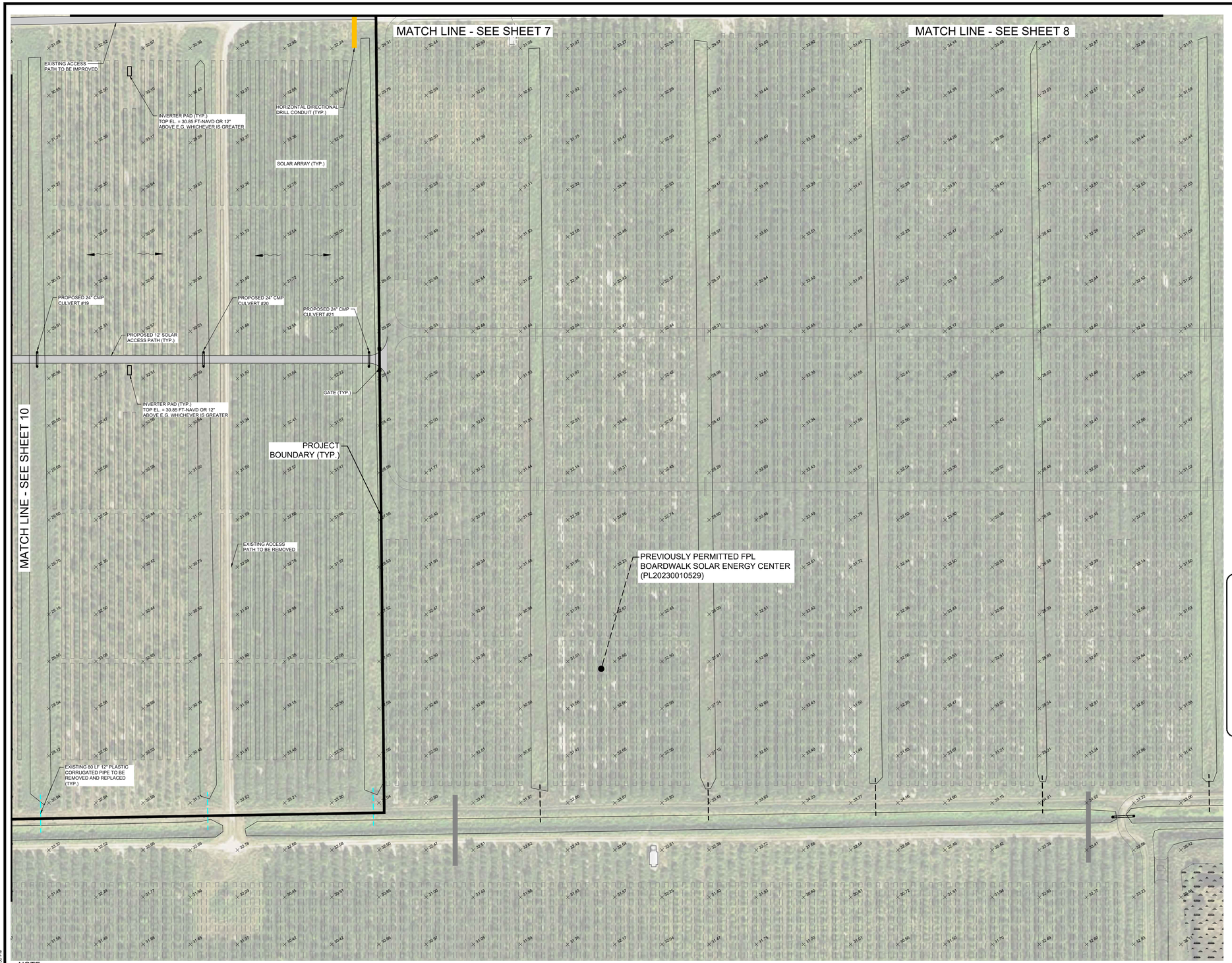

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N

KEY MAP
N.T.S.

LEGEND

- XX.XX — PROPOSED GRADE
- SURFACE FLOW DIRECTION
- XX.XX — EXISTING GRADE
- EXISTING 12" PIPE TO BE REMOVED AND REPLACED WITH 12" HDPE PIPE
- OSW
- ACCESS PATHWAY
- WETLAND AREA

VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

TREEFROG - SITE PLAN F

PLAN REVISIONS

0 50 100 200
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 11

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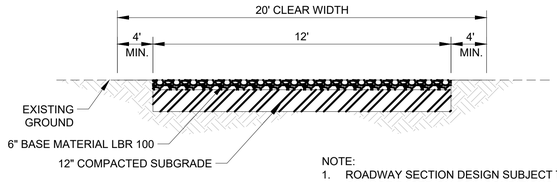
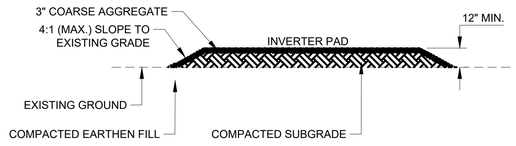


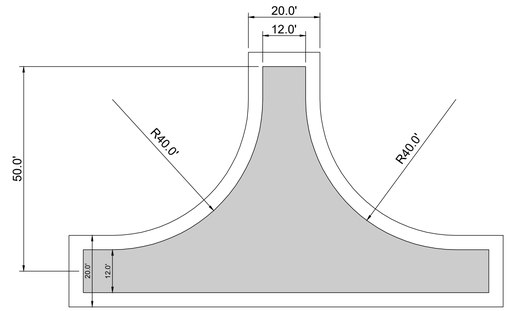
NOTE:
1. ROADWAY SECTION DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

ACCESS PATH SECTION
NTS

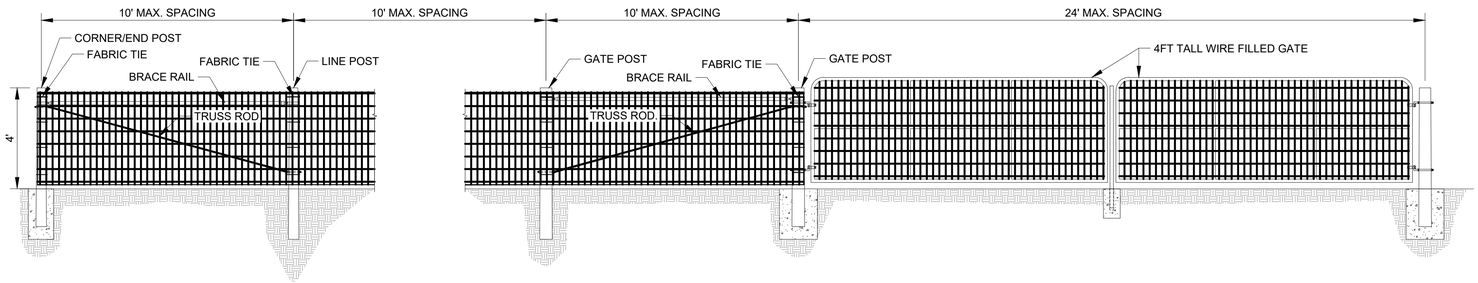


NOTE:
1. INVERTER PAD DESIGN SUBJECT TO CHANGE BASED ON SOIL CONDITIONS AND WILL BE DETERMINED BY GEOTECHNICAL ENGINEER AT FINAL DESIGN.

TYPICAL INVERTER PAD DETAIL
NTS



TYPICAL TURNAROUND DETAIL
NTS



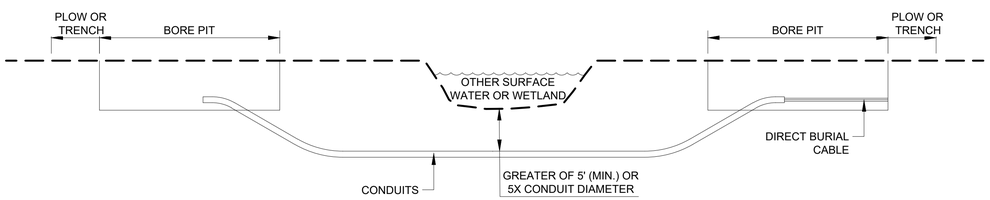
4' FARM FENCE DETAIL
NTS

4' FARM FENCE TO 4' FARM GATE DETAIL
NTS

FOUNDATION NOTES:
1. POST AND FOOTINGS ARE SUBJECT TO CHANGE BASED ON SITE SPECIFIC GEOTECHNICAL AND ENVIRONMENTAL CONDITIONS.

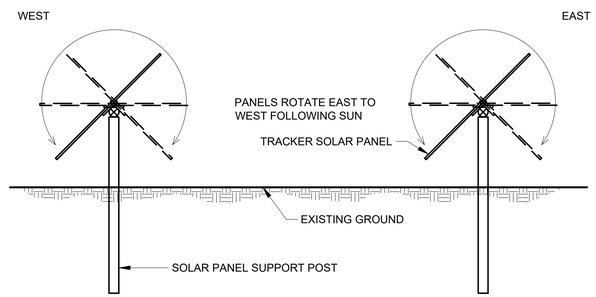
FARM FENCE NOTES:
1. THE FENCE WIRE MESH SPACING AT THE BOTTOM OF THE FENCE SHALL BE BETWEEN 6"X6" AND 6"X8" AT THE BOTTOM, AND THE SPACING CAN TAPER TO SMALLER DIMENSIONS AT THE TOP OF THE FENCE.
2. CHAIN-LINK FENCE TO EXTEND 50' FROM THE GATE BEFORE TRANSITIONING TO THE FARM FENCE.
3. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.

CHAIN-LINK GATE/FENCE NOTES:
1. TRUSS BARS ARE REQUIRED FOR EACH GATE SECTION AND THE FIRST SPAN ON EACH SIDE OF A GATE OR CORNER POST ONLY.



NOTE:
1. TEMPORARY OPEN TRENCH EXCAVATION IS ACCEPTABLE IN LIEU OF DIRECTIONAL DRILLING PROVIDED THE WORK IS DONE IN ACCORDANCE WITH CHAPTER 62-330.051(14)(f), FAC.

TYPICAL HDD CROSSING DETAIL
NTS



TYPICAL TRACKER PANEL SECTION DETAIL
NTS

NOTE:
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VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 1

PLAN REVISIONS

NOT TO SCALE

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 12

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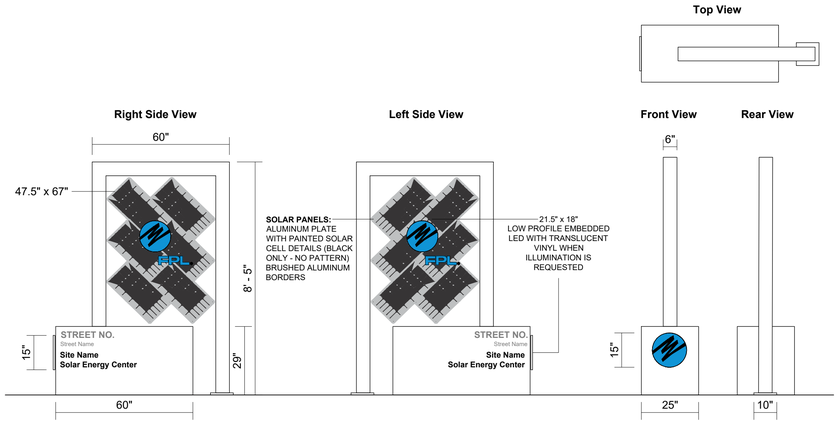
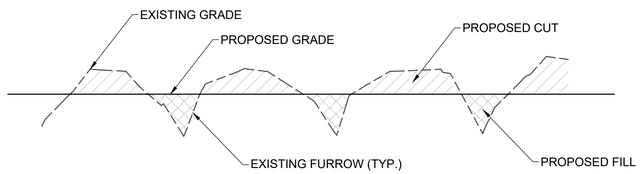


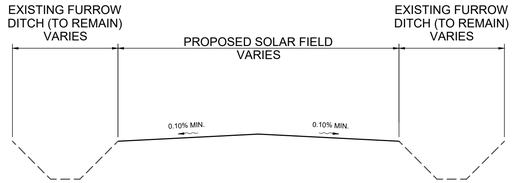
Fabricated 60" x 25" x 29" aluminum cabinet with applied 3/16" cut metal letters.
6" x 6" x 8'-5" aluminum tube frame support with welded cross-members for mounting of faux painted solar panel pattern on 1/4" Alumicor panel.
18" FPL logo applied to surface of metal solar panels.
Sign mounts in ground with concrete footer and j-bolts.

Available options:
- LED illumination
- Solar panel powered uplighting
- 2 sided sign

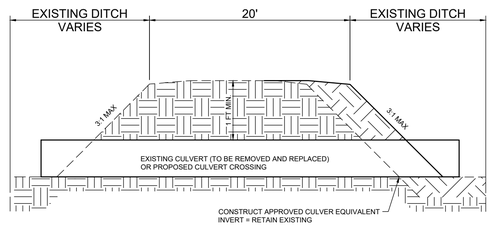
TYPICAL SITE SIGN DETAIL
NTS



TYPICAL FURROW GRADING
NTS



TYPICAL CROWNED FIELD GRADING
NTS



CULVERT CROSSING DETAIL
NTS

NOTE:
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VERTICAL ELEVATIONS BASED ON: NAVD-88

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FPL TREEFROG
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

GENERAL DETAILS 2

PLAN REVISIONS

SCALE AS SHOWN

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 13

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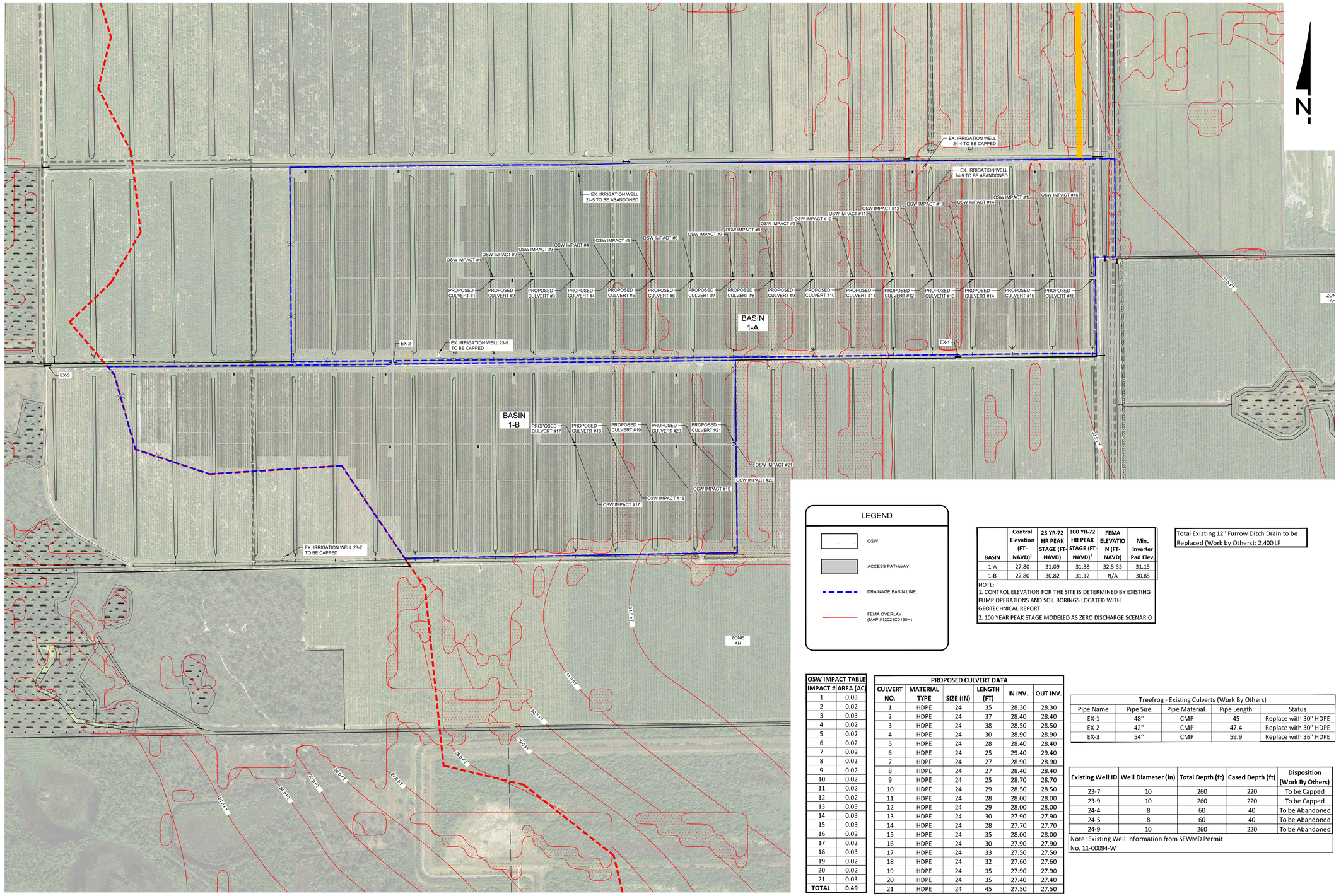

LEGEND

- OSW
- ACCESS PATHWAY
- DRAINAGE BASIN LINE
- FEMA OVERLAY (MAP #12021C0130H)

BASIN	Control Elevation (FT-NAVD)[1]	25 YR-72 HR PEAK STAGE (FT-NAVD)	100 YR-72 HR PEAK STAGE (FT-NAVD)[2]	FEMA ELEVATION (FT-NAVD)	Min. Inverter Pad Elev.
1-A	27.80	31.09	31.38	32.5-33	31.15
1-B	27.80	30.82	31.12	N/A	30.85

NOTE:
1. CONTROL ELEVATION FOR THE SITE IS DETERMINED BY EXISTING PUMP OPERATIONS AND SOIL BORINGS LOCATED WITH GEOTECHNICAL REPORT
2. 100 YEAR PEAK STAGE MODELED AS ZERO DISCHARGE SCENARIO

Total Existing 12" Furrow Ditch Drain to be Replaced (Work by Others): 2,400 LF

OSW IMPACT TABLE	
IMPACT #	AREA (AC)
1	0.03
2	0.02
3	0.03
4	0.02
5	0.02
6	0.02
7	0.02
8	0.02
9	0.02
10	0.02
11	0.02
12	0.02
13	0.03
14	0.03
15	0.03
16	0.02
17	0.02
18	0.03
19	0.02
20	0.02
21	0.03
TOTAL	0.49

PROPOSED CULVERT DATA					
CULVERT NO.	MATERIAL TYPE	SIZE (IN)	LENGTH (FT)	IN INV.	OUT INV.
1	HDPE	24	35	28.30	28.30
2	HDPE	24	37	28.40	28.40
3	HDPE	24	38	28.50	28.50
4	HDPE	24	30	28.90	28.90
5	HDPE	24	28	28.40	28.40
6	HDPE	24	25	29.40	29.40
7	HDPE	24	27	28.90	28.90
8	HDPE	24	27	28.40	28.40
9	HDPE	24	25	28.70	28.70
10	HDPE	24	29	28.50	28.50
11	HDPE	24	28	28.00	28.00
12	HDPE	24	29	28.00	28.00
13	HDPE	24	30	27.90	27.90
14	HDPE	24	28	27.70	27.70
15	HDPE	24	35	28.00	28.00
16	HDPE	24	30	27.90	27.90
17	HDPE	24	33	27.50	27.50
18	HDPE	24	32	27.60	27.60
19	HDPE	24	35	27.90	27.90
20	HDPE	24	35	27.40	27.40
21	HDPE	24	45	27.50	27.50

Treefrog - Existing Culverts (Work By Others)				
Pipe Name	Pipe Size	Pipe Material	Pipe Length	Status
EX-1	48"	CMP	45	Replace with 30" HDPE
EX-2	42"	CMP	47.4	Replace with 30" HDPE
EX-3	54"	CMP	59.9	Replace with 36" HDPE

Existing Well ID	Well Diameter (in)	Total Depth (ft)	Cased Depth (ft)	Disposition (Work By Others)
23-7	10	260	220	To be Capped
23-9	10	260	220	To be Capped
24-4	8	60	40	To be Abandoned
24-5	8	60	40	To be Abandoned
24-9	10	260	220	To be Abandoned

Note: Existing Well Information from SFWMD Permit No. 11-00094-W

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG SOLAR ENERGY CENTER

CLIENT: FLORIDA POWER & LIGHT COMPANY

DRAINAGE PLAN

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 14

B:\Projects\22004770 (Kings Ranch) Solar Field\Drawings-Exhibits\22004770-03 Treefrog Construction Plans\Current Plans\22004770314.dwg
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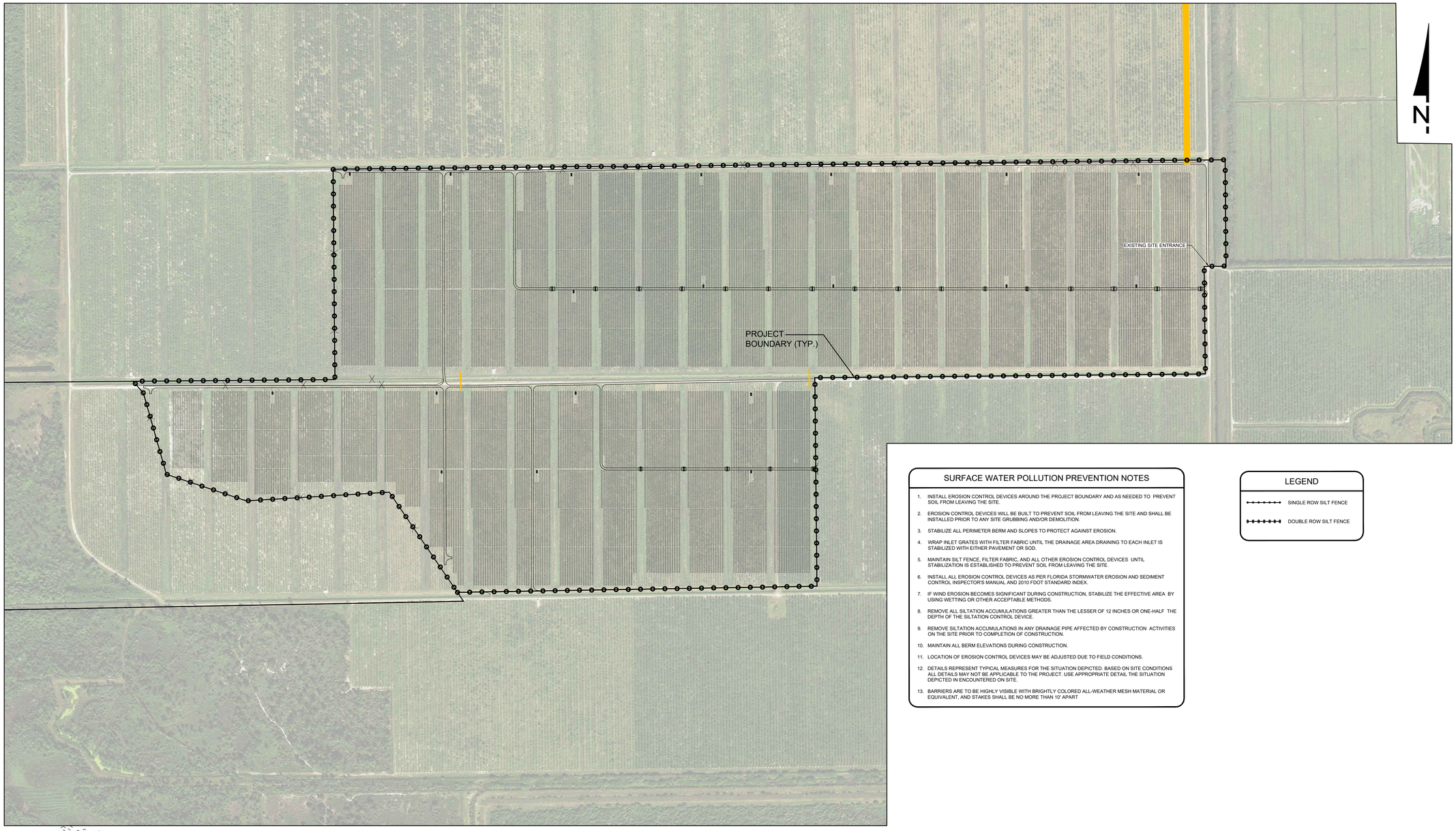
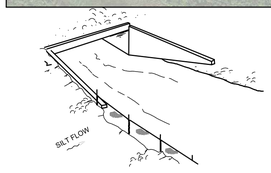


SURFACE WATER POLLUTION PREVENTION NOTES

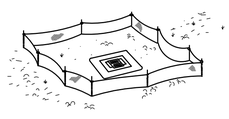
1. INSTALL EROSION CONTROL DEVICES AROUND THE PROJECT BOUNDARY AND AS NEEDED TO PREVENT SOIL FROM LEAVING THE SITE.
2. EROSION CONTROL DEVICES WILL BE BUILT TO PREVENT SOIL FROM LEAVING THE SITE AND SHALL BE INSTALLED PRIOR TO ANY SITE GRUBBING AND/OR DEMOLITION.
3. STABILIZE ALL PERIMETER BERM AND SLOPES TO PROTECT AGAINST EROSION.
4. WRAP INLET GRATES WITH FILTER FABRIC UNTIL THE DRAINAGE AREA DRAINING TO EACH INLET IS STABILIZED WITH EITHER PAVEMENT OR SOD.
5. MAINTAIN SILT FENCE, FILTER FABRIC, AND ALL OTHER EROSION CONTROL DEVICES UNTIL STABILIZATION IS ESTABLISHED TO PREVENT SOIL FROM LEAVING THE SITE.
6. INSTALL ALL EROSION CONTROL DEVICES AS PER FLORIDA STORMWATER EROSION AND SEDIMENT CONTROL INSPECTOR'S MANUAL AND 2010 FDOT STANDARD INDEX.
7. IF WIND EROSION BECOMES SIGNIFICANT DURING CONSTRUCTION, STABILIZE THE EFFECTIVE AREA BY USING WETTING OR OTHER ACCEPTABLE METHODS.
8. REMOVE ALL SILTATION ACCUMULATIONS GREATER THAN THE LESSER OF 12 INCHES OR ONE-HALF THE DEPTH OF THE SILTATION CONTROL DEVICE.
9. REMOVE SILTATION ACCUMULATIONS IN ANY DRAINAGE PIPE AFFECTED BY CONSTRUCTION ACTIVITIES ON THE SITE PRIOR TO COMPLETION OF CONSTRUCTION.
10. MAINTAIN ALL BERM ELEVATIONS DURING CONSTRUCTION.
11. LOCATION OF EROSION CONTROL DEVICES MAY BE ADJUSTED DUE TO FIELD CONDITIONS.
12. DETAILS REPRESENT TYPICAL MEASURES FOR THE SITUATION DEPICTED. BASED ON SITE CONDITIONS ALL DETAILS MAY NOT BE APPLICABLE TO THE PROJECT. USE APPROPRIATE DETAIL THE SITUATION DEPICTED IN ENCOUNTERED ON SITE.
13. BARRIERS ARE TO BE HIGHLY VISIBLE WITH BRIGHTLY COLORED ALL-WEATHER MESH MATERIAL OR EQUIVALENT, AND STAKES SHALL BE NO MORE THAN 10' APART

LEGEND

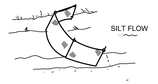
- SINGLE ROW SILT FENCE
- DOUBLE ROW SILT FENCE



TYPE III SILT FENCE



TYPE III SILT FENCE PROTECTION
AROUND DITCH BOTTOM INLETS

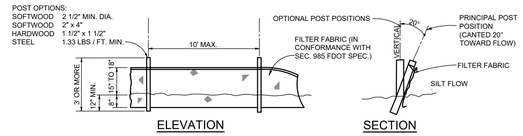


NOTE: SPACING FOR TYPE III FENCE TO BE IN ACCORDANCE WITH CHART I, SHEET 1 OF 2010 FDOT DESIGN STANDARDS INDEX 102.

TYPE III SILT FENCE

DO NOT DEPLOY IN A MANNER THAT SILT FENCES WILL ACT AS A DAM ACROSS PERMANENT FLOWING WATERCOURSES. SILT FENCES ARE TO BE USED AT UPLAND LOCATIONS AND TURBIDITY BARRIERS USED AT PERMANENT BODIES OF WATER.

SILT FENCE APPLICATIONS



NOTE: SILT FENCE TO BE PAID FOR UNDER THE CONTRACT UNIT PRICE FOR STAKED SILT FENCE (LF)

TYPE III SILT FENCE

NOTE:
1. ALL EXISTING IRRIGATION INFRASTRUCTURE WITHIN PROJECT BOUNDARY TO BE REMOVED.
2. ALL WELLS FOUND UNDER PROPOSED SOLAR ARRAY AREAS ARE TO BE ABANDONED.

VERTICAL ELEVATIONS BASED ON: NAVD-88

ATWELL
866.850.4200 www.atwell-group.com
28100 BONITA GRANDE DR., SUITE 305
BONITA SPRINGS, FL 34135
239.405.7777

FPL TREEFROG
SOLAR ENERGY CENTER
CLIENT: FLORIDA POWER & LIGHT COMPANY

STORMWATER POLLUTION PREVENTION PLAN

PLAN REVISIONS

0 200 400 800
SCALE IN FEET

FLORIDA CERTIFICATE OF AUTHORIZATION #8636

JEREMY H. ARNOLD, P.E.
FL LICENSE NO. 66421

SET NUMBER: 22004770-03

SHEET : 15

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04/26/2024 2:16:34 PM

COLLIER COUNTY GOVERNMENT
GROWTH MANAGEMENT DEPARTMENT
www.colliercountyfl.gov

2800 NORTH HORSESHOE DRIVE
NAPLES, FLORIDA 34104
(239) 252-2400 FAX: (239) 252-6358

APPLICATION FOR LAND DEVELOPMENT CODE AMENDMENT
PRIVATELY INITIATED

LDC Section 10.02.09
Ch. 2 B. of the Administrative Code for Land Development

Assigned Planner: _____

PROJECT NUMBER
PROJECT NAME
DATE PROCESSED

For Staff Use

APPLICANT CONTACT INFORMATION

Name of Applicant(s): Florida Power & Light Company

Name of Property Owner if different than Applicant: N/A

Address: 700 Universe Blvd **City:** Juno Beach **State:** FL **ZIP:** 33408

Telephone: (561) 324-8055 **Cell:** _____ **Fax:** _____

E-Mail Address: jeffrey.conte@fpl.com

Name of Agent: Jem Frantz, AICP

Firm: RVi Planning + Landscape Architecture

Address: 28100 Bonita Grande Dr, #305 **City:** Bonita Springs **State:** FL **ZIP:** 34135

Telephone: _____ **Cell:** (239) 357-9580 **Fax:** _____

E-Mail Address: jfrantz@rviplanning.com

Be aware that Collier County has lobbyist regulations. Guide yourself accordingly and ensure that you are in compliance with these regulations.

PROJECT INFORMATION

Project Name: LDC Amendment - Solar Facilities and Electrical Substations

Location Description: Countywide

COLLIER COUNTY GOVERNMENT
GROWTH MANAGEMENT DEPARTMENT
www.colliercountyfl.gov

2800 NORTH HORSESHOE DRIVE
NAPLES, FLORIDA 34104
(239) 252-2400 FAX: (239) 252-6358

Project Description/Summary of Change: LDC amendment to codify rules for Solar Facilities and Electrical Substations adopted in Florida Statutes and to address issues raised during staff review of these uses. The amendment addresses the zoning districts where these uses are permitted, adopt unique development standards, and add definitions.

Pre-Application Meeting and Final Submittal Requirement Checklist for:
Privately Initiated LDC Amendments
Ch. 2 B. of the Administrative Code for Land Development

The following Submittal Requirement Checklist is to be utilized during the Pre-Application Meeting and at time of application submittal. At time of submittal, the checklist is to be completed and submitted with the application packet. Please provide the submittal items in the exact order listed below, with cover sheets attached to each section. **Incomplete submittals will not be accepted.**

REQUIREMENTS FOR REVIEW	# OF COPIES	REQUIRED	Not Required
Completed Application	1	☒	☐
Pre-Application meeting notes	1	☒	☐
Completed LDC amendment request	1	☒	☐
Administrative Code Amendments	1	☐	☐
Amended Zoning Maps		☐	☐
Electronic copy of all documents	1	☒	☐

COLLIER COUNTY GOVERNMENT
GROWTH MANAGEMENT DEPARTMENT
www.colliercountyfl.gov

2800 NORTH HORSESHOE DRIVE
NAPLES, FLORIDA 34104
(239) 252-2400 FAX: (239) 252-6358

Planners: Indicate if the petition needs to be routed to the following additional reviewers:

☐	Bayshore/Gateway Triangle Redevelopment: Executive Director	☐	Historical Review
☐	City of Naples: Robin Singer, Planning Director	☐	Immokalee Water/Sewer District:
☐	Conservancy of SWFL: Nicole Johnson	☐	Parks and Recreation: Barry Williams and David Berra
☐	Emergency Management: Dan Summers; and/or EMS: Artie Bay	☐	School District: Amy Lockheart
☐	Naples Airport Authority	☐	Collier County Airport Authority
☐	Other:	☐	Other:

PUBLIC PARTICIPATION REQUIREMENTS

LDC section 10.03.06 A or K
Chapter 8 of the Administrative Code for Land Development

Newspaper Advertisements Required:
The legal advertisement shall be published at least 15 days before the advertised public hearing in a newspaper of general circulation. The advertisement shall include at a minimum:

- Date, time, and location of the hearing;
- Description of the proposed land uses; and
- LDC amendments that change the list of permitted, conditional, or prohibited uses within a zoning category shall include a 2 in. x 3 in. map of the project location.

Public Meetings Required:

- **Development Services Advisory Committee-Land Development Review Subcommittee (DSAC-LDR):** No legally required advertising.
- **Development Services Advisory Committee (DSAC):** No legally required advertising.

Public Hearing Requirements:
For amendments that change the zoning map designation of 10 acres of land or less, or *do not change* the list of permitted, conditional, or prohibited land uses within a zoning category:

- **Environmental Advisory Council (EAC):** The EAC shall hold at least one public hearing (if applicable).
- **Collier County Planning Commission (CCPC):** The CCPC shall hold at least one public hearing.
- **Board of County Commissioners (BCC):** The BCC shall hold at least one advertised public hearing.

For amendments that change the zoning map designation of 10 acres of land or more, or *do change* the list of permitted, conditional, or prohibited land uses within a zoning category:

- **Environmental Advisory Council (EAC):** The EAC shall hold at least one public hearing (if applicable).

- **Collier County Planning Commission (CCPC):** The CCPC shall hold at least one public hearing.
  - The CCPC may elect by a majority decision to hear such ordinance or resolution at two public hearings. If there is only one CCPC hearing, the hearing shall be held after 5:00 p.m. on a weekday, and if there are two CCPC hearings, then at least one of the hearings shall be held after 5:00 p.m. on a weekday.

- **Board of County Commissioners (BCC):** The BCC shall hold at least two advertised public hearings.
  - At least one hearing shall be held after 5:00 p.m. on a weekday, unless the BCC by a majority vote plus one vote elects to conduct that hearing at another time of day.

FEE REQUIREMENTS

- ☐ **Pre-application Meeting:** $500.00
  - To be credited towards the application fee if the application is filed within 9 months of pre-application meeting.
- ☐ **Amendment to the LDC:** $3,000.00
- ☐ **Legal Advertising Fees:**
  - CCPC: $1,125.00
  - BCC: $500.00

All checks payable to: Board of County Commissioners.

The completed application, all required submittal materials and the fee shall be submitted to:

Growth Management Department
Zoning Division
ATTN: Business Center
2800 North Horseshoe Drive
Naples, FL 34104

April 29, 2025

Ms. Angela Galiano
Planner I
Collier County Government
Growth Management Department
2800 N. Horseshoe Dr.
Naples, FL 33901

RE: Solar Facilities and Electrical Substations LDC Amendment
PL20240008632 – Submittal 4

Dear Ms. Galiano,

It is my pleasure to submit to you the attached revised documents related to the LDC Amendment request for Solar Facilities and Electric Substations. Please see the following responses to your comments.

1) Comment Letter Responses,
2) Revised LDC Amendment,
3) Revised LDC Amendment Request Statement,

Rejected Review: LDCA Review
Reviewed By: Angela Galiano
Email: Angela.Galiano@colliercountyfl.gov Phone #: (239) 252-5759

Correction Comment 6:
Staff recommends adding a section to address glare mitigation (refraction for anti-reflective coatings that shall minimize glare from solar panels abutting roadways and residential land uses. Pursuant to the last submittal statement, please provide studies showing no glint or glare risk.

Response: A requirement to address glare has been added to proposed section 5.05.16.

Correction Comment 12:
Staff recommends a Decommissioning Plan and Abandonment Plan for dismantling and removing the solar facility at the end of its lifespan and for those that have been abandoned for a specified time period. This would minimize the likelihood that the County could incur the costs of decommissioning abandoned systems. Please provide a copy of FPL's proposed decommissioning and abandonment plan. And please provide a copy of the referenced attachment regarding the implemented rules in the submittal statement.

Response: Requirements for decommissioning plans for both public and private utilities have been added to proposed section 5.05.16.

Correction Comment 14:
See comments and PDF to Docs and images from others.

Response: Acknowledged. See responses below.

Correction Comment 15:
In the proposed LDC subsection 1.08.02, staff recommends removing “solar facilities” from essential services, as they are not mandated by the state as an essential service.

Response: Please see the revised LDC amendment which has removed solar facilities from the essential services section. Please note, that the allowance for off-site preserves to be approved administratively, which was previously removed from the request due to duplication with essential services exemptions, haas been revised and added to the amendment to ensure this flexibility applies after removing solar facilities from the essential services section.

Correction Comment 16:
Staff recommends eliminating Solar Facilities from LDC subsection 2.01.03 in its entirety. Solar Facilities are not considered an essential service.

Please use the current text from Municode. Subsection - 2.01.03 was amended by Ord. 24-05.

See comments uploaded as a PDF to Docs and Images - upload date of 03.14.2025

Response: Please see the response to Comment 15 above. The revised LDC amendment has removed solar facilities from the essential services section and is updated for consistency with Ordinance 24-05.

All changes requested in the pdf dated 3.14.2025 have been incorporated into the revised LDC amendment.

Correction Comment 17:
In the proposed LDC subsection 5.05.16.B.1.c, staff recommends removing “security”. A (4) foot fence is not considered to be a security fence.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 18:
Please clarify and explain the purpose of 5.05.17.B.3 and 5.05.17B.4. If it’s needed, please justify the purpose

Response: Please see the revised LDC amendment. Section 5.05.17 has been reorganized and revised to remove duplication and clarify proposed standards.

Rejected Review: County Attorney Review
Reviewed By: Heidi Ashton-Cicko
Email: heidi.ashton@colliercountyfl.gov Phone #: (239) 252-8773

Correction Comment 3:
Miscellaneous Corrections: Please address my requested changes dated 2-25-25

Response: Please see the revised LDC amendment which has incorporated these changes.

Rejected Review: Environmental Review
Reviewed By: Jaime Cook
Email: Jaime.Cook@colliercountyfl.gov Phone #: (239) 252-6290

Correction Comment 1:
Please see comments uploaded as a PDF to Docs and Images - upload date of 03.11.2025

Response: Please see the revised LDC amendment which has incorporated these changes.

Rejected Review: Landscape Review
Reviewed By: Lisa Blacklidge
Email: Lisa.Blacklidge@colliercountyfl.gov Phone #: (239) 252-2758

Correction Comment 1:
5.05.16 B.1.b.i.
"Solar facilities shall not be required to provide landscape buffers when located abutting or adjacent to agriculturally zoned property"
INSERT when under same ownership. Otherwise, a Type A buffer is required to adjacent agriculturally zoned property.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 2:
5.05.16 B.1.ii.
REPLACE
Where solar facilities are adjacent or abutting to public rights-of-way, a Type D buffer is required. Where existing native vegetation exists it may be used to meet the buffer requirements.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 3:
5.05.16 B.1.iii. CHANGE to iv. REMOVE agricultural uses

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 4:
5.05.16 B.1.iii. New iii. No buffer is required between Solar Facilities and Electrical Substations.

Response: Please see the revised LDC amendment which has incorporated this change.

Correction Comment 5:
5.05.17 Remove multiple requirements to point to 4.06.02. Remove "utility buildings"

Response: Please see the revised LDC amendment which has incorporated this change.

Thank you in advance for your consideration of the above information. If you have any further questions, please do not hesitate to contact me directly at (239) 357-9580 or jfrantz@rviplanning.com.

Sincerely,

RVi Planning + Landscape Architecture



Jem Frantz, AICP
Project Director

new text is highlighted below

EXHIBIT A

SOLAR GENERATING FACILITIES LDC AMENDMENT

Amend the LDC as follows:

1.08.02 – Definitions

* * * * * * * * * * * * *

Electric substation: A facility that takes electricity from the transmission grid and switches and/or converts it to another voltage for the transmission grid or to a lower voltage so it can be distributed to customers through one or more lines. Electric substations may also include accessory administration or maintenance buildings and related accessory uses and structures,

* * * * * * * * * * * * *

New added text

Solar facility: A production facility for electric power which uses photovoltaic modules to convert solar energy to electricity that may be stored on site, delivered to a transmission system, and consumed by customers primarily offsite. Solar Facilities consist principally of photovoltaic modules, a mounting or racking system, power inverters, transformers, collection systems, battery systems, fire suppression equipment, and associated components.

# # # # # # # # # # # # #

2.01.03 – Essential Services

Essential services are hereby defined as services designed and operated to provide water, sewer, gas, telephone, electricity, cable television or communications to the general public by providers which have been approved and authorized according to laws having appropriate jurisdiction, and government facilities. Essential services are allowed in any zoning district subject to the following conditions:

A. The following uses shall be deemed permitted uses in all zoning districts, except CON districts, RFMU sending lands, NRPA~~S~~s, HSA~~S~~s, and FSA~~S~~s:

1. Water lines and sewer lines;

2. Natural gas lines, except those associated with oil extraction and related processing operations as defined in this Code and regulated under applicable federal and state law;

3. Telephone lines, telephone switching stations, and cable television lines;

4. Electrical transmission and distribution lines, electric substations subject to section 5.05.17 (including accessory and related uses and structures and collocated uses including but not limited to administration buildings and unmanned utility structures battery systems), and emergency power structures;

a. Accessory and Collocated Uses. Electric Substations may have accessory and collocated uses and structures that are customarily located near or constructed in conjunction with any one of the permitted principal uses or structures and is accessory or ancillary to its use, including but not limited to, above ground fuel storage tanks, equipment storage, storage yards, laydown yards, and unmanned utility structures, such as, battery storage, data centers.

# # # # # # # # # # # # #

2.03.01 – Agricultural Zoning Districts

A. Rural Agricultural District (A). The purpose and intent of the rural agricultural district (A) is to provide lands for agricultural, pastoral, and rural land uses by accommodating traditional agricultural, agricultural related activities and facilities, support facilities related to agricultural needs, and conservation uses. Uses that are generally considered compatible to agricultural uses that would not endanger or damage the agricultural, environmental, potable water, or wildlife resources of the County, are permissible as **conditional uses** in the A district. The A district corresponds to and implements the Agricultural/Rural land use designation on the future land use map of the Collier County GMP, and in some instances, may occur in the designated urban area. The maximum **density** permissible in the rural agricultural district within the urban mixed use district shall be guided, in part, by the **density** rating system contained in the future land use element of the GMP. The maximum **density** permissible or permitted in A district shall not exceed the **density** permissible under the **density** rating system. The maximum **density** permissible in the A district within the agricultural/rural district of the future land use element of the Collier County GMP shall be consistent with and not exceed the **density** permissible or permitted under the agricultural/rural district of the future land use element.

1. The following subsections identify the uses that are permissible by right and the uses that are allowable as **accessory** or **conditional uses** in the rural agricultural district (A).

a. *Permitted uses.*

* * * * * * * * * * * * *

5. Conservation uses.
6. **Oil and gas exploration** subject to state drilling permits and Collier County site **development plan** review procedures.
7. **Family care facilities**, subject to section 5.05.04.
8. Communications towers up to specified height, subject to section 5.05.09.
9. **Essential services**, as set forth in section 2.01.03.
10. Schools, public, including "**Educational plants**."
11. **Solar facilities**, subject to section 5.05.16, including accessory administration or maintenance buildings, battery systems, electric transmission lines, substations, energy storage equipment, and related accessory uses and structures.

# # # # # # # # # # # # #

3.05.07 – Preservation Standards

* * * * * * * * * * * * *

H. Preserve Standards.

1. Design Standards.

* * * * * * * * * * * * *

f. Off-site vegetation retention.

i. Purpose and Intent. The purpose of this subsection f. is to identify the criteria to satisfy on-site preserve requirements off site. The intent of the on-site preserve requirement is to retain, maintain, and preserve existing native vegetation on site as provided for in the Conservation and Coastal Management Element of the GMP. However, in limited situations on-site preserve may be considered less viable as a functional preserve if it is 21,780 square feet (one-half acre) or less and isolated. Therefore, in limited situations, providing for a preserve off site can achieve the goals and objectives of the GMP. This section shall not apply to lands located within the RLSA or RFMU districts.

ii. Applicability and prohibitions. Except where it is prohibited, applicants may request that the on-site native vegetation retention requirement be satisfied in full off site where the native vegetation requirement is 21,780 square feet (one-half acre) or less, and the preserves have not been identified on an approved development order by the County. Off-site preserves are prohibited if one or more of the following is found on site:

a) Xeric scrub, hardwood hammocks, mangrove (excluding mangrove fringes less than 40 feet in width, as measured from the root line, on artificially created shorelines), coastal dune and strand environments, and listed species habitat or corridors per the requirements or recommendations of the FFWCC or USFWS;

b) Preserves that are located within or contiguous to natural flowways required to be retained per the requirements of the SFWMD, natural water bodies, estuaries, government required preserves (not meeting the off-site preservation criteria herein), NRPAs, or contiguous to property designated for purchase by Conservation Collier or purchased by Conservation Collier, or contiguous to properties containing listed species nests, buffers, corridors and foraging habitat per the requirements or recommendations of the FFWCC or USFWS. For the purpose of this section, natural flowways shall also include those identified during wetland permitting

with applicable State and Federal agencies, regional drainage studies, or surface water management permits; or

c) The on-site native vegetation retention requirement is greater than 21,780 square feet (one-half acre).

iii. Off-site preserves approved administratively. Except as limited in LDC section 3.05.07 H.1.f.ii., the County Manager or designee may approve deviations to meet the on-site preserve requirements off site in only the following four situations:

a) Essential services facilities;

b) Affordable housing approved by the Collier County Community and Human Services Division;

c) Projects where on-site native vegetation is fragmented; or

d) Projects where on-site native vegetation is not contiguous to off-site preserve areas;

New added text

e) **Solar facilities**.

# # # # # # # # # # # # #

4.06.02 – Buffer Requirements

* * * * * * * * * * * * *

C. Types of **buffers**. Within a required **buffer** strip, the following types of **buffers** shall be used based on the matrix in table 2.4. (See Figure 4.06.02.C-1)

* * * * * * * * * * * * *

Table 2.4 Table of **Buffer** Requirements by Land Use Classifications

	Adjacent Properties Zoning District and/or Property Use													
Subject Property's District/Use	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Agriculture (A [1 5])	-	B	B	B	B	B	A	A	A	A	D	A	-	A
2. Residential (E, RSF) single-family	A	A	B	B	B	B	B	C	B	*	D	B	-	C
3. Residential (RMF-6, RMF-12, RMF-16) multifamily	A	B	A	A	A	B	B	B	B	*	D	B	-	C

	Adjacent Properties Zoning District and/or Property Use													
4. Residential tourist (RT)	A	B	A	A	B	B	A	B	B	*	D	B	-	B
5. Village residential (VR)	A	A	B	B	A	B	B	B	B	*	D	B	-	B
6. Mobile home (MH)	A	B	B	B	B	A	B	B	B	*	D	B	B	B
7. Commercial [3] (C-1, C-2, C-3, C-4, C-5); Business Park (BP)	A	B	B	B	B	B	A	A	A	*	D	B	B	B
8. Industrial [2] (I)	A	C	B	B	B	B	A	A [2]	A	*	D	B	B	B
9. Public use (P), community facility (CF), Golf Course Clubhouse, Amenity Center	A	B	B	B	B	B	A	A	A	*	D	B	-	C
10. Planned unit development (PUD)	*	*	*	*	*	*	*	*	*	*	D	*	*	*
11. Vehicular rights-of-way [5]	D	D	D	D	D	D	D	D	D	D	-	B	-	D
12. Golf course maintenance building	B	B	B	B	B	B	B	B	B	B	B	A	B	C
13. Golf course	-	-	-	-	-	-	-	-	-	-	-	B	-	C
14. Automobile service station [4]	A	C	C	B	B	B	B	B	C	*	D	C	C	D

Table 2.4 information: The letter listed under "Adjacent Properties Zoning District and/or Property Use" shall be the landscape buffer and screening alternative required. Where a conflict exists between the buffer required by zoning district or property use, the more stringent buffer shall be required. The "-" symbol shall represent that no buffer is required. The PUD district buffer, due to a variety of differing land uses, is indicated by the "*" symbol, and shall be based on the landscape buffer and screening of the district or property use with the most similar types, densities and intensities of use. Where a conflict exists between the buffering requirements and the yard requirements of this Code, the yard requirements of the subject zoning district shall apply.

[1] **Buffering** in agriculture (A) districts shall be applicable at the time of site **development plan** (SDP) submittal.

[2] Industrial (I) zoned property, where abutting industrial (I) zoned property, shall be required to install a minimum 5-foot-wide type A **landscape buffer** adjacent to the side and rear property lines. The buffer area shall not be used for water management. In addition, trees may be reduced to 50 feet on center along rear and side perimeter **buffers** only. This reduction in **buffer** width shall not apply to **buffers adjacent** to vehicular **rights-of-way** or nonindustrial zoned property. **Abutting** industrial zoned properties may remove a side or rear **buffer** along the

shared property line in accordance with Section 4.06.02 C.7. This exception to **buffers** shall not apply to **buffers abutting** to vehicular **rights-of-way**.

[3] **Buffer** areas between commercial **outparcels** located within a **shopping center**, Business Park, or similar commercial **development** may have a shared **buffer** 15 feet wide with each **abutting** property contributing 7.5 feet. The **outparcels** may remove a side or rear **buffer** along the shared property line between comparable uses within the same zoning designation in accordance with Section 4.06.02 C.7. These provisions shall not apply to **right-of-way buffers**.

[4] Refer to section 5.05.05 for **automobile service station** landscape requirements.

[5] Refer to section 5.05.16 for **solar facility** landscape requirements.

# # # # # # # # # # # # #

5.05.16 – Solar Facilities

A. Purpose and Intent. This section is intended to provide development standards for solar facilities consistent with other similar uses in the agricultural zoning districts.

B. Development Standards.

1. Site Design Requirements.

a. Principal and accessory structures must comply with the Rural Agriculture (A) site development standards set forth in LDC Section 4.02.01, except as noted below.

b. Buffering.

New added text

i. **Solar facilities** shall not be required to provide landscape buffers where located abutting or adjacent to agriculturally zoned property when under same ownership. Otherwise, a Type A buffer is required adjacent to agriculturally zoned property. Where existing native vegetation exists it may be used to meet the buffer requirements.

ii. Where **solar facilities** are adjacent or abutting to public rights-of-way, a Type "D" buffer is required, where existing native vegetation exists it may be used to meet the buffer requirements.

a) Site preparation must include removal of non-native vegetation that will compete with newly planted plantings. Site preparation may be necessary to adequately prepare the site for planting. Site preparation may include such activities as re-contouring, disking, roller chopping, bush hogging, prescribed burning, herbiciding, or other recognized vegetation management activities.

New added text

b) Fertilization and appropriate watering are required at time of planting

iii. No buffer is required between Solar Facilities and Electric Substations.

iv. All other buffers must comply with the requirements LDC Section 4.06.02.

New added text

c. Glare. No facility shall produce reflective glare that could affect or impair aircraft traffic control or vehicular traffic as determined by the FAA.

d. Fencing. Fencing shall be a minimum of four (4) feet in height, where proposed. Fence height shall be measured in accordance with LDC section 5.03.02.F.

e. Open Space. For purposes of calculating the open space requirements, the area of the solar panels and transmission lines shall be considered open space if the ground beneath the panel remains pervious.

f. Streetlights. One (1) full cutoff fixture at the facility entry or exit outside of the intersecting public right-of-way will be allowed to meet the requirements of LDC Section 6.06.03 B. regardless of the number of driveway lanes, and shall meet minimum required foot-candle values in LDC Section 6.06.03 B.2. This requirement may be waived by the County Manager or Designee, when adjacent to tribal lands or not located on an arterial road.

New added text

New added text

C. Decommissioning and Abandonment Plans.

1. Private utilities shall provide Decommissioning and Abandonment Plans to demonstrate that no costs associated with decommissioning the solar facility are borne by the County.

2. Public utilities shall be consistent with the Electric Utilities Dismantlement Studies required by 25-6.04364 F.A.C.

# # # # # # # # # # # # #

5.05.17 – Electric Substations

A. Purpose and Intent. This section is intended to provide development standards for Electric Substations consistent with standards provided in Florida Statutes.

B. Development Standards.

New added text

1. Buffering and Setbacks.

a. Trees and shrub material in this setback shall comply with the buffer requirements in LDC section 4.06.02.

b. Setbacks for **Electric Substations** shall be the same as principal structure setbacks for the zoning district.

2. Fences and walls.

New added text

a. **Electric substations** in zoning districts with setbacks between 50 and 100 feet shall include a security fence with a minimum height of 10 feet.

b. **Electric substations** in zoning districts with setbacks less than 50 feet shall include a buffer wall or fence with a minimum height of 8 feet.

3. Buffering and Setbacks for certain Accessory Uses. Collocated unmanned data centers, allowed as an accessory use to electric substations shall comply with all buffering and setback requirements for Electric Substations.

# # # # # # # # # # # # #

6.06.03 – Streetlights

* * * * * * * * * * * * *

B. At the entry/exit of any residential or commercial **development** approved through a SDP, SDPA, or PPL located on a public **collector** or **arterial street**, the following additional standards shall apply. For projects subject to architectural design standards, see LDC section 5.05.08 F. for related provisions. For **solar facilities**, see LDC section 5.05.16. for related provisions.

# # # # # # # # # # # # #

10.02.03 – Requirements for Site Development, Site Improvement Plans and Amendments thereof

* * * * * * * * * * * * *

D. Site Development Plan Requirements (SDP). A pre-application meeting shall be conducted by the County Manager or designee prior to the submission of any site development plan for review. This meeting may be waived by the County Manager or designee upon the request of the applicant.

* * * * * * * * * * * * *

6. **Solar facilities** shall not be required to provide a Traffic Impact Statement.

# # # # # # # # # # # # #

SOLAR FACILITIES & ELECTRIC SUBSTATIONS LDC AMENDMENT

DSAC-LDR Subcommittee Meeting

May 20, 2025

Tal Berman, Natalie Vitola, Mark Meyer & Jeff Conte

Florida Power & Light (Applicant)

Jackie Larocque, PE

Atwell (Engineering)

Jem Frantz, AICP & Alexis Crespo, AICP

RVi Planning + Landscape Architecture (Planning)

THE TEAM

SOLAR FACILITIES

- Existing LDC does not address Solar Facilities and proposed amendment will bring LDC into compliance with State Law.
- Chapter 163.3205 F.S. amended to allow solar facilities in all Ag Districts and Land Use Categories:

(3) A solar facility shall be a permitted use in all agricultural land use categories in a local government comprehensive plan and all agricultural zoning districts within an unincorporated area and must comply with the setback and landscaped buffer area criteria for other similar uses in the agricultural district.

(4) A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in agricultural land use categories and zoning districts.

Solar energy centers are designed to maximize previously farmed land and flow with the landscape of the natural surroundings









Solar components are low impact to the land

Panels installed on a racking system leaving existing pervious soil













ELECTRIC SUBSTATIONS

- Existing LDC is not consistent with State Law and proposed amendment will bring LDC into compliance with State Law.
- Chapter 163.3208 F.S. amended to allow substations by right in certain zoning districts

(4) New and existing electric substations shall be a permitted use in all land use categories in the applicable local government comprehensive plan and zoning districts within a utility's service territory except those designated as preservation, conservation, or historic preservation on the future land use map or duly adopted ordinance. If a local government has not adopted reasonable standards for substation siting in accordance with subsection (3), the following standards shall apply to new electric substations:

(a) In nonresidential areas, the substation must comply with the setback and landscaped buffer area criteria applicable to other similar uses in that district, if any.

(b) Unless the local government approves a lesser setback or landscape requirement, in residential areas, a setback of up to 100 feet between the substation property boundary and permanent equipment structures shall be maintained as follows:

REQUEST SUMMARY

- Adds new definitions,
- Adds new sections for both Solar Facilities and Electric Substations,
- Updates the list of uses in Essential Services section and Agricultural District,
    - Adds accessory and collocated uses, and
- Adds exemptions and alternative standards from several SDP requirements.

THANK YOU!
QUESTIONS!

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Along Kingfish Road, City of Naples





photos provided by Christian Andrea, PLA

June 4th, 2025

Mr. William J. Varian, Chair
c/o Heather Yilmaz, Management Analyst I
Development Services Advisory Committee

RE: Residential Drive Culverts / R.O.W. Permitting

Bill,

I apologize, but I will be out of town for the June 4th meeting. However, I wanted to offer a design solution for discussion by the Engineers and potential for LDC review and/or Amendment via the DSAC-LDR in the future.

Current Collier County R.O.W. standards and permitting does not allow for the pictured improvement, right. In a nutshell, these are trench drains (set at the typical culvert invert) with infiltration grate secured at the top of each trench riser. Maintenance is more easily-accomplished, than traditional culverts, by removing the grate. Capacity, width and depth, and structural subject to engineering.

This was forwarded to me by Christian Andrea, a local Landscape Architect. I do believe the aethetics speak for themselves. This is subject to an initial discussion and review Jack McKenna, prior to any motion for the DSAC-LDR to take up the item.

Thank you for yours and the Committee's consideration.

I'll toast a Pina Colada from the Dominican Republic.

Sincerely,

eMERGE Design LLC
Jeffrey S. Curl ASLA CLARB, President

LAB#: LC26000450 4010 8th Avenue S.E. + Naples, FL 34117 | p.239.272.7933 + f.239.304.9443 | www.emergedesign.biz

ideas + solutions

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SOLAR FACILITIES & ELECTRIC SUBSTATIONS LDC AMENDMENT

DSAC Meeting

June 4, 2025

Tal Berman, Natalie Vitola, Mark Meyer & Jeff Conte

Florida Power & Light (Applicant)

Jackie Larocque, PE

Atwell (Engineering)

Jem Frantz, AICP & Alexis Crespo, AICP

RVi Planning + Landscape Architecture (Planning)

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SOLAR FACILITIES

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(4) A county may adopt an ordinance specifying buffer and landscaping requirements for solar facilities. Such requirements may not exceed the requirements for similar uses involving the construction of other facilities that are permitted uses in agricultural land use categories and zoning districts.

Solar energy centers are designed to maximize previously farmed land and flow with the landscape of the natural surroundings









Solar components are low impact to the land

Panels installed on a racking system leaving existing pervious soil













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REQUEST SUMMARY

- Adds new definitions,
- Adds new sections for both Solar Facilities and Electric Substations,
- Updates the list of uses in Essential Services section and Agricultural District,
    - Adds accessory and collocated uses, and
- Adds exemptions and alternative standards from several SDP requirements.

CHANGES FROM DSAC-LDR SUBCOMMITTEE

- All changes requested by DSAC-LDR Subcommittee incorporated:
  - Correction to 3.05.07 H.1.f.iii.

> iii. Off-site preserves approved administratively. Except as limited in LDC section 3.05.07 H.1.f.ii., the County Manager or designee may approve deviations to meet the on-site preserve requirements off site in only the following ~~four~~ five situations:

  - Clarification of Buffer standard in 5.05.17 B.1.a

> 1. Buffering and Setbacks.
>
> a. Buffers shall comply with the requirements in LDC section 4.06.02.

CHANGES FROM STAFF

- Grammatical corrections in 5.05.16 B.1.b.ii

ii. Where **solar facilities** are adjacent to or abutting public rights-of-way, a Type "D" buffer is required. Where existing native vegetation exists, it may be used to meet the buffer requirements.

- Revisions to standards for glare.

c. Glare.

i. Concentrated Solar Panels utilizing a reflector to enhance production shall control and minimize the glare from the reflector to adjacent and abutting properties.

ii. Operational solar facilities shall not produce reflective glare that could affect or impair aircraft traffic control or vehicular traffic.

CHANGES FROM STAFF

- Moved proposed standard in 5.05.17 B.3 to 5.05.17 B.1.c

5.05.17 – Electric Substations

A. Purpose and Intent. This section is intended to provide development standards for Electric Substations consistent with standards provided in Florida Statutes.

B. Development Standards.

1. Buffering and Setbacks.

a. Buffers shall comply with the requirements in LDC section 4.06.02.

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c. Collocated unmanned data centers, allowed as an accessory use to electric substations shall comply with all buffering and setback requirements for Electric Substations.

THANK YOU!
QUESTIONS!

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Attendance Roster – Date: June 04, 2025

Development Services Advisory Committee

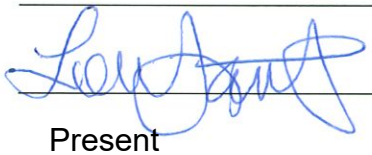
Must have (8) members for a quorum

Committee Members	
James Boughton: EXCUSED	**Norman Gentry**: EXCUSED
Clay Brooker: EXCUSED	**Mark McLean**:
Jeffrey Curl: EXCUSED	**Chris Mitchell**:
Laura Spurgeon DeJohn:	**Robert Mulhere**:
Nicholas Kouloheras:	**Jeremy Sterk**:
John English:	**Mario Valle**:
Marco Espinar:	**William Varian**:
Blair Foley:	**Hannah Roberts**:

Attendance Roster – Date: June 04, 2025

Development Services Advisory Committee

Staff Members

James French Department Head, GMCDD	Present
Michael Bosi Director, Planning & Zoning	Present
Christopher Mason Director, Community Planning & Resiliency	Present
Cormac Giblin Director, Housing Policy and Economic Development	Present
Jaime Cook Director, Development Review	Present
Michael Stark Director, Operation & Regulatory Support	Present
John McCormick Director, Building Review & Permitting	Present
Thomas Iandirmarino Director, Code Enforcement	Present
Matt McLean or designee Director, Public Utilities	Claudia Vargas
Jay Ahmad or designee Director, Transportation Engineering	
Diane Lynch, Management Analyst II Staff Liaison, Operations & Regulatory Management	Present
Heather Cartwright-Yilmaz, Management Analyst I Staff Liaison, Operations & Regulatory Management	Present

Other County Staff Presenting NOT listed above.

Name	Signature
Eric Johnson, Manager, Planning & Zoning, GMCD	Present
Angela Galiano, Planner II, Planning & Zoning, GMCD	Present
Richard Henderlong, Planner III, Planning & Zoning, GMCD	Present

Attendance Roster – Date: June 04, 2025

Development Services Advisory Committee

Public Sign-in Sheet

Please Print

NAME	REPRESENTING	PHONE NO.
Jen Frantz	RVi / FPL	239-357-9580

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

PLEASE PRINT CLEARLY

Agenda Item No.: 6 c **Agenda Item Topic:** Solar facilities LDCA

(For Public Comment, list topic)

Meeting Date: 6-4-25

Name: Jem Frantz Address: 28100 Bonita Grande Dr #303, Bonita Springs FL 34135

Representing/Petitioner: FPL Other:

COLLIER COUNTY ORDINANCE NO. 2003-53, AS AMENDED BY ORDINANCE 2004-05 AND 2007-24, REQUIRES THAT ALL LOBBYISTS SHALL, BEFORE ENGAGING IN ANY LOBBYING ACTIVITIES (INCLUDING, BUT NOT LIMITED TO, ADDRESSING THE BOARD OF COUNTY COMMISSIONERS), REGISTER WITH THE CLERK TO THE BOARD AT THE BOARD MINUTES AND RECORDS DEPARTMENT.

YOU ARE LIMITED TO THREE (3) MINUTES FOR YOUR COMMENTS AND ARE TO ADDRESS ONLY THE CHAIR.

PUBLIC COMMENT IS NOT INTENDED TO BE A FORUM FOR SELF-PROMOTION. PUBLIC COMMENT SPEAKERS WHO ENGAGE IN ADVERTISING THEIR BUSINESS, PERSONAL POLITICKING, OR OTHER FORMS OF SELF-PROMOTION, WILL BE ASKED TO LEAVE THE PODIUM.

PLEASE GIVE THE COMPLETED FORM TO THE STAFF LIAISON.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

May 08, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Development Services Advisory Committee
Collier County, Florida

June 04, 2025
3:00 p.m.

Notice is hereby given that the **Collier County Development Services Advisory Committee** will meet on **Wednesday, June 04, 2025,** at **3:00 p.m.** in Conference Room 609/610 of the Growth Management Community Development Department building, 2800 N. Horseshoe Drive, Naples, Florida.

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item.

About the public meeting:
Two or more members of the Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future Board of County Commissioners meeting.

All interested parties are invited to attend and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations in order to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Heather Cartwright-Yilmaz at (239) 252-8389.

###

MINUTES OF THE COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE MEETING

Naples, Florida
June 4, 2025

LET IT BE REMEMBERED, the Collier County Development Services Advisory Committee and Collier County, having conducted business herein, met on this date at 3:00 PM in REGULAR SESSION at the Collier County Growth Management Community Department Building, Conference Room #609/610, 2800 N. Horseshoe Dr., Naples, Florida, 34102 with the following members present:

Chairman:	William J. Varian
Vice Chairman:	Blair Foley
	Clay Booker (Excused)
	James Boughton (Excused)
	Jeffrey Curl (Excused)
	Laura Spurgeon DeJohn
	John English
	Marco Espinar (Excused)
	Norm Gentry (Excused)
	Nicholas Kouloheras
	Mark McLean
	Chris Mitchell
	Robert Mulhere
	Hannah Roberts–AHAC–Non-Voting
	Jeremy Sterk
	Mario Valle

The following County staff were in attendance
Mike Bosi – Director, Zoning Division
Christopher Mason – Director, Community Planning & Resiliency Division, GMCD
Jaime Cook – Director, Development Review Division, GMCD and Linda Blackledge
Michael Stark – Director, Operations & Regulatory Management Division, GMCD
John McCormick – Director, Building Review & Permitting Division, GMCD
Thomas Iandimarino – Director, Code Enforcement, GMCD
Claudia Vargas – Project Manager I, Engineering & Project Management, PUD
Cormac Giblin – Director, Housing Policy & Economic Development Division
Lorraine Lantz – Manager, Transportation Planning, Transportation Management Services
James French – Department Head, GMCD
Heather Cartwright-Yilmaz – Management Analyst-Staff Liaison, GMCD
Captain Bryan Horbal, North Collier Fire Review

Any person who decides to appeal a decision of This Board you will need a record of the proceedings pertaining thereto, and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, neither Collier County nor This Board shall be responsible for providing this record.

1. **CALL TO ORDER– Chairman**
   Chairman Varian
   Development Service Advisory Committee, Wednesday, 6th June 2025 was called to order at 3:00 PM

2. **APPROVAL OF AGENDA**
   Blair Foley motioned to amend the Agenda moving New Business item D to A
   Robert Mulhere seconded
   Motion passed unanimously

3. **APPROVAL OF MINUTES**
   Chris Mitchell motioned to approve the minutes
   Mario Valle seconded
   Minutes approved unanimously

4. **PUBLIC SPEAKERS**
   None

5. **STAFF ANNOUNCEMENTS**
   a. **Zoning Division – [Mike Bosi, Director]**
      - We have a couple petitions going to the Board on the 10th, two more on the 24th, and two more on the 8th.
      - Planning commission is canceled the entire month of June. We're only in one meeting in July, one meeting in August.
      - We have seven petitions that we're going to be dealing with.
      - Two to three requests per week related to pre-application meetings for entitlement.
      - The real estate market's a little bit more elongated than it was a couple years ago. I'm not sure if that's a bad thing for this market, but we're holding tight and going to concentrate on the projects that we do have in hand and providing you guys exceptional service to make sure you can get your performance bonuses.

   b. **Community Planning & Resiliency Division – [Christopher Mason, Director]**
      - We have FEMA's auditing firm ISO in the house tomorrow to go through our three year verification cycle visit for our CRS program. We submitted all of our data and information a month ahead of time. This should be a simple walkthrough and look around the County at some open space, some active projects to show what we're doing is above board and correct. And we're hoping to keep that over $9 million that we saved in the community.
      - We're gearing up for hurricane season and happy to be on our way out of the drought.

Chairman Varian
Could you have Heather send us out the link to the most current FEMA webmaps? The link on the website is broken.

Christopher Mason
We'll provide you with a link for the FEMA Map Service center and how you get to that particular set of maps.

c. Housing Policy & Economic Development – [Cormac Giblin, Director]

- We have the housing plan LDC adoption hearing for the LDC amendments. They lost last tranche of those changes. The comp plan was approved I think a couple years ago. This is implementing LDC regulations. Those are on the Board's agenda for Tuesday.

Mark McLean
There's a new Live Local sitting on the governor's desk. Are there changes we should be aware of.

Cormac Giblin
The major change in that is that it would allow Live Local to be used in commercial and industrial sections of PUD's where previously it was unclear and our Board had taken a position against it.
If the governor signs that, it would be allowed.

Mark McLean
Are we going to stay in Collier county with RMF 16 like our underlying zoning?

Cormac Giblin
The new law doesn't provide any additional direction on that. It would be a local decision on whether RMF 16 continues to be the appropriate, most similar land use category that we can go to.

Mark McLean
So that's something you'll visit or is it something the Board can visit.

Cormac Giblin
They already made the decision to go with RMF 16.

d. Development Review Division – [Jaime Cook, Director]

- Staffing updates. We're losing Kyle and our inspections team. His last day is next Friday. We have hired an engineer to replace Josh's old position, and he has started. Chairman Varian, to your question from last meeting. Lisa and I were looking at the engineering reviews that are loading on remodel permits. As I mentioned to you, to try to make sure if it was on a ground floor, there was no additional impervious being added. But we're going to look at why they're auto loading on everything and see if there's something we can do to.

We've reached out to Kirsten, and she's going to see if she can help us figure out why those are loading on just basic remodels and some of these multifamily condos.

e. Operations Support & Regulatory Management Division – [Michael Stark, Director]

- The Department received 4,696 permit applications with 52 related to Hurricane Ian and 17 related to Hurricane Milton.
- Zoning front desk team resolved 918 survey conditions, processed 42 short term vacation rentals and hosted 43 pre-application meetings, welcomed 1,015 customers to the business center and 192 customers at the satellite offices.
- Last month we talked about the number of phone calls that were coming in and dropped calls. We were able to lower that down now to 5653 phone calls with roughly about only about 570 drop calls here or there.
- Average turnaround time for intake staff, which includes verifying submittals and generating default reviews and inspections, remains less than one day.
- The department overall including Paradise Sports Complex, Domestic Animal Services and Parks, has 623.5 positions with 49 of those in various stages of the hiring pipeline. Many of these positions have opened due to promotional opportunities.
- Stephanie, our HR manager and Sandra Delgado, working with Emilio Vasquez from the CBIA hosted our first of many recruitment events. That was positive news.
- We are taking a look at lessons learned from that event and reaching out a little bit earlier, maybe taking a look at other locations throughout the County and timing as well. It was at 6pm and unfortunately didn't have anyone RSVP to the event. But we are looking at maybe making this a department wide recruiting event and taking a look at some other options with maybe combining forces with some other agencies. We also have our internship program.
- And last update would be for Mr. Jason Badge from our technology team, we're making progress on the fee study with the intent to roll out these changes next fiscal year as soon as we have a little bit more concrete results from that.
- We're in the information gathering process at this point and the City View software team has been working the weekends so that we don't interrupt any regular business during the week.

Chairman Varian
Are you looking into getting rid of the subcontractor paper submittal?

Michael Stark
That is correct.

Chairman Varian
Would you to consider allowing us to change it on the portal before any inspections are done, because we might have to make an adjustment right up to the last point.
I'm having that problem right now with subs not being able to meet our deadlines causing us to change that sub even though no inspections have happened yet.
Getting rid of the paper, you know.

Michael Stark
And that's our goal.

f. Building Review & Permitting Division – [John McCormick, Director]

- We're in the information gathering process at this point and the City View software team has been working the weekends so that we don't interrupt any regular business during the week.
- Our permit inspections are pretty steady right now and we are in the middle of a fee study. We got a consultant onboard to help us with how we charge for things and hopefully help our financial situation because we've lost money the last two years, and have dipped into the reserves.
- There's a lot of reasons for that. We're trying to work on our efficiency on the back end, but the fact of the matter is we're charging rates that we've had 10 years.
- I think we're close to hiring a plumbing chief who was an internal candidate but we still have a lot of openings.
- Structural we lost a couple other guys to retirement inspectors.
- We still have open reviewers. In the interim, I've asked Chris in Resiliency talking to Jamie about them helping us out with the floodplain reviews we traditionally did within our group. We transferred some of those individuals under their wing because they're the experts with when it comes to FEMA related issues and floodplain.

Chairman Varian
I got a correction letter on electrical, perfectly fine, submitted it back in and then they came back and said, oh, by the way, there's one more item. I'm surprised they didn't catch it because it was a simple little item. I'm starting to see a little bit of that come back now. So now that second review is a third review. I don't like it.

John McCormick
My design team doesn't either. But I apologize. Maybe, they are not paying enough paying attention. There's really no excuse for that. Call me directly if you have a problem.

Nicholas Kouloheras

- What's the timing of that?

John McCormick

- I'd like to get that in in August, so we can institute it for next year October 1st in front of the Board. We're looking ahead, saying, we're out of money halfway through the year.
- A lot of its inefficiency. I think I mentioned this last time, that we need to restructure.
- What some other Counties do that charge for things we normally don't charge for.
- You know, we have a lot of inefficiencies and things we haven't been charging for. So that might be part of this fee study.

g. Collier County Fire Review – [Michael Cruz, Captain]
No Report

h. North Collier Fire Review – [Bryan Horbel, Captain]

- I am proud to announce that we had 200 more plan reviews this month. So I'm glad we added those two extra Reviewers.
- We had a total of 820 permits in for review last month and the previous month. We weren't able to make it, but we had 818 the month prior. So two busy months for our team with still a two day turnaround for our permits. That's pretty impressive.
- Plan review numbers for Planning permits were 79 for the month of May and we had a total of 1400 new construction inspections.
- We have 9 total projects just in North Collier district that are currently on a TCO awaiting paperwork or whatever the issues, but waiting for COs.

Chairman Varian
How you doing on your inspection side as far as Same next day, next day,

Captain Horbel

- Next day. And we're getting ready to bring in 3 more people because we have some retirements coming up. We're trying to fill some positions before they become vacant.
- We are 100 up to date on our existing building inspections.

i. Code Enforcement Division – [Thomas Iandimarino, Director]

- Ford?? Association of Code Enforcement is our accrediting agency that supports Code Enforcement in and we are having a face fundamentals class here in Naples in July. It took some effort coordinating the State to come down and teach but we're going to be able to have 11 of our staff in that class. It is $650 per person and the amount of money we're saving on traveling per diem to not send them out is about 8 to $12,000, depending on which hotel they stay in.
- We're hosting it up at Heritage Bay with a total of 35 from other parts of the State including our 11.

j. Public Utilities Department – [Claudia Vargas]
No updates.

k. Transportation Management Services, Transportation Engineering – [Lorraine Lantz, Manager]

- Mike Sawyer was here a couple months ago about Access Management. We have that going forward to the Board of County Commissioners for the July 8 board meeting
- FDOT is having a public hearing for their I-75, their PD&E project on I-75 from Gold Gate Parkway to Corkscrew Road.
- The DDI (Divergent Diamond Interchange) at I-75 and Immokalee has a meeting August 14th at North Collier Regional Park. It's their PD&E public hearing and basically their kickoff as it moves to design and construction.
- We're having our public meeting for the Golden Gate Parkway corridor congestion study August 21st at the Golden Gate Community Center.
- The Tiger Complete Street grant project has been completed. The 20 miles of sidewalks, etc.

6. NEW BUSINESS

a. Group Housing Updates LDCA

Josephine Medina, Planner III, GMCD

Good afternoon, Josey Medina, with the LDC section. I want to make sure that it was reported that the LDR subcommittee did recommend approval without any changes. I don't think that was updated within your packet.

Chairman Varian motioned to approve the amendment
Blair Foley seconded
Motion passed unanimously

b. Mailed Notice Rural Agricultural Zoned Land LDCA

Richard Henderlong, Planner III, GMCD

This is a Board directed item that has been brought to the Subcommittee. We did an analysis of six different parcels on mailed notice distances and determined that on page 8 of Exhibit C the column of varying distances all the way from a quarter mile, half mile up to 3 quarters mile and a mile. The subcommittee made the recommendation that they'd like to see a half mile be the new standard for rural agricultural land that's being rezoned and conditional uses. He noted that the Board is maintaining a one-mile notification distance while the subcommittee voted to approve a one-half mile notification distance.

Robert Mulhere

He understood that only nine people were notified on a recent rezone off of Sabal Palm Road and people had showed up saying the notification was inadequate. He said the subcommittee saw that the difference between one-half mile and a mile notification was pretty significant in costs. He motioned to stay with the subcommittee's recommendation and approved the amendment to one-half mile.

Mark McLean seconded the motion.
Motion passed unanimously

c. Solar Facilities and Electrical Substations LDCA

Jem Frantz, RVI, Planning and Landscape Architecture

- This is a privately initiated LDC amendment. I have a Power Point presentation with some changes that occurred from between the DSAC LDR Subcommittee recommendation and today.
- The existing LDC does not address solar facilities, and chapter 163 was amended recently to allow solar facilities in all ag districts and ag land use categories
- It does include some limitations on the types of ordinances or the types of items that can be included in ordinances by Counties. We've tried to stay limited to what the Statute allows, but we did also incorporate a few changes that address typical or regular comments that we get during staff reviews.
- We've worked with staff to narrow these issues and provide language that both staff and the applicant agree on.

Tal Berman, Renewable Developer with FPL

- He discussed what a solar facility is, what FPL has been doing in the State of Florida, and what we're proposing here.
- FPL to date has 108 solar sites across the state of Florida. In Collier County, we have one operational solar site that's the Immokalee Solar Energy Center. It was operational in 2022. Currently we have two additional solar sites under construction about 1 mile west of Immokalee.
- Each of these sites is 74.5 megawatts. So, what that equates to is around 15,000 homes for each site.
- The intent of these images is to show that each one of these 74.5-megawatt site is developed on agriculturally zoned properties, typically around 450 to 500 acres, larger farmlands. These solar panels are put on previously farmed land. We're taking the crops that were there, removing them and putting in solar panels.
- The piles are driven down into the ground. Photovoltaic panels are placed on top of the piles. These are very low impact, low to the ground, when tilted at max height they are approximately seven feet high on previously farmed lands. What FPL has been doing is to avoid wetlands and native vegetative habitats and look for previous farmed crops for solar installations. The properties are primarily owned by FPL.

Jem Frantz

- The other portion of the amendment addresses electric substations. Similarly, the existing regulations are not consistent with state law. The changes have been in place for a couple of years. They are working through implementation with state law. It will allow for electric substations on a lot of the land uses throughout the county but with a few exceptions. There are specific standards for landscaping.

  An overview of the request to comments was summarized by adding new definitions, new sections, updating list of uses in Essential Services section and Agricultural District, and added exemptions and alternative standards from SDP requirements.

- Changes were made based on staff's recommendations received after a meeting and are outlined in the handout. He addressed the changes from staff regarding grammatical correctness and revision to standards for not producing glare for airport or vehicular traffic.

Laura Spurgeon DeJohn

- Electric substation is being defined to include accessory administration or maintenance buildings. An administration building is not an accessory to a substation but a primary use. Is an administration building for the operation of an electric substation subordinate or accessory to the equipment that is considered an essential service? Where it's listed as an essential service, the electric substations will now include accessories and related uses. Related uses are not subordinate. They could be an administration building. She asked for clarification.

Jem Frantz

- They started the language according to the state statue. They will double check it. It's not their intention to have an administration building where employees come and have offices but rather related to the operation of the substation. There needs to be some clarification.

Mr. McClean

- He noted the subcommittee talked about it. There is a storing of energy that can be sizeable batteries. The underlying zoning district has a two-story maximum building height and the underlying zoning restrictions would control where and how high to build a battery storage building.

Laura Spurgeon DeJohn

- She has been discussing use conflicts rather than dimensional criteria, where essential service infrastructure is needed and an administration building within a neighborhood is not needed.
- The statute identifies administration buildings as the State law allows. But we need to determine what the State is defining as an administration building, a primary or accessory use
- Her recommendation was to move it forward with language referencing administration buildings to be specific to accessories, not just related use and that administration buildings are unmanned.
- She moved it forward subject to adjustments to the language regarding administration buildings and to define the limitations on the administration buildings being referenced in the code.

Laura Spurgeon DeJohn motioned to approve with adjustments to the language and defining limitations on administration buildings
Mark McLean seconded
Motion passed unanimously

d. Culvert Alternate in County Right of Way (ROW)
Jaime Cook

- On the last page of your agenda packets, there is some information from Jeff Curl. What I believe he is looking for is for the ability to install a French drain system across the driveway portion of the right of way. Code only allows for asphalt, concrete and pavers. So this would be a change.
- We had been working through the DSAC subcommittee for the right of way manual updates and we can schedule a follow up meeting with them if this is something that you guys would like to explore as a Committee. Unless Lori has any serious recurring concerns, I'll reach out to those subcommittee members and see if we can schedule a meeting and have that discussion.

7. OLD BUSINESS
None

8. COMMITTEE MEMBER COMMENTS
None

9. ADJOURN

There being no further business for the good of the County, the meeting was adjourned at 3:47 p.m.

COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE



William Varian, Chairman

These minutes were approved by the Committee/Chairman on 9/6/25,
(check one) as submitted ✓ or as amended _____.

Collier County

Growth Management Community Development

Development Services Advisory Committee

Impact Fee Review Subcommittee

Thursday, June 19, 2025
3:00 pm

2800 N. Horseshoe Dr.
Naples, FL 34104
Growth Management Community Development Department
Conference Room 609/610

Please contact Heather Cartwright-Yilmaz at (239) 252-8389 if you have any questions or wish to meet with staff.

Collier County
GROWTH MANAGEMENT
COMMUNITY DEVELOPMENT

DSAC – Impact Fee Review Subcommittee

Agenda

Thursday, June 19, 2025

3:00 pm

2800 N. Horseshoe Dr., Naples, FL 34104

Growth Management Community Development, Conference Rooms 609/610

NOTICE:

Persons wishing to speak on any Agenda item will receive up to three (3) minutes unless the Chairman adjusts the time. Speakers are required to fill out a "Speaker Registration Form", list the topic they wish to address, and hand it to the Staff member before the meeting begins. Please wait to be recognized by the Chairman and speak into a microphone. State your name and affiliation before commenting. During the discussion, Committee Members may direct questions to the speaker.

Please silence cell phones and digital devices. There may not be a break in this meeting. Please leave the room to conduct any personal business. All parties participating in the public meeting are to observe Roberts Rules of Order and wait to be recognized by the Chairman. Please speak one at a time and into the microphone so the Hearing Reporter can record all statements being made.

1. Call to Order
    a. Selection of Committee Chairman and Vice Chairman
2. Approval of Agenda
3. Old Business
4. New Business
    a. Collier School Impact Fee Update Study – DRAFT Report 04-25-2025
    b. Collier County Correctional Facilities Impact Fee Study – DRAFT Report 10-31-2024
    c. Collier County Emergency Medical Services Impact Fee Update Study – DRAFT Report 10-31-2024
    d. Collier County General Government Buildings Impact Fee Update Study – DRAFT Report 10-31-2024
    e. Collier County Law Enforcement Impact Fee Update Study – DRAFT Report 10-31-2024
    f. Collier County Library Facilities Impact Fee Update Study – DRAFT Report 10-31-2024
    g. Collier County Parks and Recreation Impact Fee Update Study – DRAFT Report 10-31-2024
    h. Collier County Road Impact Fee Update Study – DRAFT Report 10-31-2024
5. Public Speakers

For more information, please contact Heather Yilmaz at (239) 252-8389
or at Heather.Yilmaz@colliercountyfl.gov

6. Reminders of Upcoming DSAC-IFR Subcommittee Meeting Dates Discussion:
    a. Wednesday, July 16, 2025
    b. Wednesday, August 20, 2025
    c. Wednesday, September 17, 2025

7. Adjourn



Collier County School Impact Fee Update Study

DRAFT Report

April 25, 2025

Prepared for:

Collier County Capital Projects Planning, Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-2925

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

Collier County
School Impact Fee Update Study

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Appendices:

Appendix A: School District Inventory
Appendix B: Supplemental Unit Cost Information

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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years.

To address additional facilities needed due to growth, Collier County implemented a school impact fee, which was last updated in 2015. To comply with the technical study update requirements of the impact fee ordinance and given the recent changes in variables affecting the impact fee, Collier County retained Benesch to update the school impact fee schedule.

This report serves as the technical study to support the calculation of the updated school impact fee. Data presented in this report represents the most recent and localized data available at the time of this update study. All data and support material used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically defensible level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fee as a policy decision.

Methodology

The methodology used to update the school impact fee is a consumption-based impact fee methodology, which is also the County's adopted methodology and has been used to calculate several school impact fees throughout Florida, including, but not limited to fees in Broward, Miami-Dade, Orange, Osceola, Palm Beach, and Lake Counties. A consumption-based impact fee is intended to charge new growth the proportionate share of the cost of providing a new student station available for use by new growth, based upon the student generation rate (demand), or the number of students a dwelling unit is expected to generate over the life of the home.

A consumption-based methodology has been used for this study.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through a list of capacity-adding projects included in the School District's Work Plan, Capital Improvement Plan, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in:** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Five-Year Work Plan, District Educational Facilities Plan and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the school impact fee calculations, including an evaluation of the inventory, service area and enrollment, facility service delivery, cost, credit, and demand components. Information supporting this analysis was obtained from Collier County Public Schools ("the District") and other sources, as indicated.

Inventory

Collier County Public Schools provides public education facilities that are available to all school-age residents of Collier County. As such, this analysis considers all traditional elementary, middle, and high school level facilities and the students attending these facilities located throughout and living within Collier County.

Collier County Public Schools operates 51 traditional schools as well as other types of schools.

The District currently operates 51 traditional public schools that serve the students of Collier County and its municipalities, including 31 elementary schools, 10 middle schools, 9 high schools, and 1 multi-level school. The District also operates a number of other programs, including alternative learning programs, technical schools, and adult learning centers in the county. To ensure that the impact fee reflects only classroom space for traditional schools, adult, technical, and alternative learning schools are not included in the inventory and impact fee calculations. Examples of these include Immokalee Technical College and Leila B. Canant Professional Development Center.

The District's current school inventory that is included in the impact fee calculations is provided in Appendix A, Table A-1.

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Service Area and Enrollment

Collier County Public Schools provides public education facilities that are available to all pre-kindergarten through 12th grade (PK-12) students throughout the entire county. Attendance boundaries can be redrawn to balance school enrollment with available school capacity and therefore can serve different geographic areas over time. In addition, the Florida Department of Education (FDOE) has been increasing its support of Choice programs where students can attend schools outside of their designated boundaries. As such, the appropriate impact fee benefit district for public schools is countywide.

Table 1 presents the historical student enrollment since 2000-2001 for pre-kindergarten through 12th grade students, as well as projected enrollment through 2028-2029. Historical enrollment figures are based on the 5th Month Membership Counts and projections for future years are based on information provided by Collier County Public Schools.

In order to be consistent with the inventory used in the impact fee analysis, the enrollment figures presented in this table only include those students attending (or projected to attend) the schools listed in Appendix A, Table A-1. The annual percent change for the enrollment is presented, as well as a three-year average to account for random fluctuations.

DRAFT

Table 1
Enrollment Summary

School Year	Enrollment[1]	Annual Percent Change[2]	Three-Year Average[3]
2000-01	34,157	N/A	N/A
2001-02	36,240	6.1%	N/A
2002-03	37,635	3.8%	N/A
2003-04	39,441	4.8%	4.9%
2004-05	40,942	3.8%	4.1%
2005-06	41,870	2.3%	3.6%
2006-07	41,612	-0.6%	1.8%
2007-08	41,056	-1.3%	0.1%
2008-09	41,178	0.3%	-0.5%
2009-10	41,672	1.2%	0.1%
2010-11	41,820	0.4%	0.6%
2011-12	42,020	0.5%	0.7%
2012-13	42,566	1.3%	0.7%
2013-14	42,934	0.9%	0.9%
2014-15	42,878	-0.1%	0.7%
2015-16	43,387	1.2%	0.7%
2016-17	43,891	1.2%	0.8%
2017-18	43,761	-0.3%	0.7%
2018-19	43,843	0.2%	0.4%
2019-20	43,981	0.3%	0.1%
2020-21	42,015	-4.5%	-1.3%
2021-22	42,196	0.4%	-1.3%
2022-23	42,787	1.4%	-0.9%
2023-24	**43,005**	**0.5%**	**0.8%**
2024-25	43,548	1.3%	1.1%
2025-26	43,418	-0.3%	0.5%
2026-27	43,607	0.4%	0.5%
2027-28	44,055	1.0%	0.4%
2028-29	44,250	0.4%	0.6%

1) Source: Collier County Public Schools, includes only the students attending traditional schools. Years 2000-2001 through 2023-2024 are based on 5th month count. Future years are based on information provided by Collier County Public Schools.
2) Percent change from one year to the next
3) Average percent change over the past three years

Facility Service Delivery

Schools that were recently constructed or planned to be constructed by the District over the next 20 years are similarly designed in terms of square footage and student stations. These "prototype" schools have been or will be constructed to different standards than the older existing schools and are used to measure service delivery levels.

The prototype facility service delivery in Collier County is 139.1 Florida Inventory of School Houses (FISH) net square feet per permanent student station for elementary schools, 144.9 FISH net square feet per permanent student station for middle schools, and 150.2 FISH net square feet per permanent student station for high schools.

The District's prototype facilities are used to measure the service delivery levels.

DRAFT

Cost Component

The capital costs of providing school facilities includes several components, such as the school building and land cost, transportation cost, and ancillary facility costs. This section addresses each of these components.

The cost of a school includes various components, such as facility cost (buildings and land), transportation costs, and ancillary facility costs.

Facility Cost per Student Station

The first step in determining the cost of providing public schools to Collier County residents is to calculate the facility cost per student station. Several cost components must be considered when calculating the total cost of constructing a school, including architect/site improvement costs, construction costs, and the cost to purchase land. Each component of the school facility cost is described in more detail in the following subsections.

Architect/Site Improvement and Construction Costs

To determine the architectural/design, site improvement, and construction costs associated with building a new school in Collier County, the following information was evaluated:

- Construction cost associated with the recently built high school;
- Construction cost trends documented by the Engineering News Records since the last technical study;
- Insurance values of existing schools, which provide a conservative estimate since more permanent parts of the structures, such as the foundation, etc. are typically not insured;
- Information obtained from other jurisdictions regarding recently built schools;
- Discussions with architects/contractors that are active in school construction; and
- Discussions with the District.

Detailed information on cost estimates is included in Appendix B.

Table 2 presents the estimated cost per net square foot for facility planning, construction, and land cost components for each school type. For illustration purposes, Table 2 also presents the weighted average figure for each cost component, based on all schools that are planned to be built over the next 20 years.

Land Cost

For each school type, the land cost per square foot is based on a value of $75,000 per acre. This cost per acre accounts for future land purchases over the next few years are likely to be in the eastern parts of the county, where land cost is relatively low. Additional information on the land value analysis is included in Appendix B.

The land cost per square foot of building by school level was developed based on the acres per 1,000 permanent net building square feet for the existing schools. The resulting land value figures used for each school level are presented in Table 2.

Total Facilities Cost

Overall, the total school facility cost estimates range from $48,100 per permanent station for elementary schools to $62,800 per permanent station for high schools.

Table 2
Facility Cost per Student Station

Cost Component	Elementary School	Middle School	High School	Total / Weighted Average
Net Square Feet per Student Station (LOS)[1]	139.1	144.9	150.2	N/A
Additional Planned Stations for the Next 20 Years[2]	1,651	1,333	4,092	7,076
School Facility Cost Components:				
Facility Planning Cost per Net Square Foot[3]	$43.50	$48.00	$52.50	$49.67
Construction Cost per Net Square Foot[4]	$290.00	$320.00	$350.00	$331.13
Land Cost per Net Square Foot[5]	$12.53	$17.40	$15.75	$15.34
Total Facility Cost per Net Square Foot[6]	$346.03	$385.40	$418.25	$396.14
Facility Cost per Student Station[7]	**$48,133**	**$55,844**	**$62,821**	**$58,080**

1) Source: Based on the District's prototype schools which will be utilized for future construction of school facilities
2) Source: Collier County Public Schools 2023-2024 Work Plan
3) Estimated at 15% of construction cost based on estimates obtained from Collier County Public Schools and recent costs obtained from other Florida School Districts. See Appendix B for further detail.
4) Source: Appendix B
5) The land cost per square foot for each school type is based on the acreage per 1,000 permanent square feet for the existing schools at a cost of $75,000 per acre. Further information on land value estimate is included in Appendix B.
6) Sum of school facility cost per net square foot (Items 3 through 5)
7) The net square feet per permanent student station (Item 1) multiplied by the total school facility cost per net square foot (Item 6) for each respective school type. Weighted average is based on the number of stations that are plannned for each school type (Item 2).

Total Facility Cost per Student by School Type

The total facility impact cost per student by school level is based on the facility cost per student station figures derived in Table 2 and is typically calculated by dividing the cost per student station by the ratio of current student enrollment to available capacity. The adjustment of dividing the cost per student station by the ratio of current student enrollment to available capacity converts the cost per student station to a cost per student. In addition, this calculation accounts for the current availability or shortage in permanent capacity and adjusts the costs accordingly. If there is available capacity (e.g., currently more permanent student stations than enrolled students), then the total facility cost per student increases because the achieved level of service suggests more than one station per student to accommodate functional or program capacity needs. Similarly, if there are currently more students enrolled than available capacity, the cost per student is adjusted downward.

In the case of Collier County Public Schools, there is currently 20 percent permanent capacity available in elementary schools, 19 percent permanent capacity available in middle schools, and 13 percent permanent capacity available in high schools. Although there is available capacity, the District's adopted level of service standard calls for an enrollment-to-FISH capacity ratio of 95 percent for elementary and middle schools, and a ratio of 100 percent for high schools.

The weighted average cost per student is calculated under achieved LOS and adopted LOS standards, and the lower cost is used for impact fee calculation purposes. This is because while inventory availability represents the community's investment in public school facilities, adopted level of service standards represent the future LOS the School District intends to provide. As presented in **Table 3**, the resulting weighted average cost per student based on the adopted LOS standards is approximately $62,200 per student. Using the total facility impact cost per student based on achieved LOS (total available capacity), this figure would increase to approximately $68,700 per student.

Table 3

Total Facility Impact Cost per Student by School Type

Calculation Step	Elementary School	Middle School	High School	Weighted Average/Total
Facility Impact Cost per Student				
Facility Cost per Permanent Student Station[(1)]	$48,133	$55,844	$62,821	$58,080
Existing (2023/24) Student Enrollment[(2)]	19,368	9,471	14,166	43,005
Existing (2023/24) Permanent Capacity[(3)]	24,199	11,745	16,246	52,190
Ratio of Existing Enrollment to Permanent Capacity[(4)]	80%	81%	87%	82%
FISH Capacity Adjustment[(5)]	100%	90%	95%	N/A
Adopted LOS Standard[(6)]	95%	95%	100%	N/A
Additional Planned Capacity for the Next 20 Years[(7)]	1,651	1,200	3,887	6,738
Facility Impact Cost per Student - Achieved LOS[(8)]	$60,166	$68,943	$72,208	$68,676
Facility Impact Cost per Student - Adopted LOS Standard[(9)]	**$50,666**	**$65,315**	**$66,127**	**$62,194**

1) Source: Table 2
2) Source: Collier County Public Schools, based on 5th month count, excludes alternative schools
3) Source: Appendix A, Table A-1
4) Student enrollment (Item 2) divided by existing permanent capacity (Item 3)
5) Source: Florida Department of Education
6) Source: Collier County Public Schools
7) Source: Collier County Public Schools
8) Facility cost per student station (Item 1) divided by the ratio of existing enrollment to existing permanent capacity (Item 4)
9) Facility cost per student station (Item 1) divided by the FISH capacity adjustment (Item 5) and adopted level of service standard (Item 6)

Total Cost per Student

In addition to the facility cost per student calculated in Table 3, the total facility cost per student includes two additional components: the capital costs associated with providing transportation services and ancillary facilities. Both cost components are calculated on a per-student basis and are not dependent on school type. These additional cost components are discussed in further detail below.

Transportation Costs

The first additional capital cost component is the cost of providing transportation services to students. The District currently owns 378 buses used for student transportation at an average cost of approximately $148,400 per bus. In addition to its bus fleet, the District owns 291 support vehicles. The cost of the support vehicles varies depending on the type of vehicle, with an average cost of approximately $41,800 per vehicle. The result is a total value of approximately $68 million for transportation services. The total value of the transportation fleet is divided by

the District's enrollment for schools which results in a cost of $1,587 per student for transportation services, as presented in **Table 4**.

Ancillary Facility Costs

The other capital cost component is for the ancillary facilities that are necessary for the District to provide support services for students, schools, transportation services, and administrative personnel. The District currently has approximately 247,700 square feet of ancillary facilities for maintenance, warehouse, and administrative functions. Current values of each existing ancillary facility depend on the type of facility and were based on the insurance values, with the weighted average value equaling approximately $200 per square foot.

The cost of land for ancillary facilities is also included in the ancillary facility values. The land value for ancillary facilities is the same as that used for schools ($75,000 per acre). The ancillary facility cost per student is based on the existing inventory, which is valued at $57.2 million, including $49.5 million for buildings and $7.7 million for land. Based on the current enrollment, ancillary facility cost is estimated at $1,332 per student, as presented in Table 4.

Table 4
Transportation and Ancillary Facility Cost per Student

Description	Figure
Transportation Services Cost per Student	
Total Value of Transportation Services[(1)]	$68,252,000
Enrollment for 2023-24 School Year[(2)]	43,005
Total Transportation Services Cost per Student[(3)]	**$1,587**
Ancillary Cost per Student	
Building Value for Ancillary Facilities[(4)]	$49,545,000
Land Value for Ancillary Facilities[(5)]	$7,717,500
Total Ancillary Facility Value[(6)]	$57,262,500
Total Ancillary Facility Value per Student[(7)]	**$1,332**

1) Source: Collier County Public Schools
2) Source: Table 1
3) Total value of transportation services (Item 1) divided by the enrollment for the 2023-24 school year (Item 2)
4) Square footage obtained from Collier County Public Schools multiplied by $200 per square foot.
5) Acres obtained from Collier County Public Schools multiplied by $75,000 per acre
6) Sum of the building value and land value for ancillary facilities (Items 4 and 5)
7) Total ancillary facility value (Item 6) divided by the enrollment for the 2023-24 school year (Item 2)

Credit Component

To ensure that new development is not being overcharged for construction of future student stations, any non-impact fee revenue that will be generated by new development and that will be used towards the capital expansion of school facilities must be included as a credit to reduce the total cost per student. It is important to note that a credit for school impact fees is not given for revenue that is used for capital renovation of existing school facilities or for maintenance or operational costs.

Based on a review of the District's funding of capacity addition projects over the past five years and planned projects over the next five years, it has been determined that the District uses Capital Improvement Tax revenues for expansion projects paid with cash. In addition, capacity projects were funded with Certification of Participation (COPs), and therefore, a credit for remaining debt service payments is given.

Capital Expansion "Cash" Credit

The Collier County School Board has the authority to levy ad valorem tax to generate revenue for capital, up to 1.5 mills. Referred to as Capital Improvement Tax (CIT), this revenue is used for both capital renovation and expansion projects, as well as technology, vehicles, buses, and maintenance.

The capital improvement tax revenue credit per student is calculated by dividing the annual amount of capital revenue allocated to capacity projects between FY 2019 and FY 2028 by the average enrollment during the same period. As presented in **Table 5,** the resulting capital expansion "cash" credit is $205 per student per year.

Once the capital expansion "cash" credit per student is calculated, a credit adjustment is made to account for the fact that new homes tend to pay higher property taxes per dwelling unit. This adjustment factor was estimated based on a comparison of the average taxable value of recently built homes built to that of all homes. As shown in Table 5, this adjusted credit amounts to $257 per student per year.

Finally, the total credit over a 25-year period, which is considered to be the time frame when major repairs or replacement is needed for structures built, is estimated at $3,769 per student.

Table 5

Capital Expansion "Cash" Credit

Description	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	Total
Capital Improvement Tax [1]											
Immokalee High School Addition/Renovations	-	$132,863	$1,507,168	$12,093,592	$2,567,865	-	-	-	-	-	**$16,301,488**
Bear Creek Elementary	-	-	-	-	-	-	$24,042,983	-	-	-	**$24,042,983**
Site Acquisition	-	-	$395,463	$38,322	$395,355	-	$840,000	-	-	-	**$1,669,140**
Site Development	-	-	$395,463	-	-	-	-	-	-	-	**$395,463**
Site Preparation	$1,400,526	$8,986	$11,269	-	-	$1,428,862	-	-	-	-	**$2,849,643**
Project Management	$107,931	$5,350	$19,819	$80	-	-	$21,000	$21,000	$22,050	$22,050	**$219,280**
Transportation Facilities	$97,428	$325,432	$769,895	$617,555	$617,910	$937,987	-	$2,000,000	$38,000,000	-	**$43,366,207**
Total Capital Expansion "Cash" Expenditures	**$1,605,885**	**$472,631**	**$3,099,077**	**$12,749,549**	**$3,581,130**	**$2,366,849**	**$24,903,983**	**$2,021,000**	**$38,022,050**	**$22,050**	**$88,844,204**
Average Annual Capital Expansion "Cash" Expenditures [2]											**$8,884,420**
Average Annual Student Enrollment (FY 2019-FY 2028) [3]											43,246
Annual Capital Expansion "Cash" Credit per Student [4]											**$205.44**
Credit Adjustment Factor [5]											1.25
Adjusted Annual Capital Expansion "Cash" Credit per Student [6]											**$256.80**
Capitalization Rate [7]											4.60%
Capitalization Period, Years [8]											25
Capital Expansion "Cash" Credit per Student [9]											**$3,769**

1) Source: Collier County Public Schools
2) Total capital expansion "cash" expenditures divided by 10 years
3) Source: Collier County Public Schools
4) Average annual capital expansion "cash" expenditures (Item 2) divided by the average student enrollment (Item 3) for the same period
5) Adjustment factor to reflect higher ad valorem taxes paid by new homes
6) Annual capital expansion "cash" credit per student (Item 4) multiplied by the credit adjustment factor (Item 5)
7) Source: Collier County Public Schools. Represents the interest rate the District is likely to pay for future bonds.
8) Time period after which major repairs are needed.
9) Present value of adjusted annual capital expansion "cash" credit per student (Item 6) at 4.6% interest rate (Item 7) over a 25-year capitalization period (Item 8)

Capital Expansion "Debt Service" Credit

Any bond/COPs issues with outstanding debt service payments related to the school capacity expansion projects will result in a credit to the impact fee. **Table 6** summarizes the outstanding debt service related to school capital expansion projects. The debt service payments are divided by the student enrollment during the same period to determine the debt service credit per student. As shown in Table 6, the resulting debt service credit is approximately $593 per student.

Similar to the capital expansion "cash" credit per student, because the debt service is being retired using ad valorem tax revenues, an adjustment of the credit per student is incorporated to account for higher level of property taxes paid by new homes. As shown, the adjusted debt service credit amounts to $741 per student.

Table 6

Capital Expansion "Debt Service" Credit

Description	Number of Years of Remaining Payments[1]	Payments Remaining (Capacity Expansion)[2]	Present Value of Payments Remaining (Capacity Expansion)[3]	Average Annual Enrollment During Remaining Bond Issue Period[4]	Debt Service Credit per Student[5]
Certificates of Participation					
2014A COPS Issue	1	$26,536,344	$25,750,940	43,418	$593
Total Debt Service Credit Per Student					**$593**
Credit Adjustment Factor[6]					1.25
Adjusted Debt Service Credit Per Student[7]					**$741**

1) Source: Collier County Public Schools
2) Source: Collier County Public Schools
3) Present value of the total remaining payments due, based on the interest rate of each payment and the number of years of remaining payments
4) Source: Collier County Public Schools, represents the estimated average annual enrollment over the life of remaining payments
5) Present value of total remaining payments (Item 3) divided by the average annual enrollment over the life of remaining payments (Item 4)
6) Adjustment factor to reflect higher ad valorem taxes paid by new homes
7) Total debt service credit per student (Item 5) multiplied by the credit adjustment factor (Item 6)

Net Impact Cost per Student

The net impact cost per student is the difference between the cost component and the credit component. **Table 7** summarizes the three-step process used to calculate the net impact cost per student for public schools in Collier County by residential land use.

First, the total impact cost per student is determined, which is the sum of the weighted average facility impact cost per student from Table 3 and the transportation and ancillary facility cost components per student from Table 4. As previously mentioned, the transportation and ancillary cost components are calculated on a per-student basis and do not differ by type of school or by type of residential land use. Total cost per student increased by 40 percent since the 2015 study.

Second, the total capital expansion credit per student is determined. This is the sum of the capital expansion "cash" credit per student and the capital expansion "debt service" credit per student presented in Tables 5 and 6. Total credit per student decreased by 59 percent compared to the last study since the School District has been paying off debt on COPs, which reduced the debt service credit.

Third, the net impact cost per student is determined, which is the difference between the total impact cost per student and total revenue credit per student and is calculated at $60,500 per student. Compared to the 2015 study, the net cost per student increased by 85 percent.

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Table 7

Net Impact Cost per Student

Variable	Per Student
Impact Cost	
Facility Cost[1]	$62,194
Transportation Cost[2]	$1,587
Ancillary Facility Cost[3]	$1,332
Total Impact Cost[4]	**$65,113**
Revenue Credit	
Capital Expansion "Cash" Credit[5]	$3,769
Capital Expansion "Debt Service" Credit[6]	$741
Total Capital Expansion Credit[7]	**$4,510**
Net Impact Cost	
Net Impact Cost per Student[8]	**$60,603**

1) Source: Table 3
2) Source: Table 4
3) Source: Table 4
4) Sum of facility, transportation, and ancillary facility cost per student (Items 1 through 3)
5) Source: Table 5
6) Source: Table 6
7) Sum of capital expansion "cash" credit per student (Item 5) and the capital expansion "debt service" credit per student (Item 6)
8) Total impact cost per student (Item 4) less the total capital expansion credit per student (Item 7)

Student Generation Rates

The number of students living in a household typically varies depending on the type of residential housing. Therefore, school impact fees are typically assessed based on the specific student generation rates for different types of residential land uses.

This impact fee study employs a methodology using Collier County Property Appraiser (CCPA) information and Geographic Information Systems (GIS) to develop the student generation rate for Collier County. Specifically, an address lookup and GIS were used to link student addresses to parcels in the CCPA parcel database to generate the number of students per unit by school type and residential category based on the latest tax roll. This process is described in more detail in the following sections.

Determination of Total Housing Units by Type of Land Use

The CCPA database is used to identify the number of housing units for student generation rate calculations for the single family, multi-family, and mobile home units. For all land uses, the total number of units countywide through early 2023 year were extracted from the parcel database based on the appropriate use code.

Determination of Students by School Type and Land Use Code

The determination of the number of students per land use by type of school (e.g., elementary, middle, and high school) for traditional schools was completed using the following process.

First, Collier County Public Schools provided a GIS shapefile containing geocoded student addresses. Then, the student addresses were linked to their respective parcel in the Property Appraiser database using address point data.

The student generation rates used as the demand component for the impact fee only include those students for which the impact fee is based on, or students attending those schools listed in Appendix A, Table A-1. Therefore, the school code associated with each student record was used to exclude students attending charter schools or other facilities not included in the impact fee inventory.

As previously mentioned, once the GIS shapefile with the geocoded student addresses was provided, the second step in the analysis was to link each student address to data from the parcel database. This allows for determining the residential category that is assigned to a given parcel (or address) where a student lives. This was accomplished by spatially joining the student address to the respective parcel in the database using GIS.

Approximately 98 percent of the students were successfully linked to a residential parcel in Collier County. The remaining two percent were linked to parcels out of the county, a non-residential or vacant property, land uses that are not included in the impact fee schedule. The following assumptions were used to identify the appropriate land use for these records:

- Students at mobile home parks were added to the student counts for mobile homes
- Residential structures on agricultural land uses were added to the corresponding residential category
- Students located at parcels with a vacant residential classification were added to the single family residential category

This approach resulted in just over one percent of student addresses being linked to a non-residential land use (such as orphanage, offices, hotel/motel, etc.) or residing outside of the county. Students residing at non-residential land uses and those residing outside of Collier County are excluded from the calculations to provide a more conservative estimate.

The results of this analysis are presented in **Table 8**, which includes the student generation rates calculated for each residential category, based on the methodology described above. Table 8 also provides a comparison to the student generation rate estimates used in the 2015 study. As shown, student generation rates for single family and mobile home units decreased 24 percent to 25 percent, which reduces the impact fee amount.

Table 8

Student Generation Rates

Residential Category	Number of Students[1]	Number of Units[2]	Students per Unit - 2024[3]	Students per Unit - 2015[4]	Percent Difference[5]
Single Family	27,293	106,917	**0.26**	0.34	-24%
Multi Family	12,424	112,726	**0.11**	0.11	0%
Mobile Home	2,664	12,765	**0.21**	0.28	-25%
Total	**42,381**	**232,408**	**0.18**	**0.21**	**-14%**

1) Source: Collier County Public Schools (adjusted)
2) Source: Collier County Property Appraiser database
3) Number of students (Item 1) divided by the number of units (item 2)
4) Source: Collier County School Impact Fee Update Study Final Report, June 23, 2015
5) Percent change from students per unit – 2015 (Item 4) to students per unit -2024 (Item 3)

Calculated School Impact Fee Schedule

To determine the calculated school impact fee for each residential category, the net impact cost per student is multiplied by the student generation rate. The resulting net impact fees are presented in **Table 9**. The table also presents a comparison to the current adopted impact fee levels, which were adopted at reduced rate and phased. The current fee levels are at 79 percent of the calculated rates in the 2015 impact fee study. Lastly, the table presents the maximum allowable impact fees per Florida Statue 163.31801.

As mentioned previously, compared to the 2015 study, net impact cost per student increased by 85 percent. All other fluctuations compared to the calculated rates in the 2015 study are due to the changes in student generation rates by residential category and adoption of the fee at a reduced rate.

Table 9

Calculated School Impact Fee Schedule

Residential Category	Impact Unit	Net Impact Cost per Student[1]	Students per Unit[2]	Calculated Impact Fee[3]	Current Adopted Impact Fee[4]	Percent Change[5]	F.S. 163.31801 Maximum Impact Fee[6]	Percent Change[7]
Single Family Detached	du	$60,603	0.26	**$15,757**	$8,789.54	79%	$13,184	50%
Multi Family	du	$60,603	0.11	**$6,666**	$2,844.19	134%	$4,266	50%
Mobile Home/RV Park (Tied Down)	du	$60,603	0.21	**$12,727**	$7,238.45	76%	$10,857	50%

1) Source: Table 7
2) Source: Table 8
3) Net impact cost per student (Item 1) multiplied by the students per unit (Item 2)
4) Source: Collier County Capital Projects Planning, Impact Fees and Program Management Division
5) Percent change between the calculated impact fee (Item 3) and the current adopted impact fee (Item 4)
6) Maximum impact fee in compliance with the 50 percent increase per F.S. 163.31801. The fee increase is to be phased over four installments.
7) Percent change from the current adopted impact fee (Item 4) to the F.S. 163.31801 maximum impact fee (Item 6)

School Impact Fee Comparison

As part of the work effort in updating Collier County's school impact fee program, a comparison of the calculated single family school impact fees for Collier County to the school impact fees adopted by other counties throughout Florida has been prepared. **Table 10** presents this comparison. The impact fee study date, adoption percentage and the full rate are also shown.

Approximately 40 percent of Florida counties implemented a school impact fee.

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Table 10

School Impact Fee Schedule Comparison, Single Family (2,000 Square Feet)

County	Date of Last Update[1]	Adoption Percent[1]	Single Family (per du)	
			Adopted Fee[1]	Fee @ 100%[2]
Miami-Dade County	1995	100%	$2,448	$2,448
Citrus County	2021	50%	$2,059	$4,117
Indian River County	2020	28%	$1,310	$4,680
St. Johns County	2018	100%	$5,940	$4,725
Baker County	2005	52%	$2,592	$5,000
Nassau County	2017	100%	$5,431	$5,431
St. Lucie County	2005	100%	$6,786	$5,447
Lee County	2018	53%	$2,879	$5,484
Martin County	2007	100%	$5,567	$5,567
Sarasota County[3]	2022	Varies-SF @48%	$3,048	$6,306
Flagler County[4]	2021	Varies-SF @83%	$5,950	$7,175
Hillsborough County	2020	100%	$8,227	$8,227
Volusia County	2022	85%	$7,023	$8,262
Palm Beach County[5]	2022	Varies-SF 2,000 sf @95%	$7,906	$8,322
Hernando County[6]	2022	70%	$6,135	$8,764
Broward County[7]	2019	Varies-SF @97%	$8,809	$9,049
Manatee County[8]	2023	Varies-2,000 sf @96%	$9,190	$9,524
Orange County	2020	Varies-SF @100%	$9,513	$9,560
Brevard County	2015	50%	$5,097	$10,193
Marion County	2023	40%	$4,307	$10,768
Collier County -- Adopted[9]	**2015**	**79%**	**$8,790**	**$11,164**
Hendry County[10]	2023	40%	$4,531	$11,328
Lake County[11]	2023	100%	$12,021	$12,021
Seminole County	2017	73%	$9,000	$12,322
Clay County[12]	2022	Varies-SF @83%	$10,551	$12,680
Osceola County	2021	100%	$12,923	$12,923
Pasco County[13]	2024	Varies-SF @94%	$12,328	$13,163
Collier County -- Maximum Calculated[14]	**2024**	**N/A**	**N/A**	**$13,184**
Polk County[15]	2024	85%	$12,187	$14,338
Collier County -- Calculated[16]	**2024**	**N/A**	**N/A**	**$15,757**

Note: Counties adjacent to Collier County are highlighted.

1) Source: Published impact fee schedules and discussions with the jurisdictions
2) Represents the full calculated fee from each respective technical study
3) Fees shown effective January 1, 2026.
4) The impact fee shown shall be increased ($500 for single family, $125 for multi-family and $850 for mobile home) – on July 1, 2023, and annually on July 1 each year thereafter, each time the total number of students enrolled in Flagler County Public Schools, grades kindergarten through twelfth (excluding charter school students), increases by five hundred students as of the preceding year's October FTE reporting date.
5) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown effective January 1, 2026.
6) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801; fees shown reflect fully phased-in fees effective July 30, 2025.
7) School impact fee reflects single family homes with three or fewer bedrooms.

8) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees effective September 9, 2027.
9) Source: Collier County Growth Management Division, Project Planning, Impact Fees, and Program Management Division
10) Fees shown effective February 10, 2025
11) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. School impact fee shown effective October 1, 2026.
12) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective June 1, 2026.
13) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
14) Source: Table 9
15) Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully-phased impact fees. School impact fee shown effective January 1, 2027.
16) Source: Table 9

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Appendix A -
School District Inventory

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Appendix A - School District Inventory

Table A-1 provides an inventory of traditional schools included in the impact fee calculations. Non-traditional schools, such as charter schools, adult education schools, etc. are excluded.

Table A-1

Collier County Public Schools Existing School Inventory[1]

Count	School	Grade Level	Year Acquired	Acres	Net Square Feet	Permanent Stations	Permanent Capacity
Elementary Schools							
1	Avalon Elementary	PK 05	1966	15.0	85,795	481	481
2	Big Cypress Elementary	PK 05	1985	20.0	138,487	940	940
3	Calusa Park Elementary	PK 05	2000	24.6	153,988	900	900
4	Corkscrew Elementary	PK 05	1992	22.0	161,053	836	836
5	Eden Park Elementary	PK 05	2006	25.0	119,564	824	824
6	Estates Elementary	PK 05	2001	35.0	156,316	719	719
7	Golden Gate Elementary	PK 05	1973	16.0	103,898	802	802
8	Golden Terrace Elementary	PK 05	1987	15.0	95,943	735	735
9	Herbert Cambridge Elementary	PK 05	2003	4.0	70,309	389	389
10	Highlands Elementary	PK 05	1964	13.0	132,702	812	812
11	Lake Park Elementary	PK 05	1955	11.0	89,197	570	570
12	Lake Trafford Elementary	PK 05	1967	15.0	136,719	881	881
13	Laurel Oak Elementary	PK 05	1992	30.0	110,602	700	700
14	Lavern Gaynor Elementary	PK 05	2003	8.0	84,139	523	523
15	Lely Elementary	PK 05	1987	22.0	131,577	821	821
16	Manatee Elementary	PK 05	1972	46.0	110,049	706	706
17	Mike Davis Elementary	PK 05	2002	17.0	126,345	919	919
18	Naples Park Elementary	PK 05	1973	21.0	110,082	750	750
19	Osceola Elementary	PK 05	1970	16.0	152,129	784	784
20	Palmetto Elementary	PK 05	2002	39.0	123,954	971	971
21	Parkside Elementary	PK 05	2002	28.0	132,679	919	919
22	Pelican Marsh Elementary	PK 05	1994	20.0	162,968	854	854
23	Pinecrest Elementary	PK 05	1959	20.0	125,430	854	854
24	Poinciana Elementary	PK 05	1973	19.0	112,795	781	781
25	Sabal Palm Elementary	PK 05	2002	31.0	159,796	761	761
26	Sea Gate Elementary	PK 05	1963	15.0	125,263	854	854
27	Shadowlawn Elementary	PK 05	1958	12.0	92,527	660	660
28	Tommie Barfield Elementary	PK 05	1956	11.0	111,921	600	600
29	Veterans Memorial Elementary	PK 05	2004	30.0	169,076	929	929
30	Village Oaks Elementary	PK 05	1986	20.0	116,347	839	839
31	Vineyards Elementary	PK 05	1989	18.0	132,532	883	883
Subtotal - Elementary				**638.6**	**3,834,182**	**23,997**	**23,997**

Table A-1 (Continued)

Collier County Public Schools Existing School Inventory[1]

Count	School	Grade Level	Year Acquired	Acres	Net Square Feet	Permanent Stations	Permanent Capacity
Middle Schools							
1	Corkscrew Middle	06 08	1992	32.0	175,407	1,118	1,006
2	Cypress Palm Middle	06 08	2003	87.0	174,947	1,325	1,193
3	East Naples Middle	06 08	1966	19.8	146,274	1,139	1,025
4	Golden Gate Middle	06 08	1974	27.0	163,361	1,375	1,238
5	Gulfview Middle	06 08	1937	10.0	96,792	759	683
6	Immokalee Middle	06 08	1990	24.0	178,174	1,906	1,715
7	Manatee Middle	06 08	1972	46.0	160,939	1,451	1,306
8	North Naples Middle	06 08	1990	43.0	153,270	1,116	1,004
9	Oakridge Middle	06 08	1990	39.0	178,681	1,461	1,315
10	Pine Ridge Middle	06 08	1973	37.0	143,766	1,261	1,135
Subtotal - Middle				**364.8**	**1,571,611**	**12,911**	**11,620**
Multi-level Schools							
1	Everglades City School	PK 12	1954	4.0	96,761	537	483
Subtotal - Multi-level Schools				**4.0**	**96,761**	**537**	**483**
High Schools							
1	Aubrey Rogers High School	09 12	2001	60.0	298,797	1,908	1,813
2	Barron Collier High	09 12	1970	98.0	306,391	1,943	1,846
3	Golden Gate High	09 12	2002	65.9	334,049	2,086	1,982
4	Gulf Coast High	09 12	1992	42.0	345,609	1,891	1,796
5	Immokalee High	09 12	1973	43.0	295,243	2,338	2,221
6	Lely High	09 12	1973	50.0	264,930	2,103	1,998
7	Lorenzo Walker Technical[2]	09 12	1972	6.0	59,142	609	579
8	Naples High	09 12	1958	33.0	302,880	2,019	1,918
9	Palmetto Ridge High	09 12	2001	135.0	356,874	2,039	1,937
Subtotal - High				**532.9**	**2,563,915**	**16,936**	**16,090**
Grand Total				**1,540.3**	**8,066,469**	**54,381**	**52,190**

1) Source: Collier County Public Schools; Florida Inventory of School Houses (FISH) Report
2) Includes the Technical High portion of the school only. Acreage adjusted to reflect the portion of the square footage added.

Appendix B -
Building and Land Cost Estimates -
Supplemental Information

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Appendix B - Supplemental Unit Cost Information

This Appendix provides additional information on the data and methodology used to estimate building and land values for the school impact fee.

Building Costs

To determine the administration, architect/site improvement, and construction cost associated with building a new school in Collier County, the following information was evaluated:

- Recently built or planned/programmed schools in Collier County;
- Insurance values of the existing schools;
- School cost information from other Florida counties;
- Construction cost increases observed by industry sources; and
- Discussions with the District.

The following paragraphs provide further detail on this research and analysis.

Construction Cost

Collier County Public Schools recently completed the construction of a new high school. Construction cost for this school was approximately $346 per net square foot.

A review of construction cost index suggests that costs increased by 50 percent since 2015. Applying this percentage to the estimated unit costs during the previous study resulted in construction cost estimates of $270 per net square foot for elementary schools to $330 per net square foot for high schools.

The insurance values of the existing schools average approximately $180 per net square foot for buildings only and $210 per square foot for buildings and contents. It is important to note insurance values do not include the full cost of constructing a school since certain components of a building, such as the foundation, are excluded from these values. As such, insurance values are considered to be conservative estimates.

Table B-2 provides a summary of data obtained from the Florida Department of Education for schools built in 2015 through 2023. As shown, during 2020 through 2023, the construction costs ranged from $122 per net square foot to $437 per net square foot.

Finally, the discussions with industry architects suggested a range of $233 per square foot to $526 per square foot for construction costs. The low end of this range reflects prices in 2021/2022 while the high end reflects 2023 estimates.

Table B-1 provides a summary of this information. Given this data and information, average construction costs of $290 per net square foot for elementary schools, $320 per net square foot for middle schools, and $350 per net square foot for high schools are used in this study for impact fee calculation purposes and reflect the local cost factors of Collier County schools.

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Table B-1
Construction Cost Analysis - Collier County

Year Built	Facility Name	Construction Cost	Net Permanent Square Feet	Cost per Net Square Foot
New School Construction [1]				
2022-23	Aubrey Rogers High	$97,996,019	283,392	$346

School Level	ENR (2015-2024)[2]	2015 Estimates per Square Foot[3]	Indexed Values per Square Foot[4]
2015 Study Estimated Indexed			
- Elementary Schools	51.23%	$180	$272
- Middle Schools		$200	$302
- High Schools		$220	$333

School Level	Building Value per Square Foot	Building & Contents Value per Square Foot
Insurance Values of Existing School Buildings [5]		
- Elementary Schools	$175	$201
- Middle Schools	$177	$201
- High Schools	$193	$224
- Multi-Level Schools	$178	$203
- All Traditional Schools	**$181**	**$208**
Construction Cost Range Obtained From Other Florida Jurisdictions (2020-2023) [6]		$122 - $437

County	School Level	Year	Cost per Square Foot
Cost of Projects with Similar Construction Specifications [7]			
Dade County	Middle School	2021/2022	$233
Broward County	Middle School	2023	$450
Construction cost percent increase between the two projects			93%
Collier County	High School	2019	$298
Sarasota County	High School	2023	$526
Construction cost percent increase between the two projects			77%
Estimates Used in the Study:			
- Elementary Schools			**$290**
- Middle Schools			**$320**
- High Schools			**$350**

1) Source: Collier County Public Schools
2) Source: Engineering News Record (ENR), Building Cost Index
3) Source: *Collier County School Impact Fee Update, Draft Report, September 25, 2015*
4) Source: Estimates from the 2015 study (Item 3) indexed according to the Engineering News Record (Item 2)
5) Source: Collier County Public Schools, Statement of Property Values, April 21, 2023
6) Source: Table B-2
7) Source: Industry architects

Table B-2
Construction Cost Analysis – Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Construction Cost per NSF
Elementary Schools:				
2015	Orange	Elem	Eagle Creek Elementary	$116
2015	Orange	Elem	Independence Elementary	$116
2015	Orange	Elem	Ocoee ES (Replacement)	$112
2015	Orange	Elem	Clay Springs Elementary	$148
2015	Orange	Elem	Lake Weston Elementary	$117
2015	Orange	Elem	Lovell Elementary	$130
2015	Palm Beach	Elem	Glade View Elementary	$177
2015	Palm Beach	Elem	Rosenwald Elementary	$189
2015	Pasco	Elem	Sanders Memorial Elementary	$160
2016	Orange	Elem	Millennia Gardens Elementary	$126
2016	Orange	Elem	Tangelo Park ES	$139
2016	Pasco	Elem	Wiregrass Elementary School (Elem "W")	$167
2016	Washington	Elem	Kate Smith Elementary School	$140
2017	Orange	Elem	Bay Lake Elementary	$138
2017	Orange	Elem	Engelwood Elementary	$149
2017	Orange	Elem	Ivy Lane Elementary	$159
2017	Orange	Elem	Laureate Park Elementary	$143
2017	Orange	Elem	Meadow Woods Elementary	$148
2017	Orange	Elem	Mollie Ray ES	$153
2017	Orange	Elem	Oak Hill ES	$156
2017	Orange	Elem	Rock Lake ES	$166
2017	Orange	Elem	Ventura ES	$147
2017	Orange	Elem	Westpointe ES	$224
2017	St Johns	Elem	Picolata Crossing Elementary	$176
2017	Pasco	Elem	Bexley Elementary	$164
2017	Nassau	Elem	Wildlight Elementary School	$156
2017	Broward	Elem	Riverglades Elementary	$154
2017	Hamilton	Elem	Hamilton County Elementary School	$119
2018	Escambia	Elem	Kingsfield Elementary School	$226
2018	Hillsborough	Elem	Dawson Elementary School	$172
2018	Orange	Elem	William Frangus Elementary	$167
2018	Orange	Elem	Hidden Oaks Elementary	$164
2018	Orange	Elem	Hungerford Elementary School	$190

Table B-2 (Continued)
Construction Cost Analysis – Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Construction Cost per NSF
Elementary Schools:				
2018	Orange	Elem	Maxey Elementary School	$158
2018	Orange	Elem	Pine Hills Elementary School	$159
2018	Volusia	Elem	Pierson Elementary School	$185
2018	Clay	Elem	Discovery Oaks Elementary School	$178
2019	Manatee	Elem	Barbara Harvey Elementary School	$149
2019	Monroe	Elem	Gerald Adams Elementary School	$290
2019	Orange	Elem	Deerwood Elementary School	$191
2019	Orange	Elem	Water Spring Elementary School	$175
2019	Orange	Elem	Castleview Elementary School	$159
2019	Taylor	Elem	Taylor County Primary School	$146
2019	Volusia	Elem	Chisholm Elementary School	$260
2020	Monroe	Elem	Stanley Switlik Elementary School	$437
2020	Orange	Elem	Summerlake Elementary School	$176
2020	Orange	Elem	Sunshine Elementary School	$177
2020	Orange	Elem	Vista Pointe Elementary School	$196
2020	Pinellas	Elem	Melrose Elementary School	$154
2020	Seminole	Elem	Pine Crest School of Innovation	$130
2020	Walton	Elem	Dune Lakes Elementary School	$194
2021	Alachua	Elem	Metcalf Elementary	$172
2021	Alachua	Elem	New Myra Terwilliger Elementary	$194
2021	Brevard	Elem	Viera Elementary School	$151
2021	Dade	Elem	Andrea Castillo Preparatory	$232
2021	Hillsborough	Elem	Belmont Elementary	$163
2021	Hillsborough	Elem	Tampa Heights Elementary	$434
2021	Orange	Elem	Village Park Elementary	$202
2021	Osceola	Elem	Michigan Avenue Elementary	$122
2021	Palm Beach	Elem	Washington Elementary	$233
2021	Polk	Elem	Bella Citta Elementary	$218
2021	Polk	Elem	Willow Oak School	$240
2022	Bay	Elem	A. Gary Walsingham Academy	$243
2022	Orange	Elem	Hamlin ES	$190
2022	Orange	Elem	Panther Lake ES	$204
2022	Orange	Elem	Stonewyck ES	$198

Table B-2 (Continued)
Construction Cost Analysis – Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Construction Cost per NSF
Elementary Schools:				
2022	Palm Beach	Elem	Blue Lake ES 05-C	$210
2022	St Johns	Elem	Pine Island Academy ("MM")	$173
2022	Volusia	Elem	George Marks Elementary	$260
2023	Bradford	Elem	Bradford Elementary	$355
2023	Lake	Elem	Lake Pointe Academy	$207
2023	Baker	Elem	Legacy Elementary	$262
2023	Osceola	Elem	Celebration Elementary	$297
Total/Weighted Average -- Elementary Schools				**$188**
Total/Weighted Average -- Elementary Schools (2015 - 2023)				**$188**
Total/Weighted Average -- Elementary Schools (2020 - 2023)				**$213**
Middle Schools:				
2015	St Johns	Middle	Patriot Oaks Academy	$143
2015	St Johns	Middle	Valley Ridge Academy	$143
2016	Orange	Middle	Wedgefield K-8 School	$154
2016	Polk	Middle	Citrus Ridge: A Civics Academy	$164
2017	Orange	Middle	OCPS Academic Center for Excellence	$129
2017	Orange	Middle	Innovation	$135
2017	Orange	Middle	Timber Springs Middle	$134
2017	Orange	Middle	Carver Middle	$126
2017	Calhoun	Middle	Atha Public School	$155
2017	Hillsborough	Middle	Sulphur Springs K-8	$293
2017	Holmes	Middle	Bonifay PK-8	$155
2018	Escambia	Middle	Beulah Middle School	$168
2018	Orange	Middle	Audubon Park School K-8	$157
2018	Orange	Middle	Lake Como School K-8	$154
2018	Seminole	Middle	New Millenium Middle School	$191
2018	St Johns	Middle	Freedom Crossing Academy ("LL") K-8	$173
2018	St Johns	Middle	Palm Valley Academy ("KK") K-8	$185
2019	Manatee	Middle	Mona Jain Middle School	$161
2019	Orange	Middle	Horizon West Middle School	$138
2019	Orange	Middle	Pershing School K-8	$159
2019	Osceola	Middle	Harmony Middle School	$178
2020	Jackson	Middle	Marianna K-8 School	$165

Table B-2 (Continued)
Construction Cost Analysis – Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Construction Cost per NSF
Middle Schools:				
2020	Monroe	Middle	Plantation Key School	$363
2020	Palm Beach	Middle	Verde K-8 School	$200
2020	Pasco	Middle	Cypress Middle School "HH"	$184
2021	Alachua	Middle	Howard Bishop Middle School	$196
2021	Lee	Middle	MM Middle School	$207
2021	Osceola	Middle	St. Cloud Middle School	$151
2021	Palm Beach	Middle	Addison Mizner K-8	$192
2022	Orange	Middle	Hamlin MS	$165
2022	Orange	Middle	Kelly Park School	$164
2022	Pasco	Middle	Starkey Ranch K-8	$195
2022	Santa Rosa	Middle	East Bay K-8	$154
2023	Orange	Middle	Water Spring Middle	$196
Total/Weighted Average -- Middle Schools				**$168**
Total/Weighted Average -- Middle Schools (2015-2023)				**$168**
Total/Weighted Average -- Middle Schools (2020-2023)				**$189**
High Schools:				
2016	Charlotte	High	Lemon Bay High School	$154
2017	Dade	High	Miami Carol City Senior High	$182
2017	Levy	High	Williston Middle High School	$175
2017	Pasco	High	Cypress Creek High	$165
2017	Osceola	High	Poinciana High	$182
2017	Pinellas	High	Palm Harbor University High	$206
2017	St Johns	High	Nease High	$173
2017	Orange	High	Windermere HS	$155
2018	Dixie	High	Dixie County High School	$126
2018	Osceola	High	Tohopekaliga High School	$186
2018	Pinellas	High	Largo High School	$153
2019	Dade	High	Maritime & Science Technology Academy	$322
2019	Lee	High	Bonita Springs High School	$209
2019	Manatee	High	Parrish Community High School	$207
2019	Osceola	High	NeoCity Academy	$277
2020	Orange	High	Magnolia School	$259
2021	Lee	High	Gateway High School	$215

Table B-2 (Continued)

Construction Cost Analysis – Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Construction Cost per NSF
High Schools:				
2021	Orange	High	Horizon High School	$214
2021	Orange	High	Lake Buena Vista High School	$237
2021	Orange	High	Silver Pines Academy K-12 Learning Center	$190
2021	Polk	High	Davenport High	$235
2022	Hillsborough	High	Sumner High School	$269
2023	Levy	High	Chiefland Middle High School	$226
2023	Pasco	High	Kirkland Ranch Academy of Innovation	$271
Total/Weighted Average -- High Schools				**$199**
Total/Weighted Average -- High Schools (2015-2023)				**$199**
Total/Weighted Average -- High Schools (2020-2023)				**$235**
Total/Weighted Average -- All Schools				**$185**
Total/Weighted Average -- All Schools (2015-2023)				**$185**
Total/Weighted Average -- All Schools (2020-2023)				**$212**

Source: Florida Department of Education and information from Florida school districts, when available

Architectural, Design, and Site Preparation Costs

The architectural, design, and site preparation costs (including on-site improvement and traffic control costs) are calculated based on the ratio of these costs to the construction costs observed in Collier County and other jurisdictions. The estimated architectural/design cost for the planned new high school is 5 percent of the construction cost, consistent with the estimates used in prior studies. The estimate used in the previous study for site preparation (10 percent) is maintained. Tables B-4 and B-5 summarize the data obtained from other Florida jurisdictions, which is consistent with the study's estimates.

Table B-3

Non-Construction Cost Components - Collier County

Cost Component	Collier County 2015 Estimates[1]	Collier County 2024 Estimates	Other Florida School Districts (2020-2023)[2]
Architectural/Design	5%	**5%**	6%
Site Preparation	10%	**10%**	11%
Total	**15%**	**15%**	**17%**

1) Source: *Collier County School Impact Fee Update Study Final Report, June 23, 2015*
2) Source: Tables B-4 and B-5

Table B-4

Architectural/Civil Design Cost Analysis -Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Architect & Eng. Fees	Ratio of Architect & Eng. Fees to Construction Cost
2015	Hillsborough	Elem	Thompson Elementary	$1,117,623	8%
2015	Orange	Elem	Eagle Creek Elementary	$503,008	5%
2015	Orange	Elem	Independence Elementary	$454,954	5%
2015	Orange	Elem	Ocoee ES (Replacement)	$669,660	7%
2015	Orange	Middle	Clay Springs Elementary	$619,675	5%
2015	Orange	High	Lake Weston Elementary	$557,676	6%
2015	Orange	Elem	Lovell Elementary	$532,470	5%
2015	Palm Beach	Middle	Glade View Elementary	$1,142,611	8%
2015	Palm Beach	High	Rosenwald Elementary	$942,748	8%
2015	Pasco	Elem	Sanders Memorial Elementary	$1,442,401	8%
2015	St Johns	Middle	Patriot Oaks Academy	$1,492,491	7%
2015	St Johns	Middle	Valley Ridge Academy	$856,884	4%
2016	Charlotte	High	Lemon Bay High School	$6,486,215	13%
2016	Hillsborough	Elem	Lamb Elementary	$1,159,221	8%
2016	Orange	Elem	Bay Lake Elementary	$715,680	6%
2016	Orange	Elem	Tangelo Park Elementary	$766,295	7%
2016	Pasco	Elem	Wiregrass Elementary School (Elem "W")	$993,089	7%
2016	Polk	Middle	Citrus Ridge: A Civics Academy	$1,235,864	4%
2016	Washington	Elem	Kate Smith Elementary School	$1,799,321	9%
2017	Orange	Elem	Millenia Gardens Elementary	$660,780	6%
2017	Orange	K8	Wedgefield	$2,153,131	11%
2017	Orange	Elem	Laureate Park Elementary	$636,009	5%
2017	Orange	Elem	Engelwood ES	$659,183	5%
2017	Orange	Elem	Ivey Lane ES	$599,596	5%
2017	Orange	Elem	Meadow Woods ES	$782,369	6%
2017	Orange	Elem	Mollie Ray ES	$693,404	6%
2017	Orange	Elem	Oak Hill ES	$581,863	5%
2017	Orange	Elem	Rock Lake ES	$672,601	5%
2017	Orange	Elem	Ventura ES	$780,745	6%
2017	Orange	K8	OCPS Academic Center for Excellence	$2,342,381	8%
2017	Orange	Middle	Innovation Middle	$1,954,764	9%
2017	Orange	Middle	Timber Springs Middle	$2,460,335	10%
2017	Orange	Middle	Carver Middle	$1,519,638	7%
2017	St Johns	Elem	Picolata Crossing Elementary	$711,881	4%
2017	Pasco	Elem	Bexley Elementary	$1,176,816	7%
2017	Nassau	Elem	Wildlight Elementary School	$1,649,044	10%
2017	Broward	Elem	Riverglades Elementary	$303,332	6%
2017	Hamilton	Elem	Hamilton County Elementary School	$1,677,527	10%
2017	Calhoun	Middle	Atha Public School	$1,436,603	8%
2017	Hillsborough	Middle	Sulphur Springs K-8	$417,315	8%
2017	Holmes	Middle	Bonifay PK-8	$2,870,562	9%

Table B-4 (Continued)

Architectural/Civil Design Cost Analysis -Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Architect & Eng. Fees	Ratio of Architect & Eng. Fees to Construction Cost
2017	Dade	High	Miami Carol City Senior High	$5,273,339	8%
2017	Levy	High	Williston Middle High School	$1,849,055	6%
2017	Pasco	High	Cypress Creek High	$2,712,972	7%
2017	Dade	High	Maritime & Science Technology Academy	$1,052,669	8%
2017	Osceola	High	Poinciana High	$267,393	6%
2017	Pinellas	High	Palm Harbor University High	$1,034,481	10%
2017	St Johns	High	Nease High	$828,000	8%
2017	Orange	High	Windermere HS	$4,993,625	9%
2017	Orange	Elem	Westpointe Elementary	$860,457	9%
2018	Escambia	Elem	Kingsfield Elementary School	$2,421,087	8%
2018	Hillsborough	Elem	Dawson Elementary School	$712,947	4%
2018	Orange	Elem	William Frangus Elementary	$642,656	4%
2018	Orange	Elem	Hidden Oaks Elementary	$640,642	5%
2018	Orange	Elem	Hungerford Elementary School	$650,486	5%
2018	Orange	Elem	Maxey Elementary School	$626,928	5%
2018	Orange	Elem	Pine Hills Elementary School	$693,105	5%
2018	Volusia	Elem	Pierson Elementary School	$1,459,238	12%
2018	Clay	Elem	Discovery Oaks Elementary School	$869,100	4%
2018	Escambia	Middle	Beulah Middle School	$3,394,057	10%
2018	Orange	Middle	Audubon Park School K-8	$2,972,528	11%
2018	Orange	Middle	Lake Como School K-8	$2,050,230	8%
2018	Seminole	Middle	New Millenium Middle School	$2,892,045	7%
2018	St Johns	Middle	Freedom Crossing Academy ("LL") K-8	$1,247,321	4%
2018	St Johns	Middle	Palm Valley Academy ("KK") K-8	$1,342,410	4%
2018	Dixie	High	Dixie County High School	$2,055,000	8%
2018	Osceola	High	Tohopekaliga High School	$3,360,740	5%
2018	Pinellas	High	Largo High School	$3,606,122	9%
2019	Manatee	Elem	Barbara Harvey Elementary School	$1,104,274	7%
2019	Monroe	Elem	Gerald Adams Elementary School	$2,151,000	7%
2019	Orange	Elem	Deerwood Elementary School	$679,669	5%
2019	Orange	Elem	Water Spring Elementary School	$673,077	4%
2019	Orange	Elem	Castleview Elementary School	$781,914	5%
2019	Taylor	Elem	Taylor County Primary School	$1,216,820	8%
2019	Volusia	Elem	Chisholm Elementary School	$206,670	2%
2019	Manatee	Middle	Mona Jain Middle School	$1,580,528	6%
2019	Orange	Middle	Horizon West Middle School	$1,357,152	6%
2019	Orange	Middle	Pershing School K-8	$2,114,313	8%
2019	Osceola	Middle	Harmony Middle School	$1,552,230	5%
2019	Lee	High	Bonita Springs High School	$2,178,000	5%
2019	Manatee	High	Parrish Community High School	$2,436,800	4%
2019	Osceola	High	NeoCity Academy	$1,436,484	12%

Table B-4 (Continued)

Architectural/Civil Design Cost Analysis -Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Architect & Eng. Fees	Ratio of Architect & Eng. Fees to Construction Cost
2020	Jackson	Middle	Marianna K-8 School	$4,686,265	9%
2020	Monroe	Middle	Plantation Key School	$276,122	1%
2020	Monroe	Elem	Stanley Switlik Elementary School	$1,762,172	7%
2020	Orange	High	Magnolia School	$1,468,970	8%
2020	Orange	Elem	Summerlake Elementary School	$717,175	5%
2020	Orange	Elem	Sunshine Elementary School	$748,162	5%
2020	Orange	Elem	Vista Pointe Elementary School	$600,440	4%
2020	Palm Beach	Middle	Verde K-8 School	$2,411,658	9%
2020	Pasco	Middle	Cypress Middle School "HH"	$2,073,215	6%
2020	Pinellas	Elem	Melrose Elementary School	$1,129,923	10%
2020	Seminole	Elem	Pine Crest School of Innovation	$1,718,290	9%
2020	Walton	Elem	Dune Lakes Elementary School	$3,049,104	11%
2021	Alachua	Elem	Metcalf Elementary	$1,240,634	9%
2021	Alachua	Elem	New Myra Terwilliger Elementary	$1,334,132	7%
2021	Brevard	Elem	Viera Elementary School	$331,710	2%
2021	Dade	Elem	Andrea Castillo Preparatory	$599,726	6%
2021	Hillsborough	Elem	Belmont Elementary	$1,335,221	7%
2021	Hillsborough	Elem	Tampa Heights Elementary	$1,550,777	8%
2021	Orange	Elem	Village Park Elementary	$727,857	4%
2021	Osceola	Elem	Michigan Avenue Elementary	$2,068,487	13%
2021	Palm Beach	Elem	Washington Elementary	$765,589	8%
2021	Polk	Elem	Bella Citta Elementary	$1,266,728	5%
2021	Polk	Elem	Willow Oak Scchool	$1,397,894	5%
2021	Alachua	Middle	Howard Bishop Middle School	$2,212,315	9%
2021	Lee	Middle	MM Middle School	$2,300,000	7%
2021	Osceola	Middle	St. Cloud Middle School	$2,255,570	11%
2021	Palm Beach	Middle	Addison Mizner K-8	$1,619,786	7%
2021	Lee	High	Gateway High School	$2,035,500	4%
2021	Orange	High	Horizon High School	$3,140,805	5%
2021	Orange	High	Lake Buena Vista High School	$2,477,598	3%
2021	Orange	High	Silver Pines Academy K-12 Learning Center	$1,056,160	8%
2021	Polk	High	Davenport High	$3,755,737	5%
2022	Bay	Elem	A. Gary Walsingham Academy	$2,255,888	8%
2022	Orange	Elem	Hamlin ES	$861,339	5%
2022	Orange	Elem	Panther Lake ES	$956,540	5%
2022	Orange	Elem	Stonewyck ES	$1,046,001	6%
2022	Palm Beach	Elem	Blue Lake ES 05-C	$1,365,440	7%
2022	St Johns	Elem	Pine Island Academy ("MM")	$1,369,334	4%
2022	Volusia	Elem	George Marks Elementary	$1,907,025	7%
2022	Orange	Middle	Hamlin MS	$1,508,823	5%
2022	Orange	Middle	Kelly Park School	$1,458,184	6%

Table B-4 (Continued)

Architectural/Civil Design Cost Analysis -Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Architect & Eng. Fees	Ratio of Architect & Eng. Fees to Construction Cost
2022	Pasco	Middle	Starkey Ranch K-8	$2,067,542	6%
2022	Santa Rosa	Middle	East Bay K-8	$1,645,878	8%
2022	Hillsborough	High	Sumner High School	$4,017,926	7%
2023	Levy	High	Chiefland Middle High School	$2,467,200	9%
2023	Orange	Middle	Water Spring Midle	$1,479,836	4%
2023	Bradford	Elem	Bradford Elementary	$3,578,849	7%
2023	Pasco	High	Kirkland Ranch Academy of Innovation	$3,334,589	7%
2023	Lake	Elem	Lake Pointe Academy	$1,785,110	6%
2023	Baker	Elem	Leagacy Elementary	$2,611,286	9%
2023	Osceola	Elem	Celebration Elementary	$725,905	3%
Total/Weighted Average				**$210,761,746**	**7%**
Total/Weighted Average (2015-2023)				**$210,761,746**	**7%**
Total/Weighted Average (2020-2023)				**$90,556,417**	**6%**

Source: Florida Department of Education and information from Florida school districts, when available

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Table B-5
Site Development Cost Analysis - Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Site Development	Ratio of Site Development to Construction Cost
2015	Hillsborough	Elem	Thompson Elementary	$1,020,579	8%
2015	Orange	Elem	Clay Springs Elementary	$2,096,813	18%
2015	Orange	High	Lake Weston Elementary	$1,719,879	17%
2015	Orange	Elem	Lovell Elementary	$851,121	8%
2015	Orange	Elem	Eagle Creek Elementary	$1,934,060	21%
2015	Orange	Elem	Independence Elementary	$1,649,461	18%
2015	Orange	Elem	Ocoee ES (Replacement)	$1,470,388	16%
2015	Palm Beach	Middle	Glade View Elementary	$1,652,065	11%
2015	Palm Beach	High	Rosenwald Elementary	$1,853,846	16%
2015	Pasco	Elem	Sanders Memorial Elementary	$1,478,220	9%
2015	St Johns	Middle	Patriot Oaks Academy	$0	0%
2015	St Johns	Middle	Valley Ridge Academy	$0	0%
2016	Charlotte	High	Lemon Bay High School	$7,169,846	14%
2016	Hillsborough	Elem	Lamb Elementary	$3,980	0%
2016	Orange	Elem	Bay Lake Elementary	$2,371,208	19%
2016	Orange	Elem	Tangelo Park Elementary	$1,682,616	15%
2016	Pasco	Elem	Wiregrass Elementary School (Elem "W")	$1,213,282	8%
2016	Polk	Middle	Citrus Ridge: A Civics Academy	$0	0%
2016	Washington	High	Kate Smith Elementary School	$2,568,867	12%
2017	Orange	Elem	Millenia Gardens Elementary	$1,802,063	17%
2017	Orange	K8	Wedgefield School K-8	$3,151,392	16%
2017	Orange	Elem	Laureate Park Elementary	$1,229,287	10%
2017	Orange	Elem	Engelwood ES	$1,389,126	11%
2017	Orange	Elem	Ivey Lane ES	$1,526,111	13%
2017	Orange	Elem	Meadow Woods ES	$1,358,748	10%
2017	Orange	Elem	Mollie Ray ES	$1,525,138	13%
2017	Orange	Elem	Oak Hill ES	$1,629,450	13%
2017	Orange	Elem	Rock Lake ES	$2,685,941	20%
2017	Orange	Elem	Ventura ES	$2,458,354	18%
2017	Orange	K8	OCPS Academic Center for Excellence	$1,503,611	5%
2017	Orange	Middle	Innovation Middle	$1,856,965	8%
2017	Orange	Middle	Timber Springs Middle	$3,047,594	13%
2017	Orange	Middle	Carver Middle	$3,648,736	16%
2017	Orange	High	Windermere HS	$8,003,699	15%
2017	Pasco	Elem	Bexley Elementary	$1,481,772	9%
2017	Nassau	Elem	Wildlight Elementary School	$4,423,526	27%
2017	Broward	Elem	Riverglades Elementary	$671,049	14%
2017	Hamilton	Elem	Hamilton County Elementary School	$1,241,320	7%
2017	Calhoun	Middle	Atha Public School	$1,389,719	7%
2017	Hillsborough	Middle	Sulphur Springs K-8	$0	0%
2017	Holmes	Middle	Bonifay PK-8	$1,489	0%
2017	Dade	High	Miami Carol City Senior High	$7,753,194	12%
2017	Levy	High	Williston Middle High School	$1,773,603	5%
2017	Pasco	High	Cypress Creek High	$8,217,342	20%
2017	Dade	High	Maritime & Science Technology Academy	$335,946	2%
2017	Osceola	High	Poinciana High	$414,907	9%

Table B-5 (Continued)

Site Development Cost Analysis - Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Site Development	Ratio of Site Development to Construction Cost
2017	Pinellas	High	Palm Harbor University High	$2,306,147	23%
2017	St Johns	High	Nease High	$0	0%
2017	Orange	Elem	Westpointe Elementary	$1,422,408	15%
2018	Hillsborough	Elem	Hope Dawson Elementary	$0	0%
2018	Escambia	Elem	Kingsfield Elementary School	$1,835,262	6%
2018	Orange	Elem	William Frangus Elementary	$2,529,474	17%
2018	Orange	Elem	Hidden Oaks Elementary	$1,686,521	14%
2018	Orange	Elem	Hungerford Elementary School	$1,490,730	12%
2018	Orange	Elem	Maxey Elementary School	$1,103,308	9%
2018	Orange	Elem	Pine Hills Elementary School	$1,026,205	7%
2018	Volusia	Elem	Pierson Elementary School	$2,081,652	18%
2018	Clay	Elem	Discovery Oaks Elementary School	$1,668,705	8%
2018	Escambia	Middle	Beulah Middle School	$7,401,440	23%
2018	Orange	Middle	Audubon Park School K-8	$1,787,707	7%
2018	Orange	Middle	Lake Como School K-8	$1,747,202	7%
2018	Seminole	Middle	New Millenium Middle School	$1,714,394	4%
2018	St Johns	Middle	Freedom Crossing Academy ("LL") K-8	$0	0%
2018	St Johns	Middle	Palm Valley Academy ("KK") K-8	$0	0%
2018	Dixie	High	Dixie County High School	$1,500,000	6%
2018	Osceola	High	Tohopekaliga High School	$9,186,709	14%
2018	Pinellas	High	Largo High School	$10,741,728	27%
2019	Manatee	Elem	Barbara Harvey Elementary School	$1,055,565	7%
2019	Monroe	Elem	Gerald Adams Elementary School	$0	0%
2019	Orange	Elem	Deerwood Elementary School	$2,253,796	15%
2019	Orange	Elem	Water Spring Elementary School	$1,844,486	12%
2019	Orange	Elem	Castleview Elementary School	$1,587,126	10%
2019	Taylor	Elem	Taylor County Primary School	$2,266,867	15%
2019	Volusia	Elem	Chisholm Elementary School	$0	0%
2019	Manatee	Middle	Mona Jain Middle School	$3,674,825	15%
2019	Orange	Middle	Horizon West Middle School	$2,924,349	12%
2019	Orange	Middle	Pershing School K-8	$1,866,230	7%
2019	Osceola	Middle	Harmony Middle School	$4,005,510	13%
2019	Lee	High	Bonita Springs High School	$11,339,000	26%
2019	Manatee	High	Parrish Community High School	$8,097,183	15%
2019	Osceola	High	NeoCity Academy	$2,227,396	19%
2020	Jackson	Middle	Marianna K-8 School	$0	0%
2020	Monroe	Middle	Plantation Key School	$208,401	1%
2020	Monroe	Elem	Stanley Switlik Elementary School	$0	0%
2020	Orange	High	Magnolia School	$2,328,178	12%
2020	Orange	Elem	Summerlake Elementary School	$1,713,260	11%
2020	Orange	Elem	Sunshine Elementary School	$3,074,502	20%
2020	Orange	Elem	Vista Pointe Elementary School	$4,458,820	27%
2020	Palm Beach	Middle	Verde K-8 School	$3,336,287	12%
2020	Pasco	Middle	Cypress Middle School "HH"	$6,161,935	18%
2020	Pinellas	Elem	Melrose Elementary School	$1,108,393	10%
2020	Seminole	Elem	Pine Crest School of Innovation	$1,770,059	9%

Table B-5 (Continued)

Site Development Cost Analysis - Other Florida Jurisdictions

Year Opened	District	Type	Facility Name	Site Development	Ratio of Site Development to Construction Cost
2020	Walton	Elem	Dune Lakes Elementary School	$1,914,262	7%
2021	Alachua	Elem	Metcalf Elementary	$917,445	7%
2021	Alachua	Elem	New Myra Terwilliger Elementary	$1,834,051	10%
2021	Brevard	Elem	Viera Elementary School	$2,415,000	13%
2021	Dade	Elem	Andrea Castillo Preparatory	$1,584,975	15%
2021	Hillsborough	Elem	Belmont Elementary	$2,948,482	16%
2021	Hillsborough	Elem	Tampa Heights Elementary	$1,346,184	7%
2021	Orange	Elem	Village Park Elementary	$2,404,612	14%
2021	Osceola	Elem	Michigan Avenue Elementary	$3,610,703	23%
2021	Palm Beach	Elem	Washington Elementary	$2,957,816	29%
2021	Polk	Elem	Bella Citta Elementary	$0	0%
2021	Polk	Elem	Willow Oak Scchool	$0	0%
2021	Alachua	Middle	Howard Bishop Middle School	$1,218,000	5%
2021	Lee	Middle	MM Middle School	$2,208,756	7%
2021	Osceola	Middle	St. Cloud Middle School	$3,661,064	19%
2021	Palm Beach	Middle	Addison Mizner K-8	$4,964,092	22%
2021	Lee	High	Gateway High School	$13,116,809	23%
2021	Orange	High	Horizon High School	$12,948,899	19%
2021	Orange	High	Lake Buena Vista High School	$12,970,995	17%
2021	Orange	High	Silver Pines Academy K-12 Learning Center	$1,760,883	13%
2021	Polk	High	Davenport High	$0	0%
2022	Bay	Elem	A. Gary Walsingham Academy	$2,690,591	9%
2022	Orange	Elem	Hamlin ES	$1,403,033	8%
2022	Orange	Elem	Panther Lake ES	$2,678,792	15%
2022	Orange	Elem	Stonewyck ES	$2,333,282	13%
2022	Palm Beach	Elem	Blue Lake ES 05-C	$3,078,264	17%
2022	St Johns	Elem	Pine Island Academy ("MM")	$2,379,053	8%
2022	Volusia	Elem	George Marks Elementary	$0	0%
2022	Orange	Middle	Hamlin MS	$2,869,169	10%
2022	Orange	Middle	Kelly Park School	$1,622,658	7%
2022	Pasco	Middle	Starkey Ranch K-8	$3,881,006	11%
2022	Santa Rosa	Middle	East Bay K-8	$4,376,460	20%
2022	Hillsborough	High	Sumner High School	$15,765,935	28%
2023	Levy	High	Chiefland Middle High School	$3,405,923	13%
2023	Orange	Middle	Water Spring Midle	$3,083,326	9%
2023	Bradford	Elem	Bradford Elementary	$258,453	0%
2023	Pasco	High	Kirkland Ranch Academy of Innovation	$6,299,962	13%
2023	Lake	Elem	Lake Pointe Academy	$158,060	1%
2023	Baker	Elem	Leagacy Elementary	$2,092,000	8%
2023	Osceola	Elem	Celebration Elementary	$3,415,862	13%
Total/Weighted Average				**$350,362,930**	**11%**
Total/Weighted Average (2015-2023)				**$350,362,930**	**11%**
Total/Weighted Average (2020-2023)				**$160,734,692**	**11%**

Source: Florida Department of Education and information from Florida school districts, when available

Land Value Analysis

To estimate the current land value the following analysis is conducted:

- Recent land purchases;
- Land value increases since the previous study as reported by the Florida Department of Revenue (FDOR), Florida Property Valuations and Tax Databook;
- A review of current market value of land from the Property Appraiser database where the existing schools are located;
- An analysis of vacant land sales in Collier County over the past five years for parcels of necessary size;
- An analysis of market value of all vacant land from the Property Appraiser database for parcels of necessary size and similar location; and
- Discussions with the District.

The District's recent land purchases were smaller parcels for support facilities and one had structures on it. These parcels did not necessarily reflect the cost of purchasing land for school facilities. The cost of the two most recent purchases ranged from $127,500 per acre to $1.5 million per acre.

The value of parcels where the existing schools are located, as estimated by the Property Appraiser, indicates an average land value of $154,000 per acre. Property Appraiser estimates for public entities are not regularly updated and tend to not represent the market value of land.

Vacant land values of similarly sized parcels (20 acres to 70 acres) averaged $123,000 per acre with a median value of $102,000 per acre for all vacant land use types.

Discussions with the District suggested that future land purchases are more likely to occur in the eastern parts of the county. Land values of parcels with 20 acres to 70 acres and located east of CR 951 averaged $115,000 per acre with a median cost of $75,000. Given that generally land values are lower in this area and the cost of agricultural land also being lower, a unit of cost of $75,000 per acre is considered a reasonable, and if not a conservative estimate for impact fee calculation purposes.



Collier County Correctional Facilities Impact Fee Study

DRAFT Report
October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

Collier County
Correctional Facilities Impact Fee Study

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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. To address additional infrastructure needs, Collier County implemented an impact fee program for correctional facilities, which was last updated in 2015. To reflect most recent data, the County retained Benesch to prepare an update study.

This report serves as the technical study to support the calculation of the updated correctional facility impact fee. Data presented in this report represents the most recent and localized data available at the time of this update study. All data and support material used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically defensible level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fee as a policy decision.

Methodology

In developing the County's correctional facilities impact fee, a consumption-based impact fee methodology is utilized, which is commonly used throughout Florida. A consumption-based impact fee charges new development based upon the burden placed on services from each land use (demand). The demand component is measured in terms of population per unit.

A consumption-based impact fee charges new growth the proportionate share of the cost of providing additional infrastructure for use by new growth. Unlike a "needs-based" approach, consumption-based approach ensures that the impact fee is set at a rate that generates revenues sufficient only for new capacity needs and does not generate revenues at a level to correct existing deficiencies. Given this, the County does not need to go through the process of estimating the portion of each capacity expansion project that may be related to existing deficiencies. In addition, per legal requirements, a credit is subtracted from the total cost to account for the value of future non-impact fee funding contributions of new development toward any capacity expansion projects. In other words, case law requires that the new development should not be charged twice for the same infrastructure.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts (if needed) and a list of capacity-adding projects included in the County's Capital Improvement Plan, Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the correctional facilities impact fee calculations, including an evaluation of the inventory, service area and demand component, level of service (LOS), cost, credit, and demand components. Information supporting this analysis was obtained from the County and other sources, as indicated.

Inventory

The correctional facilities inventory includes the County's jails and other related facilities that are primarily for the provision of correctional services and does not include any of the buildings or portions thereof included in the calculation of other impact fees.

According to information provided by the County, Collier County has a total of 417,200 square feet of correctional facility-related space. This includes the square footage of the Naples Jail (original and new), the square footage of the accompanying parking garage associated with the Naples Jail, and the Immokalee Jail. **Table 1** presents a summary of the correctional facilities building and land inventory, including a total building value of approximately $140.3 million and a total land value of $510,400. As mentioned previously, these values do not include building space or land associated with other County departments.

The building value is estimated based on cost increases observed since 2016, the insurance values of the existing correctional facilities, and estimates provided by Collier County, resulting in $430 per square foot for correctional facilities and $150 per square foot for the parking garage. Appendix A provides further detail on the building cost estimates.

Because the County is likely to purchase future jail sites in the Immokalee/Big Corkscrew area, the land value is based on an analysis of vacant land values and parcels sold in this area over the past five years, resulting in an estimate of $40,000 per acre (see Appendix A).

In addition to building and land value, because correctional facilities typically require large scale investments, and therefore are funded with bond issues, an interest cost is added to the inventory value. Collier County funded both the Immokalee and Naples Jails with bond issues, which are being paid back with impact fee and General Fund revenues. To determine the appropriate cost factor, the interest cost for the expansion-portion of the Naples Jail debt schedule is brought back to present value and divided by the square footage of the jail expansion. This resulted in an interest cost of $106 per square foot. As presented in Table 1, this value is applied to the square footage of existing jail facilities.

Table 1

Building and Land Inventory Summary

Facility Description	Location	Year Acquired/ Built	Number of Beds[1]	Square Feet[2]	Total Square Feet on Site[3]	Total Acres[4]	Allocated Acres[5]	Building Value[6]	Land Value[7]	Total Building and Land Value[8]	Interest Cost[9]
Naples Jail Parking Garage[10]	3301 E. Tamiami Trail	2004	N/A	139,594	707,200	45.28	1.50	$20,939,100	$60,000	$20,999,100	n/a
Naples Jail (2006 Expansion)		2006	1,112	132,412			2.50	$56,937,160	$100,000	$57,037,160	$14,035,672
Building "J" Sheriff 1st Floor (Original Naples Jail)		1986		101,962			2.84	$43,843,660	$113,600	$43,957,260	$10,807,972
Immokalee Jail Center	302 Stockade Road	2003	192	43,237	60,941	41.81	5.92	$18,591,910	$236,800	$18,828,710	$4,583,122
Total			**1,304**	**417,205**			**12.76**	**$140,311,830**	**$510,400**	**$140,822,230**	**$29,426,766**
Building Value per Square Foot[11]								**$336**			
Land Value per Acre[12]									**$40,000**		

1) Source: Collier County
2) Source: Collier County
3) Source: Collier County. Square feet of all buildings on a given parcel.
4) Source: Collier County
5) Source: Allocated acreage for the Naples Jail (2.50 acres) and Immokalee Jail (5.92 acres) were provided by Collier County. The acreage for the Naples Jail parking garage and Building J represent for the portion serving correctional facilities.
6) Jail square feet (Item 2) multiplied by the building value per square foot, which is estimated at $430 per square foot for correctional facilities and $150 per square foot for the parking garage. Appendix A provides further detail.
7) Source: Allocated acres (Item 5) multiplied by the land value per acre (Item 12)
8) Source: Sum of building value (Item 6) and land value (Item 7)
9) Interest cost associated with debt service on the bond issued to fund new jail facilities in Collier County. The interest cost is calculated by multiplying the square footage of each facility (Item 2) by $106, estimated interest cost per square foot.
10) The total square footage of the parking garage (187,730 sf) is adjusted to account for the area used as evidence compound and the 46 out of 432 total parking spaces used by the Health Department, which are unrelated to the jail facilities.
11) Source: Total building value (Item 6) divided by jail square feet (Item 2)
12) Source: Appendix A

In addition to buildings, land, and interest costs, the correctional facility services also require the use of necessary vehicles and equipment. **Table 2** summarizes the vehicle and equipment inventory. Equipment included in this list follows the County's definition of capital assets, which includes items that have a minimum value of $5,000 and five years of useful life. As presented in Table 2, the total vehicle and equipment value is estimated at $3.35 million.

Table 2
Correctional Facilities Vehicle and Equipment Inventory

Description	Total Cost[1]	Units[2]	Cost per Unit[3]
Detection Intox / Breathalizer[4]	$55,080	9	$6,120
Jail Equipment	$56,271	6	$9,379
Maintenance Equipment	$17,119	2	$8,560
Major Computer Equipment	$206,815	3	$68,938
Medical Equipment	$46,835	6	$7,806
Minor Comm Equip	$26,021	2	$13,011
Minor Recording Equipment	$98,454	9	$10,939
Minor Shop Equipment	$22,847	1	$22,847
Misc Security Equipment	$108,828	11	$9,893
Mobile Radio After FY 2010	$10,365	2	$5,183
Other Detection Devices	$340,572	3	$113,524
Servers	$15,797	2	$7,899
Specialty Vehicles	$133,612	6	$22,269
TV With Network	$61,045	10	$6,105
Vehicles	$2,147,417	74	$29,019
Total Value	**$3,347,078**		

1) Source: Collier County
2) Source: Collier County
3) Total value (Item 1) divided by units (Item 2)
4) Total cost is calculated as the number of units (Item 2) multiplied by the cost per unit (Item 3) based on acquisition costs.

Service Area and Demand Component

Correctional facilities and related services are provided by Collier County in all areas of the county. Therefore, the proper benefit district for the correctional facilities impact fee is countywide.

The correctional facilities impact fee program requires the use of population data in calculating current levels of service and to be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak season population is used in all population estimates and projections. Peak season population projections were provided by Collier County's Comprehensive Planning Division.

To measure effective population that benefits from correctional services, this study also developed functional population figures. Functional population, as used in the impact fee analysis, is a generally accepted methodology for several impact fee areas and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. Appendix B provides additional details on population estimates.

Level of Service

Table 3 presents the calculation of the current LOS included in the inventory as well as Collier County's adopted LOS standards according to the most recent AUIR. As presented, Collier County's current level of service is 2.65 beds per 1,000 peak seasonal population.

While the current LOS for is 2.65 beds per 1,000 peak population, in order to calculate the correctional facilities impact fee, the LOS needs to be calculated in terms of beds per 1,000 functional residents. As shown in Table 3, the current achieved LOS is 2.75 beds per 1,000 functional residents.

Table 3 also presents the adopted LOS standard, which is 2.79 beds per 1,000 peak residents and 2.89 beds per 1,000 functional residents. While the achieved LOS indicates the investment made by the community, the adopted LOS standard provides the intended/goal LOS. For impact fee calculations, the lower of the two measures is used to ensure new development is not overcharged.

Table 3

Current Achieved & Adopted Level of Service Standard

Variable	Year 2024	
	Peak Seasonal Population	Functional Population
Population[1]	491,779	475,042
Number of Beds[2]	1,304	1,304
Population per Bed	377	364
Achieved LOS (beds per 1,000 residents)[3]	**2.65**	**2.75**
Adopted LOS Standard (beds per 1,000 residents)[4]	**2.79**	**2.89**

1) Source: Appendix B, Table B-1 and Table B-7
2) Source: Table 1
3) Number of beds (Item 2) divided by the population (Item 1), multiplied by 1,000
4) Source: Collier County 2023 Annual Update and Inventory Report. LOS standard per peak population is converted to LOS standard per functional resident using the ratio of peak to functional population.

Table 4 provides a LOS comparison between Collier County and counties that have implemented correctional facility impact fees throughout the State of Florida. The LOS is displayed in terms of permanent population for 2023 for all entities because functional population data analysis has not been completed for these jurisdictions. As presented, Collier County's LOS is within the range of these counties.

Table 4

Level of Service Comparison

Jurisdiction	Total Available Beds[1]	2023 Permanent Population[2]	LOS (Beds per 1,000 Residents)[3]
Palm Beach County	2,456	1,532,718	1.60
Osceola County	919	439,225	2.09
Lake County	893	414,749	2.15
Sarasota County	1,026	464,223	2.21
Lee County	2,009	800,989	2.51
Escambia County	840	333,452	2.52
Broward County	5,144	1,973,579	2.61
Brevard County	1,849	640,773	2.89
Collier County	**1,304**	**399,480**	**3.26**
St. Lucie County	1,370	368,628	3.72
Indian River County	668	167,781	3.98
Manatee County	1,780	439,566	4.05
Marion County	1,924	403,966	4.76
Highlands County	512	104,385	4.90
Charlotte County	1,074	204,126	5.26
Okeechobee County	232	39,591	5.86
Hendry County	266	40,895	6.50
Monroe County	704	84,511	8.33
Wakulla County	350	36,168	9.68

1) Source: Discussions with each county's Sheriff's/Corrections Office and/or county websites
2) Source: Bureau of Economic and Business Research (BEBR), April 1, 2023
3) Permanent population (Item 2) divided by the total available beds (Item 1)

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Cost Component

Table 5 provides a summary of correctional facility related capital assets owned by the County. As shown, total capital asset value associated with correctional facilities amounts to $173.6 million. However, the County is still paying debt service on a portion of these assets. In addition, it is Collier County's policy to use impact fee revenues to pay debt service associated with capacity expansion projects. To ensure that new development is not being overcharged for these future payments, the portion of the remaining principal for the Naples Jail addition that is to be repaid with impact fee revenues is subtracted from the total asset value in Table 5. The resulting owned capital asset value is approximately $159.3 million or approximately $122,100 per bed.

Table 5 also presents the cost per functional resident for the impact fee analysis. This cost is calculated by multiplying the owned capital asset value per bed by the current LOS of 2.75 beds per 1,000 functional residents and then dividing by 1,000. As shown, these calculations result in $336 per functional resident for all correctional facilities assets considered in the impact fee calculations.

Table 5

Total Impact Cost per Functional Resident

Description	Figure	Percent of Total Cost[12]
Building Value[1]	$140,311,830	80.8%
Land Value[2]	$510,400	0.3%
Interest Cost[3]	$29,426,766	17.0%
Vehicle and Equipment Value[4]	$3,347,078	1.9%
Total Capital Asset Value[5]	**$173,596,074**	**100.0%**
Less: Portion Not Owned[6]	$14,320,697	
Owned Capital Asset Value[7]	**$159,275,377**	
Number of Beds[8]	1,304	
Owned Capital Asset Value per Bed[9]	**$122,144**	
LOS (beds per 1,000 residents)[10]	2.75	
Total Impact Cost per Functional Resident[11]	**$335.90**	

1) Source: Table 1
2) Source: Table 1
3) Source: Table 1
4) Source: Table 2
5) Sum of building value, land value, interest cost, and vehicle and equipment value (Items 1, 2, 3, 4)
6) Source: Collier County Office of Management and Budget
7) Total capital asset value (Item 5) less the portion not owned (Item 6)

8) Source: Table 1
9) Owned capital asset value (Item 7) divided by the number of beds (Item 8)
10) Source: Table 3
11) Owned capital asset value per bed (Item 9) multiplied by the LOS (Item 10) divided by 1,000
12) Distribution of total capital asset value

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Credit Component

To avoid overcharging new development for the correctional facility impact fee, a review of the capital financing program for correctional services was completed. The purpose of this review was to determine any potential revenue credits generated by new development that are being used for expansion of capital facilities, land, and equipment included in the inventory.

Based on a review of the County's funding of capacity addition projects over the past five years, it has been determined that the County uses impact fees and the one-percent local government infrastructure surtax for expansion projects paid with cash. The local government infrastructure surtax was repealed on December 31, 2023, and the County does not intend to renew this funding mechanism. Given this, the surtax is excluded from credit calculations.

Capital Expansion "Debt Service" Credit

Any outstanding bond issues related to the correctional facilities also will result in a credit to the impact fee. As mentioned previously, Collier County funded the Naples Jail replacement and expansion expenditures with a bond issue. The capital expansion portion of the improvements to the Immokalee Jail was paid in cash using impact fee revenue, while the remaining payments of debt service on the bond issued for the capital expansion of the Naples Jail are to be repaid using impact fee revenues. As previously presented in Table 5, this study excluded the portion of the remaining principal for the Naples Jail expansion and parking garage from the capital asset value not to overcharge new development.

Although the expansion portion of the debt service is being paid with impact fee revenues, the remaining portion is being paid with the General Fund revenues. Because the non-expansion portion of the Naples Jail included replacing the old structures entirely, as opposed to renovating existing structures as in the case of Immokalee Jail, a credit is calculated for debt service payments related to the replacement portion of the Naples Jail. As presented in **Table 6**, the resulting credit for the correctional facility-related debt is approximately $5 per functional resident.

Table 6

Capital Expansion "Debt Service" Credit

Description	Number of Remaining FY Payments[1]	Total Remaining Debt Service[2]	Present Value of Payments Remaining[3]	Average Annual Functional Population[4]	Debt Service Credit per Functional Resident[5]
New Jail					
2022A Special Obligation Refunding Revenue Bond	5	$964,514	$928,448	496,103	$1.87
2022B Special Obligation Refunding Revenue Bond	9	$1,928,903	$1,692,657	508,524	$3.33
Total Captial Expansion "Debt Service" Credit per Functional Resident					**$5.20**

1) Source: Collier County Office of Management and Budget
2) Total remaining debt service for the replacement portion of the Naples Jail
3) Total value of remaining payments in 2024 dollars
4) Source: Appendix B, Table B-7. Represents the average annual functional population over the remaining issue period.
5) Present value of payment remaining (Item 3) divided by the average annual functional population over the remaining issue period (Item 4)

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Net Correctional Facilities Impact Cost

Table 7 summarizes the net impact cost per functional resident, which is the difference between the cost component and the credit component. The resulting net impact cost is $331 per functional resident.

Table 7

Net Impact Cost per Functional Resident

Variable	Per Functional Resident
Impact Cost	
Total Impact Cost[1]	$335.90
Impact Credit	
Capital Expansion "Debt Service" Credit [2]	$5.20
Net Impact Cost	
Net Impact Cost[3]	**$330.70**

1) Source: Table 5
2) Source: Table 6
3) Total impact cost per functional resident (Item 1) less capital expansion “debt service” credit per functional resident (Item 2)

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Calculated Correctional Facilities Impact Fee Schedule

Table 8 presents the calculated correctional facilities impact fee schedule for residential and non-residential land uses, based on the net impact fee cost per functional resident figures presented in Table 7. Net impact cost per functional resident increased by approximately 25 percent since the 2015 study due to changes to cost and credit components. The remaining differences reflect the changes in the demand component since 2015 as well as new land use categories or units.

Table 8 also shows the maximum allowable impact fees consistent with F.S. 163.3180 and the corresponding percent change from the current adopted impact fee.

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Table 8

Calculated Correctional Facilities Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	FS 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Residential:								
210	Single Family Detached							
	- Less than 4,000 sf	du	1.75	**$578.73**	$499.19	16%	$578.73	16%
	- 4,000 sf or greater	du	2.16	**$714.31**	$570.90	25%	$714.31	25%
230/232	Multi-Family	du	0.91	**$300.94**	$228.91	31%	$300.94	31%
240	Mobile Home	du	1.33	**$439.83**	$397.15	11%	$439.83	11%
251	Retirement Community - Detached (Single Family)	du	1.07	**$353.85**	$215.12	64%	$322.68	50%
252	Retirement Community - Attached (Multi-Family)	du	0.55	**$181.89**	$215.12	-15%	$181.89	-15%
Transient, Assisted, Group:								
310/311	Hotel/All Suites Hotel	room	1.23	**$406.76**	$220.63	84%	$330.94	50%
320	Motel	room	1.07	**$353.85**	$209.60	69%	$314.40	50%
254	Assisted Living Facility	du	0.89	**$294.32**	$231.67	27%	$294.32	27%
620	Nursing Home	1,000 sf	2.37	**$783.76**	$248.22/bed	N/A	N/A	N/A
Recreation:								
416	Campground/RV Park	site	0.46	**$152.12**	$137.90	10%	$152.12	10%
420	Marina	boat berth	0.12	**$39.68**	$52.41	-24%	$39.68	-24%
430	Golf Course	hole	0.80	**$264.56**	$297.86	-11%	$264.56	-11%
n/a	Bundled Golf Course	hole	0.24	**$79.37**	$89.33	-11%	$79.37	-11%
445	Movie Theater	1,000 sf	3.33	**$1,101.23**	$1,649.27/screen	N/A	N/A	N/A
n/a	Dance Studio/Gymnastics	1,000 sf	1.72	**$568.80**	$612.28	-7%	$568.80	-7%
Institutions:								
520	Elementary School (Private)	student	0.10	**$33.07**	$16.55	100%	$24.82	50%
522	Middle/Junior High School (Private)	student	0.09	**$29.76**	$19.31	54%	$28.96	50%
525	High School (Private)	student	0.08	**$26.46**	$22.07	20%	$26.46	20%
540/550	University/Junior College (7,500 or fewer students) (Private)	student	0.10	**$33.07**	$27.58	20%	$33.07	20%
	University/Junior College (more than 7,500 students) (Private)	student	0.08	**$26.46**	$19.31	37%	$26.46	37%
560	Church	1,000 sf	0.47	**$155.43**	$8.27/seat	N/A	N/A	N/A
565	Day Care Center	1,000 sf	0.85	**$281.10**	$13.79/student	N/A	N/A	N/A
Medical:								
610	Hospital	1,000 sf	1.28	**$423.30**	$377.84	12%	$423.30	12%
Office:								
710	General Office	1,000 sf	0.95	**$314.17**	$212.36	48%	$314.17	48%

Table 8 (Continued)

Calculated Correctional Facilities Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	FS 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Office:								
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	1.16	**$383.61**	$314.41	22%	$383.61	22%
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	1.67	**$552.27**	$457.83	21%	$552.27	21%
770	Business Park (Flex-Space)	1,000 sf	0.92	**$304.24**	$264.77	15%	$304.24	15%
Retail:								
822	Retail 6,000 sfgla or less	1,000 sfgla	1.97	**$651.48**	$675.71	-4%	$651.48	-4%
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	1.97	**$651.48**	$675.71	-4%	$651.48	-4%
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	2.74	**$906.12**	$620.55	46%	$906.12	46%
820	Retail greater than 150,000 sfglA	1,000 sfgla	1.88	**$621.72**	$576.42	8%	$621.72	8%
840/841	New/Used Auto Sales	1,000 sf	1.47	**$486.13**	$405.42	20%	$486.13	20%
849	Tire Superstore	1,000 sf	1.20	**$396.84**	$369.57/bay	N/A	N/A	N/A
850	Supermarket	1,000 sf	2.26	**$747.38**	$565.39	32%	$747.38	32%
851	Convenience Market (24 hour)	1,000 sf	5.80	**$1,918.06**	$1,508.62	27%	$1,918.06	27%
862	Home Improvement Superstore	1,000 sf	1.81	**$598.57**	$499.19	20%	$598.57	20%
880/881	Pharmacy with & without Drive-Thru	1,000 sf	1.69	**$558.88**	$540.56	3%	$558.88	3%
890	Furniture Store	1,000 sf	0.30	**$99.21**	$66.20	50%	$99.21	50%
Services:								
911	Bank/Savings w/out Drive-Thru	1,000 sf	1.10	**$363.77**	$615.04	-41%	$363.77	-41%
912	Bank/Savings w/Drive-Thru	1,000 sf	1.42	**$469.59**	$628.82	-25%	$469.59	-25%
930	Fast Casual Restaurant	1,000 sf	3.28	**$1,084.70**	$2,454.60	-56%	$1,084.70	-56%
931	Low-Turnover Restaurant	1,000 sf	5.73	**$1,894.91**	$60.68/seat	N/A	N/A	N/A
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	5.39	**$1,782.47**	$74.46/seat	N/A	N/A	N/A
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	9.66	**$3,194.56**	$2,454.60	30%	$3,194.56	30%
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	8.25	**$2,728.28**	$2,454.60	11%	$2,728.28	11%
941	Quick Lube	service bay	1.52	**$502.66**	$319.93	57%	$479.89	50%
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	1.32	**$436.52**	$714.32	-39%	$436.52	-39%
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	2.08	**$687.86**	$714.32	-4%	$687.86	-4%
	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	2.71	**$896.20**	$714.32	25%	$896.20	25%
947	Self-Service Car Wash	service bay	0.87	**$287.71**	$239.94	20%	$287.71	20%
948	Automated Car Wash	1,000 sf	1.76	**$582.03**	$485.40	20%	$582.03	20%
n/a	Luxury Auto Sales	1,000 sf	1.21	**$400.15**	$284.07	41%	$400.15	41%
Industrial:								
110	General Light Industrial	1,000 sf	0.45	**$148.82**	$190.30	-22%	$148.82	-22%
140	Manufacturing	1,000 sf	0.53	**$175.27**	$137.90	27%	$175.27	27%

Table 8 (Continued)

Calculated Correctional Facilities Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	FS 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Industrial:								
150	Warehousing	1,000 sf	0.10	**$33.07**	$77.22	-57%	$33.07	-57%
151	Mini-Warehouse	1,000 sf	0.03	**$9.92**	$16.55	-40%	$9.92	-40%

1) Source: Table B-8 for residential land uses and Table B-9 for non-residential land uses
2) Source: Net impact cost per functional resident from Table 7 is multiplied by the functional residents per unit (Item 1) for each land use
3) Source: Collier County Capital Project Planning, Impact Fees, and Program Management Division.
4) Percent change from the calculated fee (Item 2) to the current adopted impact fee (Item 3)
5) Maximum allowable impact fees in compliance with 50 percent increase cap per F.S. 163.31801
6) Percent change from the current adopted impact fee (Item 3) to the F.S. 163.31801 maximum allowable impact fee (Item 6)

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Impact Fee Schedule Comparison

As part of the work effort in updating Collier County's correctional facilities impact fee program, a comparison of correctional facilities impact fee schedules was completed for several other Florida counties. **Table 9** presents this comparison.

Table 9

Correctional Facilities Impact Fee Schedule Comparison

Land Use	Unit[2]	Collier County		Brevard County[5]	Charlotte County[6]	Polk County[7]	Sarasota County[8]
		Calculated[3]	Current Adopted[4]				
Date of Last Update		2024	2015	2000	2021	2024	2016
Adoption Percentage[1]		N/A	100%	100%	100%	100%	100%
Residential:							
Single Family (2,000 sf)	du	$579	$499	$72	$284	$662	$1,009
Non-Residential:							
Light Industrial	1,000 sf	$149	$190	N/A	$73	$205	$205
Office (50,000 sf)	1,000 sf	$314	$328	$34	$211	$367	$756
Retail (125,000 sf)	1,000 sf	$906	$621	$100	$442	$727	$1,319

1) Represents the portion of the maximum calculated fee for each respective county that is actually charged. Fees may have been lowered/raised through indexing or policy discounts. Does not account for moratoriums/suspensions
2) du = dwelling unit
3) Source: Table 8
4) Source: Collier County Capital Project Planning, Impact Fees, and Program Management Division
5) Source: Brevard County Planning & Development Department
6) Source: Charlotte County Community Development Department, Planning & Zoning Division
7) Source: Polk County Building & Construction Department. Fees shown effective January 1, 2027 following a three-year phasing.
8) Source: Sarasota County Planning & Development Services; fee shown is for "Justice Facilities"

Appendix A
Building and Land Value Analysis - Supplemental Information

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Appendix A - Building and Land Value Analysis

This appendix provides the additional data and information on building and land value estimates.

Building Values

In determining the appropriate unit value for buildings, the following analysis was conducted:

- Cost trends since the most recent technical study;
- Insurance value of the existing inventory; and
- Estimates provided by the County.

During the 2015 study, the value of jails was estimated at $300 per square foot. Applying Engineering News Records Building Cost Index for the cost changes between 2015 and 2024 resulted in a unit cost of approximately $450 per square foot.

The insured value of the Naples Jail is approximately $202 per square foot and the Immokalee Jail is approximately $264 per square foot. The insured value of the parking garage is approximately $78 per square foot. It is important to note insurance values are considered to provide conservative estimates and do not take into consideration certain building components, such as foundation, architectural/design cost, furniture/fixture/equipment, security features, etc.

Given this data and based on estimates provided by the County, building cost for jails was estimated at $430 per square foot. The value of support facilities was estimated at $150 per square foot.

Land Values

To estimate the current land value the following analysis is conducted:

- Land value trends in Collier County;
- Current value of land where the jail buildings are located;
- Analysis of vacant land sales and values of similarly sized parcels; and
- Discussions with the County.

Value of vacant land increased by 146 percent since the last update study based on estimates published by the Florida Department of Revenue. Applying this increase to the average cost of $25,000 per acre used in the previous study results in land value of approximately $61,500 per acre.

According to the Collier County Property Appraiser, the value of the land where the Naples Jail is located is approximately $871,000 per acre. The value of the land where the Immokalee Jail is located is much lower at $20,000 per acre.

Based on discussions with the County, future land purchases for correctional facilities are likely to be in the Immokalee and Big Corkscrew areas. Therefore, the land value analysis considered sales over the past five years in these areas. Vacant land sales in this area over the last five years suggested a weighted average of $57,600 per acre and a median value of $31,900 per acre for parcels greater than 0.5 acres and less than 5 acres. Vacant land values within this area indicated an average value of $35,700 per acre for parcels greater than 0.5 acres and less than 5 acres. Given these figures, an average land value of $40,000 per acre is considered to be a reasonable estimate for the impact fee calculations.

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Appendix B
Population Estimates - Supplemental Information

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Appendix B - Population Estimates

The correctional facilities impact fee program requires the use of population data in calculating current levels of service. To be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak seasonal population estimates provided by Collier County's Comprehensive Planning Department are used for all population estimates and projections.

Table B-1 presents the peak seasonal population trends for Collier County. The projections indicate that the current peak seasonal population of the county is approximately 491,800 and is expected to increase to 582,700 (increase of 90,900) by 2040. The estimated average growth rate is approximately 1 percent per year.

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Table B-1

Collier County Population Estimates (Countywide)

Year	Countywide	
	Peak Seasonal Population	Percent Change
2010	387,183	-
2011	392,180	1.3%
2012	398,107	1.5%
2013	402,268	1.0%
2014	408,351	1.5%
2015	416,402	2.0%
2016	424,603	2.0%
2017	433,359	2.1%
2018	442,240	2.0%
2019	451,303	2.0%
2020	455,059	0.8%
2021	464,155	2.0%
2022	474,235	2.2%
2023	483,487	2.0%
2024	**491,779**	**1.7%**
2025	499,426	1.6%
2026	506,406	1.4%
2027	513,483	1.4%
2028	520,660	1.4%
2029	527,936	1.4%
2030	534,305	1.2%
2031	539,741	1.0%
2032	545,233	1.0%
2033	550,781	1.0%
2034	556,384	1.0%
2035	561,339	0.9%
2036	565,633	0.8%
2037	569,960	0.8%
2038	574,320	0.8%
2039	578,714	0.8%
2040	582,721	0.7%

Source: Collier County Comprehensive Planning Department (population projections dated May, 2024)

Apportionment of Demand by Residential Unit Type and Size

The residential land uses to be used for the correctional facilities impact fee calculations include the following:

- Single Family (Detached)
- Multi-Family
- Mobile Home/ RV Park (tied down)
- Retirement Community (detached and attached)

Table B-2 presents the number of residents per housing unit for the residential categories identified above in Collier County. This analysis includes all housing units, both occupied and vacant.

To address fairness and equity issues between land uses, the single family land use is tiered based on two categories of square footage: less than 4,000 square feet and 4,000 square feet and greater. To accommodate the tiering of impact fee assessments for the single family residential land use category, an analysis was completed based on housing unit size and persons per housing unit, comparing nationwide averages to those of Collier County. This analysis utilized national data from the 2021 American Housing Survey (AHS) and data from the 2022 American Community Survey (ACS) to examine this relationship.

Table B-2
Residents per Housing Unit

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	289,564	112,378		2.58
- Less than 4,000 sf			98%	2.53
- 4,000 sf or greater			121%	3.12
Multi Family	139,405	106,016		1.31
Mobile Home/RV Park (Tied Down)	21,446	11,189		1.92
Retirement Community - Detached (Single Family)[5]	173,738	112,378		1.55
Retirement Community - Attached (Multi-Family)[6]	83,643	106,016		0.79

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.58) by the ratio developed from the AHS data (Item 3)

5) Estimate for retirement community (detached) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.
6) Estimate for retirement community (attached) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

Functional Population

For correctional facilities, this study uses functional population as the demand component, which distributes the cost associated with the availability of correctional facilities among various land uses based on the density of people at each land use throughout the day. Functional population, as used in the impact fee analysis, is a generally accepted methodology and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. It is not enough to simply add resident population to the number of employees, since the service-demand characteristics can vary considerably by type of industry.

Functional population is the equivalent number of people occupying space within a community on a 24-hour-day, 7-days-a-week basis. A person living and working in the community will have the functional population coefficient of 1.0. A person living in the community but working elsewhere may spend only 16 hours per day in the community on weekdays and 24 hours per day on weekends for a functional population coefficient of 0.76 (128-hour presence divided by 168 hours in one week). A person commuting into the county to work five days per week would have a functional population coefficient of 0.30 (50-hour presence divided by 168 hours in one week). Similarly, a person traveling into the community to shop at stores, perhaps averaging 8 hours per week, would have a functional population coefficient of 0.05.

Functional population thus tries to capture the presence of all people within the community, whether residents, workers, or visitors, to arrive at an estimate of effective population that needs to be served.

This form of adjusting population to help measure real facility needs replaces the population approach of merely weighting residents two-thirds and workers one-third (Nelson and Nicholas 1992). By estimating the functional and weighted population per unit of land use across all major land uses in a community, an estimate of the demand for certain facilities and services in the present and future year can be calculated. The following paragraphs explain how functional population is calculated for residential and non-residential land uses.

Residential Functional Population

Developing the residential component of functional population is simpler than developing the non-residential component. It is generally estimated that people spend one-half to three-fourths of their time at home and the rest of each 24-hour day away from their place of residence. In developing the residential component of Collier County functional population, an analysis of the County's population and employment characteristics was conducted. Based on this analysis, it was estimated that people, on average, spend 16.6 hours, or approximately 69 percent, of each 24-hour day at their place of residence and the other 31 percent away from home. This analysis is presented in **Tables B-3** and **B-4**.

Table B-3

Population & Employment Characteristics

Item/Calculation Step	Year 2021
Total workers living in Collier County[1]	150,529
Collier County Population[2]	372,797
Total workers as a percent of population[3]	**40.4%**
School age population (5-17 years)[4]	47,900
School age population as a percent of population[5]	**12.8%**
Population net of workers and school age population[6]	174,368
Other population as a percent of total population[7]	**46.8%**

1) Source: Census OnTheMap 2021
2) Source: ACS 2021 5-Yr Estimates, Table S0101
3) Total workers (Item 1) divided by countywide population (Item 2)
4) Source: ACS 2021 5-Yr Estimates, Table S0101
5) Total school age population (Item 4) divided by total population (Item 2)
6) Total population (Item 2) less total workers (Item 1) and school age population (Item 4)
7) Population net of workers and school age population (Item 6) divided by total population (Item 2)

Table B-4

Residential Coefficient for Functional Population

Pop. Group	Hours at Residence[1]	Percent of Population[2]	Effective Hours[3]
Workers	13	40.4%	5.3
Students	15	12.8%	1.9
Other	20	46.8%	9.4
Total Hours at Residence[4]			16.6
Residential Functional Population Coefficient[5]			**69.2%**

1) Estimated
2) Source: Table B-3
3) Hours at residence (Item 1) multiplied by percent of population (Item 2)
4) Sum of effective hours
5) Sum of effective hours (Item 4) divided by 24

The resulting percentage from Table B-4 is used in the calculation of the residential coefficient for the 24-hour functional population. These actual calculations are presented in **Table B-6**.

Non-Residential Functional Population

Given the varying characteristics of non-residential land uses, developing the estimates of functional residents for non-residential land uses is more complicated than developing estimated of functional residents for residential land uses. Nelson and Nicholas originally introduced a method for estimating functional resident population, now used widely[1]. This method uses trip generation data from the Institute of Transportation Engineers' (ITE) Trip Generation Manual and Benesch's Trip Characteristics Database, information on passengers per vehicle, workers per vehicle, length of time spent at the land use, and other variables. Specific calculations include:

- Total one-way trips per employee (ITE trips multiplied by 50 percent to avoid double counting entering and exiting trips as two trips).
- Visitors per impact unit based on occupants per vehicle (trips multiplied by occupants per vehicle less employees).
- Worker hours per week per impact unit (such as nine worker-hours per day multiplied by five days in a work week).
- Visitor hours per week per impact unit (visitors multiplied by number of hours per day times relevant days in a week, such as five for offices and seven for retail shopping).

[1] Arthur C. Nelson and James C. Nicholas, "Estimating Functional Population for Facility Planning," *Journal of Urban Planning and Development* 118(2): 45-58 (1992).

- Functional population coefficients per employee developed by estimating time spent by employees and visitors at each land use.

Table B-5 shows the functional population coefficients for residential and non-residential uses in Collier County. The functional population coefficients in Table B-5 were used to estimate the County's functional population in Table B-6.

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Table B-5

General Functional Population Coefficients

Population/ Employment Category	ITE LUC	Employee Hours In-Place[1]	Trips per Employee[2]	One-Way Trips per Employee[3]	Journey-to-Work Occupants per Trip[4]	Daily Occupants per Trip[5]	Visitors per Employee[6]	Visitor Hours per Trip[1]	Days per Week[7]	Functional Population Coefficient[8]
Population									7.00	**0.692**
Natural Resources	N/A	9.00	3.10	1.55	1.32	1.38	0.09	1.00	7.00	**0.379**
Construction	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Manufacturing	140	9.00	2.51	1.26	1.32	1.38	0.08	1.00	5.00	**0.270**
Transportation, Communication, Utilities	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Wholesale Trade	150	9.00	5.05	2.53	1.32	1.38	0.15	1.00	5.00	**0.272**
Retail Trade	820	9.00	57.30	28.65	1.24	1.73	14.04	1.50	7.00	**1.252**
Finance, Insurance, Real Estate	710	9.00	3.33	1.67	1.24	1.73	0.82	1.00	5.00	**0.292**
Services[9]	N/A	9.00	20.32	10.16	1.24	1.73	4.98	1.00	6.00	**0.499**
Government[10]	730	9.00	7.45	3.73	1.24	1.73	1.83	1.00	7.00	**0.451**

(1) Estimated

(2) Trips per employee represents all trips divided by the number of employees and is based on Trip Generation 11th Edition (Institute of Transportation Engineers 2021) as follows:

ITE Code 110 at 3.10 weekday trips per employee, Volume 2 - Industrial Land Uses, page 39

ITE Code 140 at 2.51 weekday trips per employee, Volume 2 - Industrial Land Uses, page 76

ITE Code 150 at 5.05 weekday trips per employee, Volume 2 - Industrial Land Uses, page 104

ITE Code 710 at 3.33 weekday trips per employee, Volume 2 Office Land Uses, page 716

ITE Code 730 at 7.45 weekday trips per employee, Volume 2 Office Land Uses, page 795

ITE Code 820 (page 186) based on blended average of trips by retail center size calculated below.

Retail Scale	*Trip Rate*	*Sq Ft per Employee*[11]	*Trips per Employee*	*Share*	*Weighted Trips*
Retail (Less than 40k sq. ft.)	54.45	890	48	50.0%	24.00
Retail (40k to 150k sq. ft.)	67.52	1,152	78	35.0%	27.30
Retail (greater than 150k sq. ft.	37.01	1,070	40	15.0%	6.00
Sum of Weighted Trips/1k sq.ft.					57.30

(3) Trip per employee (Item 2) multiplied by 0.5.

(4) Journey-to-Work Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.32 occupants per Construction, Manufacturing, TCU, and Wholesale trip

1.24 occupants per Retail Trade, FIRE, and Services trip

(5) Daily Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.38 occupants per Construction, Manufacturing, TCU, and Wholesale trip

1.73 occupants per Retail Trade, FIRE, and Services trip

(6) [Daily occupants per trip (Item 5) multiplied by one-way trips per employee (Item 3)] - [(Journey-to-Work occupants per trip (Item 4) multiplied by one-way trips per employee (Item 3)]

(7) Typical number of days per week that indicated industries provide services and relevant government services are available.

(8) Table A-7 for residential and the equation below to determine the Functional Population Coefficient per Employee for all land-use categories except residential includes the following:

$$\frac{((\text{Days per Week} \times \text{Employee Hours in Place}) + (\text{Visitors per Employee} \times \text{Visitor Hours per Trip} \times \text{Days per Week})}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

(9) Trips per employee for the services category is the average trips per employee for the following service related land use categories: quality restaurant, high-turnover restaurant, supermarket, hotel, motel, elementary school, middle school, high school, hospital, medical office, and church. Source for the trips per employee figure from ITE, 11th ed., when available.

(10) Includes Federal Civilian Government, Federal Military Government, and State and Local Government categories.

(11) Square feet per retail employee from the Energy Information Administration from Table B-1 of the Commercial Energy Building Survey, 2018

Table B-6

Functional Population (Countywide)

Population Category	Collier County Baseline Data[1]	Functional Resident Coefficient[2]	Functional Population[3]
2024 Peak Season Population	491,779	0.692	340,311
Employment Category			
Natural Resources	4,961	0.379	1,880
Construction	24,935	0.271	6,757
Manufacturing	6,231	0.270	1,682
Transportation, Communication, and Utilities	11,268	0.271	3,054
Wholesale Trade	6,495	0.272	1,767
Retail Trade	26,632	1.252	33,343
Finance, Insurance, and Real Estate	56,185	0.292	16,406
Services	127,033	0.499	63,389
Government Services	14,309	0.451	6,453
Total Employment by Category Population[4]			134,731
2024 Total Functional Population[5]			**475,042**

1) Source: Table B-1 for population and 2024 Woods & Poole for employment data
2) Source: Tables B-4 and B-5
3) The functional population is Collier baseline data (Item 1) multiplied by the functional resident coefficient (Item 2)
4) The total employment population by category is the sum of the employment figures from the nine employment categories (e.g., natural resources, construction, etc.)
5) The total functional population is the sum of the residential functional population and the employment functional population

Table B-7 presents the County's annual functional population figures from 2010 through 2040, based on the 2024 functional population figure from Table B-6 and the annual population growth rates from the population figures previously presented in Table B-1.

Table B-7

Countywide Functional Population (2010-2040)

Year	Functional Population
2010	374,006
2011	378,833
2012	384,558
2013	388,577
2014	394,453
2015	402,230
2016	410,152
2017	418,610
2018	427,189
2019	435,944
2020	439,572
2021	448,358
2022	458,095
2023	467,032
2024	**475,042**
2025	482,429
2026	489,171
2027	496,007
2028	502,940
2029	509,968
2030	516,120
2031	521,371
2032	526,676
2033	532,035
2034	537,447
2035	542,233
2036	546,381
2037	550,561
2038	554,773
2039	559,017
2040	562,888

Source: Table B-6 for the 2024 functional population figure and Table B-1 for annual growth rates

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Functional Residents by Land Use Category

When a wide range of land uses impact services, an estimate of that impact is needed for each land use. This section presents functional population estimates by residential and non-residential land uses.

Residential and Transient Land Uses

For residential and transient land uses, the functional population coefficients are displayed in **Table B-8**. The transient land uses include hotel/all suites hotel, motel, assisted living facility and nursing home. Secondary sources, such as Smith Travel Research (STR), Collier County Convention and Visitors Bureau, and the Florida Department of Elderly Affairs, are used to determine the occupancy rate for these land uses.

Non-Residential Land Uses

A similar approach is used to estimate functional residents for non-residential land uses. **Table B-9** reports basic assumptions and calculations, such as trips per unit, trips per employee, employees per impact unit, one-way trips per impact unit, worker hours, occupants per vehicle trip, visitors (patrons, etc.) per impact unit, visitor hours per trip, and days per week for non-residential land uses. The final column in the tables shows the estimated functional resident per unit by land use. These figures represent the demand component for the correctional facility impact fee program and are used in the calculation of the correctional facilities impact fee schedule.

Table B-8

Functional Residents for Residential and Transient Land Uses

Residential Land Use	Impact Unit	ITE LUC[(1)]	Residents/ Visitors Per Unit[(2)]	Occupancy Rate[(3)]	Adjusted Residents Per Unit[(4)]	Visitor Hours at Place[(5)]	Workers Per Unit[(6)]	Work Day Hours[(7)]	Days Per Week[(8)]	Functional Residents Per Unit[(9)]
Residential										
Single Family Detached										
- Less than 4,000 sf	du	210	2.53	-	-	-	-	-	-	**1.75**
- 4,000 sf or greater	du	210	3.12	-	-	-	-	-	-	**2.16**
Multi-Family	du	220-232	1.31	-	-	-	-	-	-	**0.91**
Mobile Home	du	240	1.92	-	-	-	-	-	-	**1.33**
Retirement Community - Detached (Single Family)	du	251	1.55	-	-	-	-	-	-	**1.07**
Retirement Community - Attached (Multi-Family)	du	252	0.79	-	-	-	-	-	-	**0.55**
Transient/Assisted, Group										
Hotel/All Suites Hotel	room	310/311	2.80	73%	2.04	12	0.56	9	7	**1.23**
Motel	room	320	2.80	73%	2.04	12	0.13	9	7	**1.07**
Assisted Living Facility	du	254	1.18	70%	0.82	20	0.56	9	7	**0.89**
Nursing Home	1,000 sf	620	2.76	70%	1.93	20	2.04	9	7	**2.37**

(1) Land use code from the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition

(2) Estimates for the residential land uses, retirement community (detached), retirement community (attached) from Table B-2; estimate for hotel/motel from Collier County Overnight Visitor Economic Impact Report 2021. Estimate for assisted living facility is based on people per household figures for single family and multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation. Estimate used for nursing home is based on 1 person per bed and an average square footage of 363 per bed in a nursing home, based on information provided in the ITE Trip Generation Handbook, 11th Edition.

(3) Source for hotel/motel occupancy: Collier County Convention and Visitors Bureau Annual Reports and Smith Travel Research (STR). Average occupancy rate for 2016 through 2021, excluding 2020. Source for nursing home/ALF occupancy rate is the Florida Department of Elderly Affairs Collier County Profile and the Agency for Health Care Administration. Average occupancy rate for 2021 through 2022.

(4) Residents/visitors per unit (Item 2) times occupancy rate (Item 3)

(5), (7), (8) Estimated

(6) Adapted from ITE Trip Generation Handbook, 11th Edition

(9) For residential land uses, calculated as residents per unit times the functional population coefficient (0.692 from Table B-5). For transient, assisted, and group land uses, calculated as

$$\frac{[(\text{Adjusted Residents per Unit} \times \text{Hours at Place} \times \text{Days per Week}) + (\text{Workers Per Unit} \times \text{Work Hours Per Day} \times \text{Days per Week})]}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

Table B-9

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
RECREATION:												
416	Campground/RV Park[12]	site	1.62	n/a	1.20	0.81	9	1.64	0.13	1.50	7	**0.46**
420	Marina	boat berth	2.41	20.52	0.12	1.21	9	1.64	1.86	1.00	7	**0.12**
430	Golf Course	hole	30.38	20.52	1.48	15.19	9	1.64	23.43	0.25	7	**0.80**
n/a	Bundled Golf Course[13]	hole	9.11	20.52	0.44	4.56	9	1.64	7.04	0.25	7	**0.24**
445	Movie Theater	1,000 sf	82.30	53.12	1.55	41.15	9	1.64	65.94	1.00	7	**3.33**
n/a	Dance Studio/Gymnastics	1,000 sf	21.33	n/a	2.00	10.67	9	1.64	15.50	1.50	7	**1.72**
INSTITUTIONS:												
520	Elementary School (Private)	student	2.27	22.50	0.10	1.14	9	1.11	1.17	2.00	5	**0.10**
522	Middle/Junior High School (Private)	student	2.10	23.41	0.09	1.05	9	1.11	1.08	2.00	5	**0.09**
525	High School (Private)	student	1.94	21.95	0.09	0.97	9	1.11	0.99	2.00	5	**0.08**
540/550	University/Junior College (7,500 or fewer students) (Private)	student	2.00	11.75	0.17	1.00	9	1.11	0.94	2.00	5	**0.10**
	University/Junior College (more than 7,500 students) (Privat	student	1.50	11.75	0.13	0.75	9	1.11	0.70	2.00	5	**0.08**
560	Church	1,000 sf	7.60	20.64	0.37	3.80	9	2.16	7.84	1.00	7	**0.47**
565	Day Care Center	1,000 sf	49.63	21.38	2.32	24.82	9	2.16	51.29	0.15	5	**0.85**
MEDICAL:												
610	Hospital	1,000 sf	10.77	3.77	2.86	5.39	9	1.44	4.90	1.00	7	**1.28**
OFFICE:												
710	General Office	1,000 sf	10.84	3.33	3.26	5.42	9	1.09	2.65	1.00	5	**0.95**
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	23.83	8.71	2.74	11.92	9	1.44	14.42	1.00	5	**1.16**
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	34.21	8.71	3.93	17.11	9	1.44	20.71	1.00	5	**1.67**
770	Business Park (Flex-Space)	1,000 sf	12.65	4.04	3.13	6.33	9	1.09	3.77	0.75	5	**0.92**
RETAIL:												
822	Retail 6,000 sfgla or less	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	67.52	17.42	3.88	33.76	9	1.52	47.44	0.65	7	**2.74**
820	Retail greater than 150,000 sfgla	1,000 sfgla	37.01	17.42	2.12	18.51	9	1.52	26.02	1.00	7	**1.88**
840/841	New/Used Auto Sales	1,000 sf	24.58	11.84	2.08	12.29	9	1.52	16.60	1.00	7	**1.47**
849	Tire Superstore	1,000 sf	20.37	n/a	1.65	10.19	9	1.52	13.84	1.00	7	**1.20**
850	Supermarket	1,000 sf	94.48	43.86	2.15	47.24	9	1.52	69.65	0.50	7	**2.26**
851	Convenience Market (24 hour)	1,000 sf	739.50	243.38	3.04	369.75	9	1.52	558.98	0.20	7	**5.80**
862	Home Improvement Superstore	1,000 sf	30.74	n/a	2.50	15.37	9	1.52	20.86	1.00	7	**1.81**
880/881	Pharmacy with & without Drive-Thru	1,000 sf	103.86	69.17	1.50	51.93	9	1.52	77.43	0.35	7	**1.69**
890	Furniture Store	1,000 sf	6.26	10.93	0.57	3.13	9	1.52	4.19	0.50	7	**0.30**
SERVICES:												
911	Bank/Savings w/out Drive-Thru	1,000 sf	57.94	32.73	1.77	28.97	9	1.52	42.26	0.35	6	**1.10**
912	Bank/Savings w/Drive-Thru	1,000 sf	103.73	32.73	3.17	51.87	9	1.52	75.67	0.15	6	**1.42**
930	Fast Casual Restaurant	1,000 sf	97.14	21.26	4.57	48.57	9	2.30	107.14	0.35	7	**3.28**
931	Low-Turnover Restaurant	1,000 sf	86.03	17.90	4.81	43.02	9	2.30	94.14	1.00	7	**5.73**
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	103.46	21.26	4.87	51.73	9	2.30	114.11	0.75	7	**5.39**
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	479.17	44.52	10.76	239.59	9	2.30	540.30	0.25	7	**9.66**
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	409.25	44.52	9.19	204.63	9	2.30	461.46	0.25	7	**8.25**

Table B-9 (continued)

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
SERVICES:												
941	Quick Lube	service bay	40.00	16.00	2.50	20.00	9	1.52	27.90	0.50	7	**1.52**
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	172.01	275.78	0.62	86.01	9	1.52	130.12	0.20	7	**1.32**
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	264.38	241.21	1.10	132.19	9	1.52	199.83	0.20	7	**2.08**
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	345.75	241.21	1.43	172.88	9	1.52	261.35	0.20	7	**2.71**
947	Self-Service Car Wash	service bay	43.94	n/a	0.50	21.97	9	1.52	32.89	0.50	7	**0.87**
948	Automated Car Wash	1,000 sf	142.00	n/a	1.75	71.00	9	1.52	106.17	0.25	7	**1.76**
n/a	Luxury Auto Sales	1,000 sf	16.30	n/a	2.08	8.15	9	1.52	10.31	1.00	7	**1.21**
INDUSTRIAL:												
110	General Light Industrial	1,000 sf	4.87	3.10	1.57	2.44	9	1.08	1.07	1.00	5	**0.45**
140	Manufacturing	1,000 sf	4.75	2.51	1.89	2.38	9	1.08	0.68	1.00	5	**0.53**
150	Warehousing	1,000 sf	1.71	5.05	0.34	0.86	9	1.08	0.59	0.75	5	**0.10**
151	Mini-Warehouse	1,000 sf	1.46	61.90	0.02	0.73	9	1.08	0.77	0.75	7	**0.03**

Sources:
1) Land use code found in the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition
2) Land uses and trip generation rates consistent with those included in the 2024 Transportation Impact Fee Update Study
3) Trips per employee from ITE Trip Generation Handbook, 11th Edition, when available
4) Trips per unit (Item 2) divided by trips per person (usually employee). When trips per person are not available, the employees per unit is estimated
5) Trips per unit (Item 2) multiplied by 50 percent
6) Estimated
7) Source: 2022 National Household Travel Survey (FHWA 2022)
8) [(One-way Trips/Unit X Occupants/Trip) - Employees]
9) Estimated
10) Estimated
11) [(Workers X Hours/Day X Days/Week) + (Visitors X Hours/Visit X Days/Week)]/(24 Hours x 7 Days)
12) The ITE 11th Edition trip generation rate was adjusted to reflect the average occupancy rate of 60 percent based on data provided by the Florida Association of RV Parks and Campgrounds
13) The trip generation rate for "bundled golf course" is assessed at 30 percent of the trip generation rate for the "golf course" land use (LUC 430)



Collier County Emergency Medical Services Impact Fee Update Study

DRAFT Report
October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

Collier County
Emergency Medical Services Impact Fee Update Study

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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. To address additional infrastructure needs, Collier County implemented an impact fee program for emergency medical services (EMS), which was last updated in 2016. To reflect most recent data, the County retained Benesch to prepare an update study.

This report serves as the technical study to support the calculation of the updated EMS impact fee. Data presented in this report represents the most recent and localized data available at the time of this update study. All data and support materials used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically defensible level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fee as a policy decision.

Methodology

In developing the County's EMS impact fee, a consumption-based impact fee methodology is utilized, which is commonly used throughout Florida. A consumption-based impact fee charges new development based upon the burden placed on services from each land use (demand). The demand component is measured in terms of population per unit.

A consumption-based impact fee charges new growth the proportionate share of the cost of providing additional infrastructure for use by new growth. Unlike a "needs-based" approach, consumption-based approach ensures that the impact fee is set at a rate that generates revenues sufficient only for new capacity needs and does not generate revenues at a level to correct existing deficiencies. Given this, the County does not need to go through the process of estimating the portion of each capacity expansion project that may be related to existing deficiencies. In addition, per legal requirements, a credit is subtracted from the total cost to account for the value of future non-impact fee funding contributions of new development toward any capacity expansion projects. In other words, case law requires that the new development should not be charged twice for the same infrastructure.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts (if needed) and a list of capacity-adding projects included in the County's Capital Improvement Plan, Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the EMS impact fee calculations, including an evaluation of the inventory, service area and demand component, level of service (LOS), cost, credit, and demand components. Information supporting this analysis was obtained from the County and other sources, as indicated.

Inventory

According to information provided by the Collier County Emergency Medical Services Division (CCEMS), the County owns 13 stations used to provide emergency medical services. In addition, the County operates 13 additional stations out of leased buildings. For impact fee calculation purposes, only the owned facilities are included in this study.

Table 1 shows a summary of the CCEMS building inventory included in the impact fee calculations. As presented, the inventory used to calculate impact fees includes a total of 82,600 square feet of building space and 30 acres of land dedicated to EMS related services. The total building and land value is approximately $43.4 million including $38.0 million for buildings and $5.4 million for land.

The building value per square foot is estimated based on recent construction costs, estimates for upcoming construction, insurance values of the existing EMS stations, and discussions with the County. The building value is estimated at $460 per square foot. Appendix A provides further detail on the building cost estimates.

The land value is estimated at $180,000 per acre based on an analysis of vacant land value trends since the last study, recent land purchases, and an analysis of vacant land sales and values based on information from the Collier County Property Appraiser.

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Table 1

Building and Land Inventory

Facility Description	Location	Year Acquired /Built[1]	Square Feet[2]	Total Square Feet on Site[3]	Total Acres[4]	Acres per 1,000 sf of Building Space[5]	Allocated Acres[6]	Building Value[7]	Land Value[8]	Total Building and Land Value[9]
Station 3/Helicopter Operations[10]	2375 Tower Drive	1994	4,962	N/A	617.44	N/A	2.00	$2,282,520	$360,000	$2,642,520
Station 44	776 Vanderbilt Beach Road	1994	3,260	16,477	3.63	0.220	0.72	$1,499,600	$129,600	$1,629,200
Station 70	4741 Golden Gate Parkway	1994	5,361	76,498	12.91	0.169	0.91	$2,466,060	$163,800	$2,629,860
Station 30	112 South 1st Street	1993	3,500	21,156	7.42	0.351	1.23	$1,610,000	$221,400	$1,831,400
Station 21[11]	11121 East Tamiami Trail	1991	1,195	11,490	1.07	0.093	0.09	$549,700	$16,200	$565,900
Station 42[12]	7010 Immokalee Road	1989	2,500	N/A	N/A	N/A	N/A	$1,150,000	N/A	$1,150,000
Station 10[13]	14756 Immokalee Road	1996	3,571	19,113	85.96	N/A	1.50	$1,642,660	$270,000	$1,912,660
Station 71	95 13th Street SW	2001	4,447	4,447	2.00	0.450	2.00	$2,045,620	$360,000	$2,405,620
Station 24[14]	2795 Airport Road North	2004	3,177	9,531	1.50	0.157	0.50	$1,461,420	$90,000	$1,551,420
Station 22[15]	4375 Bayshore Drive	2005	3,579	9,672	0.63	0.065	N/A	$1,646,340	N/A	$1,646,340
Station 25	3675 Hacienda Lakes Boulevard	2021	5,500	5,500	1.33	0.242	1.33	$2,530,000	$239,400	$2,769,400
Station 75	4590 Santa Barbara Boulevard	2006	4,985	4,985	1.89	0.379	1.89	$2,293,100	$340,200	$2,633,300
Station 76	790 Logan Boulevard	2016	5,321	5,321	2.41	0.453	2.41	$2,447,660	$433,800	$2,881,460
Emergency Services Complex[16]	8075 Lely Cultural Pkwy	2009	31,239	154,388	20.00	0.130	4.06	$14,369,940	$730,800	$15,100,740
Vacant Land for Station 49[17]	Heritage Bay Property	2003	N/A	N/A	7.73	N/A	1.50	N/A	$270,000	$270,000
Vacant Land for Station 410	16140/16144 Performance Way	2007	N/A	N/A	0.99	N/A	0.99	N/A	$178,200	$178,200
Vacant Land for Station 74	Desoto/Golden Gate Boulevard	2019	N/A	N/A	5.46	N/A	5.46	N/A	$982,800	$982,800
Vacant Land for future EMS Station	8156 Fiddlers Creek Parkway	2022	N/A	N/A	8.36	N/A	3.43	N/A	$617,400	$617,400
Total			**82,597**				**30.02**	**$37,994,620**	**$5,403,600**	**$43,398,220**
Building Value per Square Foot[18]								**$460**		
Land Value per Acre[19]									**$180,000**	

1) Source: Collier County
2) Source: Collier County. Square feet includes total area under the roof.
3) Source: Collier County. Square feet of buildings on a given parcel.
4) Acreage of the parcel where the facility is located. In some cases, this acreage includes other buildings.
5) Acres (Item 4) divided by the total square footage on site (Item 3) multiplied by 1,000.
6) Acres per 1,000 square feet of building space (Item 5) is multiplied by square feet of the facility (Item 2) divided by 1,000.
7) Square footage (Item 2) multiplied by building value per square foot (Item 18).
8) Source: Allocated acres (Item 6) multiplied by the land value per acre (Item 19)
9) Sum of building value (Item 7) and land value (Item 8).

10) Portion of acreage used for EMS facilities provided by Collier County.
11) Approximately 65% of this property is owned by Greater Naples Fire District. The portion owned by the County (35%) is used for EMS and law enforcement facilities.
12) The land is owned by the North Collier Fire District and is not included in the inventory. The County is leasing the building from the North Collier Fire District and paid for the structure. Given the lease term will continue until 2024 and the County is in the process of renewing the lease, the building value is included in the inventory.
13) Portion of acreage used for EMS facilities provided by Collier County
14) This station is a joint facility shared by the North Collier and Greater Naples Fire Districts and Collier County EMS. The square footage, acreage, and value shown reflect Collier County EMS' share (1/3)
15) Greater Naples Fire District owns 63% of the building and the entire acreage. The County owns 37% of the building
16) Joint facility shared by County EMS, law enforcement, and emergency management services.
17) Portion of acreage that will be used for EMS facilities provided by Collier County
18) Source: Appendix A
19) Source: Appendix A

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In addition to the facilities included in Table 1, the County also leases 26,100 square feet of building space for thirteen additional stations. These leased facilities, which are not included in the impact fee calculations but provide services to County residents, are presented in **Table 2.**

Table 2
Leased EMS Stations

Facility	Address	Total Square Feet[1]
Station 1	835 8th Ave. South, Naples 34102	2,200
Station 50[2]	1280 San Marco Rd., Marco Island 34145	1,200
Station 40	1441 Pine Ridge Rd., Naples 34109	2,500
Station 60	201 Buckner Ave., Everglades City 34139	2,700
Station 23	6055 Collier Blvd., Naples, 34114	2,500
Station 2	977 26th Ave. North, 34103	1,500
Station 43	16325 Vanderbilt Dr., 34110	2,500
Station 90	175 Capri Blvd., Naples 34113	2,500
Station 46	3410 Pine Ridge Rd., 34109	2,500
Station 32	5368 Useppa Drive, Ave Maria 34142	1,148
Station 48	16280 Livingston Road, Naples, Fl 34110	895
Station 20	4798 Davis Blvd, Naples, FL 34104	2,000
Station 31	502 East New Market Rd, Immokalee, Fl 34142	2,000
Total		**26,143**

1) Source: Collier County
2) Station 50 was demolished and was rebuilt by Marco Island Fire. County. In the interim, the County leased a temporary space at the hospital which was 1,200 square feet.

In addition to the land and buildings inventory, the CCEMS also has the necessary vehicles and equipment to perform its emergency medical services duties. **Table 3** summarizes the vehicle and equipment inventory. Equipment included in this list follows the County's definition of capital assets, which includes items that have a minimum value of $5,000 and five years of useful life. As shown, the total CCEMS vehicle and equipment inventory amounts to approximately $19.4 million.

Table 3

Vehicle and Equipment Inventory

Description	Units [1]	Unit Value[2]	Total Value[3]
Vehicles			
ALS Ambulance	42	$432,200	$18,152,400
Ford Explorer	12	$60,000	$720,000
Ford Escape	2	$24,000	$48,000
Econo Van	1	$30,000	$30,000
Hazmat Trailer	1	$29,500	$29,500
Chevrolet C4500	1	$63,500	$63,500
Ford F350	1	$44,200	$44,200
Haulmark	1	$5,500	$5,500
Subtotal -- Vehicles			**$19,093,100**
Equipment			
Mobile MHz Radios 1	2	$5,300	$10,600
Mobile MHz Radios 2	6	$5,100	$30,600
UHF/VHF/800 MHz Radio Ambulance	45	$5,400	$243,000
Subtotal -- Equipment			**$284,200**
Total			**$19,377,300**

1) Source: Collier County
2) Source: Collier County
3) Units (Item 1) multiplied by unit value (Item 2)

Service Area and Demand Component

Emergency medical services are provided by Collier County in all areas of the county. Therefore, the proper benefit district for the provision of emergency response services is countywide.

The EMS impact fee program requires the use of population data in calculating current levels of service and to be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak season population is used in all population estimates and projections. Peak seasonal population projections were provided by Collier County's Comprehensive Planning Division.

To measure effective population that benefits from emergency medical services, this study also developed functional population figures. Functional population, as used in the impact fee analysis, is a generally accepted methodology for several impact fee areas and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. Appendix B provides additional details on population estimates.

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Level of Service

For impact fee calculation purposes, the current level of service (LOS) is calculated based on stations per peak seasonal and functional resident, as presented in **Table 4**.

It should be noted that two different calculations of the current LOS were provided in the table. One of these calculations includes only the stations owned by the County and is used in the calculation of the impact fee. The other includes stations that are owned and leased, which better reflects the service County residents are receiving. However, because impact fees need to be based on capital investment made by the existing population, the LOS calculations exclude leased stations, which are considered operational expenses. The achieved LOS based on owned stations is 0.000027 per functional resident and is utilized in the calculation of the EMS impact fee.

Table 4

Current Achieved Level of Service

Variable	Year 2024	
	Peak Population	Functional Population
Population[(1)]	491,779	475,042
Number of Owned Stations[(2)]	13	13
Number of Owned and Leased Stations[(3)]	26	26
Population per Station[(4)]	18,915	18,271
Current LOS (All Stations per Resident)[(5)]	0.000053	0.000055
Current LOS (Owned Stations per Resident)[(6)]	**0.000026**	**0.000027**

1) Source: Appendix B, Table B-1 for peak population and Table B-7 for functional population
2) Table 1
3) Number of owned stations (Item 2) plus the 13 leased stations from Table 2 and Station 76
4) Population (Item 1) divided by number of owned stations and leased stations include Station 76 (Item 3)
5) Number of owned stations and leased stations including Station 76 (Item 3) divided by population (Item 1)
6) Number of owned stations (Item 2) divided by population (Item 1)

Cost Component

Table 5 provides a summary of EMS related capital assets owned by the County. As shown, the total capital asset value associated with EMS amounts to $62.8 million. However, the County is still paying debt service on a portion of these assets. In addition, it is Collier County's policy to use impact fee revenues to pay debt service associated with capacity expansion projects. To ensure that new development is not being overcharged for these future payments, the portion of the remaining principal of bonds used to fund EMS capacity expansion projects is subtracted from the total asset value in Table 5. The resulting owned capital asset value is approximately $58.6 million or $4.5 million per station.

Table 5 also presents the cost per functional resident for the impact fee analysis. This cost is calculated by multiplying the owned capital asset value per station by the current LOS of 0.00027 stations per functional resident. As shown, these calculations result in $122 per functional resident for all EMS assets considered in the impact fee calculations.

Table 5

Total Impact Cost per Functional Resident

Description	Figure	Percent of Total[11]
Total Building Value[1]	$37,994,620	60.5%
Total Land Value[2]	$5,403,600	8.6%
Total Vehicle and Equipment Value[3]	$19,377,300	30.9%
Total Capital Asset Value[4]	**$62,775,520**	**100.0%**
Less: Portion Not Owned[5]	$4,126,165	
Owned Capital Asset Value[6]	**$58,649,355**	
Number of Owned Stations[7]	13	
Owned Capital Asset Value per Station[8]	**$4,511,489**	
Current LOS (Owned Stations per Functional Resident)[9]	0.000027	
Total Impact Cost per Functional Resident[10]	**$121.81**	

1) Source: Table 1
2) Source: Table 1
3) Source: Table 3
4) Sum of building, land, vehicle and equipment values (Items 1, 2, and 3)
5) Source: Colier County Office of Management and Budget
6) Total capital asset value (Item 4) less the portion not owned (Item 5)
7) Source: Table 1
8) Owned capital asset value (Item 6) divided by the number of owned stations (Item 7)
9) Source: Table 4
10) Owned capital asset value per station (Item 8) multiplied by current LOS (Item 9)
11) Distribution of total capital asset value (Item 4)

Credit Component

To avoid overcharging new development for the EMS impact fee, a review of the capital financing program for EMS was completed. The purpose of this review was to determine any potential revenue credits that should be considered for revenues generated by new development that could be used for capital facility expansion, land purchase, or vehicle/equipment expansion for the EMS program.

Capital Expansion "Cash" Credit

To calculate the capital expansion credit per functional resident, funding sources used for the past five years and programmed for the next five years were reviewed. Between FY 2018 and FY 2027, the County has allocated an average non-impact fee funding of $250,500 per year towards EMS capital facilities utilizing grants and land sales proceeds.

The annual capital expansion "cash" expenditures were divided by the average annual functional residents for the same period to calculate the average annual capital expansion "cash" credit per functional resident. As presented in **Table 6**, the result is $0.54 per functional resident annually.

Collier County has also allocated revenues from the one-percent local government infrastructure surtax for capacity expansion projects. The infrastructure surtax was repealed on December 31, 2023, and the County does not intend to reimplement this funding mechanism. Therefore, this funding source is excluded from the credit calculations.

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Table 6

Capital Expansion "Cash" Credit

Description	FY 2018 to FY 2022[1]	FY 2023 to FY 2027[1]	Total
American Rescue Plan			
Ambulances & SUVs	-	$1,700,000	**$1,700,000**
Subtotal -- American Rescue Plan	**-**	**$1,700,000**	**$1,700,000**
GAC Land Sales Trust Fund			
EMS Station 74 - Golden Gate Estates	$105,000	-	**$105,000**
EMS Station 74 - Golden Gate Estates, Ambulance	-	$700,438	**$700,438**
Subtotal -- GAC Land Sales Trust Fund	**$105,000**	**$700,438**	**$805,438**
Total Capital Expansion "Cash" Expenditures			**$2,505,438**
Average Annual Capital Expansion "Cash" Expenditures[2]			$250,544
Average Annual Functional Population[3]			461,884
Annual Capital Expansion "Cash" Expenditures per Functional Resident[4]			**$0.54**

1) Source: Collier County
2) Total capital expansion "cash" expenditures divided by 10 to calculate the average annual expenditures
3) Source: Appendix B, Table B-7. Average functional population over the same time period.
4) Average annual capital expansion "cash" expenditures (Item 2) divided by the average annual functional population (Item 3)
   Note: Excludes projects funded with Infrastructure Sales Tax since this tax was repealed in December 2023.

Net EMS Impact Cost

Table 7 summarizes the calculation of the net EMS impact cost per functional resident which is the difference between the total impact cost and the capital expansion "cash" credit per functional resident. The resulting net impact cost is $113 per functional resident.

Table 7

Net Impact Cost per Functional Resident

Variable	Per Functional Resident
Impact Cost	
Total Impact Cost per Functional Resident[(1)]	$121.81
Impact Credit	
Average Annual Capital Expansion "Cash" Credit per Functional Resident[(2)]	$0.54
Capitalization Rate	3.70%
Capitalization Period (years)	25
Capital Expansion "Cash" Credit per Functional Resident[(3)]	$8.71
Net Impact Cost	
Net Impact Cost per Functional Resident[(4)]	**$113.10**

1) Source: Table 5
2) Source: Table 6
3) The present value of the average annual capital expansion "cash" credit per functional resident using an interest rate of 3.7 percent over a capitalization period of 25 years. The capitalization rate estimate was provided by Collier County.
4) Total impact cost per functional resident (Item 1) less capital expansion "cash" credit per functional resident (Item 3)

Calculated EMS Impact Fee Schedule

Table 8 presents the calculated EMS impact fee schedule for both residential and non-residential land uses, based on the net impact cost per functional resident figure presented in Table 7. Net impact cost per functional resident increased by approximately 45 percent since the 2015 study due to changes to cost and credit components. The remaining differences reflect the changes in the demand component since 2015 as well as new land use categories or units.

Table 8 also shows the maximum allowable impact fees consistent with F.S. 163.3180 and the percent change from the current adopted impact fee.

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Table 8

Calculated EMS Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	F.S. 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Residential:								
210	Single Family Detached							
	- Less than 4,000 sf	du	1.75	**$197.93**	$142.07	39%	$197.93	39%
	- 4,000 sf or greater	du	2.16	**$244.30**	$159.33	53%	$238.99	50%
220-232	Multi-Family	du	0.91	**$102.92**	$67.50	52%	$101.25	50%
240	Mobile Home	du	1.33	**$150.42**	$113.81	32%	$150.42	32%
251	Retirement Community - Detached (Single Family)	du	1.07	**$121.02**	$62.01	95%	$93.01	50%
252	Retirement Community - Attached (Multi-Family)	du	0.55	**$62.21**	$62.01	0%	$62.21	0%
Transient, Assisted, Group:								
310/311	Hotel/All Suites Hotel	room	1.23	**$139.11**	$63.58	119%	$95.37	50%
320	Motel	room	1.07	**$121.02**	$59.65	103%	$89.47	50%
254	Assisted Living Facility	du	0.89	**$100.66**	$79.27	27%	$100.66	27%
620	Nursing Home	1,000 sf	2.37	**$268.05**	$82.41/bed	N/A	N/A	N/A
Recreation:								
416	Campground/RV Park	site	0.46	**$52.03**	$39.25	33%	$52.03	33%
420	Marina	boat berth	0.12	**$13.57**	$14.91	-9%	$13.57	-9%
430	Golf Course	hole	0.80	**$90.48**	$84.77	7%	$90.48	7%
n/a	Bundled Golf Course	hole	0.24	**$27.14**	$25.42	7%	$27.14	7%
445	Movie Theater	1,000 sf	3.33	**$376.62**	$469.37/screen	N/A	N/A	N/A
n/a	Dance Studio/Gymnastics	1,000 sf	1.72	**$194.53**	$174.25	12%	$194.53	12%
Institutions:								
520	Elementary School (Private)	student	0.10	**$11.31**	$4.71	140%	$7.06	50%
522	Middle/Junior High School (Private)	student	0.09	**$10.18**	$5.49	85%	$8.23	50%
525	High School (Private)	student	0.08	**$9.05**	$6.28	44%	$9.05	44%
540/550	University/Junior College (7,500 or fewer students) (Private)	student	0.10	**$11.31**	$7.85	44%	$11.31	44%
	University/Junior College (more than 7,500 students) (Private)	student	0.08	**$9.05**	$5.49	65%	$8.23	50%
560	Church	1,000 sf	0.47	**$53.16**	$2.35/seat	N/A	N/A	N/A
565	Day Care Center	1,000 sf	0.85	**$96.14**	$3.92/student	N/A	N/A	N/A
Medical:								
610	Hospital	1,000 sf	1.28	**$144.77**	$107.53	35%	$144.77	35%

Table 8 (continued)

Calculated EMS Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	F.S. 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Office:								
710	General Office	1,000 sf	0.95	**$107.45**	$60.44	78%	$90.66	50%
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	1.16	**$131.20**	$89.48	47%	$131.20	47%
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	1.67	**$188.88**	$130.29	45%	$188.88	45%
770	Business Park (Flex-Space)	1,000 sf	0.92	**$104.05**	$75.35	38%	$104.05	38%
Retail:								
822	Retail 6,000 sfgla or less	1,000 sfgla	1.97	**$222.81**	$192.30	16%	$222.81	16%
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	1.97	**$222.81**	$192.30	16%	$222.81	16%
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	2.74	**$309.89**	$192.30	61%	$288.45	50%
820	Retail greater than 150,000 sfgla	1,000 sfgla	1.88	**$212.63**	$164.04	30%	$212.63	30%
840/841	New/Used Auto Sales	1,000 sf	1.47	**$166.26**	$115.38	44%	$166.26	44%
849	Tire Superstore	1,000 sf	1.20	**$135.72**	$105.18/bay	N/A	N/A	N/A
850	Supermarket	1,000 sf	2.26	**$255.61**	$160.90	59%	$241.35	50%
851	Convenience Market (24 hour)	1,000 sf	5.80	**$655.98**	$429.34	53%	$644.01	50%
862	Home Improvement Superstore	1,000 sf	1.81	**$204.71**	$142.07	44%	$204.71	44%
880/881	Pharmacy with & without Drive-Thru	1,000 sf	1.69	**$191.14**	$153.84	24%	$191.14	24%
890	Furniture Store	1,000 sf	0.30	**$33.93**	$18.84	80%	$28.26	50%
Services:								
911	Bank/Savings w/out Drive-Thru	1,000 sf	1.10	**$124.41**	$175.03	-29%	$124.41	-29%
912	Bank/Savings w/Drive-Thru	1,000 sf	1.42	**$160.60**	$178.96	-10%	$160.60	-10%
930	Fast Casual Restaurant	1,000 sf	3.28	**$370.97**	$698.56	-47%	$370.97	-47%
931	Low-Turnover Restaurant	1,000 sf	5.73	**$648.06**	$17.27/seat	N/A	N/A	N/A
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	5.39	**$609.61**	$21.19/seat	N/A	N/A	N/A
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	9.66	**$1,092.55**	$698.56	56%	$1,047.84	50%
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	8.25	**$933.08**	$698.56	34%	$933.08	34%
941	Quick Lube	service bay	1.52	**$171.91**	$91.05	89%	$136.57	50%
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	1.32	**$149.29**	$203.29	-27%	$149.29	-27%
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	2.08	**$235.25**	$203.29	16%	$235.25	16%
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	2.71	**$306.50**	$203.29	51%	$304.93	50%
947	Self-Service Car Wash	service bay	0.87	**$98.40**	$68.29	44%	$98.40	44%
948	Automated Car Wash	1,000 sf	1.76	**$199.06**	$138.14	44%	$199.06	44%
n/a	Luxury Auto Sales	1,000 sf	1.21	**$136.85**	$80.84	69%	$121.26	50%

Table 8 (continued)

Calculated EMS Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	F.S. 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Industrial:								
110	General Light Industrial	1,000 sf	0.45	**$50.90**	$54.16	-6%	$50.90	-6%
140	Manufacturing	1,000 sf	0.53	**$59.94**	$39.25	53%	$58.87	50%
150	Warehousing	1,000 sf	0.10	**$11.31**	$21.98	-49%	$11.31	-49%
151	Mini-Warehouse	1,000 sf	0.03	**$3.39**	$4.71	-28%	$3.39	-28%

1) Source: Table B-8 for residential land uses and Table B-9 for non-residential land uses
2) Source: Net impact cost per functional resident from Table 7 is multiplied by the functional residents per unit (Item 1) for each land use
3) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
4) Percent change from the calculated impact fee (Item 2) to the current adopted impact fee (Item 3)
5) Maximum allowable impact fees in compliance with 50 percent increase cap per F.S. 163.31801
6) Percent change from the current adopted impact fee (Item 3) to the F.S. 163.31801 maximum allowable impact fee (Item 5)

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Impact Fee Schedule Comparison

As part of the work effort in updating Collier County's EMS impact fee program, a comparison of EMS impact fee schedules was completed for several other Florida counties. **Table 9** presents this comparison.

Table 9

Emergency Medical Services IF Schedule Comparison

Land Use	Unit[2]	Collier County			Brevard County[6]	Charlotte County[7]	Sarasota County[8]	Lee County[9]	Manatee County[10]	Osceola County[11]	Polk County[12]	Pasco County[13]
		Calculated[3]	Maximum[4]	Current Adopted[5]								
Date of Last Update		2024	2024	2016	2000	2021	2016	2018	2024	2017	2019	2003
Assessed Portion of Calculated[1]		N/A	N/A	100%	100%	100%	100%	100%	100%	100%	100%	100%
Residential:												
Single Family (2,000 sf)	du	$198	$198	$142	$39	$77	$171	$55	$327	$115	$76	$172
Non-Residential:												
Light Industrial	1,000 sf	$51	$51	$54	N/A	$19	$35	$10	$94	$5	$21	$224
Office (50,000 sq ft)	1,000 sf	$107	$107	$93	$18	$57	$129	$29	$181	$50	$49	$224
Retail (125,000 sq ft)	1,000 sf	$310	$288	$192	$54	$119	$224	$59	$201	$123	$78	$224

1) Represents the portion of the maximum calculated fee for each respective county that is actually charged. Fee may have been lowered/increased through annual indexing or policy discounts. Does not account for moratorium/suspensions.
2) du = dwelling unit
3) Source: Table 8
4) Maximum allowable impact fee in compliance with 50 percent increase per F.S. 163.31801
5) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
6) Source: Brevard County Planning & Development Department
7) Source: Charlotte County Community Development Department, Planning & Zoning. All fees include a 2.55% administrative fee
8) Source: Sarasota County Planning & Development Services Department.
9) Source: Lee County Community Development Department, Building & Permitting Services
10) Source: Manatee County, Development Services. Fees shown are the "public safety" impact fees. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
11) Source: Osceola County Impact and Mobility Fees Office. Fee shown is the EMS portion of the Fire/EMS fee.
12) Source: Polk County Building Division. Fees shown reflect fully phased-in fees effective January 1, 2025.
13) Source: Pasco County Central Permitting Department

Appendix A
Building and Land Value Analysis - Supplemental Information

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Appendix A – Building and Land Value Analysis

This appendix provides additional data and information on building and land value estimates.

Building Values

In determining the appropriate unit cost for building construction, the following analyses were conducted:

- A review of recently built or planned EMS stations in Collier County;
- Cost trends since the most recent technical study;
- Insurance value of the existing inventory; and
- Discussions with the County.

Collier County built EMS Station 76 in 2017 for a cost of $326 per square foot. EMS Station 25, built in 2021, had a building cost of $531 per square foot. The County is planning to build two new EMS stations and one new Fire/EMS station. The cost estimates for these planned stations range from $353 per square foot to $628 per square foot. The average cost of the recently constructed stations and planned stations is $460 per square foot.

During the 2016 impact fee study, the value of stations was estimated at $300 per square foot. Applying Engineering News Records Building Cost Index for the cost changes between 2016 and 2024 resulted in a unit cost of approximately $436 per square foot.

The average insurance value of EMS stations in Collier County is $302 per square foot. It should be noted that insurance values are considered to be a conservative estimate because the value of the foundation and other more permanent parts of the structure tends to be excluded since they would not have to be rebuilt if the structure was damaged or lost.

Given this information, an average building value of $460 per square foot is used for the current station value.

Table A-1

Building Cost Estimates

Description	2016 Cost Estimate[1]	2016 Cost Estimate Indexed[2]
2016 Study Cost Estimates Indexed		
Cost Estimate Used in 2016 Study	$300	$442
ENR Index (2016-2024)[3]		47.46%
Project	**Year**	**Construction Cost per SF**
Insurance Values[4]		
Average Building Value per Square Foot	2022	$302
Recent/Upcoming Construction[5]		
Station 76	2017	$326
Station 25 - Hacienda Lakes	2021	$531
Fire and EMS Station 74	2024	$628
Heritage Bay EMS Station	Upcoming	$353
Old US 41/North Naples EMS station	Upcoming	$460
Average		**$460**
Used in the Study	**2024**	**$460**

1) Source: *Collier County Emergency Medical Services Impact Fee Update Study, October 10, 2016*
2) Source: 2016 cost estimate (Item 1) indexed according to the Engineering News Record (ENR) (Item 3)
3) Source: Engineering News Record, Building Cost Index
4) Source: Collier County
5) Source: Collier County

Land Values

To determine land value for future EMS station land purchases, the following data/information was evaluated:

- Cost trends since the most recent technical study;
- Current value of land where EMS stations are located;
- Vacant land sales analysis;
- Vacant land values as reported by the Property Appraiser; and
- Discussions with the County.

The 2016 study estimated land value at $160,000 per acre. Since then, land values increased by approximately 118 percent, which results in an indexed value of approximately $349,000 per acre. The value of parcels where existing EMS stations are located ranges from $29,000 per acre to $1.3 million per acre with an average of $280,000 per acre.

Vacant land sales of parcels between 0.5 to 5 acres countywide between 2018 and 2022 averaged $80,000 per acre. This value was over $460,000 per acre when commercial vacant land was considered. Similarly, the value of all vacant land of 0.5-acre to 5-acre parcels as estimated by Collier County Property Appraiser averaged $56,000 per acre. This figure was $370,000 per acre for commercial vacant land.

It is likely that future EMS stations will be built in the eastern parts of the county. An evaluation of the vacant residential land sales between 2018 and 2022 and commercial land sales for 0.5 to 5-acre parcels in the area east of County Road 951 resulted in an average land value of $60,000 per acre for residential land uses, and $370,000 per acre for commercial land uses. Median values for these sales were $35,000 per acre for residential vacant land and $365,000 per acre for commercial vacant land. Finally, sales of agricultural parcels resulted in an average value of $37,000 per acre and a median value of $16,000 per acre.

Currently, approximately 20 percent of EMS stations are in rural/agricultural areas, 30 percent in residential areas while the remaining 50 percent are in commercial areas. As presented in Table A-2, using a conservative assumption that more of the future purchases will be in residential areas and applying these percentages to the estimated land values by land use results in a combined land value of approximately $180,000 per acre, which is considered to be a reasonable estimate for impact fee calculation purposes.

Table A-2

Weighted Land Value

Land Use	Distribution[1]	Land Value per Acre[2]	Weighted Land Value per Acre[3]
Rural/Agricultural	10%	$35,000	$3,500
Residential	50%	$60,000	$30,000
Commercial	40%	$370,000	$148,000
Total			**$181,500**
Land Value Used in the Study			**$180,000**

1) Based on the current distribution, with the assumption that future purchases will be more heavily in residential areas
2) Distribution (Item 1) multiplied by land value per acre (Item 2) for each land use
3) Based on the weighted land value per acre

Appendix B
Population Estimates – Supplemental Information

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Appendix B – Population Estimates

The EMS impact fee program requires the use of population data in calculating current levels of service and to be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process. This impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak seasonal population is used in all population estimates and projections. Peak seasonal population projections were provided by Collier County's Comprehensive Planning Division.

Table B-1 presents the seasonal population trends for Collier County. The projections indicate that the current peak seasonal population of the county is approximately 491,800 and is expected to increase to 582,700 (increase of 90,900) by 2040. The estimated average growth rate is approximately 1 percent per year

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Table B-1

Collier County Population Estimates (Countywide)

Year	Countywide	
	Peak Seasonal Population	Percent Change
2010	387,183	-
2011	392,180	1.3%
2012	398,107	1.5%
2013	402,268	1.0%
2014	408,351	1.5%
2015	416,402	2.0%
2016	424,603	2.0%
2017	433,359	2.1%
2018	442,240	2.0%
2019	451,303	2.0%
2020	455,059	0.8%
2021	464,155	2.0%
2022	474,235	2.2%
2023	483,487	2.0%
2024	**491,779**	**1.7%**
2025	499,426	1.6%
2026	506,406	1.4%
2027	513,483	1.4%
2028	520,660	1.4%
2029	527,936	1.4%
2030	534,305	1.2%
2031	539,741	1.0%
2032	545,233	1.0%
2033	550,781	1.0%
2034	556,384	1.0%
2035	561,339	0.9%
2036	565,633	0.8%
2037	569,960	0.8%
2038	574,320	0.8%
2039	578,714	0.8%
2040	582,721	0.7%

Source: Collier County Comprehensive Planning Section (population projections dated May 2024)

Apportionment of Demand by Residential Unit Type and Size

The residential land uses to be used for the EMS impact fee calculations include the following:

- Single Family (Detached)
- Multi-Family
- Mobile Home/ RV Park (tied down)
- Retirement Community (detached and attached)

Table B-2 presents the number of residents per housing unit for the residential categories identified above in Collier County. This analysis includes all housing units, both occupied and vacant.

To address fairness and equity issues between land uses, the single family land use is tiered based on two categories of square footage: less than 4,000 square feet and 4,000 square feet and greater. To accommodate the tiering of impact fee assessments for the single family residential land use category, an analysis was completed based on housing unit size and persons per housing unit, comparing nationwide averages to those of Collier County. This analysis utilized national data from the 2021 American Housing Survey (AHS) and data from the 2022 American Community Survey (ACS) to examine this relationship.

Table B-2

Residents per Housing Unit

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	289,564	112,378		2.58
- Less than 4,000 sf			98%	2.53
- 4,000 sf or greater			121%	3.12
Multi Family	139,405	106,016		1.31
Mobile Home/RV Park (Tied Down)	21,446	11,189		1.92
Retirement Community - Detached (Single Family)[5]	173,738	112,378		1.55
Retirement Community - Attached (Multi-Family)[6]	83,643	106,016		0.79

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.58) by the ratio developed from the AHS data (Item 3).

5) Estimate for retirement community (detached) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.
6) Estimate for retirement community (attached) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

Functional Population

This study uses functional population as the demand component, which distributes the cost associated with the availability of EMS facilities among various land uses based on the density of people at each land use throughout the day. Functional population, as used in the impact fee analysis, is a generally accepted methodology and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. It is not enough to simply add resident population to the number of employees, since the service-demand characteristics can vary considerably by type of industry.

Functional population is the equivalent number of people occupying space within a community on a 24-hour-day, 7-days-a-week basis. A person living and working in the community would have the functional population coefficient of 1.0. A person living in the community but working elsewhere may spend only 16 hours per day in the community on weekdays and 24 hours per day on weekends for a functional population coefficient of 0.76 (128-hour presence divided by 168 hours in one week). A person commuting into the county to work five days per week would have a functional population coefficient of 0.30 (50-hour presence divided by 168 hours in one week). Similarly, a person traveling into the community to shop at stores, perhaps averaging 8 hours per week, would have a functional population coefficient of 0.05.

Functional population thus tries to capture the presence of all people within the community, whether residents, workers, or visitors, to arrive at an estimate of effective population that needs to be served.

This form of adjusting population to help measure real facility needs replaces the population approach of merely weighting residents two-thirds and workers one-third (Nelson and Nicholas 1992). By estimating the functional and weighted population per unit of land use across all major land uses in a community, an estimate of the demand for certain facilities and services in the present and future year can be calculated. The following paragraphs explain how functional population is calculated for residential and non-residential land uses.

Residential Functional Population

Developing the residential component of functional population is simpler than developing the non-residential component. It is generally estimated that people spend one-half to three-fourths of their time at home and the rest of each 24-hour day away from their place of residence. In developing the residential component of Collier County functional population, an analysis of the County's population and employment characteristics was conducted. Based on this analysis, it was estimated that people, on average, spend 16.6 hours, or approximately 69 percent, of each 24-hour day at their place of residence and the other 31 percent away from home. This analysis is presented in **Tables B-3 and B-4**.

Table B-3

Population & Employment Characteristics

Item/Calculation Step	Year 2021
Total workers living in Collier County[(1)]	150,529
Collier County Population[(2)]	372,797
Total workers as a percent of population[(3)]	**40.4%**
School age population (5-17 years)[(4)]	47,900
School age population as a percent of population[(5)]	**12.8%**
Population net of workers and school age population[(6)]	174,368
Other population as a percent of total population[(7)]	**46.8%**

1) Source: Census OnTheMap 2021
2) Source: ACS 2021 5-Yr Estimates, Table S01001
3) Total workers (Item 1) divided by population (Item 2)
4) Source: ACS 2021 5-Yr Estimates, Table S01001
5) Total school age population (Item 4) divided by total population (Item 2)
6) Total population (Item 2) less total workers (Item 1) and school age population (Item 4)
7) Population net of workers and school age population (Item 6) divided by total population (Item 2)

Table B-4

Residential Coefficient for Functional Population

Pop. Group	Hours at Residence[(1)]	Percent of Population[(2)]	Effective Hours[(3)]
Workers	13	40.4%	5.3
Students	15	12.8%	1.9
Other	20	46.8%	9.4
Total Hours at Residence[(4)]			16.6
Residential Functional Population Coefficient[(5)]			**69.2%**

1) Estimated
2) Source: Table B-3
3) Hours at residence (Item 1) multiplied by percent of population (Item 2)
4) Sum of effective hours.
5) Sum of effective hours (Item 4) divided by 24.

The resulting percentage from Table B-4 is used in the calculation of the residential coefficient for the 24-hour functional population. These actual calculations are presented in **Table B-6**.

Non-Residential Functional Population

Given the varying characteristics of non-residential land uses, developing the estimates of functional residents for non-residential land uses is more complicated than developing the estimates of functional residents for residential land uses. Nelson and Nicholas originally introduced a method for estimating functional resident population, now used widely[1]. This method uses trip generation data from the Institute of Transportation Engineers' (ITE) Trip Generation Manual and Benesch's Trip Characteristics Database, information on passengers per vehicle, workers per vehicle, length of time spent at the land use, and other variables. Specific calculations include:

- Total one-way trips per employee (ITE trips multiplied by 50 percent to avoid double counting entering and exiting trips as two trips).
- Visitors per impact unit based on occupants per vehicle (trips multiplied by occupants per vehicle less employees).
- Worker hours per week per impact unit (such as nine worker-hours per day multiplied by five days in a work week).

1 Arthur C. Nelson and James C. Nicholas, "Estimating Functional Population for Facility Planning," Journal of Urban Planning and Development 118(2): 45-58 (1992).

- Visitor hours per week per impact unit (visitors multiplied by number of hours per day times relevant days in a week, such as five for offices and seven for retail shopping).
- Functional population coefficients per employee developed by estimating time spent by employees and visitors at each land use.

Table B-5 shows the functional population coefficients for residential and non-residential uses in Collier County. The functional population coefficients in Table B-5 were used to estimate the County's functional population in **Table B-6**.

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Table B-5

General Functional Population Coefficients

Population/ Employment Category	ITE LUC	Employee Hours In-Place[1]	Trips per Employee[2]	One-Way Trips per Employee[3]	Journey-to-Work Occupants per Trip[4]	Daily Occupants per Trip[5]	Visitors per Employee[6]	Visitor Hours per Trip[1]	Days per Week[7]	Functional Population Coefficient[8]
Population									7.00	**0.692**
Natural Resources	N/A	9.00	3.10	1.55	1.32	1.38	0.09	1.00	7.00	**0.379**
Construction	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Manufacturing	140	9.00	2.51	1.26	1.32	1.38	0.08	1.00	5.00	**0.270**
Transportation, Communication, Utilities	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Wholesale Trade	150	9.00	5.05	2.53	1.32	1.38	0.15	1.00	5.00	**0.272**
Retail Trade	820	9.00	57.30	28.65	1.24	1.73	14.04	1.50	7.00	**1.252**
Finance, Insurance, Real Estate	710	9.00	3.33	1.67	1.24	1.73	0.82	1.00	5.00	**0.292**
Services[9]	N/A	9.00	20.32	10.16	1.24	1.73	4.98	1.00	6.00	**0.499**
Government[10]	730	9.00	7.45	3.73	1.24	1.73	1.83	1.00	7.00	**0.451**

(1) Estimated

(2) Trips per employee represents all trips divided by the number of employees and is based on Trip Generation 11th Edition (Institute of Transportation Engineers 2021) as follows:

ITE Code 110 at 3.10 weekday trips per employee, Volume 2 - Industrial Land Uses, page 39
ITE Code 140 at 2.51 weekday trips per employee, Volume 2 - Industrial Land Uses, page 76
ITE Code 150 at 5.05 weekday trips per employee, Volume 2 - Industrial Land Uses, page 104
ITE Code 710 at 3.33 weekday trips per employee, Volume 2 Office Land Uses, page 716
ITE Code 730 at 7.45 weekday trips per employee, Volume 2 Office Land Uses, page 795
ITE Code 820 (page 186) based on blended average of trips by retail center size calculated below.

Retail Scale	*Trip Rate*	*Sq Ft per Employee*[11]	*Trips per Employee*	*Share*	*Weighted Trips*
Retail (Less than 40k sq. ft.)	54.45	890	48	50.0%	24.00
Retail (40k to 150k sq. ft.)	67.52	1,152	78	35.0%	27.30
Retail (greater than 150k sq. ft.	37.01	1,070	40	15.0%	6.00
Sum of Weighted Trips/1k sq.ft.					57.30

(3) Trip per employee (Item 2) multiplied by 0.5.

(4) Journey-to-Work Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.32 occupants per Construction, Manufacturing, TCU, and Wholesale trip
1.24 occupants per Retail Trade, FIRE, and Services trip

(5) Daily Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.38 occupants per Construction, Manufacturing, TCU, and Wholesale trip
1.73 occupants per Retail Trade, FIRE, and Services trip

(6) [Daily occupants per trip (Item 5) multiplied by one-way trips per employee (Item 3)] - [(Journey-to-Work occupants per trip (Item 4) multiplied by one-way trips per employee (Item 3)]

(7) Typical number of days per week that indicated industries provide services and relevant government services are available.

(8) Table A-7 for residential and the equation below to determine the Functional Population Coefficient per Employee for all land-use categories except residential includes the following:

$$\frac{(\text{Days per Week} \times \text{Employee Hours in Place}) + (\text{Visitors per Employee} \times \text{Visitor Hours per Trip} \times \text{Days per Week})}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

(9) Trips per employee for the services category is the average trips per employee for the following service related land use categories: quality restaurant, high-turnover restaurant, supermarket, hotel, motel, elementary school, middle school, high school, hospital, medical office, and church. Source for the trips per employee figure from ITE, 11th ed., when available.

(10) Includes Federal Civilian Government, Federal Military Government, and State and Local Government categories.

(11) Square feet per retail employee from the Energy Information Administration from Table B-1 of the Commercial Energy Building Survey, 2018

Table B-6

Functional Population (Countywide)

Population Category	Collier County Baseline Data[1]	Functional Resident Coefficient[2]	Functional Population[3]
2024 Peak Season Population	491,779	0.692	340,311
Employment Category			
Natural Resources	4,961	0.379	1,880
Construction	24,935	0.271	6,757
Manufacturing	6,231	0.270	1,682
Transportation, Communication, and Utilities	11,268	0.271	3,054
Wholesale Trade	6,495	0.272	1,767
Retail Trade	26,632	1.252	33,343
Finance, Insurance, and Real Estate	56,185	0.292	16,406
Services	127,033	0.499	63,389
Government Services	14,309	0.451	6,453
Total Employment by Category Population[4]			134,731
2024 Total Functional Population[5]			**475,042**

1) Source: Table B-1 for population and 2024 Woods & Poole for employment data
2) Source: Table B-4
3) The functional population is Collier baseline data (Item 1) multiplied by the functional resident coefficient (Item 2)
4) The total employment population by category is the sum of the employment figures from the nine employment categories (e.g., natural resources, construction, etc.)
5) The total functional population is the sum of the residential functional population and the employment functional population.

Table B-7 presents the County's annual functional population figures from 2010 through 2040, based on the 2024 functional population figure from Table B-6 and the annual population growth rates from the population figures previously presented in Table B-1.

Table B-7

Collier County Functional Population (2010-2040)

Year	Functional Population
2010	374,006
2011	378,833
2012	384,558
2013	388,577
2014	394,453
2015	402,230
2016	410,152
2017	418,610
2018	427,189
2019	435,944
2020	439,572
2021	448,358
2022	458,095
2023	467,032
2024	**475,042**
2025	482,429
2026	489,171
2027	496,007
2028	502,940
2029	509,968
2030	516,120
2031	521,371
2032	526,676
2033	532,035
2034	537,447
2035	542,233
2036	546,381
2037	550,561
2038	554,773
2039	559,017
2040	562,888

Source: Table B-6 for the 2024 functional population figure and Table B-1 for annual growth rates

Functional Residents by Specific Land Use Category

When a wide range of land uses impact services, an estimate of that impact is needed for each land use. This section presents functional population estimates by residential and non-residential land uses.

Residential and Transient Land Uses

As mentioned previously, functional population estimates by land use need to be developed for each impact fee service area to be analyzed. For residential and transient land uses, these coefficients are displayed in **Table B-8**. The transient land uses include hotel/all suites hotel, motel, assisted living facility and nursing home. Secondary sources, such as Smith Travel Research (STR), Collier County Convention and Visitors Bureau, and the Florida Department of Elderly Affairs, are used to determine the occupancy rate for these land uses.

Non-Residential Land Uses

A similar approach is used to estimate functional residents for non-residential land uses. **Table B-9** reports basic assumptions and calculations, such as trips per unit, trips per employee, employees per impact unit, one-way trips per impact unit, worker hours, occupants per vehicle trip, visitors (patrons, etc.) per impact unit, visitor hours per trip, and days per week for non-residential land uses. The final column in the tables shows the estimated functional residents per unit by land use. These coefficients by land use serve as the demand component for the EMS impact fee program and are used in the calculation of the EMS impact fee schedule.

Table B-8

Functional Residents for Residential and Transient Land Uses

Residential Land Use	Impact Unit	ITE LUC[(1)]	Residents/ Visitors Per Unit[(2)]	Occupancy Rate[(3)]	Adjusted Residents Per Unit[(4)]	Visitor Hours at Place[(5)]	Workers Per Unit[(6)]	Work Day Hours[(7)]	Days Per Week[(8)]	Functional Residents Per Unit[(9)]
Residential										
Single Family Detached										
- Less than 4,000 sf	du	210	2.53	-	-	-	-	-	-	**1.75**
- 4,000 sf or greater	du	210	3.12	-	-	-	-	-	-	**2.16**
Multi-Family	du	220-232	1.31	-	-	-	-	-	-	**0.91**
Mobile Home	du	240	1.92	-	-	-	-	-	-	**1.33**
Retirement Community - Detached (Single Family)	du	251	1.55	-	-	-	-	-	-	**1.07**
Retirement Community - Attached (Multi-Family)	du	252	0.79	-	-	-	-	-	-	**0.55**
Transient/Assisted, Group										
Hotel/All Suites Hotel	room	310/311	2.80	73%	2.04	12	0.56	9	7	**1.23**
Motel	room	320	2.80	73%	2.04	12	0.13	9	7	**1.07**
Assisted Living Facility	du	254	1.18	70%	0.82	20	0.56	9	7	**0.89**
Nursing Home	1,000 sf	620	2.76	70%	1.93	20	2.04	9	7	**2.37**

(1) Land use code from the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition

(2) Estimates for the residential land uses, retirement community (detached), retirement community (attached) from Table B-2; estimate for hotel/motel from Collier County Overnight Visitor Economic Impact Report 2021. Estimate for assisted living facility is based on people per household figures for single family and multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation. Estimate used for nursing home is based on 1 person per bed and an average square footage of 363 per bed in a nursing home, based on information provided in the ITE Trip Generation Handbook, 11th Edition.

(3) Source for hotel/motel occupancy: Collier County Convention and Visitors Bureau Annual Reports and Smith Travel Research (STR). Average occupancy rate for 2016 through 2021, excluding 2020. Source for nursing home/ALF occupancy rate is the Florida Department of Elderly Affairs Collier County Profile and the Agency for Health Care Administration. Average occupancy rate for 2021 through 2022.

(4) Residents/Visitors per unit (Item 2) times occupancy rate (Item 3)

(5), (7), (8) Estimated

(6) Adapted from ITE Trip Generation Handbook, 11th Edition

(9) For residential land uses, calculated as residents per unit times the functional population coefficient (0.692 from Table B-5). For transient, assisted, and group land uses, calculated as

$$\frac{[(\text{Adjusted Residents per Unit} \times \text{Hours at Place} \times \text{Days per Week}) + (\text{Workers Per Unit} \times \text{Work Hours Per Day} \times \text{Days per Week})]}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

Table B-9

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
RECREATION:												
416	Campground/RV Park[12]	site	1.62	n/a	1.20	0.81	9	1.64	0.13	1.50	7	**0.46**
420	Marina	boat berth	2.41	20.52	0.12	1.21	9	1.64	1.86	1.00	7	**0.12**
430	Golf Course	hole	30.38	20.52	1.48	15.19	9	1.64	23.43	0.25	7	**0.80**
n/a	Bundled Golf Course[13]	hole	9.11	20.52	0.44	4.56	9	1.64	7.04	0.25	7	**0.24**
445	Movie Theater	1,000 sf	82.30	53.12	1.55	41.15	9	1.64	65.94	1.00	7	**3.33**
n/a	Dance Studio/Gymnastics	1,000 sf	21.33	n/a	2.00	10.67	9	1.64	15.50	1.50	7	**1.72**
INSTITUTIONS:												
520	Elementary School (Private)	student	2.27	22.50	0.10	1.14	9	1.11	1.17	2.00	5	**0.10**
522	Middle/Junior High School (Private)	student	2.10	23.41	0.09	1.05	9	1.11	1.08	2.00	5	**0.09**
525	High School (Private)	student	1.94	21.95	0.09	0.97	9	1.11	0.99	2.00	5	**0.08**
540/550	University/Junior College (7,500 or fewer students) (Private)	student	2.00	11.75	0.17	1.00	9	1.11	0.94	2.00	5	**0.10**
	University/Junior College (more than 7,500 students) (Private)	student	1.50	11.75	0.13	0.75	9	1.11	0.70	2.00	5	**0.08**
560	Church	1,000 sf	7.60	20.64	0.37	3.80	9	2.16	7.84	1.00	7	**0.47**
565	Day Care Center	1,000 sf	49.63	21.38	2.32	24.82	9	2.16	51.29	0.15	5	**0.85**
MEDICAL:												
610	Hospital	1,000 sf	10.77	3.77	2.86	5.39	9	1.44	4.90	1.00	7	**1.28**
OFFICE:												
710	General Office	1,000 sf	10.84	3.33	3.26	5.42	9	1.09	2.65	1.00	5	**0.95**
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	23.83	8.71	2.74	11.92	9	1.44	14.42	1.00	5	**1.16**
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	34.21	8.71	3.93	17.11	9	1.44	20.71	1.00	5	**1.67**
770	Business Park (Flex-Space)	1,000 sf	12.65	4.04	3.13	6.33	9	1.09	3.77	0.75	5	**0.92**
RETAIL:												
822	Retail 6,000 sfgla or less	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	67.52	17.42	3.88	33.76	9	1.52	47.44	0.65	7	**2.74**
820	Retail greater than 150,000 sfglA	1,000 sfgla	37.01	17.42	2.12	18.51	9	1.52	26.02	1.00	7	**1.88**
840/841	New/Used Auto Sales	1,000 sf	24.58	11.84	2.08	12.29	9	1.52	16.60	1.00	7	**1.47**
849	Tire Superstore	1,000 sf	20.37	n/a	1.65	10.19	9	1.52	13.84	1.00	7	**1.20**
850	Supermarket	1,000 sf	94.48	43.86	2.15	47.24	9	1.52	69.65	0.50	7	**2.26**
851	Convenience Market (24 hour)	1,000 sf	739.50	243.38	3.04	369.75	9	1.52	558.98	0.20	7	**5.80**
862	Home Improvement Superstore	1,000 sf	30.74	n/a	2.50	15.37	9	1.52	20.86	1.00	7	**1.81**
880/881	Pharmacy with & without Drive-Thru	1,000 sf	103.86	69.17	1.50	51.93	9	1.52	77.43	0.35	7	**1.69**
890	Furniture Store	1,000 sf	6.26	10.93	0.57	3.13	9	1.52	4.19	0.50	7	**0.30**
SERVICES:												
911	Bank/Savings w/out Drive-Thru	1,000 sf	57.94	32.73	1.77	28.97	9	1.52	42.26	0.35	6	**1.10**
912	Bank/Savings w/Drive-Thru	1,000 sf	103.73	32.73	3.17	51.87	9	1.52	75.67	0.15	6	**1.42**
930	Fast Casual Restaurant	1,000 sf	97.14	21.26	4.57	48.57	9	2.30	107.14	0.35	7	**3.28**
931	Low-Turnover Restaurant	1,000 sf	86.03	17.90	4.81	43.02	9	2.30	94.14	1.00	7	**5.73**
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	103.46	21.26	4.87	51.73	9	2.30	114.11	0.75	7	**5.39**
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	479.17	44.52	10.76	239.59	9	2.30	540.30	0.25	7	**9.66**
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	409.25	44.52	9.19	204.63	9	2.30	461.46	0.25	7	**8.25**

Table B-9 (continued)

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
SERVICES:												
941	Quick Lube	service bay	40.00	16.00	2.50	20.00	9	1.52	27.90	0.50	7	**1.52**
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	172.01	275.78	0.62	86.01	9	1.52	130.12	0.20	7	**1.32**
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	264.38	241.21	1.10	132.19	9	1.52	199.83	0.20	7	**2.08**
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	345.75	241.21	1.43	172.88	9	1.52	261.35	0.20	7	**2.71**
947	Self-Service Car Wash	service bay	43.94	n/a	0.50	21.97	9	1.52	32.89	0.50	7	**0.87**
948	Automated Car Wash	1,000 sf	142.00	n/a	1.75	71.00	9	1.52	106.17	0.25	7	**1.76**
n/a	Luxury Auto Sales	1,000 sf	16.30	n/a	2.08	8.15	9	1.52	10.31	1.00	7	**1.21**
INDUSTRIAL:												
110	General Light Industrial	1,000 sf	4.87	3.10	1.57	2.44	9	1.08	1.07	1.00	5	**0.45**
140	Manufacturing	1,000 sf	4.75	2.51	1.89	2.38	9	1.08	0.68	1.00	5	**0.53**
150	Warehousing	1,000 sf	1.71	5.05	0.34	0.86	9	1.08	0.59	0.75	5	**0.10**
151	Mini-Warehouse	1,000 sf	1.46	61.90	0.02	0.73	9	1.08	0.77	0.75	7	**0.03**

Sources:
1) Land use code found in the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition
2) Land uses and trip generation rates consistent with those included in the 2024 Transportation Impact Fee Update Study
3) Trips per employee from ITE Trip Generation Handbook, 11th Edition, when available
4) Trips per unit (Item 2) divided by trips per person (usually employee). When trips per person are not available, the employees per unit is estimated
5) Trips per unit (Item 2) multiplied by 50 percent
6) Estimated
7) Source: 2022 National Household Travel Survey (FHWA 2022)
8) [(One-way Trips/Unit X Occupants/Trip) - Employees]
9) Estimated
10) Estimated
11) [(Workers X Hours/Day X Days/Week) + (Visitors X Hours/Visit X Days/Week)]/(24 Hours x 7 Days)
12) The ITE 11th Edition trip generation rate was adjusted to reflect the average occupancy rate of 60 percent based on data provided by the Florida Association of RV Parks and Campgrounds
13) The trip generation rate for "bundled golf course" is assessed at 30 percent of the trip generation rate for the "golf course" land use (LUC 430)



Collier County General Government Buildings Impact Fee Update Study

DRAFT Report
October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

DRAFT

Collier County
Government Buildings Impact Fee Update Study
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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. To address additional infrastructure needs, Collier County implemented an impact fee program for government buildings, which was last updated in 2016. To reflect most recent data, the County retained Benesch to prepare an update study.

This report serves as the technical study to support the calculation of the updated government buildings impact fee. The data presented in this report represents the most recent and localized data available at the time of this update study. All data and support material used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically defensible level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fees as a policy decision.

Methodology

In developing the County's government buildings impact fee, a consumption-based impact fee methodology is utilized, which is commonly used throughout Florida. A consumption-based impact fee charges new development based upon the burden placed on services from each land use (demand). The demand component is measured in terms of population per unit.

A consumption-based impact fee charges new growth the proportionate share of the cost of providing additional infrastructure for use by new growth. Unlike a "needs-based" approach, consumption-based approach ensures that the impact fee is set at a rate that generates revenues sufficient only for new capacity needs and does not generate revenues at a level to correct existing deficiencies. Given this, the County does not need to go through the process of estimating the portion of each capacity expansion project that may be related to existing deficiencies. In addition, per legal requirements, a credit is subtracted from the total cost to account for the value of future non-impact fee funding contributions of new development toward any capacity expansion projects. In other words, case law requires that the new development should not be charged twice for the same infrastructure.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts (if needed) and a list of capacity-adding projects included in the County's Capital Improvement Plan, Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the government buildings impact fee calculations, including an evaluation of the inventory, service area and demand component, level of service (LOS), cost, credit, and demand components. Information supporting this analysis was obtained from the County and other sources, as indicated.

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Inventory

The government buildings inventory includes facilities that are primarily for the provision of essential court and county services and do not include any of the buildings included in the calculation of other impact fees or buildings that were funded with user fees.

According to information provided by the County, Collier County has 1.3 million square feet of general government building space. This includes the square footage of both primary and support buildings. Support facilities are defined as facilities without air conditioning, or facilities that are unlikely to be occupied by personnel. For the purposes of impact fee calculations, leased space is not included in the inventory and new development is not charged for it through the impact fee.

Table 1 shows a summary of the government buildings inventory and the current value of buildings and land. As presented, the inventory includes a total of 876,500 square feet of primary building space and 443,200 square feet of support space. A list of the County's general government buildings can be found in Appendix A, Table A-1.

Table 1
Building and Land Inventory

Building Type	Land	Square Feet[1]	Building Value per Square Foot[2]	Total Building & Land Value[3]
Primary Buildings		876,501	$450	$394,425,450
Support Buildings		443,152	$90	$39,883,680
Total		**1,319,653**	-	**$434,309,130**
Allocated Acreage[4]	95.44			
Land Value per Acre[5]	$180,000			$17,179,200
Total Building and Land Value[6]				**$451,488,330**

1) Source: Appendix A, Table A-1
2) Source: Appendix C
3) Square feet (Item 1) multiplied by the building value per square foot (Item 2) and allocated acreage (Item 4) multiplied by land value per acre (Item 5)
4) Source: Appendix A, Table A-2
5) Source: Appendix C
6) Sum of building and land value

An important part of the impact fee calculations involves estimating the current value of the capital assets. As shown in Table 1, primary buildings are estimated to cost $450 per square foot

while support buildings are estimated to cost $90 per square foot. The building value estimates are based on a review of recently built government buildings in Collier County, insurance values of the existing inventory, and discussions with the County. A more detailed explanation of building value estimates can be found in Appendix C.

To estimate the value of land component of government buildings, recent land purchases by the County, land values of the existing inventory, recent sales and the value of vacant land as reported by the Collier County Property Appraiser were evaluated. This analysis resulted in an average land value of $180,000 per acre, and is explained further in Appendix C.

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Service Area and Demand Component

Government buildings and services are provided by Collier County in all areas of the county. Therefore, the proper benefit district for government buildings is the entire county.

The government buildings impact fee program requires the use of population data in calculating current levels of service and performance standards. To accurately determine demand for government building facility services and to be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak season population is used in all population estimates and projections, unless otherwise noted. Peak season population projections were provided by Collier County's Comprehensive Planning Division.

To measure effective population that benefits from the government buildings services, this study also developed functional population figures. Functional population, as used in the impact fee analysis, is a generally accepted methodology for several impact fee areas and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. Appendix B provides additional details on population estimates.

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Level of Service

Table 2 presents the calculation of the existing LOS for government buildings within Collier County. It should be noted that the County is still paying off debt service on several recently constructed buildings. The existing LOS based on buildings that are paid for is approximately 1.58 square feet per peak seasonal resident, which is lower than the adopted LOS standard of 1.70 square feet shown in the County's 2023 Annual Update and Inventory Report (AUIR). The achieved LOS figure represents the existing community's investment into government buildings while the adopted LOS standard that is also shown in Table 2, represents the service level intended going forward. Given that the achieved LOS based on owned buildings is lower than the adopted LOS standard, the achieved LOS is used for impact fee calculation purposes, which results in a more conservative impact fee.

While the 2024 LOS for all buildings is 1.78 square feet per peak seasonal resident, in order to calculate the government buildings facilities impact fee, the LOS, or square feet per functional resident needs to be calculated. Table 2 also illustrates the calculation of the current LOS using the total functional residents within Collier County. The current LOS of primary government building space is 1.85 square feet per functional resident, which converts to 1.64 square feet per functional resident when only the paid facilities are considered.

Table 2
Current Achieved & Adopted Level of Service Standard

Variable	Year 2024	
	Peak Seasonal Population	Functional Population
Population[1]	491,779	475,042
Total Square Feet of Primary Buildings[2]	876,501	876,501
Achieved LOS (Square Feet per Resident)[3]	**1.78**	**1.85**
Owned Square Feet of Primary Buildings[4]	779,177	779,177
Achieved LOS (Owned Square Feet per Resident)[5]	**1.58**	**1.64**
Adopted LOS Standard (Square feet per Resident)[6]	1.70	1.76

1) Source: Appendix B, Tables B-1 and B-7
2) Source: Appendix A, Table A-1
3) Total square feet of primary buildings (Item 2) divided by population (Item 1)
4) Owned building square feet is calculated as the portion of the owned total asset value to the total asset value times the total square feet of all primary buildings.
5) Total square feet of owned primary buildings (Item 4) divided by population (Item 1)
6) Source: Collier County 2023 Annual Update of Inventory Report (AUIR)

Cost Component

Table 3 provides a summary of government buildings facility related capital assets owned by the County. As shown, total capital asset value associated with government buildings amounts to $451.5 million. However, the County is still paying debt service on a portion of these assets. In addition, it is Collier County's policy to use impact fee revenues to pay debt service associated with capacity expansion projects. To ensure that new development is not being overcharged for these future payments, the portion of the remaining principal for government buildings capacity projects that is to be repaid with impact fee revenues is subtracted from the total asset value in Table 3. The resulting owned capital asset value is approximately $401.4 million or approximately $458 per square foot.

Table 3 also presents the cost per functional resident for the impact fee analysis. This cost is calculated by multiplying the owned capital asset value per square foot by the achieved LOS of 1.85 square feet per functional resident. As shown, these calculations result in $847 per functional resident for all government buildings assets considered in the impact fee calculations.

Table 3
Total Impact Cost per Functional Resident

Item	Figure	Percent of Total[10]
Total Land Value[1]	$17,179,200	3.8%
Total Building Value[2]	$434,309,130	96.2%
Total Capital Asset Value[3]	**$451,488,330**	**100.0%**
Less: Portion Not Paid for[4]	$50,131,816	
Owned Building and Land Value[5]	**$401,356,514**	
Total Building Square Footage (Primary Buildings)[6]	876,501	
Owned Capital Asset Value per Square Foot[7]	**$457.91**	
Achieved LOS (Square Feet per Functional Resident)[8]	1.85	
Total Capital Asset Value per Functional Resident[9]	**$847.13**	

1) Source: Table 1
2) Source: Table 1
3) Sum of land and building values (Items 1 and 2)
4) Source: Collier County Office of Management and Budget
5) Total capital asset value (Item 3) less portion not paid for (Item 4)
6) Source: Table A-1
7) Owned buildings and land value (Item 5) divided by total building square footage (Item 6)
8) Source: Table 2
9) Owned capital asset value per square foot (Item 7) multiplied by the LOS (Item 8)
10) Distribution of land and building values (Items 1 and 2)

Credit Component

To avoid overcharging development for the government buildings impact fee, a review of the capital funding of government buildings was conducted. The purpose of this review was to determine any potential credits that should be considered for revenues generated by new development that could be used for capital facility expansion or land purchase for government buildings.

Based on a review of the County's funding of capacity addition projects over the past five years and planned projects over the next five years, it has been determined that the County uses ad valorem tax revenues for expansion projects paid with cash. In addition, capacity expansion projects were partially funded with bonds, and therefore, a credit for remaining debt service payments is incorporated.

Capital Expansion "Cash" Credit

To calculate the capital expansion credit per functional resident, funding sources used for the past five years as well as those programmed for the next five years are reviewed. Between FY 2018 and FY 2027, the County has allocated an average non-impact fee funding of $1.25 million per year toward government buildings capital facilities utilizing ad valorem revenues.

The annual capital expansion "cash" expenditures were divided by the average annual functional residents for the same period to calculate the average annual capital expansion "cash" credit per functional resident. As presented in **Table 4**, the result is $2.71 per functional resident per year.

Once the capital expansion "cash" credit per functional resident is calculated, a credit adjustment is made to account for the fact that new homes tend to pay higher property taxes per dwelling unit. This adjustment factor was estimated based on a comparison of the average taxable value of recently built homes built to that of all homes. As shown in Table 4, this adjusted credit amounts to $3.39 per functional resident per year.

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Table 4

Capital Expansion "Cash" Credit

Description[1]	FY 2018 to FY 2022	FY 2023 to FY 2027	Total
Ad Valorem			
Heritage Bay Government Center	$12,515,500	-	$12,515,500
Total Capital Expansion "Cash" Expenditures	**$12,515,500**	**-**	**$12,515,500**
Average Annual Capital Expansion "Cash" Expenditures[2]			$1,251,550
Average Annual Functional Population[3]			461,884
Annual Capital Expansion "Cash" Credit per Functional Resident[4]			**$2.71**
Credit Adjustment Factor[5]			1.25
Adjusted Annual Capital Expansion "Cash" Credit per Functional Resident[6]			**$3.39**

1) Source: Collier County
2) Total capital expansion expenditures divided by 10 to calculate the average annual expenditures
3) Source: Appendix A, Table B-7
4) Average annual capital expansion "cash" expenditures (Item 2) divided by the average annual functional population (Item 3)
5) Adjustment factor to reflect higher ad valorem taxes paid by new homes
6) Annual capital expansion "cash" expenditures per functional resident (Item 4) multiplied by the credit adjustment factor (Item 5)

Capital Expansion "Debt Service" Credit

Any bond issues with outstanding debt service payments related to government buildings capacity expansion projects will result in a credit to the impact fee. **Table 5** summarizes the outstanding debt service related to the transportation building. The debt service payments for the transportation building are being paid with funds from the Road and Bridge Operating Fund, which receives funds mostly from the General Fund (approximately 70 percent). As shown in Table 5, the resulting debt service credit is approximately $7 per functional resident.

Similar to the capital expansion "cash" credit per functional resident, because the debt service is being retired using ad valorem tax revenues, an adjustment of the credit per functional resident is incorporated to account for higher level of property taxes paid by new homes. As shown, the adjusted debt service credit amounts to approximately $8 per functional resident.

Table 5

Capital Expansion "Debt Service" Credit

Description	Number of Years of Remaining Payments[1]	Payments Remaining (Capacity Expansion)[2]	Present Value of Payments Remaining (Capacity Expansion)[3]	Average Annual Functional Population During Remaining Bond Issue Period)[4]	Debt Service Credit per Functional Resident[5]
Transportation Building (Series 2022A)	1	$213,167	$211,664	482,429	$0.44
Transportation Building (Series 2022B)	12	$3,720,601	$3,306,251	516,898	$6.40
Total Captial Expansion "Debt Service" Credit per Functional Resident					**$6.84**
- Portion Funded with Ad Valorem Tax Revenue[6]					$3.93
- Portion Funded with Other Sources[7]					$2.91
Credit Adjustment Factor[8]					1.25
Adjusted Capital Expansion "Debt Service" Credit per Functional Resident[9]					**$7.82**

1) Source: Collier County Office of Management and Budget
2) Source: Collier County Office of Management and Budget
3) Present value of the total remaining payments due, based on the interest rate of each payment and the number of years of remaining payments
4) Source: Appendix B, Table B-7
5) Present value of total remaining payments (Item 3) divided by the average annual functional population during remaining bond issue (Item 4)
6) Portion of the total debt service credit per functional resident funded with revenues from ad valorem. Road and Bridge Operating Fund receives 82 percent of its funding from the General Fund which is funded primarily (70 percent) through ad valorem revenue.
7) Portion of the total debt service credit per functional resident funded with revenues from other sources
8) Adjustment factor to reflect higher ad valorem taxes paid by new homes
9) Portion funded with ad valorem tax revenues (Item 6) multiplied by the credit adjustment factor (Item 8) plus the portion funded with other revenue sources (Item 7)

Net Government Buildings Impact Cost

Table 6 summarizes the net impact cost per functional resident, which is the difference between the cost component and the credit component. The resulting net impact cost is $785 per functional resident for residential land uses and $797 per functional resident for non-residential land uses.

Table 6

Net Impact Cost per Functional Resident

Variable	Per Functional Resident
Impact Cost	
Total Impact Cost per Functional Resident[(1)]	$847.13
Revenue Credit	
Annual Capital Expansion "Cash" Credit per Functional Resident[(2)]	
- Residential Land Uses	$3.39
- Non-Residential Land Uses	$2.71
Capitalization Rate	25
Capitalization Period (years)	3.70%
Capital Expansion "Cash" Credit per Functional Resident[(3)]	
- Residential Land Uses	$54.68
- Non-Residential Land Uses	$43.71
Capital Expansion "Debt Service" Credit per Functional Resident[(4)]:	
- Residential Land Uses	$7.82
- Non-Residential Land Uses	$6.84
Total Capital Expansion Credit[(5)]:	
- Residential Land Uses	$62.50
- Non-Residential Land Uses	$50.55
Net Impact Cost	
Net Impact Cost per Functional Resident[(6)]	
- Residential Land Uses	**$784.63**
- Non-residential Land Uses	**$796.58**

1) Source: Table 3
2) Source: Table 4
3) Source: Annual capital expansion expenditures per functional resident (Item 2) with a capitalization rate of 3.7% for 25 years. The capitalization rate estimate was provided by Collier County.
4) Source: Table 5
5) Sum of the capital expansion "cash" credit (Item 3) and the capital expansion "debt service" credit (Item 4)
6) Total impact cost per functional resident (Item 1) less total capital expansion credit per functional resident (Item 5)

Calculated Government Buildings Impact Fee Schedule

Table 7 presents the calculated government buildings impact fee schedule for Collier County for both residential and non-residential land uses, based on the net impact cost per functional resident previously presented in Table 6. The calculated fee is approximately 50 percent higher than the adopted fee due to the changes in the cost and credit variables. The remaining differences in fees are due to the changes in the demand component since 2016.

Table 7 also shows the maximum allowable impact fees consistent with F.S. 163.3180 and the corresponding percent change from the current adopted impact fee.

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Table 7

Calculated Government Buildings Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	FS 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Residential:								
210	Single Family Detached							
	- Less than 4,000 sf	du	1.75	**$1,373.10**	$934.34	47%	$1,373.10	47%
	- 4,000 sf or greater	du	2.16	**$1,694.80**	$1,047.91	62%	$1,571.86	50%
220-232	Multi-Family	du	0.91	**$714.01**	$443.94	61%	$665.91	50%
240	Mobile Home	du	1.33	**$1,043.56**	$748.50	39%	$1,043.56	39%
251	Retirement Community - Detached (Single Family)	du	1.07	**$839.55**	$407.81	106%	$611.71	50%
252	Retirement Community - Attached (Multi-Family)	du	0.55	**$431.55**	$407.81	6%	$431.55	6%
Transient, Assisted, Group:								
310/311	Hotel/All Suites Hotel	room	1.23	**$979.79**	$421.69	132%	$632.53	50%
320	Motel	room	1.07	**$852.34**	$395.66	115%	$593.49	50%
254	Assisted Living Facility	du	0.89	**$708.96**	$525.81	35%	$708.96	35%
620	Nursing Home	1,000 sf	2.37	**$1,887.89**	$546.63/bed	N/A	N/A	N/A
Recreation:								
416	Campground/RV Park	site	0.46	**$366.43**	$260.30	41%	$366.43	41%
420	Marina	boat berth	0.12	**$95.59**	$98.91	-3%	$95.59	-3%
430	Golf Course	hole	0.80	**$637.26**	$562.25	13%	$637.26	13%
n/a	Bundled Golf Course	hole	0.24	**$191.18**	$168.62	13%	$191.18	13%
445	Movie Theater	1,000 sf	3.33	**$2,652.61**	$3,113.19/screen	N/A	N/A	N/A
n/a	Dance Studio/Gymnastics	1,000 sf	1.72	**$1,370.12**	$1,155.73	19%	$1,370.12	19%
Institutions:								
520	Elementary School (Private)	student	0.10	**$79.66**	$31.24	155%	$46.86	50%
522	Middle/Junior High School (Private)	student	0.09	**$71.69**	$36.44	97%	$54.66	50%
525	High School (Private)	student	0.08	**$63.73**	$41.65	53%	$62.47	50%
540/550	University/Junior College (7,500 or fewer students) (Private)	student	0.10	**$79.66**	$52.06	53%	$78.09	50%
	University/Junior College (more than 7,500 students) (Private)	student	0.08	**$63.73**	$36.44	75%	$54.66	50%
560	Church	1,000 sf	0.47	**$374.39**	$15.62/seat	N/A	N/A	N/A
565	Day Care Center	1,000 sf	0.85	**$677.09**	$26.03/student	N/A	N/A	N/A
Medical:								
610	Hospital	1,000 sf	1.28	**$1,019.62**	$713.22	43%	$1,019.62	43%
Office:								
710	General Office	1,000 sf	0.95	**$756.75**	$400.86	89%	$601.29	50%
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	1.16	**$924.03**	$593.48	56%	$890.22	50%
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	1.67	**$1,330.29**	$864.20	54%	$1,296.30	50%
770	Business Park (Flex-Space)	1,000 sf	0.92	**$732.85**	$499.78	47%	$732.85	47%

Table 7 (continued)

Calculated Government Buildings Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]	FS 163.31801 Maximum Impact Fee[5]	Percent Change[6]
Retail:								
822	Retail 6,000 sfgla or less	1,000 sfgla	1.97	**$1,569.26**	$1,275.47	23%	$1,569.26	23%
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	1.97	**$1,569.26**	$1,275.47	23%	$1,569.26	23%
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	2.74	**$2,182.63**	$1,275.47	71%	$1,913.20	50%
820	Retail greater than 150,000 sfgla	1,000 sfgla	1.88	**$1,497.57**	$1,088.05	38%	$1,497.57	38%
840/841	New/Used Auto Sales	1,000 sf	1.47	**$1,170.97**	$765.28	53%	$1,147.92	50%
849	Tire Superstore	1,000 sf	1.20	**$955.90**	$697.60/bay	N/A	N/A	N/A
850	Supermarket	1,000 sf	2.26	**$1,800.27**	$1,067.23	69%	$1,600.84	50%
851	Convenience Market (24 hour)	1,000 sf	5.80	**$4,620.16**	$2,847.68	62%	$4,271.52	50%
862	Home Improvement Superstore	1,000 sf	1.81	**$1,441.81**	$942.29	53%	$1,413.43	50%
880/881	Pharmacy with & without Drive-Thru	1,000 sf	1.69	**$1,346.22**	$1,020.38	32%	$1,346.22	32%
890	Furniture Store	1,000 sf	0.30	**$238.97**	$124.94	91%	$187.41	50%
Services:								
911	Bank/Savings w/out Drive-Thru	1,000 sf	1.10	**$876.24**	$1,160.94	-25%	$876.24	-25%
912	Bank/Savings w/Drive-Thru	1,000 sf	1.42	**$1,131.14**	$1,186.97	-5%	$1,131.14	-5%
930	Fast Casual Restaurant	1,000 sf	3.28	**$2,612.78**	$4,633.34	-44%	$2,612.78	-44%
931	Low-Turnover Restaurant	1,000 sf	5.73	**$4,564.40**	$114.53/seat	N/A	N/A	N/A
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	5.39	**$4,293.57**	$140.56/seat	N/A	N/A	N/A
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	9.66	**$7,694.96**	$4,633.34	66%	$6,950.01	50%
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	8.25	**$6,571.79**	$4,633.34	42%	$6,571.79	42%
941	Quick Lube	service bay	1.52	**$1,210.80**	$603.90	100%	$905.85	50%
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	1.32	**$1,051.49**	$1,348.35	-22%	$1,051.49	-22%
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	2.08	**$1,656.89**	$1,348.35	23%	$1,656.89	23%
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	2.71	**$2,158.73**	$1,348.35	60%	$2,022.52	50%
947	Self-Service Car Wash	service bay	0.87	**$693.02**	$452.92	53%	$679.38	50%
948	Automated Car Wash	1,000 sf	1.76	**$1,401.98**	$916.26	53%	$1,374.39	50%
n/a	Luxury Auto Sales	1,000 sf	1.21	**$963.86**	$536.22	80%	$804.33	50%
Industrial:								
110	General Light Industrial	1,000 sf	0.45	**$358.46**	$359.21	0%	$358.46	0%
140	Manufacturing	1,000 sf	0.53	**$422.19**	$260.30	62%	$390.45	50%
150	Warehousing	1,000 sf	0.10	**$79.66**	$145.77	-45%	$79.66	-45%
151	Mini-Warehouse	1,000 sf	0.03	**$23.90**	$31.24	-23%	$23.90	-23%

1) Source: Table B-8 for residential land uses and Table B-9 for non-residential land uses
2) Source: Net impact cost per functional resident from Table 6 is multiplied by the functional residents per unit for each land use
3) Source: Collier County Capital Projects Planning, Impact Fees, and Program Management Division.

4) Percent change from the calculated fee (Item 2) to the adopted fee (Item 3)
5) Maximum allowable impact fee in compliance with 50 percent increase cap per F.S. 163.31801
6) Percent change from the adopted impact fee (Item 4) to the F.S. 163.31801 maximum allowable impact fee (Item 6)

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Impact Fee Schedule Comparison

As part of the work effort in developing Collier County impact fee schedule, the County's calculated impact fee schedule is compared to the current adopted fee schedules of other select Florida counties. **Table 8** presents this comparison.

Table 8

Government Buildings Impact Fee Schedule Comparison

Land Use	Unit[2]	Collier County			Charlotte County[6]	Indian River County[7]	Martin County[8]	Palm Beach County[9]	Sarasota County[10]	St. Lucie County[11]
		Calculated[3]	Maximum[4]	Current Adopted[5]						
Date of Last Update		2024	2024	2016	2021	2020	2023	2022	2016	2022
Assessed Portion of Calculated[1]		N/A	N/A	100%	25%	50%/26%	100%	Varies - SF @20%	100%	Varies - SF @26%
Residential:										
Single Family (2,000 sf)	du	$1,373	$1,373	$934	$268	$415	$547	$317	$623	$548
Non-Residential:										
Light Industrial	1,000 sf	$358	$358	$359	$69	$68	$175	$105	$126	$111
Office (50,000 sq ft)	1,000 sf	$757	$757	$620	$199	$121	$339	$186	$467	$485
Retail (125,000 sq ft)	1,000 sf	$2,183	$1,912	$1,275	$417	$205	$826	$466	$815	$821

1) Represents the portion of the maximum calculated fee for each respective county that is actually charged. Fee may have been lowered/increased through annual indexing or policy discounts. Does not account for moratorium/suspensions.
2) du = dwelling unit
3) Source: Table 8
4) Maximum allowable impact fee in compliance with 50 percent increase per F.S. 163.31801
5) Source: Collier County Growth Management Division, Project Planning, Impact Fees, and Program Management
6) Source: Charlotte County Community Development Department. All fees include a 2.55% administrative fee.
7) Source: Indian River County Community Development. Adopted the "affordable growth" scenario which discounted non-res to 26%. Additionally, staff recommended a 50% discount to all land uses
8) Source: Martin County Impact Fee Update Study Draft Report, February 28, 2023. Fees adopted in compliance with the 50% limit and phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
9) Source: Palm Beach County Planning, Zoning, and Building Department. Fees adopted in compliance with the 50% limit per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2026.
10) Source: Sarasota County Planning & Development Services Department
11) Source: St. Lucie County Planning & Development Services Department. Fees adopted in compliance with the 50% limit per F.S. 163.31801. Fees shown effective October 1, 2025.

Appendix A -
Government Buildings Inventory

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Table A-1
Government Buildings Inventory (Primary)

Name of Structure	Square Feet[(1)]
Primary Buildings	
Golden Gate Government Services Center	6,090
Immokalee Government Center	10,495
Immokalee Health Department (CHSI)	14,778
Immokalee Barn (Floors 1 & 2)	14,530
Immokalee Transportation Building	3,358
Medical Examiners Office	13,238
Building "B" Human Resources	7,160
Building "D" PWED	8,388
Tax Collector & Supervisor of Elections	30,753
Building "F" Administration (Floors 1-8)	89,966
Building "G" Purchasing	5,569
Building "H" Health (Floors 1-3)	54,160
Building "L" Courthouse (Floors 1-6,Mezz.)	148,533
Building "L-1" Courthouse Annex	137,984
Building "W" General Services (Floors 1-2)	31,054
Animal Control Administration	8,933
Animal Control Sally Port	6,727
Immokalee Animal Control Office	164
Marco Tax Collector	2,699
Transportation Headquarters	33,542
CAT Operations (ex-Monrande Dealership)	32,144
Immokalee Code Enforcement Building	1,994
BCC Fleet Management	41,316
North Collier County Government Services Center	14,000
Emergency Services Center	57,274
Agriculture Building	13,361
Supervisor of Elections	7,000
Property Appraiser/Elks Lodge	27,566
New Supervisor of Elections Building	30,980
Heritage Bay Government Services Center	22,745
Subtotal -- Primary Buildings	**876,501**

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Table A-1 (continued)

Government Buildings Inventory (Support)

Name of Structure	Square Feet[1]
Support Buildings	
800 MHz Generator Building	238
Animal Control Kennel 1-3	11,847
Animal Control Stable	3,159
Immokalee Animal Control Kennel	1,572
Immokalee Radio Tower Shed	16
Road & Bridge Shed	102
Road & Bridge Fuel Island	818
Building "K" Chiller Building	5,520
800 MGHZ Generator	368
Electric Substation "A"	824
Electric Substation "B"	1,088
Parking Garage #2 (Courthouse Annex)	410,302
Fuel Island/Canopy	3,600
Generator/Fuel Tank	127
Fuel Tanks and Slab	1,557
County Barn 800 MGHZ Repeater Building	64
BCC Fleet Wash Rack	1,950
Subtotal -- Support Buildings	**443,152**
Total -- All Buildings	**1,319,653**

1) Source: Collier County

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Table A-2
Government Buildings Inventory (Acreage)

Name of Structure	Address	Square Feet[1]	Total Square Footage on Site[2]	Total Acres[3]	Acres per 1,000 sf of Bldg Space[4]	Land (Allocated Acres)[5]
Golden Gate Government Services Center	4715 Golden Gate Parkway	6,090	76,498	12.91	0.169	1.029
Immokalee Government Center	106 S. 1st Street	10,495	23,042	7.42	0.322	3.379
Immokalee Health Department (CHSI)	419 N. 1st Street	14,778	29,513	10.00	0.339	5.010
Immokalee Barn (Floors 1 & 2)	425 Sgt. Joe Jones Road	14,530				8.791
Immokalee Transportation Building	550 Stockade Road	3,358				2.032
800 MGHZ Generator Bldg.	312 Stockade Road	238				0.144
Immokalee Animal Control Kennel	405 Sgt. Joe Jones Road	1,572	69,135	41.81	0.605	0.951
Immokalee Animal Control Office	405 Sgt. Joe Jones Road	164				0.099
Immokalee Radio Tower Shed	312 Stockade Road	16				0.010
Road & Bridge Shed	402 Stockade Road	102				0.062
Road & Bridge Fuel Island	402 Stockade Road	818				0.495
Medical Examiners Office	3838 Domestic Avenue	13,238	13,238	2.00	0.151	2.000
Building "B" Human Resources	3301 E. Tamiami Trail	7,160				0.215
Collector & Supervisor of Elections	3301 E. Tamiami Trail	30,753				0.923
Building "D" PWED	3301 E. Tamiami Trail	8,388				0.252
Building "F" Administration (Floors 1-8)	3301 E. Tamiami Trail	89,966				2.699
Building "G" Purchasing	3301 E. Tamiami Trail	5,569				0.167
Building "H" Health (Floors 1-3)	3301 E. Tamiami Trail	54,160				1.625
Building "L" Courthouse (Floors 1-6,Mezz.)	3301 E. Tamiami Trail	148,533	1,491,521	45.28	0.030	4.456
Building "W" General Services (Floors 1-2)	3301 E. Tamiami Trail	31,054				0.932
Building "K" Chiller Building	3301 E. Tamiami Trail	5,520				0.166
Electric Substation "A"	3301 E. Tamiami Trail	824				0.025
Electric Substation "B"	3301 E. Tamiami Trail	1,088				0.033
Building "L-1" Courthouse Annex	3301 E. Tamiami Trail	137,984				4.140
Parking Garage #2 (Courthouse Annex)	3355 E. Tamiami Trail	410,302	410,302	9.51	0.023	9.510
Fuel Island/Canopy	2897 County Barn Road	3,600				0.418
Generator/Fuel Tank	2897 County Barn Road	127				0.015
Fuel Tanks and Slab	2897 County Barn Road	1,557				0.181
800 MGHZ Generator	2901 County Barn Road	368	82,847	9.63	0.116	0.043
BCC Fleet Management	2901 County Barn Road	41,316				4.793
County Barn 800 MGHZ Repeater Building	2901 County Barn Road	64				0.007
BCC Fleet Wash Rack	2901 County Barn Road	1,950				0.226
Animal Control Administration	7610 Davis Boulevard	8,933				2.617
Animal Control Sally Port	7610 Davis Boulevard	6,727	32,178	9.44	0.293	1.971
Animal Control Kennel 1-3	7610 Davis Boulevard	11,847				3.471
Animal Control Stable	7610 Davis Boulevard	3,159				0.926
Marco Tax Collector	1040 Winterberry	2,699	2,699	0.49	0.182	0.490
Transportation Headquarters	2885 Horseshoe Dr S	33,542	33,542	2.46	0.073	2.460
CAT Operations (ex-Monrande Dealership)	8300 Radio Road	32,144	32,144	10.04	0.312	10.040
Immokalee Code Enforcement Building	310 Alachua Street	1,994	1,994	0.20	0.100	0.200
North Collier County Government Services Center	2335 Orange Blossom Drive	14,000	56,401	7.63	0.135	1.890
Emergency Services Center	8075 Lely Cultural Pkwy	57,274	154,388	20.00	0.130	7.446
Agriculture Building	14700 Immokalee Road	13,361	N/A	N/A	N/A	N/A
Supervisor of Elections	3300 Santa Barbara Blvd.	7,000	N/A	N/A	N/A	N/A
Property Appraiser/Elks Lodge	3950 Radio Road	27,566	27,566	6.74	0.245	6.740
New Supervisor of Elections Building	3750 Enterprise Ave.	30,980	30,980	1.84	0.059	1.840
Heritage Bay Government Services Center	15450 Collier Blvd.	22,745	336,718	7.73	0.023	0.523
Total		**1,319,653**				**95.442**
Weighted Average Acreage per 1,000 Square Feet of Building						**0.072**

1) Source: Collier County. Square feet of the indicated facility.
2) Source: Collier County. Square feet of all buildings on the parcel.
3) Source: Collier County Property Appraiser
4) Acres (Item 3) divided by the total square footage on site (Item 2) multiplied by 1,000
5) Square feet (Item 1) divided by 1,000 and multiplied by acres per 1,000 sf of building space (Item 4)

Appendix B -
Population Estimates – Supplemental Information

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Appendix B – Population Estimates

The government buildings impact fee program requires the use of population data in calculating current levels of service. To be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak seasonal population estimates provided by Collier County's Comprehensive Planning Department are used for all population estimates and projections.

Table B-1 presents the peak seasonal population trends for Collier County. The projections indicate that the current peak seasonal population of the county is approximately 491,800 and is expected to increase to 582,700 (increase of 90,900) by 2040. The estimated average growth rate is approximately 1 percent per year.

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Table B-1

Collier County Population Estimates (Countywide)

Year	Countywide	
	Peak Seasonal Population	Percent Change
2010	387,183	-
2011	392,180	1.3%
2012	398,107	1.5%
2013	402,268	1.0%
2014	408,351	1.5%
2015	416,402	2.0%
2016	424,603	2.0%
2017	433,359	2.1%
2018	442,240	2.0%
2019	451,303	2.0%
2020	455,059	0.8%
2021	464,155	2.0%
2022	474,235	2.2%
2023	483,487	2.0%
2024	**491,779**	**1.7%**
2025	499,426	1.6%
2026	506,406	1.4%
2027	513,483	1.4%
2028	520,660	1.4%
2029	527,936	1.4%
2030	534,305	1.2%
2031	539,741	1.0%
2032	545,233	1.0%
2033	550,781	1.0%
2034	556,384	1.0%
2035	561,339	0.9%
2036	565,633	0.8%
2037	569,960	0.8%
2038	574,320	0.8%
2039	578,714	0.8%
2040	582,721	0.7%

Source: Collier County Comprehensive Planning Section (population projections dated May 2024)

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Apportionment of Demand by Residential Unit Type and Size

The residential land uses to be used for the government buildings impact fee calculations include the following:

- Single Family (Detached)
- Multi-Family
- Mobile Home/RV (Tied Down)
- Retirement Community (detached and attached)

Table B-2 presents the number of residents per housing unit for the residential categories identified above in Collier County. This analysis includes all housing units, both occupied and vacant.

To address fairness and equity issues between land uses, the single family land use is tiered based on two categories of square footage: less than 4,000 square feet and 4,000 square feet or greater. To accommodate the tiering of impact fee assessments for the single family residential land use category, an analysis was completed based on housing unit size and persons per housing unit, comparing nationwide averages to those of Collier County. This analysis utilized national data from the 2021 American Housing Survey (AHS) and data from the 2022 American Community Survey (ACS) to examine this relationship.

Table B-2

Residents per Housing Unit

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	289,564	112,378		2.58
- Less than 4,000 sf			98%	2.53
- 4,000 sf or greater			121%	3.12
Multi Family	139,405	106,016		1.31
Mobile Home/RV Park (Tied Down)	21,446	11,189		1.92
Retirement Community - Detached (Single Family)[5]	173,738	112,378		1.55
Retirement Community - Attached (Multi-Family)[6]	83,643	106,016		0.79

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.58) by the ratio developed from the AHS data (Item 3).

5) Estimate for retirement community (detached) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.
6) Estimate for retirement community (attached) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

Functional Population

For government buildings, this study uses functional population as the demand component, which distributes the cost associated with the availability of government buildings among various land uses based on the density of people at each land use throughout the day. Functional population, as used in the impact fee analysis, is a generally accepted methodology and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. It is not enough to simply add resident population to the number of employees, since the service-demand characteristics can vary considerably by type of industry.

Functional population is the equivalent number of people occupying space within a community on a 24-hour-day, 7-days-a-week basis. A person living and working in the community will have the functional population coefficient of 1.0. A person living in the community but working elsewhere may spend only 16 hours per day in the community on weekdays and 24 hours per day on weekends for a functional population coefficient of 0.76 (128-hour presence divided by 168 hours in one week). A person commuting into the county to work five days per week would have a functional population coefficient of 0.30 (50-hour presence divided by 168 hours in one week). Similarly, a person traveling into the community to shop at stores, perhaps averaging 8 hours per week, would have a functional population coefficient of 0.05.

Functional population thus tries to capture the presence of all people within the community, whether residents, workers, or visitors, to arrive at an estimate of effective population that needs to be served.

This form of adjusting population to help measure real facility needs replaces the population approach of merely weighting residents two-thirds and workers one-third (Nelson and Nicholas 1992). By estimating the functional and weighted population per unit of land use across all major land uses in a community, an estimate of the demand for certain facilities and services in the present and future years can be calculated. The following paragraphs explain how functional population is calculated for residential and non-residential land uses.

Residential Functional Population

Developing the residential component of functional population is simpler than developing the non-residential component. It is generally estimated that people spend one-half to three-fourths of their time at home and the rest of each 24-hour day away from their place of residence. In developing the residential component of Collier County functional population, an analysis of the County's population and employment characteristics was conducted. Based on this analysis, it was estimated that people, on average, spend 16.6 hours, or approximately 69 percent, of each 24-hour day at their place of residence and the other 31 percent away from home. This analysis is presented in Tables B-3 and B-4.

Table B-3

Population & Employment Characteristics

Item/Calculation Step	Year 2021
Total workers living in Collier County[1]	150,529
Collier County Population[2]	372,797
Total workers as a percent of population[3]	**40.4%**
School age population (5-17 years)[4]	47,900
School age population as a percent of population[5]	**12.8%**
Population net of workers and school age population[6]	174,368
Other population as a percent of total population[7]	**46.8%**

1) Source: Census OnTheMap 2021
2) Source: 2021 ACS 5-Yr Estimates, Table S0101
3) Total workers (Item 1) divided by total population (Item 2)
4) Source: 2021 ACS 5-Year Estimates, Table S0101
5) Total school age population (Item 4) divided by total population (Item 2)
6) Total population (Item 2) less total workers (Item 1) and school age population (Item 4)
7) Population net of workers and school age population (Item 6) divided by total population (Item 2)

Table B-4

Residential Coefficient for Functional Population

Pop. Group	Hours at Residence[1]	Percent of Population[2]	Effective Hours[3]
Workers	13	40.4%	5.3
Students	15	12.8%	1.9
Other	20	46.8%	9.4
Total Hours at Residence[4]			16.6
Residential Functional Population Coefficient[5]			**69.2%**

1) Estimated
2) Source: Table B-3
3) Hours at residence (Item 1) multiplied by percent of population (Item 2)
4) Sum of effective hours.
5) Sum of effective hours (Item 4) divided by 24.

The resulting percentage from Table B-4 is used in the calculation of the residential coefficient for the 24-hour functional population. These actual calculations are presented in **Table B-6**.

Non-Residential Functional Population

Given the varying characteristics of non-residential land uses, developing the estimates of functional residents for non-residential land uses is more complicated than developing the estimates of functional residents for residential land uses. Nelson and Nicholas originally introduced a method for estimating functional resident population, now used widely[1]. This method uses trip generation data from the Institute of Transportation Engineers' (ITE) Trip Generation Manual and Benesch's Trip Characteristics Database, information on passengers per vehicle, workers per vehicle, length of time spent at the land use, and other variables. Specific calculations include:

- Total one-way trips per employee (ITE trips multiplied by 50 percent to avoid double counting entering and exiting trips as two trips).
- Visitors per impact unit based on occupants per vehicle (trips multiplied by occupants per vehicle less employees).
- Worker hours per week per impact unit (such as nine worker-hours per day multiplied by five days in a work week).

1 Arthur C. Nelson and James C. Nicholas, "Estimating Functional Population for Facility Planning," Journal of Urban Planning and Development 118(2): 45-58 (1992).

- Visitor hours per week per impact unit (visitors multiplied by number of hours per day times relevant days in a week, such as five for offices and seven for retail shopping).
- Functional population coefficients per employee developed by estimating time spent by employees and visitors at each land use.

Table B-5 shows the functional population coefficients for residential and non-residential land uses in Collier County, which are used to estimate the 2024 functional population in Table B-6.

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Table B-5

General Functional Population Coefficients

Population/ Employment Category	ITE LUC	Employee Hours In-Place[1]	Trips per Employee[2]	One-Way Trips per Employee[3]	Journey-to-Work Occupants per Trip[4]	Daily Occupants per Trip[5]	Visitors per Employee[6]	Visitor Hours per Trip[1]	Days per Week[7]	Functional Population Coefficient[8]
Population									7.00	**0.692**
Natural Resources	N/A	9.00	3.10	1.55	1.32	1.38	0.09	1.00	7.00	**0.379**
Construction	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Manufacturing	140	9.00	2.51	1.26	1.32	1.38	0.08	1.00	5.00	**0.270**
Transportation, Communication, Utilities	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Wholesale Trade	150	9.00	5.05	2.53	1.32	1.38	0.15	1.00	5.00	**0.272**
Retail Trade	820	9.00	57.30	28.65	1.24	1.73	14.04	1.50	7.00	**1.252**
Finance, Insurance, Real Estate	710	9.00	3.33	1.67	1.24	1.73	0.82	1.00	5.00	**0.292**
Services[9]	N/A	9.00	20.32	10.16	1.24	1.73	4.98	1.00	6.00	**0.499**
Government[10]	730	9.00	7.45	3.73	1.24	1.73	1.83	1.00	7.00	**0.451**

(1) Estimated

(2) Trips per employee represents all trips divided by the number of employees and is based on Trip Generation 11th Edition (Institute of Transportation Engineers 2021) as follows:

ITE Code 110 at 3.10 weekday trips per employee, Volume 2 - Industrial Land Uses, page 39

ITE Code 140 at 2.51 weekday trips per employee, Volume 2 - Industrial Land Uses, page 76

ITE Code 150 at 5.05 weekday trips per employee, Volume 2 - Industrial Land Uses, page 104

ITE Code 710 at 3.33 weekday trips per employee, Volume 2 Office Land Uses, page 716

ITE Code 730 at 7.45 weekday trips per employee, Volume 2 Office Land Uses, page 795

ITE Code 820 (page 186) based on blended average of trips by retail center size calculated below.

Retail Scale	*Trip Rate*	*Sq Ft per Employee*[11]	*Trips per Employee*	*Share*	*Weighted Trips*
Retail (Less than 40k sq. ft.)	54.45	890	48	50.0%	24.00
Retail (40k to 150k sq. ft.)	67.52	1,152	78	35.0%	27.30
Retail (greater than 150k sq. ft.	37.01	1,070	40	15.0%	6.00
Sum of Weighted Trips/1k sq.ft.					57.30

(3) Trip per employee (Item 2) multiplied by 0.5.

(4) Journey-to-Work Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.32 occupants per Construction, Manufacturing, TCU, and Wholesale trip

1.24 occupants per Retail Trade, FIRE, and Services trip

(5) Daily Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.38 occupants per Construction, Manufacturing, TCU, and Wholesale trip

1.73 occupants per Retail Trade, FIRE, and Services trip

(6) [Daily occupants per trip (Item 5) multiplied by one-way trips per employee (Item 3)] - [(Journey-to-Work occupants per trip (Item 4) multiplied by one-way trips per employee (Item 3)]

(7) Typical number of days per week that indicated industries provide services and relevant government services are available.

(8) Table A-7 for residential and the equation below to determine the Functional Population Coefficient per Employee for all land-use categories except residential includes the following:

$$\frac{(\text{Days per Week} \times \text{Employee Hours in Place}) + (\text{Visitors per Employee} \times \text{Visitor Hours per Trip} \times \text{Days per Week})}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

(9) Trips per employee for the services category is the average trips per employee for the following service related land use categories: quality restaurant, high-turnover restaurant, supermarket, hotel, motel, elementary school, middle school, high school, hospital, medical office, and church. Source for the trips per employee figure from ITE, 11th ed., when available.

(10) Includes Federal Civilian Government, Federal Military Government, and State and Local Government categories.

(11) Square feet per retail employee from the Energy Information Administration from Table B-1 of the Commercial Energy Building Survey, 2018

Table B-6

Functional Population (Countywide)

Population Category	Collier County Baseline Data[1]	Functional Resident Coefficient[2]	Functional Population[3]
2024 Peak Season Population	491,779	0.692	340,311
Employment Category			
Natural Resources	4,961	0.379	1,880
Construction	24,935	0.271	6,757
Manufacturing	6,231	0.270	1,682
Transportation, Communication, and Utilities	11,268	0.271	3,054
Wholesale Trade	6,495	0.272	1,767
Retail Trade	26,632	1.252	33,343
Finance, Insurance, and Real Estate	56,185	0.292	16,406
Services	127,033	0.499	63,389
Government Services	14,309	0.451	6,453
Total Employment by Category Population[4]			134,731
2024 Total Functional Population[5]			**475,042**

1) Source: Table B-1 for population and 2024 Woods & Poole for employment data
2) Source: Table B-4
3) The functional population is Collier baseline data (Item 1) multiplied by the functional resident coefficient (Item 2)
4) The total employment population by category is the sum of the employment figures from the nine employment categories (e.g., natural resources, construction, etc.)
5) The total functional population is the sum of the residential functional population and the employment functional population.

Table B-7 presents the County's annual functional population figures from 2010 through 2040, based on the 2024 functional population figure from Table B-6 and the annual population growth rates from the population figures previously presented in Table B-1.

Table B-7

Countywide Functional Population (2010-2040)

Year	Functional Population
2010	374,006
2011	378,833
2012	384,558
2013	388,577
2014	394,453
2015	402,230
2016	410,152
2017	418,610
2018	427,189
2019	435,944
2020	439,572
2021	448,358
2022	458,095
2023	467,032
2024	**475,042**
2025	482,429
2026	489,171
2027	496,007
2028	502,940
2029	509,968
2030	516,120
2031	521,371
2032	526,676
2033	532,035
2034	537,447
2035	542,233
2036	546,381
2037	550,561
2038	554,773
2039	559,017
2040	562,888

Source: Table B-6 for the 2024 functional population figure and Table B-1 for annual growth rates

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Functional Residents by Specific Land Use Category

When a wide range of land uses impact services, an estimate of that impact is needed for each land use. This section presents functional population estimates by residential and non-residential land uses.

Residential and Transient Land Uses

As mentioned previously, functional population estimates by land use need to be developed for each impact fee service area to be analyzed. For residential and transient land uses, these coefficients are displayed in **Table B-8**. The transient land uses include hotel/all suites hotel, motel, assisted living facility and nursing home. Secondary sources, such as Smith Travel Research (STR), Collier County Convention and Visitors Bureau, and the Florida Department of Elderly Affairs, are used to determine the occupancy rate for hotel/motel and nursing home.

Non-Residential Land Uses

A similar approach is used to estimate functional residents for non-residential land uses. **Table B-9** reports basic assumptions and calculations, such as trips per unit, trips per employee, employees per impact unit, one-way trips per impact unit, worker hours, occupants per vehicle trip, visitors (patrons, etc.) per impact unit, visitor hours per trip, and days per week for non-residential land uses. The final column in the tables shows the estimated functional resident coefficients by land use. These coefficients by land use create the demand component for the government buildings impact fee program and are used in the calculation of the cost per unit for each land use category in the government buildings impact fee schedule.

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Table B-8

Functional Residents for Residential and Transient Land Uses

Residential Land Use	Impact Unit	ITE LUC[(1)]	Residents/ Visitors Per Unit[(2)]	Occupancy Rate[(3)]	Adjusted Residents Per Unit[(4)]	Visitor Hours at Place[(5)]	Workers Per Unit[(6)]	Work Day Hours[(7)]	Days Per Week[(8)]	Functional Residents Per Unit[(9)]
Residential										
Single Family Detached										
- Less than 4,000 sf	du	210	2.53	-	-	-	-	-	-	**1.75**
- 4,000 sf or greater	du	210	3.12	-	-	-	-	-	-	**2.16**
Multi-Family	du	220-232	1.31	-	-	-	-	-	-	**0.91**
Mobile Home	du	240	1.92	-	-	-	-	-	-	**1.33**
Retirement Community - Detached (Single Family)	du	251	1.55	-	-	-	-	-	-	**1.07**
Retirement Community - Attached (Multi-Family)	du	252	0.79	-	-	-	-	-	-	**0.55**
Transient/Assisted, Group										
Hotel/All Suites Hotel	room	310/311	2.80	73%	2.04	12	0.56	9	7	**1.23**
Motel	room	320	2.80	73%	2.04	12	0.13	9	7	**1.07**
Assisted Living Facility	du	254	1.18	70%	0.82	20	0.56	9	7	**0.89**
Nursing Home	1,000 sf	620	2.76	70%	1.93	20	2.04	9	7	**2.37**

(1) Land use code from the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition

(2) Estimates for the residential land uses, retirement community (detached), retirement community (attached) from Table B-2; estimate for hotel/motel from Collier County Overnight Visitor Economic Impact Report 2021. Estimate for assisted living facility is based on people per household figures for single family and multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation. Estimate used for nursing home is based on 1 person per bed and an average square footage of 363 per bed in a nursing home, based on information provided in the ITE Trip Generation Handbook, 11th Edition.

(3) Source for hotel/motel occupancy: Collier County Convention and Visitors Bureau Annual Reports and Smith Travel Research (STR). Average occupancy rate for 2016 through 2021, excluding 2020. Source for nursing home/ALF occupancy rate is the Florida Department of Elderly Affairs Collier County Profile and the Agency for Health Care Administration. Average occupancy rate for 2021 through 2022.

(4) Residents/visitors per unit (Item 2) times occupancy rate (Item 3)

(5), (7), (8) Estimated

(6) Adapted from ITE Trip Generation Handbook, 11th Edition

(9) For residential land uses, calculated as residents per unit times the functional population coefficient (0.692 from Table B-5). For transient, assisted, and group land uses, calculated as

$$\frac{[(\text{Adjusted Residents per Unit} \times \text{Hours at Place} \times \text{Days per Week}) + (\text{Workers Per Unit} \times \text{Work Hours Per Day} \times \text{Days per Week})]}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

Table B-9

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
RECREATION:												
416	Campground/RV Park[12]	site	1.62	n/a	1.20	0.81	9	1.64	0.13	1.50	7	**0.46**
420	Marina	boat berth	2.41	20.52	0.12	1.21	9	1.64	1.86	1.00	7	**0.12**
430	Golf Course	hole	30.38	20.52	1.48	15.19	9	1.64	23.43	0.25	7	**0.80**
n/a	Bundled Golf Course[13]	hole	9.11	20.52	0.44	4.56	9	1.64	7.04	0.25	7	**0.24**
445	Movie Theater	1,000 sf	82.30	53.12	1.55	41.15	9	1.64	65.94	1.00	7	**3.33**
n/a	Dance Studio/Gymnastics	1,000 sf	21.33	n/a	2.00	10.67	9	1.64	15.50	1.50	7	**1.72**
INSTITUTIONS:												
520	Elementary School (Private)	student	2.27	22.50	0.10	1.14	9	1.11	1.17	2.00	5	**0.10**
522	Middle/Junior High School (Private)	student	2.10	23.41	0.09	1.05	9	1.11	1.08	2.00	5	**0.09**
525	High School (Private)	student	1.94	21.95	0.09	0.97	9	1.11	0.99	2.00	5	**0.08**
540/550	University/Junior College (7,500 or fewer students) (Private)	student	2.00	11.75	0.17	1.00	9	1.11	0.94	2.00	5	**0.10**
	University/Junior College (more than 7,500 students) (Privat	student	1.50	11.75	0.13	0.75	9	1.11	0.70	2.00	5	**0.08**
560	Church	1,000 sf	7.60	20.64	0.37	3.80	9	2.16	7.84	1.00	7	**0.47**
565	Day Care Center	1,000 sf	49.63	21.38	2.32	24.82	9	2.16	51.29	0.15	5	**0.85**
MEDICAL:												
610	Hospital	1,000 sf	10.77	3.77	2.86	5.39	9	1.44	4.90	1.00	7	**1.28**
OFFICE:												
710	General Office	1,000 sf	10.84	3.33	3.26	5.42	9	1.09	2.65	1.00	5	**0.95**
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	23.83	8.71	2.74	11.92	9	1.44	14.42	1.00	5	**1.16**
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	34.21	8.71	3.93	17.11	9	1.44	20.71	1.00	5	**1.67**
770	Business Park (Flex-Space)	1,000 sf	12.65	4.04	3.13	6.33	9	1.09	3.77	0.75	5	**0.92**
RETAIL:												
822	Retail 6,000 sfgla or less	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	67.52	17.42	3.88	33.76	9	1.52	47.44	0.65	7	**2.74**
820	Retail greater than 150,000 sfglA	1,000 sfgla	37.01	17.42	2.12	18.51	9	1.52	26.02	1.00	7	**1.88**
840/841	New/Used Auto Sales	1,000 sf	24.58	11.84	2.08	12.29	9	1.52	16.60	1.00	7	**1.47**
849	Tire Superstore	1,000 sf	20.37	n/a	1.65	10.19	9	1.52	13.84	1.00	7	**1.20**
850	Supermarket	1,000 sf	94.48	43.86	2.15	47.24	9	1.52	69.65	0.50	7	**2.26**
851	Convenience Market (24 hour)	1,000 sf	739.50	243.38	3.04	369.75	9	1.52	558.98	0.20	7	**5.80**
862	Home Improvement Superstore	1,000 sf	30.74	n/a	2.50	15.37	9	1.52	20.86	1.00	7	**1.81**
880/881	Pharmacy with & without Drive-Thru	1,000 sf	103.86	69.17	1.50	51.93	9	1.52	77.43	0.35	7	**1.69**
890	Furniture Store	1,000 sf	6.26	10.93	0.57	3.13	9	1.52	4.19	0.50	7	**0.30**
SERVICES:												
911	Bank/Savings w/out Drive-Thru	1,000 sf	57.94	32.73	1.77	28.97	9	1.52	42.26	0.35	6	**1.10**
912	Bank/Savings w/Drive-Thru	1,000 sf	103.73	32.73	3.17	51.87	9	1.52	75.67	0.15	6	**1.42**
930	Fast Casual Restaurant	1,000 sf	97.14	21.26	4.57	48.57	9	2.30	107.14	0.35	7	**3.28**
931	Low-Turnover Restaurant	1,000 sf	86.03	17.90	4.81	43.02	9	2.30	94.14	1.00	7	**5.73**
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	103.46	21.26	4.87	51.73	9	2.30	114.11	0.75	7	**5.39**
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	479.17	44.52	10.76	239.59	9	2.30	540.30	0.25	7	**9.66**
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	409.25	44.52	9.19	204.63	9	2.30	461.46	0.25	7	**8.25**

Table B-9 (continued)

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
SERVICES:												
941	Quick Lube	service bay	40.00	16.00	2.50	20.00	9	1.52	27.90	0.50	7	**1.52**
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	172.01	275.78	0.62	86.01	9	1.52	130.12	0.20	7	**1.32**
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	264.38	241.21	1.10	132.19	9	1.52	199.83	0.20	7	**2.08**
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	345.75	241.21	1.43	172.88	9	1.52	261.35	0.20	7	**2.71**
947	Self-Service Car Wash	service bay	43.94	n/a	0.50	21.97	9	1.52	32.89	0.50	7	**0.87**
948	Automated Car Wash	1,000 sf	142.00	n/a	1.75	71.00	9	1.52	106.17	0.25	7	**1.76**
n/a	Luxury Auto Sales	1,000 sf	16.30	n/a	2.08	8.15	9	1.52	10.31	1.00	7	**1.21**
INDUSTRIAL:												
110	General Light Industrial	1,000 sf	4.87	3.10	1.57	2.44	9	1.08	1.07	1.00	5	**0.45**
140	Manufacturing	1,000 sf	4.75	2.51	1.89	2.38	9	1.08	0.68	1.00	5	**0.53**
150	Warehousing	1,000 sf	1.71	5.05	0.34	0.86	9	1.08	0.59	0.75	5	**0.10**
151	Mini-Warehouse	1,000 sf	1.46	61.90	0.02	0.73	9	1.08	0.77	0.75	7	**0.03**

Sources:
1) Land use code found in the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition
2) Land uses and trip generation rates consistent with those included in the 2024 Transportation Impact Fee Update Study
3) Trips per employee from ITE Trip Generation Handbook, 11th Edition, when available
4) Trips per unit (Item 2) divided by trips per person (usually employee). When trips per person are not available, the employees per unit is estimated
5) Trips per unit (Item 2) multiplied by 50 percent
6) Estimated
7) Source: 2022 National Household Travel Survey (FHWA 2022)
8) [(One-way Trips/Unit X Occupants/Trip) - Employees]
9) Estimated
10) Estimated
11) [(Workers X Hours/Day X Days/Week) + (Visitors X Hours/Visit X Days/Week)]/(24 Hours x 7 Days)
12) The ITE 11th Edition trip generation rate was adjusted to reflect the average occupancy rate of 60 percent based on data provided by the Florida Association of RV Parks and Campgrounds
13) The trip generation rate for "bundled golf course" is assessed at 30 percent of the trip generation rate for the "golf course" land use (LUC 430)

Appendix C -
Building and Land Value Analysis -
Supplemental Information

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Appendix C – Building and Land Value Analysis

This appendix provides the additional data and information on building and land value estimates.

Building Values

In determining the appropriate unit value for buildings, the following analysis was conducted:

- A review of recently built or planned government buildings in Collier County;
- Insurance value of the existing inventory; and
- Discussions with architects.

Over the past five years, the County constructed a building for the Heritage Bay Government Center at a cost of $550 per square foot, including land and building value. The County's Annual Update and Inventory Report (AUIR) estimated the unit cost for government buildings at $470 per square foot in 2023.

During the 2016 study, the value of primary buildings was estimated at $300 per square foot. Applying Engineering News Records Building Cost Index for the cost changes between 2016 and 2024 resulted in a unit cost of approximately $406 per square foot.

The insurance values of existing primary buildings ranged from $252 per square foot for building only to $267 per square foot for buildings and contents. It is important to note that insurance values are considered to be a conservative estimate because the value of the foundation and other more permanent parts of the structure tends to be excluded since these would not have to be rebuilt if the structure is damaged or lost.

Given this data and information, building cost for primary buildings was estimated at $450 per square foot. The value of support facilities was estimated at $90 per square foot, based primarily on insurance values. These costs reflect all costs related to constructing buildings (such as design, construction, site preparation, etc.) with the exception of land purchase. This information is summarized in **Table C-1**.

Table C-1

Building Cost Estimates

Facility	Cost per Square Foot
Building Cost Estimates	
2016 Study Building Value Indexed[1]	$406
Recent Construction - Heritage Bay Government Center[2]	$550
County Estimate for Future Buildings[3]	$470
Average Insurance Value of Primary Buildings[4]	$252
Average Insurance Value of Support Buildings[5]	$45
Used in the Study:	
- Primary Buildings	**$450**
- Support Buildings	**$90**

1) Primary building cost estimate from Collier County Government Buildings Impact Fee Study, October 10, 2016, indexed according to Engineering News Record (2016-2024)
2) Source: Collier County
3) Source: Collier County Annual Update and Inventory Report 2023
4) Source: Collier County
5) Source: Collier County

Land Values

To estimate land value associated with government buildings, the following information was evaluated:

- Recent land purchases;
- Land value trends since the last study;
- Current value of land where government buildings are located;
- Vacant land sales analysis;
- Vacant land values as reported by the Property Appraiser; and
- Discussions with the County

Collier County purchases a 5-acre parcel in 2023 for Fleet Facility expansion for a cost of $120,000 per acre.

The 2016 study estimated land value at $160,000 per acre. Since then, land values increased by approximately 118 percent, which results in an indexed value of approximately $350,000 per acre.

The value of parcels where existing government buildings are located has an average value of $450,000 per acre.

Vacant land sales of parcels between one acre and 10 acres countywide averaged $72,000 per acre over the past five years. This value was almost $400,000 per acre when commercial vacant land was considered.

Similarly, the value of all vacant land of one to 10-acre parcels as estimated by Collier County Property Appraiser averaged $51,000 per acre. This figure was $316,000 per acre for commercial vacant land.

Given these figures, an average land value of $180,000 per acre is considered to be a reasonable estimate for the impact fee calculations.

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Collier County Law Enforcement Impact Fee Update Study

DRAFT Report
October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

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Collier County
Law Enforcement Impact Fee Update Study
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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. To address additional infrastructure needs, Collier County implemented an impact fee program for law enforcement services, which was last updated in 2016. To reflect most recent data, the County retained Benesch to prepare an update study.

This report serves as the technical study to support the calculation of the updated law enforcement impact fee. The data presented in this report represents the most recent and localized data available at the time of this update study. All data and support materials used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically calculated level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fee as a policy decision.

Methodology

In developing the County's law enforcement impact fee, a consumption-based impact fee methodology is utilized, which is commonly used throughout Florida. A consumption-based impact fee charges new development based upon the burden placed on services from each land use (demand). The demand component is measured in terms of population per unit.

A consumption-based impact fee charges new growth the proportionate share of the cost of providing additional infrastructure for use by new growth. Unlike a "needs-based" approach, consumption-based approach ensures that the impact fee is set at a rate that generates revenues sufficient only for new capacity needs and does not generate revenues at a level to correct existing deficiencies. Given this, the County does not need to go through the process of estimating the portion of each capacity expansion project that may be related to existing deficiencies. In addition, per legal requirements, a credit is subtracted from the total cost to account for the value of future non-impact fee funding contributions of new development toward any capacity expansion projects. In other words, case law requires that the new development should not be charged twice for the same infrastructure.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts (if needed) and a list of capacity-adding projects included in the County's Capital Improvement Plan, Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the law enforcement impact fee calculations, including an evaluation of the inventory, service area and demand component, level of service (LOS), cost, credit, and demand components. Information supporting this analysis was obtained from the County and other sources, as indicated.

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Inventory

According to information provided by the County, Collier County has approximately 265,000 square feet of building space used to provide law enforcement services. As presented in **Table 1**, this figure includes 263,000 square feet of primary buildings and approximately 2,000 square feet of support space. Support facilities are defined as facilities without air-conditioning or space that is unlikely to be occupied by personnel. Inventory details are presented in Appendix A, Table A-1.

An important part of the impact fee calculations involves estimating the value of the capital assets. As shown in Table 1, the value of primary buildings are estimated at $350 per square foot while support buildings are estimated to cost $90 per square foot. The building value estimates are based on a review of cost estimates for planned law enforcement buildings, cost trends since the last technical study, insurance values of existing facilities, and discussions with the County. A more detailed explanation of building value estimates is included in Appendix C.

In terms of estimating current land values, a review of the value of land where existing law enforcement facilities are located and land values in subareas of the county where future facilities are being planned was completed. Both vacant land sales and the current value of vacant parcels as reported by the Collier County Property Appraiser were evaluated for similar size parcels by land use and location. This analysis resulted in an average value of $180,000 per acre, and is explained further in Appendix C.

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Table 1

Building and Land Inventory

Building Type	Land	Square Feet[1]	Building Value per Square Foot[2]	Total Building & Land Value[3]
Primary Buildings		263,171	$350	$92,109,850
Support Buildings		1,994	$90	$179,460
Total		**265,165**	**-**	**$92,289,310**
Allocated Acreage[4]	27.39			
Land Value per Acre[5]	$180,000			$4,930,200
Total Building and Land Value[6]				**$97,219,510**

1) Source: Appendix A, Table A-1
2) Source: Appendix C
3) Building value per square foot (Item 2) multiplied by square feet (Item 1)
4) Source: Appendix A, Table A-1
5) Source: Appendix C
6) Sum of total building value and land value

In addition to the land and buildings inventory, the Collier County Sheriff's Office (CCSO) also has the vehicles and equipment to perform its law enforcement duties. **Table 2** summarizes the vehicle and equipment inventory. Equipment included in this list follows the County's definition of capital assets, which includes items that have a minimum value of $5,000 and five years of useful life. As presented in Table 2, the total vehicle and equipment inventory amounts to approximately $77 million.

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Table 2

Law Enforcement Vehicle and Equipment Inventory

Description	Total Value[1]	Units[2]	Unit Value[3]
Air Conditioning Unit	$5,790	1	$5,790
Aircraft	$9,589,675	5	$1,917,935
Aircraft Equipment	$4,222,518	64	$65,977
Alarm System	$7,575	1	$7,575
Auto Accessories	$470,787	165	$2,853
Boats	$1,099,461	13	$84,574
Breathalizer	$94,979	6	$15,830
ID Access System	$222,311	23	$9,666
In Car Video	$3,681,964	725	$5,079
Maintenance Equipment	$193,566	5	$38,713
Major Comm Equip	$1,260,155	73	$17,262
Major Computer Equipment	$4,129,875	131	$31,526
Minor Comm Equip	$3,802,357	165	$23,045
Minor Recording Equip	$135,069	10	$13,507
Minor Shop Equipment	$459,458	42	$10,939
Misc Security Equipment	$589,318	47	$12,539
Mobile Radio After 2010	$4,283,725	763	$5,614
Servers	$3,002,056	97	$30,949
Shop Machinery	$219,085	11	$19,917
Special Operations	$693,564	28	$24,770
Specialty Vehicles	$2,951,020	88	$33,534
Storage and Sheds	$114,949	10	$11,495
Trailers	$1,457,958	76	$19,184
Utilities	$60,000	2	$30,000
Vehicles	$34,230,511	1,037	$33,009
TOTAL VALUE	**$76,977,726**		

1) Source: Collier County Sheriff's Office
2) Source: Collier County Sheriff's Office
3) Total value (Item 1) divided by units (Item 2)

Service Area and Demand Component

Although the CCSO has countywide jurisdiction and provides services countywide, law enforcement services are provided primarily in unincorporated areas of the county and in Everglades City. Other municipalities within Collier County have separate law enforcement agencies that have the primary responsibility of providing law enforcement services in these areas. Therefore, for impact fee calculation purposes, the primary benefit district for law enforcement is the unincorporated county and Everglades City, and the population figures are calculated for this area.

The law enforcement impact fee program requires the use of population data in calculating current levels of service and performance standards. To accurately determine demand for law enforcement services and to be consistent with the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak seasonal population is used in all population estimates and projections, unless otherwise noted. Peak seasonal population projections were provided by Collier County's Comprehensive Planning Division.

To measure effective population that benefits from the law enforcement services, this study also developed functional population figures. Functional population, as used in the impact fee analysis, is a generally accepted methodology for several impact fee areas and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. Appendix B provides additional details on population estimates.

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Level of Service

Table 3 presents the calculation of the current LOS included in the inventory as well as Collier County's adopted LOS standards according to the most recent AUIR. As presented, Collier County's current level of service is 0.59 square feet per peak seasonal resident.

While the current LOS for is 0.59 square feet per peak seasonal resident, in order to calculate the law enforcement facilities impact fee, the LOS needs to be calculated in terms of square feet per functional resident. As shown in Table 3, the current achieved LOS is 0.64 square feet per functional resident.

Collier County's adopted LOS standard for law enforcement facilities is 0.91 square feet per peak population or 0.99 per functional resident. While the achieved LOS indicates the investment made by the community, the adopted LOS standard provides the intended/goal LOS. For impact fee calculation purposes, the lower of the two measures is utilized to not overcharge new development. Given this, the achieved LOS of 0.64 square feet per functional resident is utilized in the calculation of the law enforcement impact fee.

Table 3

Current Achieved & Adopted Level of Service Standard

Variable	Year 2024	
	Peak Seasonal Population	Functional Population
Population[1]	448,099	411,470
Total Square Feet of Primary Buildings[2]	263,171	263,171
Achieved LOS (Square Feet per Resident)[3]	**0.59**	**0.64**
Adopted LOS Standard (Square Feet per Resident)[4]	0.91	0.99

1) Source: Appendix B, Tables B-1 and B-7
2) Source: Table 1
3) Total square feet of primary buildings (Item 2) divided by population (Item 1)
4) Source: Collier County 2023 Annual Update and Inventory Report. LOS standard per peak population is converted to LOS standard per functional resident using the ratio of peak to functional population.

Cost Component

Table 4 provides a summary of law enforcement facility related capital assets owned by the County. As shown, total capital asset value associated with law enforcement facilities amounts to $174.2 million. However, the County is still paying debt service on a portion of these assets. In addition, it is Collier County's policy to use impact fee revenues to pay debt service associated with capacity expansion projects. To ensure that new development is not being overcharged for these future payments, the portion of the remaining principal for law enforcement capacity expansion projects that is to be repaid with impact fee revenues is subtracted from the total asset value in Table 4. The resulting owned capital asset value is approximately $157.8 million or $599 per square foot.

Table 4 also presents the cost per functional resident for the impact fee analysis. This cost is calculated by multiplying the owned capital asset value per bed by the achieved LOS of 0.64 square feet per functional resident. As shown, these calculations result in $384 per functional resident for all law enforcement facilities assets considered in the impact fee calculations.

Table 4
Total Impact Cost per Functional Resident

Description	Figure	Percent of Total[11]
Total Building Value[1]	$92,289,310	53.0%
Total Land Value[2]	$4,930,200	2.8%
Total Vehicle & Equipment Value[3]	$76,977,726	44.2%
Total Capital Asset Value[4]	**$174,197,236**	**100.0%**
Less: Portion Not Owned[5]	$16,435,751	
Owned Capital Asset Value[6]	**$157,761,485**	
Primary Buildings Square Feet[7]	263,171	
Owned Capital Asset Value per Square Foot[8]	**$599.46**	
LOS (Square Feet per Functional Resident)[9]	0.64	
Owned Capital Value per Functional Resident[10]	**$383.65**	

1) Source: Table 1
2) Source: Table 1
3) Source: Table 2
4) Sum of land, building, and equipment values (Items 1, 2, and 3)
5) Source: Collier County Office of Management and Budget
6) Total capital asset value (Item 4) less portion not owned by the County (Item 5)
7) Source: Table 1
8) Owned buildings, land and vehicle/equipment value (Item 6) divided by total square feet (Item 7)

9) Source: Table 3
10) Owned capital asset value (Item 6) multiplied by the LOS (Item 9)
11) Distribution of land, building, and vehicle/equipment asset values (Items 1,2, and 3)

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Credit Component

To avoid overcharging development for the law enforcement impact fee, a review of the capital funding program for law enforcement services was conducted. The purpose of this review was to determine any potential revenue credits that should be considered for revenues generated by new development that are likely to be used for capital facility expansion, land purchase, or vehicle/equipment expansion for the law enforcement program.

Based on a review of the County's funding of capacity addition projects over the past five years, it has been determined that the County uses ad valorem tax revenues and grants for expansion projects paid with cash.

Capital Expansion "Cash" Credit

To calculate the capital expansion credit per functional resident, funding sources used for the past five years were reviewed. Between FY 2018 and FY 2022, the County allocated an average non-impact fee funding of $3.44 million per year toward law enforcement capital facilities utilizing ad valorem revenues and grants.

The annual capital expansion "cash" expenditures were divided by the average annual functional residents for the same period to calculate the average annual capital expansion "cash" credit per functional resident. As presented in Table 5, the result is $9 per functional resident annually.

Once the capital expansion "cash" credit per functional resident is calculated, a credit adjustment is made to account for the fact that new homes tend to pay higher property taxes per dwelling unit. This adjustment factor was estimated based on a comparison of the average taxable value of recently built homes built to that of all homes. As shown in Table 5, this adjusted credit amounts to approximately $10 per functional resident per year.

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Table 5
Capital Expansion "Cash" Credit

Description[1]	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Total
General Fund						
Intangible Property	-	-	$923,827	-	-	**$923,827**
IT Equipment	-	$1,404,011	$3,189	-	-	**$1,407,200**
Special Operations & Equipment	-	-	-	$4,847,546	-	**$4,847,546**
Subtotal -- General Fund	**-**	**$1,404,011**	**$927,016**	**$4,847,546**	**-**	**$7,178,573**
Grants						
Auto Accessories	-	-	$205,627	-	-	**$205,627**
Camera & Camera Equipment	$16,018	$9,472	-	$5,000	-	**$30,490**
Communications Equipment	$56,296	$16,849	$306,355	$190,716	-	**$570,216**
Intangible Property	-	-	$923,827	-	-	**$923,827**
IT Equipment	$43,996	$1,473,853	$525,445	$43,263	-	**$2,086,557**
Office Furniture/Equipment	-	$8,522	$12,225	-	-	**$20,747**
Other Equipment	$69,620	$65,435	$235,563	$86,308	$35,596	**$492,522**
Protection Ballistics	$71,622	$35,427	-	-	$33,407	**$140,456**
Special Operations & Equipment	$36,783	$46,197	$154,273	$4,847,546	$16,334	**$5,101,133**
Specialty Vehicles	-	-	$202,894	-	-	**$202,894**
Trailers	-	-	$27,094	-	-	**$27,094**
Vehicles	-	-	$106,236	$103,523	-	**$209,759**
Subtotal -- Grants	**$294,335**	**$1,655,755**	**$2,699,539**	**$5,276,356**	**$85,337**	**$10,011,322**
Total Capital Expansion "Cash" Expenditures	**$294,335**	**$3,059,766**	**$3,626,555**	**$10,123,902**	**$85,337**	**$17,189,895**
Average Annual Capital Expansion "Cash" Expenditures[2]						$3,437,979
Average Annual Functional Population[3]						379,936
Annual Capital Expansion "Cash" Credit per Functional Resident[4]						**$9.05**
- Portion Funded with Ad Valorem Tax Revenue[5]						$2.62
- Portion Funded with Other Sources[6]						$6.43
Credit Adjustment Factor[7]						1.25
Adjusted Annual Capital Expansion "Cash" Credit per Functional Resident[8]						**$9.71**

1) Source: Collier County
2) Total capital expansion "cash" expenditures divided by five to calculate the average annual expenditures
3) Source: Appendix B, Table B-7
4) Average annual capital expansion "cash" expenditures (Item 2) divided by the average annual functional population (Item 3)
5) Capital expansion "cash" expenditures per functional resident (Item 4) multiplied by the ad valorem portion of total expenditures (29%)
6) Capital expansion "cash" expenditures per functional resident (Item 4) less the portion funded with ad valorem tax revenues (Item 5)
7) Adjustment factor to reflect higher ad valorem taxes paid by new homes
8) Portion funded with ad valorem revenue sources (Item 5) multiplied by the credit adjustment factor (Item 7) plus the portion funded with other revenue sources (Item 6)

Net Law Enforcement Impact Cost

Table 6 summarizes the net impact cost per functional resident, which is the difference between the cost component and the credit component. The resulting net impact cost is $227 per functional resident for residential land uses and $238 per functional resident for non-residential land uses.

Table 6

Net Impact Cost per Functional Resident

Variable	Per Functional Resident
Impact Cost	
Total Impact Cost per Functional Resident[1]	$383.65
Revenue Credit	
Annual Capital Expansion "Cash" Credit per Functional Resident[2]	
- Residential Land Uses	$9.71
- Non-residential Land Uses	$9.05
Capitalization Rate	3.70%
Capitalization Period (years)	25
Capital Expansion "Cash" Credit per Functional Resident[3]	
- Residential Land Uses	$156.62
- Non-residential Land Uses	$145.97
Net Impact Cost	
Net Impact Cost per Functional Resident[4]	
- Residential Land Uses	**$227.03**
- Non-residential Land Uses	**$237.68**

1) Source: Table 4
2) Source: Table 5
3) Annual capital expansion "cash" credit per functional resident (Item 2) with a capitalization rate of 3.7% for 25 years. The capitalization rate estimate was provided by Collier County.
4) Total impact cost per functional resident (Item 1) less capital expansion “cash” credit per functional resident (Item 5)

Calculated Law Enforcement Impact Fee Schedule

Table 7 presents the law enforcement facilities impact fee schedule for residential and non-residential land uses, based on the net impact fee per cost per functional resident figures presented in Table 6.

Net impact cost per functional resident decreased by approximately 25 percent since the 2015 study due to changes to cost and credit components. The remaining differences reflect the changes in the demand component since 2016 as well as new land use categories or units.

Table 7

Calculated Law Enforcement Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]
Residential:						
Single Family Detached						
210	- Less than 4,000 sf	du	1.83	**$415.46**	$586.95	-29%
210	- 4,000 sf or greater	du	2.26	**$513.09**	$661.09	-22%
220-232	Multi-Family	du	1.01	**$229.30**	$296.56	-23%
240	Mobile Home	du	1.35	**$306.49**	$457.20	-33%
251	Retirement Community - Detached (Single Family)	du	1.12	**$254.27**	$265.67	-4%
252	Retirement Community - Attached (Multi-Family)	du	0.61	**$138.49**	$265.67	-48%
Transient, Assisted, Group:						
310/311	Hotel/All Suites Hotel	room	1.23	**$292.35**	$252.91	16%
320	Motel	room	1.07	**$254.32**	$237.30	7%
254	Assisted Living Facility	du	0.95	**$225.80**	$340.34	-34%
620	Nursing Home	1,000 sf	2.37	**$563.30**	$327.85/bed	N/A
Recreation:						
416	Campground/RV Park	site	0.46	**$109.33**	$156.12	-30%
420	Marina	boat berth	0.12	**$28.52**	$59.33	-52%
430	Golf Course	hole	0.80	**$190.14**	$337.22	-44%
n/a	Bundled Golf Course	hole	0.24	**$57.04**	$101.13	-44%
445	Movie Theater	1,000 sf	3.33	**$791.47**	$1,867.20/screen	N/A
n/a	Dance Studio/Gymnastics	1,000 sf	1.72	**$408.81**	$693.17	-41%
Institutions:						
520	Elementary School (Private)	student	0.10	**$23.77**	$18.73	27%
522	Middle/Junior High School (Private)	student	0.09	**$21.39**	$21.86	-2%
525	High School (Private)	student	0.08	**$19.01**	$24.98	-24%
540/550	University/Junior College (7,500 or fewer students) (Private)	student	0.10	**$23.77**	$31.22	-24%
	University/Junior College (more than 7,500 students) (Private)	student	0.08	**$19.01**	$21.86	-13%
560	Church	1,000 sf	0.47	**$111.71**	$9.37/seat	N/A
565	Day Care Center	1,000 sf	0.85	**$202.03**	$15.61/student	N/A
Medical:						
610	Hospital	1,000 sf	1.28	**$304.23**	$427.77	-29%
Office:						
710	General Office	1,000 sf	0.95	**$225.80**	$240.42	-6%
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	1.16	**$275.71**	$355.95	-23%
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	1.67	**$396.93**	$518.32	-23%
770	Business Park (Flex-Space)	1,000 sf	0.92	**$218.67**	$299.75	-27%
Retail:						
822	Retail 6,000 sfgla or less	1,000 sfgla	1.97	**$468.23**	$764.99	-39%
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	1.97	**$468.23**	$764.99	-39%
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	2.74	**$651.24**	$764.99	-15%
820	Retail greater than 150,000 sfgla	1,000 sfgla	1.88	**$446.84**	$652.58	-32%
840/841	New/Used Auto Sales	1,000 sf	1.47	**$349.39**	$458.99	-24%

Table 7 (continued)

Calculated Law Enforcement Impact Fee Schedule

LUC	Land Use	Impact Unit	Functional Residents per Unit[1]	Calculated Impact Fee[2]	Current Adopted Impact Fee[3]	Percent Change[4]
Retail:						
849	Tire Superstore	1,000 sf	1.20	**$285.22**	$418.40/bay	N/A
850	Supermarket	1,000 sf	2.26	**$537.16**	$640.09	-16%
851	Convenience Market (24 hour)	1,000 sf	5.80	**$1,378.54**	$1,707.85	-19%
862	Home Improvement Superstore	1,000 sf	1.81	**$430.20**	$565.15	-24%
880/881	Pharmacy with & without Drive-Thru	1,000 sf	1.69	**$401.68**	$611.90	-34%
890	Furniture Store	1,000 sf	0.30	**$71.30**	$74.94	-5%
Services:						
911	Bank/Savings w/out Drive-Thru	1,000 sf	1.10	**$261.45**	$696.30	-62%
912	Bank/Savings w/Drive-Thru	1,000 sf	1.42	**$337.51**	$711.91	-53%
930	Fast Casual Restaurant	1,000 sf	3.28	**$779.59**	$2,778.94	-72%
931	Low-Turnover Restaurant	1,000 sf	5.73	**$1,361.91**	$68.69/seat	N/A
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	5.39	**$1,281.10**	$84.30/seat	N/A
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	9.66	**$2,295.99**	$2,778.94	-17%
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	8.25	**$1,960.86**	$2,778.94	-29%
941	Quick Lube	service bay	1.52	**$361.27**	$362.20	0%
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	1.32	**$313.74**	$808.70	-61%
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	2.08	**$494.37**	$808.70	-39%
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	2.71	**$644.11**	$808.70	-20%
947	Self-Service Car Wash	service bay	0.87	**$206.78**	$271.65	-24%
948	Automated Car Wash	1,000 sf	1.76	**$418.32**	$549.54	-24%
n/a	Luxury Auto Sales	1,000 sf	1.21	**$287.59**	$321.61	-11%
Industrial:						
110	General Light Industrial	1,000 sf	0.45	**$106.96**	$215.45	-50%
140	Manufacturing	1,000 sf	0.53	**$125.97**	$156.12	-19%
150	Warehousing	1,000 sf	0.10	**$23.77**	$87.43	-73%
151	Mini-Warehouse	1,000 sf	0.03	**$7.13**	$18.73	-62%

1) Source: Table B-8 for residential land uses and Table B-9 for non-residential land uses
2) Source: Net impact cost per functional resident from Table 6 is multiplied by the functional residents per unit (Item 1)
3) Source: Collier County Capital Project Planning, Impact Fees, and Program Management Division
4) Percent change from the calculated impact fee (Item 2) and the current adopted impact fee (Item 3)

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Impact Fee Schedule Comparison

As part of the work effort in updating Collier County's law enforcement impact fee program, a comparison of law enforcement impact fee schedules was completed for other Florida counties. **Table 8** presents this comparison.

Table 8

Law Enforcement Impact Fee Schedule Comparison

Land Use	Unit[2]	Collier County		Charlotte County[5]	Indian River County[6]	Manatee County[7]	Martin County[8]	Miami-Dade County[9]	Palm Beach County[10]	Polk County[11]	Sarasota County[12]	St. Lucie County[13]
		Calculated[3]	Current Adopted[4]									
Date of Last Update		2024	2016	2021	2020	2024	2023	N/A	2022	2023	2016	2022
Assessed Portion of Calculated[1]		N/A	100%	100%	40%	100%	Varies - SF @ 100%	N/A	Varies - SF @92%	100%	100%	100%
Residential:												
Single Family (2,000 sf)	du	$415	$587	$289	$196	$803	$501	$636	$183	$578	$281	$369
Non-Residential:												
Light Industrial	1,000 sf	$107	$215	$74	$61	$196	$107	$441	$11	$182	$57	$81
Office (50,000 sq ft)	1,000 sf	$226	$371	$216	$108	$312	$169	$441	$15	$326	$211	$173
Retail (125,000 sq ft)	1,000 sf	$651	$765	$450	$184	$798	$364	$441	$82	$645	$368	$488

1) Represents the portion of the maximum calculated fee for each respective county that is actually charged. Fee may have been lowered/increased through annual indexing or policy discounts. Does not account for moratorium/suspensions.
2) du = dwelling unit
3) Source: Table 7
4) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
5) Source: Charlotte County Community Development Department. Fees shown are for the Law impact fee. All fees include a 2.55% administrative fee.
6) Source: Indian River County Community Development
7) Source: Manatee County, Development Services. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
8) Source: Martin County. Fee shown is for only law enforcement facilities, excludes the portion for correctional facilities. Fees adopted in compliance with the 50% limit and phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028. Fee shown excludes 1.5% administration fee.
9) Source: Miami-Dade County Zoning
10) Source: Palm Beach County Planning, Zoning and Building Department. Fee only includes law enforcement vehicles and equipment. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown effective January 1, 2026.
11) Source: Polk County Building & Construction Department. Fees shown effective January 1, 2026 following a two-year phasing.
12) Source: Sarasota County Planning & Development Services Department
13) Source: St. Lucie County Planning & Development Services Department. Fees are effective October 1, 2025 and adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801.

Appendix A -
Law Enforcement Facilities Inventory

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Table A-1

Law Enforcement Facilities Inventory

Name of Structure	Address	Square Feet[1]	Total Square Footage on Site[2]	Acres[3]	Acres per 1,000 sf of Bldg Space[4]	Allocated Land (Acres)[5]
Primary Buildings:						
Building "J" Addition - 1st floor	3301 E. Tamiami Trail, Naples	16,445	1,491,521	45.28	0.030	0.49
Building "J" Addition - 2nd floor	3301 E. Tamiami Trail, Naples	16,458				0.49
Building "J" Sheriff 2nd Floor (Old bldg)	3301 E. Tamiami Trail, Naples	29,159				0.87
Building "J" Sheriff 1st Floor (Old bldg)	3301 E. Tamiami Trail, Naples	8,592				0.26
GG Sheriff's Substation	4707 Golden Gate Parkway, Naples	5,067	76,498	12.91	0.169	0.86
Marco Sheriff's Substation	990 N Barfield Drive, Marco	3,647	3,647	0.88	0.241	0.88
SO Range Trailer	4441 70th Avenue NE	1,440	2,427	6.77	2.789	4.02
Immokalee SO Substation	112 S. 1st Street, Naples	8,249	23,042	7.42	0.322	2.66
Sheriff Control Investigation Division (CID) Building	2373 S. Horseshoe, Naples	35,050	35,050	3.89	0.111	3.89
N. Naples Substation	776 Vanderbilt Beach Road	3,326	53,650	3.63	0.068	0.23
Special Operations Building[6]	160 Aviation Drive	56,380	N/A	N/A	N/A	N/A
Emergency Services Complex	8075 Lely Cultural Blvd.	44,133	154,388	20.00	0.130	5.74
Fleet and Purchasing	2885 County Barn Road	33,865	82,847	9.63	0.116	3.93
Golden Gate Estates Temporary Substation[7]	1169 Oil Well Road	1,360	N/A	N/A	N/A	N/A
Subtotal -- Main Buildings		**263,171**				**24.32**
Support Buildings:						
SO Vo-Tech Trailer	4441 70th Avenue NE	777	2,427	6.77	2.789	2.17
SO Range Control Bldg. #1	4441 70th Avenue NE	105				0.29
SO Range Control Bldg. #2	4441 70th Avenue NE	105				0.29
Sheriff's Forensic Shed 1	112 S. 1st Street, Naples	285	23,042	7.42	0.322	0.09
Immokalee Sheriff's Fuel Island	112 S. 1st Street, Naples	305				0.10
Sheriff's Forensic Shed 2	112 S. 1st Street, Naples	417				0.13
Subtotal -- Support Buildings		**1,994**				**3.07**
Total -- All Buildings		**265,165**				**27.39**
Weighted Average Acreage per 1,000 Square Feet of Building						**0.10**

1) Source: Collier County
2) Source: Collier County
3) Source: Collier County
4) Acres (Item 3) divided by total square feet on site (Item 2) multiplied by 1,000.
5) Square feet (Item 1) divided by 1,000 and multiplied by acres per 1,000 square feet of building space (Item 4).
6) Land is not owned by the County and thus is excluded from the impact fee inventory.
7) Land is not owned by the County and thus is excluded from the impact fee inventory.

Appendix B -
Population Estimates -
Supplemental Information

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Appendix B - Population Estimates

The law enforcement impact fee program requires the use of population data in calculating current levels of service and to be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process. This impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak season population is used in all population estimates and projections. Peak season population projections were provided by Collier County's Comprehensive Planning Division.

As previously mentioned, the law enforcement service area consists of unincorporated county and the City of Everglades. **Table B-1** presents the population trends for the law enforcement service area. The projections indicate that the current peak seasonal population is 448,100 and is expected to increase to 526,000 (increase of 79,900) by 2040. The estimated average annual growth rate is approximately one percent.

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Table B-1

Population Estimates (Law Enforcement Service Area)

Year	Law Enforcement Service Area	
	Peak Seasonal Population	Percent Change
2010	344,077	-
2011	348,982	1.43%
2012	354,754	1.65%
2013	358,895	1.17%
2014	364,916	1.68%
2015	372,650	2.12%
2016	380,266	2.04%
2017	388,455	2.15%
2018	396,880	2.17%
2019	405,486	2.17%
2020	412,972	1.85%
2021	421,755	2.13%
2022	431,696	2.36%
2023	440,527	2.05%
2024	**448,099**	**1.72%**
2025	455,014	1.54%
2026	461,248	1.37%
2027	467,566	1.37%
2028	473,970	1.37%
2029	480,458	1.37%
2030	486,024	1.16%
2031	490,644	0.95%
2032	495,303	0.95%
2033	500,003	0.95%
2034	504,744	0.95%
2035	508,818	0.81%
2036	512,216	0.67%
2037	515,631	0.67%
2038	519,060	0.67%
2039	522,508	0.66%
2040	526,039	0.68%

Source: Collier County Comprehensive Planning Section (population projections dated May, 2024)

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Apportionment of Demand by Residential Unit Type and Size

The residential land uses to be used for the law enforcement impact fee calculations include the following:

- Single Family (Detached)
- Multi-Family
- Mobile Home/RV (Tied Down)
- Retirement Community (detached and attached)

Table B-2 presents the number of residents per housing unit for the residential categories identified above in the law enforcement service area. This analysis includes all housing units, both occupied and vacant.

To address fairness and equity issues between land uses, the single family land use is tiered based on two categories of square footage: less than 4,000 square feet and 4,000 square feet or greater. To accommodate the tiering of impact fee assessments for the single family residential land use category, an analysis was completed based on housing unit size and persons per housing unit, comparing nationwide averages to those of Collier County. This analysis utilized national data from the 2021 American Housing Survey (AHS) and data from the 2022 American Community Survey (ACS) to examine this relationship.

Table B-2
Residents per Housing Unit (Law Enforcement Service Area)

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	265,409	98,564		2.69
- Less than 4,000 sf			98%	2.64
- 4,000 sf or greater			121%	3.25
Multi Family	121,999	83,437		1.46
Mobile Home/RV Park (Tied Down)	21,240	10,946		1.94
Retirement Community - Detached (Single Family)[5]	159,245	98,564		1.62
Retirement Community - Attached (Multi-Family)[6]	73,199	83,437		0.88

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.69) by the ratio developed from the AHS data (Item 3)

5) Estimate for retirement community (detached) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.
6) Estimate for retirement community (attached) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

Functional Population

This study uses functional population as the demand component, which distributes the cost associated with the availability of law enforcement among various land uses based on the density of people at each land use throughout the day. Functional population, as used in the impact fee analysis, is a generally accepted methodology and is based on the assumption that demand for certain facilities is generally proportional to the presence of people at a land use, including residents, employees, and visitors. It is not enough to simply add resident population to the number of employees, since the service-demand characteristics can vary considerably by type of industry.

Functional population is the equivalent number of people occupying space within a community on a 24-hour-day, 7-days-a-week basis. A person living and working in the community would have the functional population coefficient of 1.0. A person living in the community but working elsewhere may spend only 16 hours per day in the community on weekdays and 24 hours per day on weekends for a functional population coefficient of 0.76 (128-hour presence divided by 168 hours in one week). A person commuting into the county to work five days per week would have a functional population coefficient of 0.30 (50-hour presence divided by 168 hours in one week). Similarly, a person traveling into the community to shop at stores, perhaps averaging 8 hours per week, would have a functional population coefficient of 0.05.

Functional population thus tries to capture the presence of all people within the community, whether residents, workers, or visitors, to arrive at an estimate of effective population that needs to be served.

This form of adjusting population to help measure real facility needs replaces the population approach of merely weighting residents two-thirds and workers one-third (Nelson and Nicholas 1992). By estimating the functional and weighted population per unit of land use across all major land uses in a community, an estimate of the demand for certain facilities and services in the present and future years can be calculated. The following paragraphs explain how functional population is calculated for residential and non-residential land uses.

Residential Functional Population

Developing the residential component of functional population is simpler than developing the non-residential component. It is generally estimated that people spend one-half to three-fourths of their time at home and the rest of each 24-hour day away from their place of residence. In developing the residential component of Collier County's functional population, an analysis of the county's population and employment characteristics was conducted. Based on this analysis, it was estimated that people, on average, spend 16.6 hours, or approximately 69 percent, of each 24-hour day at their place of residence and the other 31 percent away from home. This analysis is presented in Tables B-3 and B-4.

It is important to note that these calculations were reviewed on a countywide basis as well as for the law enforcement service area. There was not a significant difference between the estimated residential functional population coefficient. Therefore, the countywide figure is also utilized for the law enforcement service area.

Table B-3
Collier County Population & Employment Characteristics

Item/Calculation Step	Year 2021
Total workers living in Collier County[1]	150,529
Collier County Population[2]	372,797
Total workers as a percent of population[3]	**40.4%**
School age population (5-17 years)[4]	47,900
School age population as a percent of population[5]	**12.8%**
Population net of workers and school age population[6]	174,368
Other population as a percent of total population[7]	**46.8%**

1) Source: Census OnTheMap 2021
2) Source: 2021 ACS 5-Year Estimates, Table S0101
3) Total workers (Item 1) divided by population (Item 2)
4) Source: 2021 ACS 5-Year Estimates, Table S0101
5) Total school age population (Item 4) divided by total population (Item 2)
6) Total population (Item 2) less total workers (Item 1) and school age population (Item 4)
7) Population net of workers and school age population (Item 6) divided by total population (Item 2)

Table B-4

Residential Coefficient for Functional Population

Pop. Group	Hours at Residence[1]	Percent of Population[2]	Effective Hours[3]
Workers	13	40.4%	5.3
Students	15	12.8%	1.9
Other	20	46.8%	9.4
Total Hours at Residence[4]			16.6
Residential Functional Population Coefficient[5]			**69.2%**

1) Estimated
2) Source: Table B-3
3) Hours at residence (Item 1) multiplied by percent of population (Item 2).
4) Sum of effective hours.
5) Sum of effective hours (Item 4) divided by 24.

The resulting percentage from Table B-4 is used in the calculation of the residential coefficient for the 24-hour functional population. These actual calculations are presented in **Table B-6**.

Non-Residential Functional Population

Given the varying characteristics of non-residential land uses, developing the estimates of functional residents for non-residential land uses is more complicated than developing the estimates of functional residents for residential land uses. Nelson and Nicholas originally introduced a method for estimating functional resident population, now used widely[1]. This method uses trip generation data from the Institute of Transportation Engineers' (ITE) Trip Generation Manual and Benesch's Trip Characteristics Database, information on passengers per vehicle, workers per vehicle, length of time spent at the land use, and other variables. Specific calculations include:

- Total one-way trips per employee (ITE trips multiplied by 50 percent to avoid double counting entering and exiting trips as two trips).
- Visitors per impact unit based on occupants per vehicle (trips multiplied by occupants per vehicle less employees).
- Worker hours per week per impact unit (such as nine worker-hours per day multiplied by five days in a work week).

[1] Arthur C. Nelson and James C. Nicholas, "Estimating Functional Population for Facility Planning," Journal of Urban Planning and Development 118(2): 45-58 (1992).

- Visitor hours per week per impact unit (visitors multiplied by number of hours per day times relevant days in a week, such as five for offices and seven for retail shopping).
- Functional population coefficients per employee developed by estimating time spent by employees and visitors at each land use.

Table B-5 shows the functional population coefficients for residential and non-residential land uses in Collier County, which are used to estimate the 2024 functional population in Table B-6.

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Table B-5

General Functional Population Coefficients

Population/ Employment Category	ITE LUC	Employee Hours In-Place[1]	Trips per Employee[2]	One-Way Trips per Employee[3]	Journey-to-Work Occupants per Trip[4]	Daily Occupants per Trip[5]	Visitors per Employee[6]	Visitor Hours per Trip[1]	Days per Week[7]	Functional Population Coefficient[8]
Population									7.00	**0.692**
Natural Resources	N/A	9.00	3.10	1.55	1.32	1.38	0.09	1.00	7.00	**0.379**
Construction	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Manufacturing	140	9.00	2.51	1.26	1.32	1.38	0.08	1.00	5.00	**0.270**
Transportation, Communication, Utilities	110	9.00	3.10	1.55	1.32	1.38	0.09	1.00	5.00	**0.271**
Wholesale Trade	150	9.00	5.05	2.53	1.32	1.38	0.15	1.00	5.00	**0.272**
Retail Trade	820	9.00	57.30	28.65	1.24	1.73	14.04	1.50	7.00	**1.252**
Finance, Insurance, Real Estate	710	9.00	3.33	1.67	1.24	1.73	0.82	1.00	5.00	**0.292**
Services[9]	N/A	9.00	20.32	10.16	1.24	1.73	4.98	1.00	6.00	**0.499**
Government[10]	730	9.00	7.45	3.73	1.24	1.73	1.83	1.00	7.00	**0.451**

(1) Estimated

(2) Trips per employee represents all trips divided by the number of employees and is based on Trip Generation 11th Edition (Institute of Transportation Engineers 2021) as follows:

ITE Code 110 at 3.10 weekday trips per employee, Volume 2 - Industrial Land Uses, page 39
ITE Code 140 at 2.51 weekday trips per employee, Volume 2 - Industrial Land Uses, page 76
ITE Code 150 at 5.05 weekday trips per employee, Volume 2 - Industrial Land Uses, page 104
ITE Code 710 at 3.33 weekday trips per employee, Volume 2 Office Land Uses, page 716
ITE Code 730 at 7.45 weekday trips per employee, Volume 2 Office Land Uses, page 795
ITE Code 820 (page 186) based on blended average of trips by retail center size calculated below.

Retail Scale	*Trip Rate*	*Sq Ft per Employee [11]*	*Trips per Employee*	*Share*	*Weighted Trips*
Retail (Less than 40k sq. ft.)	54.45	890	48	50.0%	24.00
Retail (40k to 150k sq. ft.)	67.52	1,152	78	35.0%	27.30
Retail (greater than 150k sq. ft.	37.01	1,070	40	15.0%	6.00
Sum of Weighted Trips/1k sq.ft.					57.30

(3) Trip per employee (Item 2) multiplied by 0.5.

(4) Journey-to-Work Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.32 occupants per Construction, Manufacturing, TCU, and Wholesale trip
1.24 occupants per Retail Trade, FIRE, and Services trip

(5) Daily Occupants per Trip from 2001 National Household Travel Survey (FHWA 2001) as follows:

1.38 occupants per Construction, Manufacturing, TCU, and Wholesale trip
1.73 occupants per Retail Trade, FIRE, and Services trip

(6) [Daily occupants per trip (Item 5) multiplied by one-way trips per employee (Item 3)] - [(Journey-to-Work occupants per trip (Item 4) multiplied by one-way trips per employee (Item 3)]

(7) Typical number of days per week that indicated industries provide services and relevant government services are available.

(8) Table A-7 for residential and the equation below to determine the Functional Population Coefficient per Employee for all land-use categories except residential includes the following:

$$\frac{\text{((Days per Week x Employee Hours in Place) + (Visitors per Employee x Visitor Hours per Trip x Days per Week)}}{\text{(24 Hours per Day x 7 Days per Week)}}$$

(9) Trips per employee for the services category is the average trips per employee for the following service related land use categories: quality restaurant, high-turnover restaurant, supermarket, hotel, motel, elementary school, middle school, high school, hospital, medical office, and church. Source for the trips per employee figure from ITE, 11th ed., when available.

(10) Includes Federal Civilian Government, Federal Military Government, and State and Local Government categories.

(11) Square feet per retail employee from the Energy Information Administration from Table B-1 of the Commercial Energy Building Survey, 2018

Table B-6

Functional Population (Law Enforcement Service Area)

Population Category	Collier County Baseline Data[1]	Functional Resident Coefficient[2]	Functional Population[3]
2024 Peak Season Population	448,099	0.692	310,085
Employment Category			
Natural Resources	4,921	0.379	1,865
Construction	22,292	0.271	6,041
Manufacturing	5,826	0.270	1,573
Transportation, Communication, and Utilities	7,674	0.271	2,080
Wholesale Trade	6,196	0.272	1,685
Retail Trade	20,720	1.252	25,941
Finance, Insurance, and Real Estate	37,194	0.292	10,861
Services	92,099	0.499	45,957
Government Services	11,934	0.451	5,382
Total Employment by Category Population[4]			101,385
2024 Total Functional Population[5]			**411,470**

1) Source: Table B-1 for population and 2024 Woods & Poole for employment data for countywide estimates adjusted by the industry distribution in the service area from Census OnTheMap 2021
2) Source: Table B-4
3) The functional population is Collier baseline data (Item 1) multiplied by the functional resident coefficient (Item 2)
4) The total employment population by category is the sum of the employment figures from the nine employment categories (e.g., natural resources, construction, etc.)
5) The total functional population is the sum of the residential functional population and the employment functional population

Table B-7 presents the law enforcement service area annual functional population figures from 2010 through 2040, based on the 2024 functional population figure from Table B-6 and the annual population growth rates from the population figures previously presented in Table B-1.

Table B-7

Functional Population (Law Enforcement Service Area)

Year	Functional Population
2010	315,951
2011	320,455
2012	325,755
2013	329,558
2014	335,087
2015	342,189
2016	349,182
2017	356,702
2018	364,438
2019	372,341
2020	379,215
2021	387,280
2022	396,408
2023	404,517
2024	**411,470**
2025	417,820
2026	423,544
2027	429,346
2028	435,227
2029	441,185
2030	446,296
2031	450,538
2032	454,816
2033	459,132
2034	463,485
2035	467,226
2036	470,346
2037	473,482
2038	476,631
2039	479,797
2040	483,039

Source: Table B-6 for the 2024 functional population figure and Table B-1 for annual growth rates

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Functional Residents by Specific Land Use Category

When a wide range of land uses impact services, an estimate of that impact is needed for each land use. This section presents functional population estimates by residential and non-residential land uses.

Residential and Transient Land Uses

As mentioned previously, functional population estimates by land use need to be developed for each impact fee service area to be analyzed. For residential and transient land uses, these coefficients are displayed in Table B-8. The transient land uses include hotel/all suites hotel, motel, assisted living facility and nursing home. Secondary sources, such as Smith Travel Research (STR), Collier County Convention and Visitors Bureau, and the Florida Department of Elderly Affairs, are used to determine the occupancy rate for these land uses.

Non-Residential Land Uses

A similar approach is used to estimate functional residents for non-residential land uses. **Table B-9** reports basic assumptions and calculations, such as trips per unit, trips per employee, employees per impact unit, one-way trips per impact unit, worker hours, occupants per vehicle trip, visitors (patrons, etc.) per impact unit, visitor hours per trip, and days per week for non-residential land uses. The final column in the tables shows the estimated functional residents per unit by land use. These figures represent the demand component for the law enforcement impact fee program and are used in the calculation of the cost per unit for each land use category in the law enforcement impact fee schedule.

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Table B-8

Functional Residents for Residential and Transient Land Uses (Law Enforcement Service Area)

Residential Land Use	Impact Unit	ITE LUC[1]	Residents/ Visitors Per Unit[2]	Occupancy Rate[3]	Adjusted Residents Per Unit[4]	Peak Visitor Hours at Place[5]	Workers Per Unit[6]	Work Day Hours[7]	Days Per Week[8]	Functional Residents Per Unit[9]
Residential										
Single Family Detached										
- Less than 4,000 sf	du	210	2.64	-	-	-	-	-	-	**1.83**
- 4,000 sf or greater	du	210	3.25	-	-	-	-	-	-	**2.25**
Multi-Family	du	220-232	1.46	-	-	-	-	-	-	**1.01**
Mobile Home	du	240	1.94	-	-	-	-	-	-	**1.34**
Retirement Community - Detached (Single Family)	du	251	1.62	-	-	-	-	-	-	**1.12**
Retirement Community - Attached (Multi-Family)	du	252	0.88	-	-	-	-	-	-	**0.61**
Transient/Assisted, Group										
Hotel/All Suites Hotel	room	310/311	2.80	73%	2.04	12	0.56	9	7	**1.23**
Motel	room	320	2.80	73%	2.04	12	0.13	9	7	**1.07**
Assisted Living Facility	du	254	1.28	70%	0.89	20	0.56	9	7	**0.95**
Nursing Home	1,000 sf	620	2.76	70%	1.93	20	2.04	9	7	**2.37**

(1) Land use code from the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition

(2) Estimates for the residential land uses, retirement community (detached), retirement community (attached) from Table B-2; estimate for hotel/motel from Collier County Overnight Visitor Economic Impact Report 2021. Estimate for assisted living facility is based on people per household figures for single family and multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation. Estimate used for nursing home is based on 1 person per bed and an average square footage of 363 per bed in a nursing home, based on information provided in the ITE Trip Generation Handbook, 11th Edition.

(3) Source for hotel/motel occupancy: Collier County Convention and Visitors Bureau Annual Reports and Smith Travel Research (STR). Average occupancy rate for 2016 through 2021, excluding 2020. Source for nursing home/ALF occupancy rate is the Florida Department of Elderly Affairs Collier County Profile and the Agency for Health Care Administration. Average occupancy rate for 2021 through 2022.

(4) Residents per unit times occupancy rate

(5), (7), (8) Estimated

(6) Adapted from ITE Trip Generation Handbook, 11th Edition

(9) For residential this is Residents Per Unit times 0.692. For Transient, Assisted, and Group it is:

$$\frac{[(\text{Adjusted Residents per Unit} \times \text{Hours at Place} \times \text{Days per Week}) + (\text{Workers Per Unit} \times \text{Work Hours Per Day} \times \text{Days per Week})]}{(24 \text{ Hours per Day} \times 7 \text{ Days per Week})}$$

Table B-9

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
RECREATION:												
416	Campground/RV Park[12]	site	1.62	n/a	1.20	0.81	9	1.64	0.13	1.50	7	**0.46**
420	Marina	boat berth	2.41	20.52	0.12	1.21	9	1.64	1.86	1.00	7	**0.12**
430	Golf Course	hole	30.38	20.52	1.48	15.19	9	1.64	23.43	0.25	7	**0.80**
n/a	Bundled Golf Course[13]	hole	9.11	20.52	0.44	4.56	9	1.64	7.04	0.25	7	**0.24**
445	Movie Theater	1,000 sf	82.30	53.12	1.55	41.15	9	1.64	65.94	1.00	7	**3.33**
n/a	Dance Studio/Gymnastics	1,000 sf	21.33	n/a	2.00	10.67	9	1.64	15.50	1.50	7	**1.72**
INSTITUTIONS:												
520	Elementary School (Private)	student	2.27	22.50	0.10	1.14	9	1.11	1.17	2.00	5	**0.10**
522	Middle/Junior High School (Private)	student	2.10	23.41	0.09	1.05	9	1.11	1.08	2.00	5	**0.09**
525	High School (Private)	student	1.94	21.95	0.09	0.97	9	1.11	0.99	2.00	5	**0.08**
540/550	University/Junior College (7,500 or fewer students) (Private)	student	2.00	11.75	0.17	1.00	9	1.11	0.94	2.00	5	**0.10**
	University/Junior College (more than 7,500 students) (Privat	student	1.50	11.75	0.13	0.75	9	1.11	0.70	2.00	5	**0.08**
560	Church	1,000 sf	7.60	20.64	0.37	3.80	9	2.16	7.84	1.00	7	**0.47**
565	Day Care Center	1,000 sf	49.63	21.38	2.32	24.82	9	2.16	51.29	0.15	5	**0.85**
MEDICAL:												
610	Hospital	1,000 sf	10.77	3.77	2.86	5.39	9	1.44	4.90	1.00	7	**1.28**
OFFICE:												
710	General Office	1,000 sf	10.84	3.33	3.26	5.42	9	1.09	2.65	1.00	5	**0.95**
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	23.83	8.71	2.74	11.92	9	1.44	14.42	1.00	5	**1.16**
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	34.21	8.71	3.93	17.11	9	1.44	20.71	1.00	5	**1.67**
770	Business Park (Flex-Space)	1,000 sf	12.65	4.04	3.13	6.33	9	1.09	3.77	0.75	5	**0.92**
RETAIL:												
822	Retail 6,000 sfgla or less	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	54.45	17.42	3.13	27.23	9	1.52	38.26	0.50	7	**1.97**
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	67.52	17.42	3.88	33.76	9	1.52	47.44	0.65	7	**2.74**
820	Retail greater than 150,000 sfglA	1,000 sfgla	37.01	17.42	2.12	18.51	9	1.52	26.02	1.00	7	**1.88**
840/841	New/Used Auto Sales	1,000 sf	24.58	11.84	2.08	12.29	9	1.52	16.60	1.00	7	**1.47**
849	Tire Superstore	1,000 sf	20.37	n/a	1.65	10.19	9	1.52	13.84	1.00	7	**1.20**
850	Supermarket	1,000 sf	94.48	43.86	2.15	47.24	9	1.52	69.65	0.50	7	**2.26**
851	Convenience Market (24 hour)	1,000 sf	739.50	243.38	3.04	369.75	9	1.52	558.98	0.20	7	**5.80**
862	Home Improvement Superstore	1,000 sf	30.74	n/a	2.50	15.37	9	1.52	20.86	1.00	7	**1.81**
880/881	Pharmacy with & without Drive-Thru	1,000 sf	103.86	69.17	1.50	51.93	9	1.52	77.43	0.35	7	**1.69**
890	Furniture Store	1,000 sf	6.26	10.93	0.57	3.13	9	1.52	4.19	0.50	7	**0.30**
SERVICES:												
911	Bank/Savings w/out Drive-Thru	1,000 sf	57.94	32.73	1.77	28.97	9	1.52	42.26	0.35	6	**1.10**
912	Bank/Savings w/Drive-Thru	1,000 sf	103.73	32.73	3.17	51.87	9	1.52	75.67	0.15	6	**1.42**
930	Fast Casual Restaurant	1,000 sf	97.14	21.26	4.57	48.57	9	2.30	107.14	0.35	7	**3.28**
931	Low-Turnover Restaurant	1,000 sf	86.03	17.90	4.81	43.02	9	2.30	94.14	1.00	7	**5.73**
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	103.46	21.26	4.87	51.73	9	2.30	114.11	0.75	7	**5.39**
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	479.17	44.52	10.76	239.59	9	2.30	540.30	0.25	7	**9.66**
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	409.25	44.52	9.19	204.63	9	2.30	461.46	0.25	7	**8.25**

Table B-9 (continued)

Functional Residents for Non-Residential Land Uses

ITE LUC[1]	Land Use	Impact Unit	Trips Per Unit[2]	Trips Per Employee[3]	Employees Per Unit[4]	One-Way Factor @ 50%[5]	Worker Hours[6]	Occupants Per Trip[7]	Visitors[8]	Visitor Hours Per Trip[9]	Days Per Week[10]	Functional Residents per Unit[11]
SERVICES:												
941	Quick Lube	service bay	40.00	16.00	2.50	20.00	9	1.52	27.90	0.50	7	**1.52**
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	172.01	275.78	0.62	86.01	9	1.52	130.12	0.20	7	**1.32**
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	264.38	241.21	1.10	132.19	9	1.52	199.83	0.20	7	**2.08**
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	345.75	241.21	1.43	172.88	9	1.52	261.35	0.20	7	**2.71**
947	Self-Service Car Wash	service bay	43.94	n/a	0.50	21.97	9	1.52	32.89	0.50	7	**0.87**
948	Automated Car Wash	1,000 sf	142.00	n/a	1.75	71.00	9	1.52	106.17	0.25	7	**1.76**
n/a	Luxury Auto Sales	1,000 sf	16.30	n/a	2.08	8.15	9	1.52	10.31	1.00	7	**1.21**
INDUSTRIAL:												
110	General Light Industrial	1,000 sf	4.87	3.10	1.57	2.44	9	1.08	1.07	1.00	5	**0.45**
140	Manufacturing	1,000 sf	4.75	2.51	1.89	2.38	9	1.08	0.68	1.00	5	**0.53**
150	Warehousing	1,000 sf	1.71	5.05	0.34	0.86	9	1.08	0.59	0.75	5	**0.10**
151	Mini-Warehouse	1,000 sf	1.46	61.90	0.02	0.73	9	1.08	0.77	0.75	7	**0.03**

Sources:
1) Land use code found in the Institute of Transportation Engineers (ITE) Trip Generation Handbook, 11th Edition
2) Land uses and trip generation rates consistent with those included in the 2024 Transportation Impact Fee Update Study
3) Trips per employee from ITE Trip Generation Handbook, 11th Edition, when available
4) Trips per unit (Item 2) divided by trips per person (usually employee). When trips per person are not available, the employees per unit is estimated
5) Trips per unit (Item 2) multiplied by 50 percent
6) Estimated
7) Source: 2022 National Household Travel Survey (FHWA 2022)
8) [(One-way Trips/Unit X Occupants/Trip) - Employees]
9) Estimated
10) Estimated
11) [(Workers X Hours/Day X Days/Week) + (Visitors X Hours/Visit X Days/Week)]/(24 Hours x 7 Days)
12) The ITE 11th Edition trip generation rate was adjusted to reflect the average occupancy rate of 60 percent based on data provided by the Florida Association of RV Parks and Campgrounds
13) The trip generation rate for "bundled golf course" is assessed at 30 percent of the trip generation rate for the "golf course" land use (LUC 430)

Appendix C -
Building and Land Values Analysis
- Supplemental Information

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This appendix provides the additional data and information on building and land value estimates.

Building Value Estimates

In determining the appropriate unit value for buildings, the following analysis was conducted:

- Cost trends since the last study;
- Cost estimates for planned law enforcement buildings in Collier County;
- Insurance value of the existing inventory; and
- Discussions with the County.

The County plans to build a new Forensic Evidence building at a cost of $347 per square foot. This cost estimate excludes the portion of the project for the storage building.

During the 2016 impact fee study, the value of primary buildings was estimated at $300 per square foot. Applying Engineering News Records Building Cost Index for the cost changes between 2016 and 2024 resulted in a unit cost of $440 per square foot.

The insurance values of existing buildings averaged $223 per square foot for primary buildings and $77 per square foot for support buildings. It is important to note that insurance values represent conservative estimates due to certain parts of structures, such as the foundation, not being insured.

Given this data and information, the construction cost for primary buildings was estimated at $350 per square foot. The value of support facilities was estimated at $90 per square foot, based primarily on insurance values. These costs reflect all costs related to constructing buildings (such as design, construction, site preparation, permitting, etc.) with the exception of land purchase. This information is summarized in **Table C-1**.

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Table C-1
Law Enforcement Buildings
Total Building Value per Square Foot

Facility	Cost per Square Foot
Future Construction Estimates [1]	
Forensic/Evidence Building	$347
Cost Estimates from 2016 Study Indexed [2]	
2016 Study Cost Estimates	
- Primary Buildings	$300
- Support Buildings	$80
Cost Estimates Indexed	
- Primary Buildings	$443
- Support Buildings	$118
Engineering News Record (2016-2024)	47.5%
Insurance Values [3]	
Averaged Insured Values	
- Primary Buildings	$223
- Support Buildings	$77
Used in the Study:	
- Primary Buildings	**$350**
- Support Buildings	**$90**

1) Source: Collier County
2) Building cost estimates from Collier County Law Impact Fee Study, October 10, 2016, indexed according to Engineering News Record (2016-2024)
3) Source: Collier County

Land Values

To estimate land value associated with law enforcement, the following information was evaluated:

- Land value trends since the last study;
- Current value of land where law enforcement buildings are located;
- Vacant land sales analysis;
- Vacant land values as reported by the Property Appraiser; and
- Discussions with the County.

The 2016 study estimated land value at $160,000 per acre. Since then, land values increased by approximately 118 percent, which results in an indexed value of approximately $349,000 per acre.

The value of parcels where existing law enforcement buildings are located ranges from $29,000 per acre to $1.3 million per acre with an average of $570,000 per acre.

Vacant land sales of parcels between one acre and 10 acres countywide between 2018 and 2022 averaged $72,000 per acre over the past five years. This value was almost $400,000 per acre when commercial vacant land was considered. Similarly, the value of all vacant land of one to 10-acre parcels as estimated by Collier County Property Appraiser averaged $51,000 per acre. This figure was $316,000 per acre for commercial vacant land.

It is likely that future law enforcement facilities will be built in the eastern parts of the county. An evaluation of the vacant residential sales between 2018 and 2022 versus commercial land sales for 1- to 10-acre parcels in the area east of County Road 951 resulted in an average land value of $55,000 per acre for residential land uses, and $300,000 per acre for commercial land uses.

Currently, approximately 25 percent of law enforcement facilities are in residential areas while the remaining 75 percent are located in commercial areas. For the purposes of impact fee calculations, a more conservative ratio of 50 percent is used for commercial and residential locations. As presented in **Table C-2**, applying these percentages to the estimated land value in residential versus commercial areas results in a combined land value of approximately $180,000 which is considered to be a reasonable estimate for impact fee calculation purposes.

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Table C-2
Weighted Average Land Value

Land Use	Distribution[1]	Land Value per Acre[2]	Weighted Land Value per Acre[3]
Residential	50%	$55,000	$27,500
Commercial	50%	$300,000	$150,000
Land Value Used in the Study			**$180,000**

1) Reflects a conservative estimate of future land purchases by land use compared to the current distribution of 50% residential and 50% commercial.
2) Land value per acre estimates based on vacant land sales between 2018 to 2022
3) Distribution (Item 1) multiplied by land value per acre (Item 2) for each land use and added.

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Collier County Library Facilities Impact Fee Update Study

DRAFT Report
October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

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Collier County
Library Facilities Impact Fee Update Study

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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. To address additional infrastructure needs, Collier County implemented an impact fee program for library facilities, which was last updated in 2016. To reflect most recent data, the County retained Benesch to prepare an update study.

This report serves as the technical study to support the calculation of the updated library facilities impact fee. Data presented in this report represents the most recent and localized data available at the time of this update study. All data and support material used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically defensible level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fee as a policy decision.

Methodology

In developing the County's library facilities impact fee, a consumption-based impact fee methodology is utilized, which is commonly used throughout Florida. A consumption-based impact fee charges new development based upon the burden placed on services from each land use (demand). The demand component is measured in terms of population per unit.

A consumption-based impact fee charges new growth the proportionate share of the cost of providing additional infrastructure for use by new growth. Unlike a "needs-based" approach, consumption-based approach ensures that the impact fee is set at a rate that generates revenues sufficient only for new capacity needs and does not generate revenues at a level to correct existing deficiencies. Given this, the County does not need to go through the process of estimating the portion of each capacity expansion project that may be related to existing deficiencies. In addition, per legal requirements, a credit is subtracted from the total cost to account for the value of future non-impact fee funding contributions of new development toward any capacity expansion projects. In other words, case law requires that the new development should not be charged twice for the same infrastructure.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts (if needed) and a list of capacity-adding projects included in the County's Capital Improvement Plan, Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the library facilities impact fee calculations, including an evaluation of the inventory, service area and demand component, level of service (LOS), cost, credit, and demand components. Information supporting this analysis was obtained from the County and other sources, as indicated.

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Inventory

Table 1 provides a summary of existing library facilities within Collier County. Currently, the County provides 173,000 square feet of library facilities located on approximately 27 acres of land dedicated to library facilities.

An important part of the impact fee calculations involves estimating the current value of the capital assets. A building cost of $350 per square foot is used based on cost trends since the most recent technical study, cost estimates from the 2023 Annual Update and Inventory Report, insurance values of existing libraries, and discussions with the County. Appendix A provides a more detailed explanation of building value estimates.

To estimate the value of land component of library buildings, recent land acquisitions by the County, land values of the existing inventory, recent vacant land sales and the value of vacant land as reported by the Collier County Property Appraiser were evaluated. This analysis resulted in an average land value of $180,000 per acre, and is explained further in Appendix A.

These cost estimates result in a total building and land value of $65.4 million, of which $60.6 million is for buildings and $4.8 million is for land.

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Table 1

Building and Land Inventory

Facility Description	Address	Year Built	Library Square Feet[1]	Total Square Feet on Site[2]	Total Acres[3]	Acres per 1,000 sf of Building Space[4]	Allocated Acres[5]	Building Value[6]	Land Value[7]	Total Building and Land Value[8]
Immokalee Branch	417 1st Street North	1978/2004	8,035	28,945	10.00	0.345	2.77	$2,812,250	$498,600	$3,310,850
Naples Branch	650 Central Avenue	1965/1992	35,011	35,011	2.66	0.076	2.66	$12,253,850	$478,800	$12,732,650
Golden Gate Branch[9]	2432 Lucerne Road	1978/2007	17,066	76,498	12.91	0.169	2.88	$5,973,100	$518,400	$6,491,500
East Naples Branch	8787 Tamiami Trail East	1989	7,168	7,168	0.87	0.121	0.87	$2,508,800	$156,600	$2,665,400
Estates Branch	1266 Golden Gate Blvd West	1994	11,000	11,000	2.08	0.189	2.08	$3,850,000	$374,400	$4,224,400
Marco Island Branch	210 South Heathwood Drive	1988/2009	15,381	15,381	1.51	0.098	1.51	$5,383,350	$271,800	$5,655,150
Headquarters Branch	2385 Orange Blossom Drive	2002	42,401	56,401	7.63	0.135	5.72	$14,840,350	$1,029,600	$15,869,950
Vanderbilt Branch	788 Vanderbilt Beach Road	1981	7,000	7,000	1.69	0.241	1.69	$2,450,000	$304,200	$2,754,200
South Regional Library	8065 Lely Cultural Parkway	2007	30,000	154,388	20.00	0.130	3.90	$10,500,000	$702,000	$11,202,000
Vacant Land for Future Library	Fiddlers Creek Lot CF 20	2022	N/A	N/A	2.72	N/A	2.72	N/A	$489,600	$489,600
Total			**173,062**				**26.80**	**$60,571,700**	**$4,824,000**	**$65,395,700**
Building Value per Square Foot[10]								**$350**		
Land Value per Acre[11]									**$180,000**	

1) Source: Collier County. Square feet of the library facility.
2) Source: Collier County. Total square feet of all buildings on a given parcel.
3) Source: Collier County
4) Total acres (Item 3) divided by total square feet on site (Item 2) multiplied by 1,000.
5) Library square feet (Item 1) divided by 1,000 and multiplied by acres per 1,000 square feet of building space (Item 4)
6) Library square feet (Item 1) multiplied by building value per square foot (Item 10)
7) Allocated acres (Item 5) multiplied by land value per acre (Item 11)
8) Sum of building value (Item 6) and land value (Item 7)
9) Excludes the square feet of the old Golden Gate Library, which was repurposed to a Senior Citizen.
10) Source: Appendix A
11) Source: Appendix A

Service Area and Demand Component

The Collier County Public Library System provides library services to the entire County, thus, the appropriate service area is countywide.

The library facilities impact fee program requires the use of population data in calculating current levels of service and impact fee levels. To be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population of the County, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak seasonal population is used in all population estimates and projections. Peak seasonal population projections were provided by Collier County's Comprehensive Planning Division. Appendix B provides further detail on population estimates.

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Level of Service

Table 2 provides a summary of the current level of service (LOS) for library buildings, in Collier County. To calculate the level of service, the library buildings square feet is divided by the 2024 seasonal peak population. Because some of the library buildings were funded through bonds that are being paid back with impact fee revenues, an additional calculation of owned library square feet is provided.

As presented, the achieved level of service calculated based on owned Collier County library buildings is less than the adopted level of service standard. However, the better measure of library services provided to Collier County residents is including all library buildings. As presented, the achieved level of service for all library buildings is 0.35 square feet per resident compared to the adopted level of service standard of 0.33 square feet per resident.

The current achieved LOS figures represent the community's investment into library infrastructure while the adopted LOS standards represent the service level intended going forward. For impact fee calculation purposes, the lower of the two measures is utilized to not overcharge new development. The achieved LOS of owned buildings is lower than the adopted LOS. Since the portion not owned is excluded from the total capital asset value later in this report, the LOS of all library buildings is used in the impact fee calculations.

Table 2

Current Achieved Level of Service

Description	Year 2024				
	Square Feet[1]	Peak Seasonal Population[2]	Achieved Level of Service[3]	Adopted Level of Service Standard[4]	LOS Used in Study[5]
Library Buildings (all)	173,062	491,779	0.35	0.33	**0.35**
Library Buildings (owned)	159,217	491,779	0.32		

1) Source: Table 1
2) Source: Appendix B, Table B-1
3) Square feet (Item 1) divided by peak seasonal population (Item 2)
4) Source: Collier County 2023 Annual Update and Inventory Report (AUIR)
5) For impact fee calculation purposes, the lower of the adopted LOS standard vs the achieved LOS is used in the impact fee calculations. The achieved LOS of owned buildings is lower than the adopted LOS. Since the portion not owned is excluded from the total capital asset value later in this report, the LOS based on all buildings is used in the impact fee calculations.

A comparison of the current Collier County LOS, the LOS standard (LOSS), LOS of the other Florida counties, and the State Standards is presented in **Table 3**. The comparison includes counties with a population of 100,001 to 400,000 and is based on the information obtained from the Library Directory with Statistics, published by the Department of State, Division of Library and Information Services. It should be noted that the current LOS figures included in the table for Collier County represent figures provided by the Division of Library and Information Services and reflect 2022-2023 data with the use of permanent population.

Table 3

Level of Service Comparison

Category	Collier County		Other FL Counties[3]	FLA Public Library Standards[4]		
	Achieved LOS[1]	Adopted LOS Standard[2]		Essential	Enhanced	Exemplary
Library Buildings (all) -- sf per capita	0.44	0.33	0.40	0.60	0.70	1.00

1) Source: Department of State, Division of Library & Information Services, 2022-2023 Library Directory with Statistics
2) Source: Collier County 2023 Annual Update and Inventory Report (AUIR)
3) Source: Department of State, Division of Library & Information Services, 2022-2023 Library Directory with Statistics - includes counties with population of 100,001 to 400,000, excluding Collier County
4) Source: Florida Library Association Standards for Florida Public Libraries 2004, 2006 Revision. Standards show Standard 77 and Standard 90 for jurisdictions with a service area population of 100,001 - 750,000.

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Cost Component

Table 4 provides a summary of library facilities capital assets owned by the County. As shown, total capital asset value associated with library facilities amounts to $65.4 million. However, the County is still paying debt service on a portion of these assets. In addition, it is the Collier County's policy to use impact fee revenues to pay debt service associated with capacity expansion projects. To ensure that new development is not being overcharged for these future payments, the portion of the remaining principal for the expansion portion of South Regional Library and Golden Gate Library that is to be repaid with impact fee revenues is subtracted from the total asset value in Table 4. The resulting owned capital asset value is approximately $60.2 million or approximately $348 per square foot.

Table 4 also presents the cost per resident for the impact fee analysis. This cost is calculated by multiplying the owned capital asset value per square foot by the current LOS of 0.35 square feet per resident. As shown, these calculations result in $122 per resident for all library facilities assets considered in the impact fee calculations.

Table 4
Total Impact Cost per Resident

Description	Figure	Percent of Total[10]
Building Value[1]	$60,571,700	92.6%
Land Value[2]	$4,824,000	7.4%
Total Building and Land Value[3]	**$65,395,700**	**100.0%**
Less: Portion Not Owned[4]	$5,231,074	
Owned Building and Land Value[5]	**$60,164,626**	
Total Library Square Feet[6]	173,062	
Owned Building and Land Value per Square Foot[7]	$347.65	
LOS (Square Feet per Resident)[8]	0.35	
Total Impact Cost per Resident[9]	**$121.68**	

1) Source: Table 1
2) Source: Table 1
3) Sum of building and land value (Items 1 and 2)
4) Source: Collier County Office of Management and Budget
5) Total building and land value (Item 3) less portion not owned (Item 4)
6) Source: Table 1
7) Owned building and land value (Item 5) divided by total library square feet (Item 6)
8) Source: Table 2
9) Owned building and land value per square foot (Item 7) multiplied by the LOS (Item 8)
10) Distribution of building and land value

Credit Component & Net Impact Cost

The net library facilities impact cost per resident is the difference between the cost component and the credit component. The County has not allocated any non-impact fee funding for library capacity projects and intends to continue building library capacities with impact fee revenues. As previously presented in Table 4, future debt payments that will be made with impact fees are subtracted from the value of the inventory, which serves as the credit for impact fee calculations.

Given that there are no other revenue sources for capacity projects, the total impact cost is equivalent to the net impact cost. If, in the future, the County allocates non-impact fee revenue sources for capacity expansion projects, these calculations should be revised to reflect the new development's contribution from these funding sources.

Table 5

Net Impact Cost per Resident

Description	Per Resident
Total Impact Cost per Resident[(1)]	$121.68
Total Revenue Credit per Resident[(2)]	$0.00
Net Impact Cost per Resident[(3)]	**$121.68**

1) Source: Table 4
2) Collier County has been paying all capacity projects with impact fee revenues. Therefore, there is no revenue credit required.
3) Total impact cost per resident (Item 1) less the total revenue credit per resident

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Calculated Library Facilities Impact Fee Schedule

Table 6 presents the calculated library facilities impact fee schedule for residential and non-residential land uses, based on the net impact fee cost per resident figures presented in Table 5. Net impact cost per resident decreased by approximately five percent since the 2016 study due to the changes in inventory, cost, and credit components. The remaining differences reflect changes in the demand component since 2016.

Table 6

Calculated Library Impact Fee Schedule

Residential Land Use	Impact Unit	Residents per Unit[1]	Net Impact Cost per Resident[2]	Calculated Impact Fee[3]	Current Adopted Impact Fee[4]	Percent Change[5]
Single Family Detached						
- Less than 4,000 sf	du	2.53	$121.68	**$307.85**	$336.05	-8%
- 4,000 sf or greater	du	3.12	$121.68	**$379.64**	$376.63	1%
Multi-Family	du	1.31	$121.68	**$159.40**	$159.78	0%
Mobile Home	du	1.92	$121.68	**$233.63**	$270.11	-14%
Retirement Community - Detached (Single Family)	du	1.55	$121.68	**$188.60**	$145.83	29%
Retirement Community - Attached (Multi-Family)	du	0.79	$121.68	**$96.13**	$145.83	-34%

1) Source: Appendix B, Table B-2
2) Source: Table 5
3) Source: Residents per unit (Item 1) multiplied by the net impact cost per resident (Item 2)
4) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
5) Percent change between the calculated impact fee (Item 3) and the current adopted impact fee (Item 4)

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Impact Fee Schedule Comparison

As part of the work effort in updating Collier County's library facilities impact fee, a comparison of library facilities impact fee schedules was completed for other Florida counties. **Table 7** presents this comparison.

Table 7

Library Facilities Impact Fee Schedule Comparison

Land Use	Unit[2]	Collier County		Brevard County[5]	Lake County[6]	Manatee County[7]	Martin County[8]	Palm Beach County[9]	Pasco County[10]	Polk County[11]	Sarasota County[12]	St. Lucie County[13]
		Calculated[3]	Current Adopted[4]									
Date of Last Update		2024	2016	2000	2022	2024	2023	2022	2002	2024	2016	2022
Assessed Portion of Calculated[1]		N/A	100%	29%	Varies-SF @59%	100%	N/A	Varies-SF @95%	100%	100%	100%	Varies-SF @100%
Residential:												
Single Family (2,000 sf)	du	$308	$336	$64	$287	$363	$520	$295	$145	$188	$683	$396
Multi-Family (1,300 sf)	du	$159	$160	$38	$219	$207	$322	$237	$97	$141	$554	$296
Mobile Home	du	$234	$270	$46	$228	$160	$520	$237	$97	$129	$472	$254

1) Represents the portion of the maximum calculated fee for each respective county that is actually charged. Fee may have been lowered/increased through annual indexing or policy discounts. Does not account for moratorium/suspensions.
2) du = dwelling unit
3) Source: Table 6
4) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
5) Source: Brevard County Planning & Development Department
6) Lake County Planning and Zoning, Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 2, 2027.
7) Source: Manatee County, Development Services. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
8) Source: Martin County, Resources, Impact Fees. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
9) Source: Palm Beach County Planning, Zoning and Building Department. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2026.
10) Source: Pasco County Central Permitting Department
11) Source: Polk County Building & Construction Department. Fees shown effective January 1, 2025.
12) Source: Sarasota County Planning & Development Services
13) Source: St. Lucie County Planning & Development Services Department. Multi-family fee shown reflects fee for 3+ stories. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective October 1, 2025.

Appendix A -
Building and Land Value Analysis -
Supplemental Information

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Appendix A – Building and Land Value Analysis

This appendix provides the data and information on building and land value estimates.

Building Values

In determining the appropriate unit cost for building construction, the following analyses were conducted:

- Cost trends since the most recent technical study;
- Cost estimates from the 2023 Annual Update Inventory Report;
- Insurance values of existing libraries; and
- Discussions with the County.

During the 2016 impact fee study, the value of primary buildings was estimated at $300 per square foot. Applying Engineering News Records Building Cost Index for the cost changes between 2016 and 2024 resulted in a unit cost of $440 per square foot.

According to the Collier County 2023 Annual Update Inventory Report, the cost of library buildings is $263 per square foot. The current insurance values of the existing libraries is $228 per square foot for buildings only and $288 for buildings and contents. Insurance values are considered to be conservative estimates since not all components of a building need to be insured.

Since 2020, library construction costs observed in other jurisdictions ranged from $300 per square foot to $450 per square foot, with an average of $355 per square foot.

Given this data and information, building cost for libraries was estimated at $350 per square foot for impact fee calculation purposes.

Land Values

To estimate land value associated with library facilities, the following information was evaluated:

- Land value trends since the most recent technical study;

- Recent land acquisitions;
- Current value of land where libraries are located;
- Vacant land sales analysis;
- Vacant land values as reported by the Property Appraiser; and
- Discussions with the County.

The 2016 study estimated land value at $64,000 per acre. Since then, vacant residential land values increased by approximately 120 percent, which results in an indexed value of approximately $140,000 per acre.

In 2022, Collier County received a donation of a site on Fiddler Creek Parkway and the County allocated 2.72 acres of this site to be utilized for future libraries. According to the Collier County Property Appraiser, the land value of this site is approximately $125,000 per acre. The value of parcels where existing library buildings are located ranges from $50,000 per acre to $1.3 million per acre with an average of $341,000 per acre.

Vacant land sales of parcels between one acre and 10 acres countywide averaged $72,000 per acre over the past five years. This value was almost $400,000 per acre when commercial vacant land was considered.

Similarly, the value of all vacant land of one to 10-acre parcels as estimated by Collier County Property Appraiser averaged $51,000 per acre. This figure was $316,000 per acre for commercial vacant land.

Given these figures, an average land value of $180,000 per acre is considered to be a reasonable estimate for the impact fee calculations.

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Appendix B
Population Estimates – Supplemental Information

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Appendix B - Population Estimates

The library facilities impact fee program requires the use of population data in calculating current levels of service and for the demand component. To be consistent with the population utilized in the County's comprehensive planning and Annual Update and Inventory Report (AUIR) process, this impact fee study considers not only the resident or permanent population, but also the number of seasonal residents and visitors as well. Therefore, for purposes of this technical analysis, the peak seasonal population is used in all population estimates and projections. Peak seasonal population projections were provided by Collier County's Comprehensive Planning Division.

Table B-1 presents the peak seasonal population trends for Collier County. The projections indicate that the current peak seasonal population of the county is approximately 491,800 and is expected to increase to 582,700 (increase of 90,900) by 2040. The estimated average growth rate is approximately 1 percent per year.

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Table B-1

Collier County Population Estimates (Countywide)

Year	Countywide	
	Peak Seasonal Population	Percent Change
2010	387,183	-
2011	392,180	1.3%
2012	398,107	1.5%
2013	402,268	1.0%
2014	408,351	1.5%
2015	416,402	2.0%
2016	424,603	2.0%
2017	433,359	2.1%
2018	442,240	2.0%
2019	451,303	2.0%
2020	455,059	0.8%
2021	464,155	2.0%
2022	474,235	2.2%
2023	483,487	2.0%
2024	**491,779**	**1.7%**
2025	499,426	1.6%
2026	506,406	1.4%
2027	513,483	1.4%
2028	520,660	1.4%
2029	527,936	1.4%
2030	534,305	1.2%
2031	539,741	1.0%
2032	545,233	1.0%
2033	550,781	1.0%
2034	556,384	1.0%
2035	561,339	0.9%
2036	565,633	0.8%
2037	569,960	0.8%
2038	574,320	0.8%
2039	578,714	0.8%
2040	582,721	0.7%

Source: Collier County Comprehensive Planning Section (population projections dated May 2024)

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Apportionment of Demand by Residential Unit Type and Size

The residential land uses to be used in the library facilities impact fee calculations include the following:

- Single Family (Detached)
- Multi-Family
- Mobile Home/RV (Tied Down)
- Retirement Community (detached and attached)

Table B-2 presents the number of residents per housing unit for the residential categories identified above in Collier County. This analysis includes all housing units, both occupied and vacant.

To address fairness and equity issues between land uses, the single family land use is tiered based on two categories of square footage: less than 4,000 square feet and 4,000 square feet or greater. To accommodate the tiering of impact fee assessments for the single family residential land use category, an analysis was completed based on housing unit size and persons per housing unit. This analysis utilized national data from the 2021 American Housing Survey (AHS) and data from the 2022 American Community Survey (ACS) to examine this relationship.

Table B-2
Residents per Housing Unit

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	289,564	112,378		2.58
- Less than 4,000 sf			98%	2.53
- 4,000 sf or greater			121%	3.12
Multi Family	139,405	106,016		1.31
Mobile Home/RV Park (Tied Down)	21,446	11,189		1.92
Retirement Community - Detached (Single Family)[5]	173,738	112,378		1.55
Retirement Community - Attached (Multi-Family)[6]	83,643	106,016		0.79

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.58) by the ratio developed from the AHS data (Item 3).
5) Estimate for senior adult housing - detached (single family) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

6) Estimate for senior adult housing - attached (multi-family) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

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Collier County Parks and Recreation Impact Fee Update Study

DRAFT Report

October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

Collier County
Parks and Recreation Impact Fee Study

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Introduction

With a population of over 400,000, Collier County ranks as the 19th most populous county in Florida. The county is continuing to grow and is estimated to add approximately 110,000 new residents through 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. To address additional infrastructure needs, Collier County implemented an impact fee program for parks and recreational facilities, which was last updated in 2015. To reflect most recent data, the County retained Benesch to prepare an update study.

This report serves as the technical study to support the calculation of the updated parks and recreation impact fee. The data presented in this report represents the most recent and localized data available at the time of this update study. All data and support material used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically calculated level of impact fee that the County could charge; however, the Board of County Commissioners may choose to discount the fees as a policy decision.

Methodology

In developing the County's parks and recreation impact fee, a consumption-based impact fee methodology is utilized, which is commonly used throughout Florida. A consumption-based impact fee charges new development based upon the burden placed on services from each land use (demand). The demand component is measured in terms of population per unit.

A consumption-based impact fee charges new growth the proportionate share of the cost of providing additional infrastructure for use by new growth. Unlike a "needs-based" approach, consumption-based approach ensures that the impact fee is set at a rate that generates revenues sufficient only for new capacity needs and does not generate revenues at a level to correct existing deficiencies. Given this, the County does not need to go through the process of estimating the portion of each capacity expansion project that may be related to existing deficiencies. In addition, per legal requirements, a credit is subtracted from the total cost to account for the value of future non-impact fee funding contributions of new development toward any capacity expansion projects. In other words, case law requires that the new development should not be charged twice for the same infrastructure.

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts (if needed) and a list of capacity-adding projects included in the County's Capital Improvement Plan, Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.
- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.
- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted that clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. Added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards.

Impact Fee Definition

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principal purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts as needed, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements and documents the methodology used for the parks and recreation impact fee calculations, including an evaluation of the inventory, service area and demand component, level of service (LOS), cost, credit, and demand components. Information supporting this analysis was obtained from the County and other sources, as indicated.

Inventory

Collier County parks and recreation facilities are classified into three different types of parks: neighborhood, community, and regional parks, based on the information provided in the County's Annual Update & Inventory Report (AUIR) and Parks & Recreation Master Plan (PRMP). Of these, only the community and regional parks are included in the impact fee calculations. Neighborhood parks are excluded since they primarily serve only the immediate neighborhood and offer a limited number and type of facilities.

Table 1 provides an inventory of community and regional parks and recreation facilities along with the facilities that are available at each park location, based on information provided in the Collier County PRMP and AUIR as well as by the County staff. The parks and recreation inventory used for the impact fee analysis includes 54 parks (29 regional parks and 25 community parks) located throughout Collier County.

Of the County owned parks, Naples Zoo is not included in the inventory used for impact fee calculations. Although the County owns the land, the Zoo leases land from the County and charges a fee to the public to enter the facility. Given that this park is not open to the public without a fee and generates revenue for the County, it is appropriate to not charge new development for this park. In addition, in the case of parks that are located on properties owned by the School District, only the recreation facilities are included in the inventory.

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Table 1

Collier County Parks and Recreation Facilities Inventory [1]

Park/Facility Name	Park Class	Total Acreage	Ampi-theather	Baseball Field	Basketball Court	Basketball Pavilion	Bath House (sq ft)	Boardwalk	Boat Ramp Lane	Bocce/ Shuffle-board Court	Bocce Ball Cover	Cabana	Camp-grounds	Canoe/Kayak Launch	Concession Area/Stand/ Trailer/Bldgs	Dock-master	Fishing/Dock/Pier	Dog Park	Dog Park Shelter	Garden Cover	Gazebo	Gazebo/Pier	Handball Court	Horseshoes (pits)	Learning Center	Little League Field	Maintenance Building/ Shed (Sq Ft)
Marco																											
Caxambas Park	R	4.20							2							1	1										
Collier Boulevard Boating Park	R	0.50							2																		
Tigertail Beach Park	R	31.60					682								380												280
South Marco Beach Access	R	5.00																									
Goodland Boating Park	R	5.00							2						1,725		1										
Mar-Good Harbor Park	R	2.50								1				1										1			
Isles of Capri Paddlecraft Park	R	9.00								1				1													
North Naples																											
Conner Park	R	5.00																									
Cocohatchee River Park	R	7.56							4							1	1										
Barefoot Beach Access	R	5.00					686																		1		
Barefoot Beach Preserve	R	159.60												1													
Barefoot Beach State Land	R	186.00																									
Clam Pass Park	R	35.00					330	1						1	1,125												
North Gulfshore Beach Access	R	0.50																									
Vanderbilt Beach	R	5.00					269								81												
Vanderbilt Beach Access (7 locations)	R	0.45																									
North Collier Regional Park	R	207.70			2							3			12,758												6,044
Pelican Bay Community Park	C	15.00			1					3					816						4						315
Osceola Elementary School [2]	C	N/A																								2	
Naples Park Elementary/ Starcher Petty [2]	C	N/A													560											1	
Veterans Memorial Elementary [2]	C	N/A																									
Veterans Community Park	C	43.64		1	2					4	1				2,062			1	1								2,799
Vineyards Community Park	C	35.50			2					6					235								2				1,009
Golden Gate																											
Golden Gate Community Park	C	35.00		1	2				2	5					610			1								1	3,000
Golden Gate Community Center	C	21.00	1		3																						
Golden Gate Greenway	C	3.00																									
Paradise Coast Sports Park	R	195.98																									
Golden Gate Golf Course	R	112.00																									
East Naples																											
East Naples Community Park	C	47.00			4					6					292								2	1			2,016
Sugden Regional Park	R	120.00	1				1,451							1	170		1			1							2,506
Cindy Mysels Community Park	C	5.00																								2	
Bay Street Parcels	R	1.34																									
Bayview Park	R	6.27							3								1										
South Naples																											
Manatee Community Park	C	60.00																									
Port of the Islands	R	5.55							2						1,725												
Eagle Lakes Community Park	C	32.00		1	1										402												
Central Naples																											
Freedom Park	R	25.16																									602
Gordon River Greenway	R	79.00												1													
Immokalee																											
Immokalee High School [2]	C	N/A			1																						
Immokalee Community Park	C	23.00		1	3										178												2,742
Immokalee South Park	C	3.45			1																						
Airport Park	C	19.00																									
Ann Oleski Park (Lake Trafford)	R	2.30							1								1					1					
Immokalee Sports Complex	C	14.00			1																						
Eden Park Elementary [2]	C	N/A																									
Pepper Ranch	R	50.00											10														
Tony Rosbough Community Park	C	7.00																								3	
Urban Estates																											
Big Corkscrew Island Regional Park	R	152.00	1		2													1									
Vanderbilt Extension Community Park	C	125.10																									
Palmetto Elementary [2]	C	N/A																									
Rich King Greenway	R	37.50																									
Sabal Palm Elementary [2]	C	N/A			2																						
Corkscrew Elementary/Middle [2]	C	N/A		1	2																						
Max A. Hasse Community Park	C	20.00			1	1									1,953												878
Summary:																											
- Community Parks		**508.69**	**1**	**5**	**26**	**1**	**0**	**0**	**2**	**24**	**1**	**0**	**0**	**0**	**7,108**	**0**	**0**	**2**	**1**	**0**	**4**	**0**	**4**	**1**	**0**	**9**	**12,759**
- Regional Parks		**1,456.71**	**2**	**0**	**4**	**0**	**3,418**	**1**	**16**	**2**	**0**	**3**	**10**	**6**	**17,964**	**2**	**6**	**1**	**0**	**1**	**0**	**1**	**0**	**1**	**1**	**0**	**9,432**
- Total		**1,965.40**	**3**	**5**	**30**	**1**	**3,418**	**1**	**18**	**26**	**1**	**3**	**10**	**6**	**25,072**	**2**	**6**	**3**	**1**	**1**	**4**	**1**	**4**	**2**	**1**	**9**	**22,191**

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Table 1 – (continued)

Collier County Parks and Recreation Facilities Inventory [1]

Park/Facility Name	Park Class	Maintenance Building/ Shed (Sq Ft)	Multipurpose Facility	Multiuse Field (Football/ Soccer)	Nature/ Cultural/ Historical Centers	Parking Garage	Parking Space (Boat/Trailer)	Parking Space (Car)	Paved Multiuse Pathway/ Trail (mile)	Pickleball Courts	Picnic Cover	Picnic Pavilion	Picnic Shelter	Playground	Racquetball Court	Recreation Center (sq ft)	Restroom (sq ft)	Roller Hockey Rink	Skate Park	Softball Field	Sun n' Fun Lagoon	Splash Park	Swimming Pool	Tennis Court	Tennis / Pickleball Combo Courts	Track	Volleyball Court
Marco																											
Caxambas Park	R		1,098				31	16																			
Collier Boulevard Boating Park	R						74	10																			
Tigertail Beach Park	R	280						226						1													
South Marco Beach Access	R							67																			
Goodland Boating Park	R						76	15	0.5			1															
Mar-Good Harbor Park	R				3,038			20	0.4					1													
Isles of Capri Paddlecraft Park	R						4	57																			
North Naples																											
Conner Park	R			1				156	0.7																		
Cocohatchee River Park	R		2,040				55	88					3	1			672										
Barefoot Beach Access	R							96																			
Barefoot Beach Preserve	R				770			402																			
Barefoot Beach State Land	R																										
Clam Pass Park	R							198	1.0																		
North Gulfshore Beach Access	R							38																			
Vanderbilt Beach	R					1		361																			
Vanderbilt Beach Access (7 locations)	R																										
North Collier Regional Park	R	6,044	28,927	4	14,974			1,182	2.5			9	4	1						5	1						
Pelican Bay Community Park	C	315		1				60	1.0				1	1	4									8			1
Osceola Elementary School[2]	C																										
Naples Park Elementary/ Starcher Petty[2]	C							40																2			
Veterans Memorial Elementary[2]	C																										
Veterans Community Park	C	2,799		1				339	1.0	8		1	1	1	4	6,966	664	1		3				8	4		1
Vineyards Community Park	C	1,009		4				289	1.0			7		1	4	9,644	479			2		1		4			
Golden Gate																											
Golden Gate Community Park	C	3,000		1			10	408	2.0			3		1	4		340			2			1	3	7		
Golden Gate Community Center	C		7,813	1				282	1.0			1		1		27,295			1								
Golden Gate Greenway	C																										
Paradise Coast Sports Park	R																										
Golden Gate Golf Course	R																										
East Naples																											
East Naples Community Park	C	2,016		3				252	2.0	65		4		1	4	10,887	1,811			1					2		1
Sugden Regional Park	R	2,506	2,331	1				199	1.0			7		1			476										1
Cindy Mysels Community Park	C							42																			
Bay Street Parcels	R																										
Bayview Park	R						57	15				6		1			1,296										
South Naples																											
Manatee Community Park	C																										
Port of the Islands	R						71	24																			
Eagle Lakes Community Park	C			2				328	2.0			4		2			837			1			1	2			
Central Naples																											
Freedom Park	R	602			2,657			40	1.0			3					731										
Gordon River Greenway	R							49	1.0			2		1													
Immokalee																											
Immokalee High School[2]	C																							2			
Immokalee Community Park	C	2,742		2				150	1.0			1		1	2	6,966	997		1	1				2			1
Immokalee South Park	C			1										1		4,117											1
Airport Park	C			1					1.0			1		1													
Ann Oleski Park (Lake Trafford)	R						7	8			4	1															
Immokalee Sports Complex	C		16,543	3				528															1				
Eden Park Elementary[2]	C			1																							
Pepper Ranch	R								1.0																		
Tony Rosbough Community Park	C							69																			
Urban Estates																											
Big Corkscrew Island Regional Park	R			4						6		9		1						2				2			
Vanderbilt Extension Community Park	C																										
Palmetto Elementary[2]	C			1																							
Rich King Greenway	R																										
Sabal Palm Elementary[2]	C			2																2							
Corkscrew Elementary/Middle[2]	C			1											2					1				4		1	
Max A. Hasse Community Park	C	878						213				2		1		9,483	429			2				2			
Summary:																											
- Community Parks		**12,759**	**24,356**	**25**	**0**	**0**	**10**	**3,000**	**12.00**	**73**	**0**	**24**	**2**	**12**	**24**	**75,358**	**5,557**	**1**	**2**	**15**	**0**	**1**	**3**	**37**	**13**	**1**	**5**
- Regional Parks		**9,432**	**34,396**	**10**	**21,439**	**1**	**375**	**3,267**	**9.10**	**6**	**4**	**38**	**7**	**8**	**0**	**0**	**3,175**	**0**	**0**	**7**	**1**	**0**	**0**	**2**	**0**	**0**	**1**
- Total		**22,191**	**58,752**	**35**	**21,439**	**1**	**385**	**6,267**	**21.10**	**79**	**4**	**62**	**9**	**20**	**24**	**75,358**	**8,732**	**1**	**2**	**22**	**1**	**1**	**3**	**39**	**13**	**1**	**6**

1) Source: Collier County Parks and Recreation Division
2) Land is not owned by Collier County and is excluded from the impact fee calculation.

Service Area and Demand Component

Collier County provides park services and recreation facilities to all Collier County residents and visitors. Regional parks are typically larger and/or offer types of facilities targeting residents throughout Collier County, such as beach and boat access. On the other hand, community parks tend to be relatively smaller in size and typically draw visitors from the unincorporated County, as municipalities in Collier County have similar types of community and neighborhood parks targeting residents within their immediate geographic area. To ensure that new growth is receiving direct benefit from the parks and recreation impact fee and consistent with the methodology used to develop the current adopted impact fee, the impact fee for regional parks is calculated on a countywide basis and is charged to all new development throughout Collier County while the impact fee for community parks is charged only to development within the unincorporated county.

To accurately determine the demand for parks and recreation services, this impact fee study considers not only the resident or permanent populations of the county, but also the seasonal residents and visitors. Therefore, for purposes of this technical analysis, the peak seasonal population is used and subsequent references to population in this report pertain to the peak seasonal population of Collier County, unless otherwise noted. Peak seasonal population figures for both countywide and unincorporated Collier County are prepared by the County's Comprehensive Planning Section (dated May 2024). Appendix B provides additional details on population estimates.

Level of Service

Table 2 presents the calculation of the current LOS for each park type included in the inventory, as well as Collier County's adopted LOS standards according to the most recent AUIR. As presented, in terms of community parks, Collier County's current achieved LOS is 1.14 acres per 1,000 residents compared to the adopted LOS standard of 1.20 acres per 1,000 residents. For regional parks, Collier County's current achieved LOS is 2.96 acres per 1,000 residents compared to the adopted LOS standard of 2.70 acres per 1,000 residents.

While the achieved LOS indicates the investment made by the community, the adopted LOS standard provides the intended/goal LOS. For impact fee calculation purposes, the lower of the two measures is utilized to not overcharge new development. Given this, the achieved LOS standard of 1.14 acres per 1,000 residents is utilized in the calculation of the community park impact fee and the adopted LOS standard of 2.70 acres per 1,000 residents is utilized in the calculation of the regional park impact fee.

Table 2
Current Level of Service & Adopted Level of Service Standard

Park Type Classification	Inventory (Acres)[1]	Achieved LOS[2]	Adopted LOS[3]	LOS Used in Calculations[4]
Parks and Recreation Level of Service (Acres per 1,000 Residents)				
Community	509	1.14	1.20	**1.14**
Regional	1,457	2.96	2.70	**2.70**
Total	**1,966**	**4.10**	**3.90**	**3.84**
2024 Service Area Population [5]				
Community Parks (Unincorporated County)			447,642	
Regional Parks (Countywide)			491,779	

1) Source: Table 1
2) Inventory acres (Item 1) divided by each park classification associated population (Item 5) multiplied by 1,000.
3) Source: Collier County 2023 Annual Update & Inventory Report (AUIR); Parks and Recreation Facilities
4) Level of service utilized in the parks and recreation impact fee calculations.
5) Source: Appendix B, Table B-1

Table 3 presents a comparison of the parks and recreation adopted LOS standards of Collier County to those adopted by other Florida counties. As presented, Collier County's adopted LOS standard is in the range of standards adopted by other communities.

Table 3
Adopted Level of Service Comparison

Jurisdiction	LOS Standard (Acres per 1,000 Residents)
Marion County[1]	2.00
Miami-Dade County[2]	2.75
Monroe County[3]	3.00
Collier County[4]	**3.90**
Lake County[5]	4.00
Palm Beach County[6]	4.82
Broward County[7]	6.00
Lee County[8]	6.80
Osceola County[9]	10.00
Charlotte County[10]	10.00
Sarasota County[11]	12.00
Hendry County[12]	22.00
St. Lucie County[13]	28.70

1) Source: Marion County 2035 Comprehensive Plan, Recreation and Open Space Element - 2.00 parks and recreation facility acres per 1,000 persons
2) Source: Miami-Dade County Comprehensive Development Master Plan, Recreation and Open Space Element - 2.75 acres of local recreation and open space per 1,000 permanent residents in unincorporated areas
3) Source: Monroe County Comprehensive Plan, Recreation and Open Space Element- 1.5 acres per 1,000 functional population of passive, resource-based neighborhood and community parks and 1.5 acres per 1,000 functional population of activity-based neighborhood and community parks within each of the Upper Keys, Middle Keys, and Lower Keys subareas.
4) Source: Collier County 2023 Annual Update & Inventory Report (AUIR); Parks and Recreation Facilities
5) Source: Lake County Comprehensive Plan, 2030 Planning Horizon, Concurrency Management Element - 4.00 acres per 1,000 residents
6) Source: Palm Beach County Comprehensive Plan; Recreation and Open Space Element - 3.31 regional park acres per 1,000 residents and 1.22 district park acres per 1,000 residents and 0.29 acres per 1,000 for beach
7) Source: Broward County Comprehensive Plan Land Use Plan, Parks/Conservation Policy 2.5.1 and 2.5.2 - 3.00 community park acres per 1,000 permanent residents and 3.00 regional park acres per 1,000 permanent residents
8) Source: Lee County Comprehensive Plan as amended Nov 2021 Capital Improvements Element - Regional Parks - 6 acres of developed regional park land open for public use per 1,000 total seasonal County population for all of Lee County. Community Parks - 0.8 acres of developed community park land open for public use per 1,000 unincorporated Lee County permanent population.
9) Source: Osceola County Comprehensive Plan 2040, Parks and Recreation Element, Policy 8-1.2 2 Parks and Resource Indicators. One community park per 15,000 population, provision of regional parks at ten acres per 1,000 population, and provision of recreational trails at one mile per 1,500 population.
10) Source: Charlotte County 2050 Comprehensive Plan, Recreation and Open Space Data and Analysis - 6.00 acres per 1,000 residents of active/multi-purpose park land and 4.00 acres per 1,000 residents of passive park land
11) Source: Sarasota County Comprehensive Plan, Chapter 2 - Parks, Preserves, and Recreation - 12.00 acres per 1,000 residents of developable park land

12) Source: Hendry County Comprehensive Plan; Concurrency Management Element - 20.00 regional park acres per 1,000 population and 2.00 community park acres per 1,000 population
13) Source: St. Lucie County Comprehensive Plan, Recreation and Open Space Element - 5.00 community park acres per 1,000 unincorporated residents, 2.50 community park acres per 1,000 countywide residents, and 21.2 acres per 1,000 population countywide

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Cost Component

The total cost per resident for parks and recreation facilities consists of two components: the cost of purchasing and developing land for each park and the cost of facilities and equipment located at each park.

Recreational Facility Cost

The first step in calculating the total cost for parks and recreation services in Collier County involves estimating the current value of recreational facilities. When available, the value for the parks facilities is estimated based on recent bids or recent facilities built by the County. When recent bid/purchase information was not available, unit costs from the County's insurance reports and recent costs for similar facilities from other jurisdictions as well as estimates provided by the County were used.

As presented in **Table 4**, the total park facility value is $100 million for community parks and $89 million for regional parks, for a combined total of $189 million, including construction and architectural design and engineering (A&E) costs.

It should be noted that the improvements to the North Collier Regional Park were funded with a bond issue, which is being repaid with impact fee revenue. To ensure that new development is not being overcharged for these future payments, the portion of the remaining principal for these improvements that is to be repaid with impact fee revenue ($18 million) is removed from the total value of the facilities of regional parks, as shown in Table 4. This adjustment results in an owned facility value of $71 million (down from $89 million) for regional parks. These figures result in recreational facility value of $224 per resident for community parks, and $144 per resident for regional parks.

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Table 4

Parks and Recreation Facilities and Equipment Cost per Resident

Facility[1]	Unit[1]	Unit Value[2]	Community Parks		Regional Parks		Total Value[5]
			Count[3]	Total Value[4]	Count[3]	Total Value[4]	
Amphitheater	amphitheater	$360,000	1	**$360,000**	2	**$720,000**	**$1,080,000**
Baseball Field	field	$550,000	5	**$2,750,000**	0	**$0**	**$2,750,000**
Basketball Court	court	$51,600	26	**$1,341,600**	4	**$206,400**	**$1,548,000**
Basketball Pavilion	pavilion	$474,400	1	**$474,400**	0	**$0**	**$474,400**
Bath House	sq. ft.	$221	0	**$0**	3,418	**$755,378**	**$755,378**
Boardwalk	boardwalk	$133,000	0	**$0**	1	**$133,000**	**$133,000**
Boat Ramp Lane	ramp lane	$525,000	2	**$1,050,000**	16	**$8,400,000**	**$9,450,000**
Bocce/Shuffleboard Court	court	$6,600	24	**$158,400**	2	**$13,200**	**$171,600**
Bocce Ball Cover	cover	$16,600	1	**$16,600**	0	**$0**	**$16,600**
Cabana	cabana	$15,650	0	**$0**	3	**$46,950**	**$46,950**
Campgrounds	campground	$16,000	0	**$0**	10	**$160,000**	**$160,000**
Canoe/Kayak Launch	launch	$22,400	0	**$0**	6	**$134,400**	**$134,400**
Concession Area/Stand/Trailer/Building	sq. ft.	$199	7,108	**$1,414,492**	17,964	**$3,574,836**	**$4,989,328**
Dockmaster	dockmaster	$504,000	0	**$0**	2	**$1,008,000**	**$1,008,000**
Fishing/Dock/Pier	dock	$92,000	0	**$0**	6	**$552,000**	**$552,000**
Dog Park	park	$11,000	2	**$22,000**	1	**$11,000**	**$33,000**
Dog Park Shelter	shelter	$5,000	1	**$5,000**	0	**$0**	**$5,000**
Garden Cover	cover	$21,000	0	**$0**	1	**$21,000**	**$21,000**
Gazebo	gazebo	$14,300	4	**$57,200**	0	**$0**	**$57,200**
Gazebo/Pier	gazebo / pier	$207,500	0	**$0**	1	**$207,500**	**$207,500**
Handball Court	court	$25,000	4	**$100,000**	0	**$0**	**$100,000**
Horseshoes	pit	$1,860	1	**$1,860**	1	**$1,860**	**$3,720**
Learning Center	center	$111,600	0	**$0**	1	**$111,600**	**$111,600**
Little League Field	field	$490,000	9	**$4,410,000**	0	**$0**	**$4,410,000**
Maintenance Building/Shed	sq. ft.	$121	12,759	**$1,543,839**	9,432	**$1,141,272**	**$2,685,111**
Multipurpose Facility	sq. ft.	$223	24,356	**$5,431,388**	34,396	**$7,670,308**	**$13,101,696**
Multiuse Field (Football/Soccer)	field	$550,000	25	**$13,750,000**	10	**$5,500,000**	**$19,250,000**
Nature/Cultural/Historical Centers	sq. ft.	$322	0	**$0**	21,439	**$6,903,358**	**$6,903,358**
Parking Garage	garage	$8,280,000	0	**$0**	1	**$8,280,000**	**$8,280,000**
Parking Space (Boat/Trailer)	parking space	$5,320	10	**$53,200**	375	**$1,995,000**	**$2,048,200**
Parking Space (Car)	parking space	$2,660	3,000	**$7,980,000**	3,267	**$8,690,220**	**$16,670,220**
Paved Multiuse Pathway/Trail	mile of trail	$158,400	12.00	**$1,900,800**	9.10	**$1,441,440**	**$3,342,240**
Pickleball Courts	court	$22,830	73	**$1,666,590**	6	**$136,980**	**$1,803,570**
Picnic Cover	cover	$6,600	0	**$0**	4	**$26,400**	**$26,400**
Picnic Pavilion	pavilion	$46,000	24	**$1,104,000**	38	**$1,748,000**	**$2,852,000**
Picnic Shelter	shelter	$17,600	2	**$35,200**	7	**$123,200**	**$158,400**
Playground	playground	$163,800	12	**$1,965,600**	8	**$1,310,400**	**$3,276,000**
Racquetball Court	court	$58,750	24	**$1,410,000**	0	**$0**	**$1,410,000**
Recreation Facility (Indoor)	sq. ft.	$231	75,358	**$17,407,698**	0	**$0**	**$17,407,698**
Restroom	sq. ft.	$204	5,557	**$1,133,628**	3,175	**$647,700**	**$1,781,328**
Roller Hockey Rink	rink	$562,500	1	**$562,500**	0	**$0**	**$562,500**
Skate Park	skate park	$550,000	2	**$1,100,000**	0	**$0**	**$1,100,000**
Softball Field	field	$535,000	15	**$8,025,000**	7	**$3,745,000**	**$11,770,000**
Sun n' Fun Lagoon	play area	$15,000,000	0	**$0**	1	**$15,000,000**	**$15,000,000**
Splash Park	park	$822,000	1	**$822,000**	0	**$0**	**$822,000**
Swimming Pool	pool	$2,939,600	3	**$8,818,800**	0	**$0**	**$8,818,800**
Tennis Court	court	$68,500	37	**$2,534,500**	2	**$137,000**	**$2,671,500**
Tennis/Pickleball Combo Courts	court	$68,500	13	**$890,500**	0	**$0**	**$890,500**
Track	track	$922,000	1	**$922,000**	0	**$0**	**$922,000**
Volleyball Court	court	$3,000	5	**$15,000**	1	**$3,000**	**$18,000**
Recreational Facility Value[6]				**$91,233,795**		**$80,556,402**	**$171,790,197**
Architecture, Engineering, and Inspection @ 10%[7]				$9,123,380		$8,055,640	$17,179,020
Total Recreational Facility Value[8]				**$100,357,175**		**$88,612,042**	**$188,969,217**
Less: Portion Not Owned[9]				$0		$17,745,823	$17,745,823
Owned Recreational Facility Value[10]				**$100,357,175**		**$70,866,219**	**$171,223,394**
Total Population[11]				447,642		491,779	
Total Recreational Facility Value per Resident[12]				**$224.19**		**$144.10**	**$368.29**

1) Source: Table 1
2) Based primarily on estimates provided by Collier County, costs from 2019 Collier County Parks and Recreation Impact Fee Update Study indexed according to Engineering News Record, and recent cost information obtained from other jurisdictions
3) Source: Table 1
4) Unit value (Item 2) multiplied by the number of units per facility (Item 3)
5) Sum of the value of recreational facilities at community and regional parks
6) Sum of recreational facility values
7) Facility value multiplied by 10 percent, based on information provided by Collier County
8) Sum of the recreational facility value (Item 6) and the architecture, engineering, and inspection cost (Item 7)
9) Source: Collier County Office of Management and Budget
10) Total recreational facility value (Item 8) less the portion not owned (Item 9)
11) Source: Appendix B, Table B-1
12) Owned recreational facility value (Item 10) divided by total population (Item 11)

Land Cost

Because of recent fluctuations in land values statewide and given that a large portion of park infrastructure consists of land, a detailed analysis of land values for each type of park (and the geographic subareas within the county) was conducted. This analysis takes into consideration recent vacant land sales of similar size parcels by geographic area, current land value of the existing parks and other vacant parcels, as reported by the Collier County Property Appraiser as well as trends in vacant land values since the last study. Although the County's inventory includes beach and coastal parcels with high land values, because the County is not intending to purchase additional beach/coastal land in the near future, these parcels were valued at the same cost as inland properties. More specifically, the following analysis was conducted:

- A review of countywide vacant land value increase since the last technical study, as reported by Collier County Property Appraiser.
- A review of vacant land sales in subareas of the county for 2018 through 2022 was conducted to understand current land value by geographic area. In addition, the vacant land analysis was conducted for different acreage levels. Resulting land values were used for parks located in each geographic area.
- A review of just market value inland properties in each geographic area as well as for different parcel-size groups from the Property Appraiser database was conducted and results were compared to the sales data and data compiled during the previous interim analysis.

Appendix A provides the data used for this analysis.

The cost of land for parks and recreation facilities includes more than just the purchase cost of the land. Landscaping/site improvement and utilities/paving costs are also considered. These costs can vary greatly, depending on the type of services offered at each park. Based on information provided by the County, as well as information from similarly sized jurisdictions and park types, basic landscaping, site preparation, and irrigation costs were estimated at $10,000 per acre for community parks, and $40,000 per acre for regional parks, as presented in **Table 5**.

These land costs are converted to land value per resident using the LOS presented previously, which results in a land cost of $180 per resident for community parks and $745 per resident for regional parks.

Table 5

Land Cost per Resident

Variable	Park Class	
	Community	Regional
Land Purchase Cost per Acre[1]	$148,000	$236,000
Landscaping, Site Prep., and Irrigation Cost per Acre[2]	$10,000	$40,000
Total Land Cost per Acre[3]	**$158,000**	**$276,000**
LOS (Acres per 1,000 Residents)[4]	1.14	2.70
Total Land Cost per Resident[5]	**$180.12**	**$745.20**

1) Source: Table A-2, rounded to the nearest hundred
2) Source: Based on discussion with County staff and information from other Florida jurisdictions
3) Sum of land purchase cost per acre and landscaping, site preparation, and irrigation cost per acre (Items 1 and 2)
4) Source: Table 2
5) Land cost per acre (Item 3) multiplied by the LOS (Item 4), divided by 1,000

Total Impact Cost per Resident

Table 6 presents the total impact cost per resident for parks and recreation facilities in Collier County. The total cost is $404 per resident for community parks and $889 per resident for regional parks.

Table 6

Total Impact Cost per Resident

Variable	Community Parks		Regional Parks	
	Cost	Percent of Total Cost[4]	Cost	Percent of Total Cost[4]
Recreational Facility Cost per Resident[1]	$224.19	55.5%	$144.10	16.2%
Land Cost per Resident[2]	$180.12	44.5%	$745.20	83.8%
Total Impact Cost per Resident[3]	**$404.31**	**100.0%**	**$889.30**	**100.0%**

1) Source: Table 4
2) Source: Table 5
3) Sum of recreational facility cost per resident (Item 1) and land cost per resident (Item 2)
4) Distribution of total impact cost per resident (between facility and land cost)

Credit Component & Net Impact Cost

The net parks and recreation impact cost per resident is the difference between the cost component and the credit component. In recent years, the County has funded capacity expansion projects with impact fees and the one percent local government infrastructure surtax. The one percent local government infrastructure surtax was repealed on December 31, 2023, and the County does not intend to reimplement this funding mechanism. This funding source is not included in the credit calculations since it is unlikely to be used in future years.

Given that the County plans to use impact fee revenues for future parks and recreation facilities expansion, there is no revenue credit needed for other funding sources. Future debt payments that will be made with impact fees are subtracted from the value of the inventory (see Table 4).

As presented in **Table 7**, the total impact cost is equivalent to the net impact cost. If, in the future, the County allocates non-impact fee revenue sources for capacity expansion projects, these calculations should be revised to reflect the new development's contribution from these funding sources.

Table 7

Net Impact Cost per Resident

Variable	Community Parks	Regional Parks
Total Impact Cost per Resident[(1)]	$404.31	$889.30
Total Revenue Credit per Resident[(2)]	$0.00	$0.00
Net Impact Cost per Resident[(3)]	**$404.31**	**$889.30**

1) Source: Table 6
2) County plans to use impact fee revenues for future parks and recreation capacity expansion projects; no credit is needed.
3) Total impact cost per resident (Item 1) less the total revenue credit per resident

Calculated Parks and Recreation Impact Fee

Table 8 presents the calculated community parks and recreation impact fee schedule developed for residential land uses while **Table 9** presents the calculated regional parks and recreation impact fee schedule. As previously mentioned, due to the service area of community parks, community parks impact fees are collected only within unincorporated Collier County. Changes to the cost and credit components account for a 35-percent increase in the case of community parks and a 5-percent decrease in the case of regional parks. Changes in the final fee amounts that differ from this percentage are due to the changes in the demand component since the 2015 study. Finally, because the increases in fees are less than 50 percent for both community parks and regional parks, there will not be a need to cap the fees.

Table 8

Calculated Parks and Recreation Impact Fee Schedule (Community Parks)

Land Use	Impact Unit	Uninc. County Residents per Unit[1]	Community Parks			
			Net Impact Cost per Resident[2]	Calculated Impact Fee[3]	Current Adopted Impact Fee[4]	Percent Change[5]
Single Family Detached						
- Less than 4,000 sf	du	2.65	$404.31	**$1,071.42**	$933.83	15%
- 4,000 sf or greater	du	3.27	$404.31	**$1,322.09**	$1,067.72	24%
Multi-Family	du	1.46	$404.31	**$590.29**	$455.20	30%
Mobile Home / RV Park (Tied Down)	du	1.95	$404.31	**$788.40**	$716.28	10%
Retirement Community - Detached (Single Family)	du	1.62	$404.31	**$654.98**	$933.83	-30%
Retirement Community - Attached (Multi-Family)	du	0.88	$404.31	**$355.79**	$455.20	-22%

1) Source: Appendix B, Table B-3
2) Source: Table 7
3) Residents per unit (Item 1) multiplied by the net cost per resident (Item 2)
4) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
5) Percent change from the current adopted impact fee (Item 4) to the calculated impact fee (Item 3)

Table 9
Calculated Parks and Recreation Impact Fee Schedule (Regional Parks)

Land Use	Impact Unit	Countywide Residents per Unit[1]	Regional Parks			
			Net Impact Cost per Resident[2]	Calculated Impact Fee[3]	Current Adopted Impact Fee[4]	Percent Change[5]
Single Family Detached:						
- Less than 4,000 sq. ft.	du	2.53	$889.30	**$2,249.93**	$2,694.32	-16%
- 4,000 sq. ft. or greater	du	3.12	$889.30	**$2,774.62**	$3,080.67	-10%
Multi-Family	du	1.31	$889.30	**$1,164.98**	$1,230.24	-5%
Mobile Home / RV Park (Tied Down)	du	1.92	$889.30	**$1,707.46**	$2,145.29	-20%
Retirement Community - Detached (Single Family)	du	1.55	$889.30	**$1,378.42**	$2,694.32	-49%
Retirement Community - Attached (Multi-Family)	du	0.79	$889.30	**$702.55**	$1,230.24	-43%

1) Source: Appendix B, Table B-2
2) Source: Table 7
3) Residents per unit (Item 1) multiplied by the net cost per resident (Item 2)
4) Source: Collier County Capital Project Planning, Impact Fees and Program Management Division
5) Percent change from the current adopted impact fee (Item 4) to the calculated impact fee (Item 3)

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Impact Fee Schedule Comparison

As part of the work effort in updating Collier County's parks and recreation impact fee program, a comparison of parks and recreation impact fee schedules was completed for other Florida jurisdictions. **Table 10** presents this comparison. As presented, Collier County's fee is on the high end of fees imposed by these jurisdictions.

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Table 10

Parks and Recreation Impact Fee Comparison

County	Date of Last Update[1]	Adoption Percent[1]	Single Family (2,000 sf, per du)[1]	Multi-Family (1,300 sf, per du)[1]	Mobile Home (1,300) (du)[1]	Single Family Fee @ 100%[2]
Lake County[3]	2022	Varies	$276	$228	$171	$291
Charlotte County[4]	2021	100%	$312	$246	$249	$312
Hernando County[5]	2021	100%	$491	$358	$375	$491
Bay County[6]	2005	50%	$330	$261	$336	$660
Citrus County[7]	2021	100%	$661	$509	$628	$661
Alachua County[8]	2023	100%	$836	$543	$543	$836
Flagler County[9]	2021	42%	$399	$160	$372	$950
Volusia County[10]	2022	100%	$1,028	$968	$968	$1,028
St. Johns County[11]	2018	100%	$1,692	$1,359	$1,359	$1,346
Lee County[12]	2018	52.5%	$806	$610	$591	$1,535
Martin County[13]	2023	100%	$1,674	$1,674	$1,674	$1,674
Polk County[14]	2024	100%	$1,864	$1,396	$1,276	$1,864
Indian River County[15]	2020	40%	$819	$468	$471	$2,048
Nassau County[16]	2019	100%	$2,049	$1,330	$2,219	$2,049
Orange County[17]	2022	Varies	$2,246	$1,492	$1,694	$2,246
Osceola County[18]	2019	100%	$2,305	$1,118	$1,699	$2,305
Palm Beach County[19]	2022	Varies	$1,225	$1,123	$1,123	$2,332
Sarasota County[20]	2016	100%	$2,719	$2,204	$1,880	$2,719
St. Lucie County[21]	2022	Varies	$2,560	$2,285	$1,677	$2,728
Hillsborough County[22]	2020	65%	$2,145	$1,710	$1,710	$3,300
Collier County-Calculated[23]	**2024**	**N/A**	**$3,321**	**$1,755**	**$2,496**	**$3,321**
Collier County-Current Adopted[24]	**2015**	**100%**	**$3,628**	**$1,685**	**$2,862**	**$3,313**
Manatee County[25]	2024	Varies	$1,947	$1,128	$726	$3,342
Pasco County[26]	2022	100%	$3,450	$3,450	$3,450	$3,450
Miami-Dade County[27]	N/A	N/A	$2,849-$4,529	$1,765-$2,658	$2,849-$4,529	N/A

1) Represents the date of the most recent study and portion of the maximum calculated fee for each respective county that is actually charged. Fees may have been lowered/raised through indexing or policy discounts. Does not account for moratoriums/suspensions.
2) Represents the full calculated single family fee from each respective technical study
3) Source: Source: Lake County, Planning and Zoning. Impact fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown effective January 2, 2027.
4) Source: Charlotte County Planning & Zoning. Fee shown is community park impact fee. The regional/specialty parks impact fee was adopted at 0%. Fee shown for multi-family reflects fee for multi-family (1-2 stories). All fees include 2.55% administrative fee.
5) Source: Hernando County Planning Division. Fees adopted in compliance with the 50% limit per F.S. 163.31801. Fees shown are fully phased rates effective July 7, 2025.
6) Source: Bay County Planning and Zoning.
7) Source: Citrus County Land Development Division
8) Source: Alachua County Ordinances 23-18, 23-19, and 23-20. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective March 1, 2027.
9) Source: Flagler County Planning and Zoning Department. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective March 15, 2025.
10) Source: Volusia County Growth and Resource Management Department. Fee shown is the sum of local and district/coastal park impact fees.
11) Source: Source: St. Johns County

12) Source: Lee County Department of Community Development. Fee shown reflects sum of community and regional park fees.
13) Source: Martin County Services, Impact Fees. Fees adopted in compliance with the 50% limit per F.S. 163.31801. Fees shown effective January 1, 2028.
14) Source: Polk County Building & Construction Department. Fees shown effective January 1, 2027 following a three-year phasing.
15) Source: Indian River County Community Development.
16) Source: Nassau County Building Department
17) Source: Orange County Impact Fee Administration; Community, Environmental & Development Services Department. Fees adopted in compliance with the phasing requirements and 50% limit per F.S. 163.31801. Fees shown reflect Phase 4 fees effective January 1, 2025.
18) Source: Osceola County Impact and Mobility Fees Office
19) Source: Palm Beach County Planning, Zoning and Building Department. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown effective January 1, 2026.
20) Source: Sarasota County Planning and Development Services
21) Source: St. Lucie County Planning & Development Services Department. Fees adopted in compliance with the phasing requirements and 50% limit per F.S. 163.31801. Fees shown effective October 1, 2025.
22) Source: Hillsborough County Development Services Department. Mobile home fee reflects residential 1,250-1,499 sq. ft. tier.
23) Source: Table 8,9
24) Source: Collier County Capital Project Planning, Impact Fees, and Program Management Division. Fee shown is the sum of Community and Regional Park fees.
25) Source: Manatee County, Development Services. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
26) Source: Pasco County Central Permitting Department
27) Source: Miami-Dade County Development Services Division. Fees vary based on district and unit type.

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Appendix A -
Land Value Analysis
- Supplemental Information

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Appendix A - Land Value Analysis

This appendix provides the back-up data and information on land value estimates. Because Collier County does not intend to purchase high value beach and coastal properties, land value estimates represent inland land values. As explained previously, several steps were undertaken to determine the land values for the impact fee calculations. These include:

- A review of vacant land just value trends in Collier County over time.
- A review of vacant land sales in subareas of the county for 2018 through 2022 to understand current land values by geographic area. In addition, the vacant land analysis was conducted for different acreage levels. Resulting land values were compared to sales used in the last study to understand level of increase. The resulting estimates are used for parks located in each geographic area.
- A review of just market value of inland properties in each geographic area as well as for different parcel-size groups from the Property Appraiser database.

Figure A-1 presents the residential vacant land value changes estimated by the Collier County Property Appraiser since 1980s. Land values are estimated to increase by 113% since 2019, when the data for the interim analysis was obtained. Table A-1 presents the estimated land value per acre by region used in the 2019 interim technical study, as well as the indexed value per acre.

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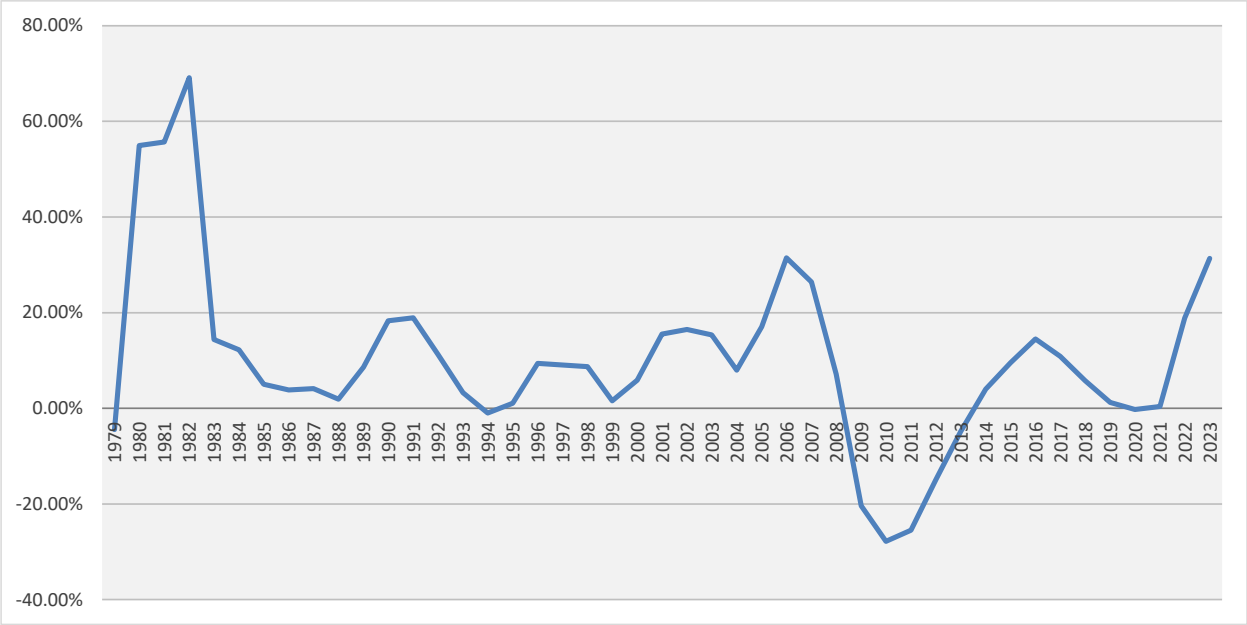
Figure A-1
Collier County Vacant Residential Land Values
3-year Average Change



Source: Florida Department of Revenue, Florida Property Valuations and Tax Databook

Table A-1
Indexed Land Value Estimates

SubArea	Land Value per Acre	
	2019 Estimate[1]	2019 Indexed[2]
Marco Island	$325,000	$692,250
North Naples		
- 0.5 - 5 acres	$325,000	$692,250
- Greater than 5 acres	$300,000	$639,000
Golden Gate		
- 0.5 - 5 acres	$40,000	$85,200
- Greater than 5 acres	$110,000	$234,300
East Naples		
- 0.5 - 5 acres	$155,000	$330,150
- Greater than 5 acres	$80,000	$170,400
Immokalee/Big Corkscrew		
- 0.5 - 5 acres	$20,000	$42,600
- Greater than 5 acres	$30,000	$63,900
Residential Vacant Land Value Increase (2019-2023)[3]		113%

1) Source: Collier County Parks and Recreation Impact Fee Study, Draft Report, August 20, 2019
2) The 2019 estimates (Item 1) indexed according to the residential vacant land value increase (Item 3)
3) Source: Florida Department of Revenue, Florida Property Valuations and Tax Databook

Inland Land Values

Table A-2 provides the estimated land values per acre for each region, which are based on the analysis shown in Tables A-3 through A-12. For each region, recent sales of vacant parcels were reviewed and compared to the sale prices of vacant property in the same region during the last technical study. Estimated value per acre in each region is also compared to the estimates used in the last two technical studies to provide a trend analysis.

Consistent with the last two technical studies, land value estimates for the East Naples area are also used for the Central Naples areas. Similarly, estimates for other areas are used for the parks within the Urban Estates area as appropriate.

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Table A-2
Collier County Inland Land Values

District	Park	Park Class	Total Acres	Value per Acre	Total Land Value
Marco	Caxambas Park	R	4.20	$500,000	$2,100,000
	Collier Boulevard Boating Park	R	0.50	$500,000	$250,000
	Tigertail Beach Park	R	31.60	$500,000	$15,800,000
	South Marco Beach Access	R	5.00	$500,000	$2,500,000
	Goodland Boating Park	R	5.00	$500,000	$2,500,000
	Mar-Good Harbor Park	R	2.50	$500,000	$1,250,000
	Isles of Capri Paddlecraft Park	R	9.00	$500,000	$4,500,000
Marco -- Subtotal			***57.80***		***$28,900,000***
North Naples	Conner Park	R	5.00	$450,000	$2,250,000
	Cocohatchee River Park	R	7.56	$415,000	$3,137,400
	Barefoot Beach Access	R	5.00	$450,000	$2,250,000
	Barefoot Beach Preserve	R	159.60	$415,000	$66,234,000
	Barefoot Beach State Land	R	186.00	$415,000	$77,190,000
	Clam Pass Park	R	35.00	$415,000	$14,525,000
	North Gulfshore Beach Access	R	0.50	$450,000	$225,000
	Vanderbilt Beach	R	5.00	$450,000	$2,250,000
	Vanderbilt Beach Access (7 Locations)	R	0.45	$450,000	$202,500
	North Collier Regional Park	R	207.70	$415,000	$86,195,500
	Pelican Bay Community Park	C	15.00	$415,000	$6,225,000
	Veterans Community Park	C	43.64	$415,000	$18,110,600
	Vineyards Community Park	C	35.50	$415,000	$14,732,500
North Naples -- Subtotal			***705.95***		***$293,527,500***
Golden Gate	Golden Gate Community Park	C	35.00	$70,000	$2,450,000
	Golden Gate Community Center	C	21.00	$70,000	$1,470,000
	Paradise Coast Sports Park	R	195.98	$70,000	$13,718,600
	Golden Gate Golf Course	R	112.00	$70,000	$7,840,000
	Golden Gate Greenway	C	3.00	$50,000	$150,000
Golden Gate -- Subtotal			***366.98***		***$25,628,600***
East Naples	East Naples Community Park	C	47.00	$105,000	$4,935,000
	Cindy Mysels Community Park	C	5.00	$225,000	$1,125,000
	Sugden Regional Park	R	120.00	$105,000	$12,600,000
	Bay Street Parcels	R	1.34	$225,000	$301,500
	Bayview Park	R	6.27	$125,000	$783,750
East Naples -- Subtotal			**179.61**		**$19,745,250**
South Naples	Eagle Lakes Community Park	C	32.00	$150,000	$4,800,000
	Manatee Community Park	C	60.00	$150,000	$9,000,000
	Port of the Islands	R	5.55	$150,000	$832,500
South Naples -- Subtotal			***97.55***		***$14,632,500***
Central Naples	Freedom Park	R	25.16	$105,000	$2,641,800
	Gordon River Greenway	R	79.00	$105,000	$8,295,000
Central Naples -- Subtotal			***104.16***		***$10,936,800***

Table A-2 (Continued)
Collier County Inland Land Values

District	Park	Park Class	Total Acres	Value per Acre	Total Land Value
Immokalee	Immokalee Community Park	C	23.00	$35,000	$805,000
	Immokalee Sports Complex	C	14.00	$35,000	$490,000
	Airport Park	C	19.00	$35,000	$665,000
	Immokalee South Park	C	3.45	$30,000	$103,500
	Tony Rosbough Community park	C	7.00	$35,000	$245,000
	Ann Oleski Park (Lake Trafford)	R	2.30	$30,000	$69,000
	Pepper Ranch	R	50.00	$35,000	$1,750,000
Immokalee -- Subtotal			***118.75***		***$4,127,500***
Urban Estates	Max A. Hasse Community Park	C	20.00	$70,000	$1,400,000
	Vanderbilt Extension Community Park	C	125.10	$70,000	$8,757,000
	Big Corkscrew Island Regional Park	R	152.00	$50,000	$7,600,000
	Rich King Greenway	R	37.50	$105,000	$3,937,500
Urban Estates -- Subtotal			***334.60***		***$21,694,500***
All Parks - Inland Acreage			**1,965.40**	**$213,286**	**$419,192,650**
Community Parks -- Inland Acreage			**508.69**	**$148,349**	**$75,463,600**
Regional Parks - Inland Acreage			**1,456.71**	**$235,963**	**$343,729,050**

Note: See Tables A-3 through A-12 for estimated cost per acre in each region

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Table A-3

Marco Island - Land Value Analysis (Inland)

Acreage	Property Appraiser -- Vacant Land Sales												
	Avg. of 2012-14			Avg. of 2015-18*			%-Δ (2012-14 to 2015-18)		Avg. of 2018-22			%-Δ (2015-18 to 2018-22)	
	W. Avg.	Median	Count	W. Avg.	Median	Count	W. Avg.	Median	W. Avg.	Median	Count	W. Avg.	Median
0.5 - 5 acres	$317,232	$257,695	40	$432,216	$468,182	31	36%	82%	$578,582	$540,000	23	34%	15%
5.01 - 20 acres	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
20.01 - 50 acres	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Source: Collier County Property Appraiser

*Figures include partial year of information for 2022

Table A-4

Marco Island - Land Value Estimate

Marco Island Area Parks	Value per Acre			
	2009[1]	2015[2]	2018[3]	2023[4]
Estimate for In-Land Properties	$550,000	$250,000	$325,000	**$500,000**
%-Change	-	-55%	30%	54%

1) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, June 26, 2009
2) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, September 25, 2015
3) Source: Collier County Parks and Recreation Impact Fee Study, Interim Analysis, August 20, 2019
4) Estimated based on previous study's estimates and information on the residential vacant land value increase from the Florida Department of Revenue, Florida Property Valuations and Tax Databook

Table A-5

North Naples - Land Value Analysis (Inland)

Acreage	Property Appraiser -- Vacant Land Sales												
	Avg. of 2012-14			Avg. of 2015-18*			%-Δ (2012-14 to 2015-18)		Avg. of 2018-22			%-Δ (2015-18 to 2018-22)	
	W. Avg.	Median	Count	W. Avg.	Median	Count	W. Avg.	Median	W. Avg.	Median	Count	W. Avg.	Median
0.5 - 5 acres	$228,350	$221,917	122	$339,281	$382,353	92	49%	72%	$454,803	$456,548	76	34%	19%
5.01 - 20 acres	$240,832	$184,306	4	$520,538	$520,538	1	116%	182%	N/A	N/A	N/A	N/A	N/A
20.01 - 50 acres	$344,828	$344,828	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Source: Collier County Property Appraiser
*Figures include partial year of information for 2022

Table A-6

North Naples - Land Value Estimates

North Naples Area Parks	Value per Acre			
	2009[1]	2015[2]	2018[3]	2023[4]
Estimate for In-Land Properties:				
0.5 - 5 acres	$550,000	$250,000	$325,000	**$450,000**
Greater than 5 acres	$450,000	$225,000	$300,000	**$415,000**
%-Change				
0.5 - 5 acres	-	-55%	30%	38%
Greater than 5 acres	-	-50%	33%	38%

1) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, June 26, 2009
2) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, September 25, 2015
3) Source: Collier County Parks and Recreation Impact Fee Study, Interim Analysis, August 20, 2019
4) Estimated based on information presented in Table A-5

Table A-7

Golden Gate – Land Value Analysis (Inland)

Acreage	Property Appraiser -- Vacant Land Sales												
	Avg. of 2012-14			Avg. of 2015-18*			%-Δ (2012-14 to 2015-18)		Avg. of 2018-22			%-Δ (2015-18 to 2018-22)	
	W. Avg.	Median	Count	W. Avg.	Median	Count	W. Avg.	Median	W. Avg.	Median	Count	W. Avg.	Median
0.5 - 5 acres	$31,175	$22,745	222	$56,120	$24,793	690	80%	9%	$65,167	$40,881	1,027	16%	65%
5.01 - 20 acres	$32,956	$24,263	4	$79,882	$14,525	29	142%	-40%	$67,153	$28,641	45	-16%	97%
20.01 - 50 acres	N/A	N/A	N/A	$120,719	$120,719	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Source: Collier County Property Appraiser

*Figures include partial year of information for 2022

Table A-8

Golden Gate - Land Value Estimates

Golden Gate Area Parks	Value per Acre			
	2009[1]	2015[2]	2018[3]	2023[4]
Estimate for In-Land Properties:				
0.5 - 5 acres	$75,000	$35,000	$40,000	**$50,000**
Greater than 5 acres	$230,000	$105,000	$110,000	**$70,000**
%-Change				
0.5 - 5 acres	-	-53%	14%	25%
Greater than 5 acres	-	-54%	5%	-36%

1) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, June 26, 2009
2) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, September 25, 2015
3) Source: Collier County Parks and Recreation Impact Fee Study, Interim Analysis, August 20, 2019
4) Estimated based on information presented in Table A-7

Table A-9

East Naples – Land Value Analysis (Inland)

Acreage	Property Appraiser -- Vacant Land Sales												
	Avg. of 2012-14			Avg. of 2015-18*			%-Δ (2012-14 to 2015-18)		Avg. of 2018-22			%-Δ (2015-18 to 2018-22)	
	W. Avg.	Median	Count	W. Avg.	Median	Count	W. Avg.	Median	W. Avg.	Median	Count	W. Avg.	Median
0.5 - 5 acres	$218,074	$117,551	36	$249,073	$96,916	49	14%	-18%	$317,257	$267,388	50	27%	176%
5.01 - 20 acres	$123,680	$157,317	5	$145,360	$86,217	3	18%	-45%	$287,663	$258,621	5	98%	200%
20.01 - 50 acres	$200,351	$200,351	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Source: Collier County Property Appraiser

*Figures include partial year of information for 2022

Table A-10

East Naples – Land Value Estimates

East Naples Area Parks	Value per Acre			
	2009[1]	2015[2]	2018[3]	2023[4]
Estimate for In-Land Properties:				
0.5 - 5 acres	$500,000	$135,000	$155,000	**$225,000**
Greater than 5 acres	$120,000	$70,000	$80,000	**$105,000**
%-Change				
0.5 - 5 acres	-	-73%	15%	45%
Greater than 5 acres	-	-42%	14%	31%

1) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, June 26, 2009
2) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, September 25, 2015
3) Source: Collier County Parks and Recreation Impact Fee Study, Interim Analysis, August 20, 2019
4) Estimated based on information presented in Table A-9

Table A-11

Immokalee/Big Corkscrew – Land Value Analysis (Inland)

Acreage	Property Appraiser -- Vacant Land Sales												
	Avg. of 2012-14			Avg. of 2015-18*			%-Δ (2012-14 to 2015-18)		Avg. of 2018-22			%-Δ (2015-18 to 2018-22)	
	W. Avg.	Median	Count	W. Avg.	Median	Count	W. Avg.	Median	W. Avg.	Median	Count	W. Avg.	Median
0.5 - 5 acres	$18,292	$13,954	130	$39,976	$19,414	988	119%	39%	$57,577	$31,903	1,242	44%	64%
5.01 - 20 acres	$17,861	$15,187	6	$36,674	$18,868	15	105%	24%	$31,753	$24,272	34	-13%	29%
20.01 - 50 acres	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	$48,232	$48,232	1	N/A	N/A

Source: Collier County Property Appraiser

*Figures include partial year of information for 2022

Table A-12

Immokalee/Big Corkscrew – Land Value Estimates

Immokalee/Big Corkscrew Area Parks	Value per Acre			
	2009[(1)]	2015[(2)]	2018[(3)]	2023[(4)]
Estimate for In-Land Properties:				
0.5 - 5 acres	$50,000	$15,000	$20,000	**$30,000**
Greater than 5 acres	$50,000	$25,000	$30,000	**$35,000**
%-Change				
0.5 - 5 acres	-	-70%	33%	50%
Greater than 5 acres	-	-50%	20%	17%

1) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, June 26, 2009
2) Source: Collier County Parks and Recreation Impact Fee Study, Final Report, September 25, 2015
3) Source: Collier County Parks and Recreation Impact Fee Study, Interim Analysis, August 20, 2019
4) Estimated based on information presented in Table A-11

Appendix B -
Population Estimates
- Supplemental Information

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Appendix B - Population Estimates

Consistent with the previous studies and the County's Annual Update and Inventory Report (AUIR), this analysis uses peak seasonal population. Because regional parks tend to have a countywide service area, countywide population figures are used in the calculation of regional parks impact fee. Similarly, because community parks serve primarily the unincorporated county, unincorporated county population is used in the calculation of community parks impact fee. As presented in **Table B-1**, the current countywide peak population is 491,800 while the unincorporated county peak population is estimated at 447,600. Based on population projections provided by the County, the peak seasonal population estimates is projected to reach 582,700 countywide and 525,500 in the unincorporated county by 2040.

Residential land uses to be used in the Collier County parks and recreation impact fee calculations include the following:

- Single Family (Detached)
- Multi-Family
- Mobile Home/ RV Park (tied down)
- Retirement Community (detached and attached)

Table B-2 presents the number of residents per housing unit for the residential categories identified above for all of Collier County, while Table B-3 presents similar information for the unincorporated county. To address fairness and equity issues, the single family land use is tiered based on two categories of square footage: less than 4,000 square feet and 4,000 square feet and greater.

To accommodate the tiering of impact fee assessments for the single family residential land use category, an analysis was completed based on housing unit size and persons per housing unit. This analysis utilized data from the 2021 American Housing Survey (AHS) and data from the 2020 Census as well as 2022 American Community Survey (ACS) 5-Year estimates to examine this relationship. In addition, as part of this study, a separate category is developed for retirement community/age restricted housing to reflect fewer people residing in these types of housing.

Table B-1

Collier County Peak Season Population

Year	Countywide		Unincorporated County	
	Peak Seasonal Population	Percent Change	Peak Seasonal Population	Percent Change
2010	387,183	-	343,593	-
2011	392,180	1.3%	348,497	1.4%
2012	398,107	1.5%	354,268	1.7%
2013	402,268	1.0%	358,404	1.2%
2014	408,351	1.5%	364,414	1.7%
2015	416,402	2.0%	372,134	2.1%
2016	424,603	2.0%	379,740	2.0%
2017	433,359	2.1%	387,921	2.2%
2018	442,240	2.0%	396,342	2.2%
2019	451,303	2.0%	404,945	2.2%
2020	455,059	0.8%	412,542	1.9%
2021	464,155	2.0%	421,307	2.1%
2022	474,235	2.2%	431,240	2.4%
2023	483,487	2.0%	440,073	2.0%
2024	**491,779**	**1.7%**	**447,642**	**1.7%**
2025	499,426	1.6%	454,553	1.5%
2026	506,406	1.4%	460,784	1.4%
2027	513,483	1.4%	467,098	1.4%
2028	520,660	1.4%	473,498	1.4%
2029	527,936	1.4%	479,983	1.4%
2030	534,305	1.2%	485,545	1.2%
2031	539,741	1.0%	490,160	1.0%
2032	545,233	1.0%	494,816	0.9%
2033	550,781	1.0%	499,512	0.9%
2034	556,384	1.0%	504,248	0.9%
2035	561,339	0.9%	508,319	0.8%
2036	565,633	0.8%	511,713	0.7%
2037	569,960	0.8%	515,123	0.7%
2038	574,320	0.8%	518,549	0.7%
2039	578,714	0.8%	521,992	0.7%
2040	582,721	0.7%	525,516	0.7%

Source: Collier County Comprehensive Planning Section (population projections dated May, 2024)

Table B-2
Residents per Housing Unit (Countywide)

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	289,564	112,378		2.58
- Less than 4,000 sf			98%	2.53
- 4,000 sf or greater			121%	3.12
Multi Family	139,405	106,016		1.31
Mobile Home/RV Park (Tied Down)	21,446	11,189		1.92
Retirement Community - Detached (Single Family)[5]	173,738	112,378		1.55
Retirement Community - Attached (Multi-Family)[6]	83,643	106,016		0.79

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.58) by the ratio developed from the AHS data (Item 3).
5) Estimate for senior adult housing - detached (single family) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.
6) Estimate for senior adult housing - attached (multi-family) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

Table B-3
Residents per Housing Unit (Unincorporated County)

Housing Type	Population[1]	Housing Units[2]	Ratio[3]	Residents / Housing Units[4]
Single Family Detached	265,289	98,418		2.70
- Less than 4,000 sf			98%	2.65
- 4,000 sf or greater			121%	3.27
Multi Family	121,961	83,316		1.46
Mobile Home/RV Park (Tied Down)	21,227	10,899		1.95
Retirement Community - Detached (Single Family)[5]	159,173	98,418		1.62
Retirement Community - Attached (Multi-Family)[6]	73,177	83,316		0.88

1) Source: 2022 ACS 5-Yr Estimates, Table B25033 (owner occupied and renter occupied), adjusted for peak seasonal population.
2) Source: 2022 ACS 5-Yr Estimates, Table DP04
3) Ratios developed based on national PPH data derived from the 2021 American Housing Survey.
4) Population (Item 1) divided by housing units (Item 2). For single family detached tiers, the residents per housing unit is determined by multiplying the weighted average value (2.70) by the ratio developed from the AHS data (Item 3).

5) Estimate for retirement community (detached) is based on people per household figures for single family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.
6) Estimate for retirement community (attached) is based on people per household figures for multi-family homes, adjusted for the residents over 55 years of age based on information obtained from the 2017 National Household Travel Survey, prepared by the US Department of Transportation.

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Collier County Road Impact Fee Update Study

DRAFT Report
October 31, 2024

Prepared for:

Collier County Capital Projects Planning,
Impact Fees and Program Management Division
2685 Horseshoe Drive South
Naples, Florida 34104
ph (239) 252-8192

Prepared by:

Benesch
1000 N. Ashley Dr., #400
Tampa, Florida 33602
ph (813) 224-8862
E-mail: nkamp@benesch.com

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Collier County
Road Impact Fee Update Study

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Introduction

With a population of approximately 400,000, Collier County is continuing to experience growth. The County ranks 19th out of 67 Florida counties with a projected increase of 110,000 persons by 2050. In terms of residential permitting, Collier County ranks 19th out of Florida counties with an average of 5,300 new units per year over the past three years. This continuing growth requires additional capital facilities.

Collier County's Road Impact Fee Ordinance was originally adopted in January 1985 to assist the County in providing adequate transportation facilities for expected growth. The fee was last updated in 2019. In accordance with the County's impact fee ordinance requirements and to reflect most recent and localized data, Collier County retained Benesch to update the technical study that will be the basis for the updated fee schedule. This report serves as the technical study to support the calculation of the updated impact fees. Data presented in this report represent the most recent and localized data available at the time of this update study. All data and support material used in this analysis are incorporated by reference as set forth in this document.

The figures calculated in this study represent the technically defensible level of impact fees that the County could charge; however, the Board of County Commissioners may choose to discount the fees as a policy decision.

Methodology

The methodology used for the road impact fee study continues to follow a consumption-based impact fee approach in which new development is charged based upon the proportion of vehicle-miles of travel (VMT) that each unit of new development is expected to consume of a lane mile of roadway network.

Under this methodology, the fees assess a proportionate share cost for a portion of the transportation network in the county, including classified City and County roadways, excluding state roads, local/neighborhood roads and interstate highways/toll facilities. Generally, neighborhood roads are the obligation of the developer and are part of the site/subdivision approvals. Toll facilities are funded by toll revenues through Florida Turnpike Enterprise or local toll authorities and interstate highways are funded with earmarked federal and statewide strategic intermodal systems funds and planned for at the state level with minimal local input and limited or no local funding.

Included in this document is the necessary support material used in the calculation of the road impact fee. The general equation used to compute the impact fee for a given land use is:

[Demand x Cost] – Credit = Fee

The "demand" for travel placed on a transportation system is expressed in units of Vehicle-Miles of Travel (daily vehicle-trip generation rate x the trip length x the percent new trips [of total trips]) for each land use contained in the impact fee schedule. Trip generation represents the average daily rates since new development consumes trips on a daily basis.

The "cost" of building new capacity typically is expressed in units of dollars per vehicle-mile of roadway capacity.

The "credit" is an estimate of future non-impact fee revenues generated by new development that are allocated to provide roadway capacity expansion. The impact fee is considered to be an "up front" payment for a portion of the cost of building a vehicle-mile of capacity that is directly related to the amount of capacity consumed by each unit of land use contained in the impact fee schedule, that is not paid for by future tax revenues generated by the new development activity. These credits are required under the supporting case law for the calculation of impact fees where a new development activity must be reasonably assured that they are not being charged twice for the same level of service. More specifically, the input variables used in the fee equation are as follows:

Demand Variables:

- Trip generation rate
- Trip length
- Trip length adjustment factors
- Percent new trips

Cost Variables:

- Roadway cost per lane-mile
- Roadway capacity added per lane mile constructed

Credit Variables:

- Equivalent gas tax credit (pennies)
- Present worth

- Fuel efficiency
- Effective days per year

Legal Overview

In Florida, legal requirements related to impact fees have primarily been established through case law since the 1980's. Impact fees must comply with the "dual rational nexus" test, which requires that they:

- Be supported by a study demonstrating that the fees are proportionate in amount to the need created by new development paying the fee; and
- Be spent in a manner that directs a proportionate benefit to new development, typically accomplished through establishment of benefit districts and a list of capacity-adding projects included in the County's Annual Update of Inventory Report (AUIR) and Capital Improvement Element, or another planning document/Master Plan.

In 2006, the Florida legislature passed the "Florida Impact Fee Act," which recognized impact fees as "an outgrowth of home rule power of a local government to provide certain services within its jurisdiction." § 163.31801(2), Fla. Stat. The statute – concerned with mostly procedural and methodological limitations – did not expressly allow or disallow any particular public facility type from being funded with impact fees. In fact, which it was initially adopted, the Act largely codified requirements and standards common to the practice already.

However, the Legislature has amended the Impact Fee Act numerous times since 2006, significantly affecting the impact fee practice in Florida. For this reason, a summary of the key legislative changes since 2006 is provided:

- **HB 227 in 2009:** The Florida legislation statutorily clarified that in any action challenging an impact fee, the government has the burden of proving by a preponderance of the evidence that the imposition or amount of the fee meets the requirements of state legal precedent or the Impact Fee Act and that the court may not use a deferential standard.
- **SB 360 in 2009:** Allowed fees to be decreased without the 90-day notice period required to increase the fees and purported to change the standard of legal review associated with impact fees. SB 360 also required the Florida Department of Community Affairs (now the Department of Commerce) and Florida Department of Transportation (FDOT) to conduct studies on "mobility fees," which were completed in 2010.
- **HB 7207 in 2011:** Required a dollar-for-dollar credit, for purposes of concurrency compliance, for impact fees paid and other concurrency mitigation required.

- **HB 319 in 2013:** Applied mostly to concurrency management authorities, but also encouraged local governments to adopt alternative mobility systems using a series of tools identified in section 163.3180(5)(f), Florida Statutes, including:
    - Adoption of long-term strategies to facilitate development patterns that support multi-modal solutions, including urban design, and appropriate land use mixes, including intensity and density.
    - Adoption of an area-wide level of service not dependent on any single road segment function.
    - Exempting or discounting impacts of locally desired development, such as development in urban areas, redevelopment, job creation, and mixed use on the transportation system.
    - Assigning secondary priority to vehicle mobility and primary priority to ensuring a safe, comfortable, and attractive pedestrian environment, with convenient interconnection to transit.
    - Establishing multi-modal level of service standards that rely primarily on non-vehicular modes of transportation where existing or planned community design will provide adequate level of mobility.
    - Reducing impact fees or local access fees to promote development within urban areas, multi-modal transportation districts, and a balance of mixed-use development in certain areas or districts, or for affordable or workforce housing.

  Also, under HB 319, a mobility fee funding system expressly must comply with the dual rational nexus test applicable to traditional impact fees. Furthermore, any mobility fee revenues collected must be used to implement the local government's plan, which serves as the basis to demonstrate the need for the fee. Finally, under HB 319, an alternative mobility system, that is not mobility fee-based, must not impose upon new development any responsibility for funding an existing transportation deficiency.

- **HB 207 in 2019:** Included the following changes to the Impact Fee Act along with additional clarifying language:
    - Impact fees cannot be collected prior to building permit issuance; and
    - Impact fee revenues cannot be used to pay debt service for previously approved projects unless the expenditure is reasonably connected to, or has a rational nexus with, the increased impact generated by the new residential and commercial construction.

- **HB 7103 in 2019:** Addressed multiple issues related to affordable housing/linkage fees, impact fees, and building services fees. In terms of impact fees, the bill required that when local governments increase their impact fees, the outstanding impact fee credits for developer contributions should also be increased. This requirement was to operate prospectively; however, HB 337 that was signed in 2021 deleted this clause and making all outstanding credits eligible for this adjustment. This bill also allowed local governments to waive/reduce impact fees for affordable housing projects without having to offset the associated revenue loss.
- **SB 1066 in 2020:** Added language allowing impact fee credits to be assignable and transferable at any time after establishment from one development or parcel to another that is within the same impact fee zone or impact fee district or that is within an adjoining impact fee zone or district within the same local government jurisdiction, and which receives benefit from the improvement or contribution that generated the credits. In addition, added language indicating any new/increased impact fee not being applicable to current or pending permit applications submitted prior to the effective date of an ordinance or resolution imposing new/increased fees.
- **HB 1339 in 2020:** Required reporting of various impact fee related data items within the annual financial audit report submitted to the Department of Financial Services.
- **HB 337 in 2021:** Placed limits on the amount and frequency of fee increases, but also included a clause to exceed these restrictions if the local governments can demonstrate extraordinary circumstances, hold two public workshops discussing these circumstances and the increases are approved by two-thirds of the governing body.
- **HB 479 in 2024 (Effective October 1, 2024):** Required interlocal agreements between counties and municipalities when both entities collect a transportation impact fee. Placed limits on timing of impact fee study completion and adoption and data used in the studies.

The following paragraphs provide further detail on the generally applicable legal standards applicable here.

<u>Impact Fee Definition</u>

- An impact fee is a one-time capital charge levied against new development.
- An impact fee is designed to cover the portion of the capital costs of infrastructure capacity consumed by new development.
- The principle purpose of an impact fee is to assist in funding the implementation of projects identified in the Capital Improvements Element (CIE) and other capital improvement programs for the respective facility/service categories.

- Examples of impact fee eligible projects include new road construction, lane addition projects, turn lane additions and intersection improvements.

Impact Fee vs. Tax

- An impact fee is generally regarded as a regulatory function established based upon the specific benefit to the user related to a given infrastructure type and is not established for the primary purpose of generating revenue for the general benefit of the community, as are taxes.
- Impact fee expenditures must convey a proportional benefit to the fee payer. This is accomplished through the establishment of benefit districts, where fees collected in a benefit district are spent in the same benefit district.
- An impact fee must be tied to a proportional need for new infrastructure capacity created by new development.

This technical report has been prepared to support legal compliance with existing case law and statutory requirements.

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Demand Component

Travel Demand

The amount of transportation system consumed by a unit of new development is calculated using the following variables and is a measure of the vehicle-miles of new travel a unit of development places on the existing roadway system:

- Number of daily trips generated;
- Average length of those trips; and
- Proportion of travel that is new travel, rather than travel that is already on the transportation system.

The trip characteristics variables were primarily obtained from two sources:

- Trip characteristics surveys conducted throughout Florida (Florida Studies Database), including studies conducted in Collier County. This database was used to determine trip length, percent new trips, and the trip generation rate for several land uses.
- Institute of Transportation Engineers' (ITE) Trip Generation reference report (11th Edition), which is used primarily for trip generation rates.

Interstate & Toll Facility Adjustment Factor

This variable was used to recognize that interstate highway and toll facility improvements are funded by the State (specifically, the Florida Department of Transportation) using earmarked State and Federal funds or through toll revenues. As mentioned previously, generally, impact fees are not used to pay for these improvements and the portion of travel occurring on the interstate/toll facility system is subtracted from the total travel for each use.

To calculate the interstate and toll (I/T) facility adjustment factor, the 2045 loaded highway network[1] file was generated for the District 1 Regional Planning Model (D1RPM v2). A select zone analysis was run for all traffic analysis zones located within the Collier County in order to differentiate trips with an origin and/or destination within the county versus trips that simply passed through the county.

[1] The "loaded highway network" refers to the final travel demand model roadway network with all traffic volumes assigned (or loaded) to each model roadway link

The analysis reviewed trips on all interstate and toll facilities within Collier County, including, Interstate 75. The limited access vehicle-miles of travel (Limited Access VMT) for county-generated trips with an origin and/or destination within county was calculated for the identified limited access facilities. Next, the total VMT was calculated for all county-generated trips with an origin and/or destination within Collier County for all roads, including limited access facilities.

The I/T adjustment factor of 20.8 percent was determined by dividing the total limited access VMT by the total County VMT. Total County VMT reduced by this factor is representative of only the roadways that are eligible to be funded with road impact fee revenues. Appendix A, Table A-1 provides further detail on this calculation.

State Road Adjustment Factor

This variable was used to exclude the portion of the travel that occurs on state roadway facilities. To calculate this adjustment factor, the 2045 VMT distribution was calculated using D1RPM v2 projections, which estimated that 26 percent of the travel in Collier County is handled by State roads. Appendix A, Table A-2 provides further detail on this calculation.

Land Use Updates

As part of this update study, the following land uses were revised/added to the County's fee schedule to better reflect types of new development projects being permitted in Collier County.

<u>Single Family (Attached) & Multi-Family Tiering</u>

The ITE 11th Edition Trip Generation reference report made adjustments to certain residential categories. Based on these adjustments, a single family (attached) land use was added to the schedule and the multi-family tiering (by floor) was condensed. The updated configurations are as follows:

- Single Family (Attached); per dwelling unit. Includes any single-family housing unit that shares a wall with an adjoining dwelling unit, whether the walls are for living space, a vehicle garage, or storage space
- Multi-Family (Low-Rise, 1-3 floors); per dwelling unit
- Multi-Family (Mid/High-Rise, 4+ floors); per dwelling unit

In addition to the land use re-alignments, the unit of measure for the following uses have been updated:

- Movie Theater; from per “screen” to per “1,000 sf”
- Church; from per “seat” to per “1,000 sf”
- Day Care Center; from per “student” to per “1,000 sf”
- Nursing Home; from per “bed” to per “1,000 sf”
- Tire Superstore; from per “service bay” to per “1,000 sf”
- Low-Turnover Restaurant; from per “seat” to per “1,000 sf”
- High-Turnover (Sit-Down) Restaurant; from per “seat” to per “1,000 sf”

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Cost Component

Cost information from Collier County and other counties in Florida was reviewed to develop a unit cost for all phases involved in the construction of one lane-mile of roadway capacity. Appendix B provides the data and other support information utilized in these analyses.

County Roadway Cost

This section examines the right-of-way (ROW), construction, and other cost components associated with county roads with respect to transportation capacity expansion improvements in Collier County. In addition to local data, bid data for recently completed/on-going projects and recent construction bid data from roadway projects throughout Florida were used to supplement the cost data for county roadway improvements. The cost for each roadway capacity project was separated into six components: design, right-of-way (ROW), construction, construction engineering/inspection (CEI), mitigation, and urban overpass/major intersection costs.

Design and CEI

The design and CEI cost factors for county roads are estimated as a percentage of the construction cost per lane mile. These factors were determined based on a review of cost ratios from local projects (Design≈10 percent in Collier County) and data from other jurisdictions throughout Florida (Design ≈11 percent; CEI ≈9 percent). For purposes of this study, the design cost for county roads is estimated at **10 percent** of the construction cost per lane mile and CEI cost is estimated at **nine (9) percent** of the construction cost per lane mile. Additional details are provided in Appendix B, Tables B-1 and B-2 for design cost and Table B-7 for CEI cost.

Right-of-Way

The ROW cost reflects the total cost of the acquisitions along a corridor that were necessary to have sufficient cross-section width to widen an existing road or, in the case of new construction, to build a new road. As part of this analysis, the most recent ROW acquisition data for Vanderbilt Beach Road Extension project (Phase I from Weber Blvd to 16th St NE) was reviewed.

The ROW for this improvement was acquired over several years, as far back as 2006. Each acquisition was then indexed to current dollars resulting in a 71-percent ROW-to-construction cost ratio. Given the dated nature of those early acquisitions, a second analysis was prepared, which considered only recent acquisition costs (2020+) for this ratio. ROW acquired since 2020 was separated from the total ROW costs and indexed to present day dollars using recent trends

in just value per acre for vacant land in Collier County. With these adjustments applied, the ROW-to-construction factor for the Vanderbilt Beach Road Extension was calculated at 47 percent. Additional details are provided in Appendix B, Table B-3.

In addition to local data, the ROW-to-construction cost ratios from other jurisdictions throughout Florida were reviewed. The ROW factors ranged from 10 percent to 60 percent. Additional details are provided in Appendix B, Table B-4.

Based on this data and input from Collier County, the ROW cost for county roads is estimated at **45 percent** of the construction cost per lane mile.

Construction Cost

The construction cost for county roads was based on recently completed projects and future estimates in Collier County and in other jurisdictions in Florida. A review of recent transportation projects in Collier County identified four capacity expansion projects:

- Veteran's Memorial Blvd from E. of Livingston Rd to New High School
- Whippoorwill Ln from Pine Ridge Rd to Livingston Rd
- Vanderbilt Beach Rd Ph. II from US 41 to E. of Goodlette-Frank Rd
- Wilson Blvd from Golden Gate Blvd to Immokalee Rd

The costs for these improvements ranged from approximately $1.4 million per lane mile to $6.4 million per lane mile. The construction cost for new roadway projects averaged $1.5 million per lane mile while cost of lane addition improvements averaged $6.3 million per lane mile. Given this cost differential, a weighted average cost was calculated based on the percentage of new construction versus lane addition projects in the 2045 LRTP Needs Plan, which resulted in $3.8 million per lane mile. Additional details are provided in Appendix B, Table B-5.

In addition to local projects, recent improvements from other counties throughout Florida were reviewed to increase the sample size. This review included over 185 lane miles of lane addition and new road construction improvements completed between 2014 and 2023 with a weighted average cost of approximately $3.5 million per lane mile. Additional details are provided in Appendix B, Table B-6.

Based on local projects, a construction cost estimate of **$3.8 million** per lane mile is used in the impact fee calculation for urban design (curb & gutter) improvements. Based on discussions with Collier County, it is anticipated that all future roadways are likely to have urban design

characteristics.

Mitigation

Mitigation cost estimates were developed based on cost data received for two recent projects in Collier County:

- Goodland Drive from San Marco Road to Harbor Place
- Vanderbilt Beach Road Extension from Collier Blvd to 16th St NE

The costs for these projects ranged from $34,000 per lane mile to $133,000 per lane mile with a weighted average cost of approximately **$38,000 per lane mile**, which is used in the road impact fee calculation. Additional details are provided in Appendix B, Table B-8.

Urban Overpass/Major Intersections

Urban overpass/major intersection cost estimates were developed based on cost data received for eight on-going/planned improvements in Collier County:

- US 41 (SR 90) Tamiami Trail East @ Goodlette-Frank Road
- Immokalee Road @ Livingston Road
- Immokalee Road @ I-75
- Immokalee Road @ Logan Blvd
- Golden Gate Pkwy @ Livingston Road
- US 41 @ Collier Blvd
- Pine Ridge Road @ Livingston Road
- Pine Ridge Road @ I-75

The total cost of these improvements was then divided by the total lane miles of county road needs projects in the 2045 Long Range Transportation Plan, resulting in a cost of approximately **$544,000 per lane mile**. Additional details are provided in Appendix B, Table B-9.

Table 1 summarizes the county road cost estimates for county roads while Table 2 provides a comparison to the cost estimates used to calculate the current Collier County road impact fee rates. As shown, the county road cost estimate is approximately 11 percent higher than last study.

Table 1

Estimated Total Cost per Lane Mile for County Roads

Cost Phase	Cost per Lane Mile
Design[1]	$380,000
Right-of-Way[2]	$1,710,000
Construction[3]	$3,800,000
CEI[4]	$342,000
Mitigation[5]	$38,000
Urban Overpass/Major Intersection[6]	$544,000
Total Cost	**$6,814,000**

1) Design is estimated at 10% of construction costs
2) ROW is estimated at 45% of construction costs
3) Source: Appendix B, Table B-5
4) CEI is estimated at 9% of construction costs
5) Source: Appendix B, Table B-8
6) Source: Appendix B, Table B-9

Note: All figures rounded to nearest $000

Table 2

Total Cost per Lane Mile Comparison for County Roads

Cost Phase	Cost per Lane Mile (2019)[1]	Cost per Lane Mile (2024)[2]	% Change (2019-2024)
Design	$385,000	$380,000	-1%
Right-of-Way	$1,208,000	$1,710,000	42%
Construction	$3,500,000	$3,800,000	9%
CEI	$315,000	$342,000	9%
Mitigation	$74,000	$38,000	-49%
Urban Overpass/Major Intersection	$523,000	$544,000	4%
Total Cost	**$6,005,000**	**$6,814,000**	**13%**

1) Source: *Collier County Road Impact Fee Update Study*, October 2019
2) Source: Table 1

Vehicle-Miles of Capacity per Lane Mile

An additional component of the roadway impact fee equation is the capacity added per lane-mile of roadway constructed. The vehicle-miles of capacity (VMC) is an estimate of capacity added per lane mile for county roadway improvements in the Collier County 2045 LRTP. As shown in Table 3, each lane mile will add approximately 9,300 VMC. Additional details are provided in Appendix B, Table B-10.

Table 3

Weighted Average Vehicle-Miles of Capacity per Lane Mile

Road Type	Lane Miles Added[1]	Vehicle-Miles of Capacity Added[2]	VMC Added per Lane Mile[3]
County Roads	247.38	2,297,839	**9,300**

1) Source: Appendix B, Table B-10
2) Source: Appendix B, Table B-10
3) Vehicle-miles of capacity added (Item 2) divided by lane miles added (Item 1), rounded to nearest 00

Cost per Vehicle-Mile of Capacity

The roadway cost per unit of development is assessed based on the cost per vehicle-mile of capacity. As shown in Table 4, based on information presented in Tables 1 and 3, the cost per VMC for travel within the county is approximately **$733**.

The cost per VMC figure is used in the road impact fee calculation to determine the total cost per unit of development based on vehicle-miles of travel consumed. For each vehicle-mile of travel that is added to the county roadway system, approximately $718 of capacity is consumed.

Table 4

Average Cost per Vehicle-Mile of Capacity Added

Source	Cost per Lane Mile[1]	Average VMC Added per Lane Mile[2]	Cost per VMC[3]
County Roads	$6,814,000	9,300	**$732.69**

1) Source: Table 1
2) Source: Table 3
3) Average VMC added per lane mile (Item 2) divided by cost per lane mile (Item 1)

Credit Component

Capital Improvement Credit

The credit component of the impact fee accounts for the existing County funding sources that are allocated to roadway capacity expansion projects (excluding impact fee funds). This section summarizes the credit calculations for non-impact fee contributions. Additional details are provided in Appendix C.

The present value of the portion of non-impact fee revenues generated by new development over a 25-year period that is expected to fund capacity expansion projects was credited against the cost of the system consumed by travel associated with new development. In order to provide a connection to the demand component, which is measured in terms of travel, the non-impact fee dollars were converted to a fuel tax equivalency.

County Credit

A review of the County's historical expenditures and FY 2024-2028 Annual Update and Inventory Report (AUIR) Transportation Work Program indicated that a combination of impact fees, fuel tax revenues, sales tax revenues, and grants are used to fund roadway capacity expansion. Although Collier County allocated some funding from the local government infrastructure surtax, this tax was repealed on December 31, 2023 and there are no plans to re-instate. Given this, no credit is provided for the surtax. The review of other available revenue sources indicated that Collier County allocates an equivalent of 4.3 pennies for the portion of fuel tax and grant revenues toward roadway capacity expansion improvements.

Additionally, the County is using gas tax revenues to retire debt service used to fund roadway capacity expansion improvements. The fuel tax revenues allocated for Series 2014 bond totals approximately an equivalent of 7.2 pennies of additional county credit. As shown in Table 5, a total fuel tax equivalent revenue credit of 11.5 pennies is incorporated into impact fee calculations for County expenditures.

Table 5

Equivalent Pennies of Gas Tax Revenue

Credit	Average Annual Expenditures	Value per Penny[3]	Equivalent Pennies per Gallon[4]
County Revenues[1]	$8,209,080	$1,889,072	$0.043
County Debt Service[2]	$13,646,208	$1,889,072	$0.072
Total	**$21,855,288**		**$0.115**

1) Source: Appendix C, Table C-2
2) Source: Appendix C, Table C-3
3) Source: Appendix C, Table C-1
4) Average annual expenditures divided by the value per penny (Item 4) divided by 100

Present Worth Variables

- Facility Life: The roadway facility life used in the impact fee analysis is 25 years, which represents the reasonable life of a roadway.

- Interest Rate: This is the discount rate at which gasoline tax revenues might be bonded. It is used to compute the present value of the gasoline taxes generated by new development. The discount rate of 3.7 percent was used in the impact fee calculation based on information provided by Collier County.

Fuel Efficiency

The fuel efficiency (i.e., the average miles traveled per gallon of fuel consumed) of the fleet of motor vehicles was estimated using the quantity of gasoline consumed by travel associated with a particular land use.

Appendix C, Table C-7 documents the calculation of fuel efficiency value based on the following equation, where "VMT" is vehicle miles of travel and "MPG" is fuel efficiency in terms of miles per gallon.

$$Fuel\ Efficiency = \sum VMT_{Roadway\ Type} \div \sum \left(\frac{VMT_{Vehicle\ Type}}{MPG_{Vehicle\ Type}} \right)_{Roadway\ Type}$$

The methodology uses non-interstate VMT and average fuel efficiency data for passenger vehicles (i.e., passenger cars and other 2-axle, 4-tire vehicles, such as vans, pickups, and SUVs)

and large trucks (i.e., single-unit, 2-axle, 6-tire or more trucks and combination trucks) to calculate the total gallons of fuel used by each of these vehicle types.

The combined total VMT for the vehicle types is then divided by the combined total gallons of fuel consumed to calculate, in effect, a "weighted" fuel efficiency value that reflects the existing fleet mix of traffic on non-interstate roadways. The VMT and average fuel efficiency data were obtained from the most recent Federal Highway Administration's *Highway Statistics 2022* (updated February 2024). Based on the calculation completed in Appendix C, Table C-7, the fuel efficiency rate to be used in the updated impact fee equation is 19.47 miles per gallon.

Effective Days per Year

An effective 365 days per year of operation was assumed for all land uses in the proposed fee. However, this will not be the case for all land use categories since some uses operate only on weekdays (e.g., office buildings) and/or only seasonally (e.g., schools). The use of 365 days per year, therefore, provides a conservative estimate, ensuring that non-impact fee contributions are adequately credited against the fee.

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Calculated Road Impact Fee Schedule

Detailed impact fee calculations for each land use are presented in Appendix D, which includes the major land use categories and the impact fees for the individual land uses. For each land use, Appendix D illustrates the following:

- Demand component variables (trip rate, trip length, and percent of new trips);
- Total impact fee cost;
- Annual capital improvement credit;
- Present value of the capital improvement credit; and
- Net road impact fee.

It should be noted that the net impact fee illustrated in Appendix D is not necessarily a recommended fee, but instead represents the technically calculated impact fee per unit of land use that could be charged in Collier County.

For clarification purposes, the following presents the calculation steps of the net impact fee for the single-family residential detached land use category (ITE LUC 210) using information from the impact fee schedules included in Appendix D. For each land use category, the following equations are utilized to calculate the net impact fee:

Net Impact Fee = Total Road Impact Cost – Capital Improvement Credit

Where:

Total Road Impact Cost = ([Trip Rate × Trip Length × % New Trips] / 2) × (1 – Interstate/Toll Facility Adjustment Factor) x (Cost per Vehicle-Mile of Capacity)

Capital Improvement Credit = Present Value (Annual Capital Improvement Credit), given 3.7% interest rate & a 25-year facility life

Annual Capital Improvement Credit = ([Trip Rate × Total Trip Length × % New Trips] / 2) × (Effective Days per Year × $/Gallon to Capital) / Fuel Efficiency

Each of the inputs has been discussed previously in this document; however, for purposes of this example, brief definitions for each input are provided in the following paragraphs, along with the actual inputs used in the calculation of the fee for the single-family detached residential land use category (<4,000 sq. ft.):

- *Trip Rate* = the average daily trip generation rate, in vehicle-trips/day (7.30)
- *Assessable Trip Length* = the average trip length on collector roads or above, for the category, in vehicle-miles (5.88) (excluding local neighborhood roads)
- *Trip Length Adjustment Factor* = used to adjust the trip length for travel occurring on non-state roads (74%)
- *Adjusted Trip Length* = the assessable trip length multiplied by the trip length adjustment factor (5.88 * 74% = 4.35)
- *Total Trip Length* = the assessable trip length plus an adjustment factor of half a mile, which is added to the trip length to account for the fact that gas taxes are collected for travel on all roads including local roads (4.35 + 0.50 = 4.85)
- *% New Trips* = adjustment factor to account for trips that are already on the roadway (100%)
- *Divide by 2* = the total daily miles of travel generated by a particular category (i.e., rate*length*% new trips) is divided by two to prevent the double-counting of travel generated between two land use codes since every trip has an origin and a destination
- *Interstate/Toll Facility Adjustment Factor* = discount factor to account for travel demand occurring on interstate highways and/or toll facilities (20.8%)
- *Cost per Lane* Mile = unit cost to construct one lane mile of roadway, in $/lane-mile ($6,814,000)
- *Average Capacity Added per Lane* Mile = represents the average daily traffic on one travel lane at capacity for one lane mile of roadway, in vehicles/lane-mile/day (9,300)
- Cost *per Vehicle-Mile of Capacity* = unit of vehicle-miles of capacity consumed per unit of development ($6,814,000/ 9,300 = $732.69)
- *Present Value* = calculation of the present value of a uniform series of cash flows, gas tax payments in this case, given an interest rate, “i,” and a number of periods, “n;” for 3.70% interest and a 25-year facility life, the uniform series present worth factor is 16.1295
- *Effective Days per Year* = 365 days
- *$/Gallon to Capital* = the amount of equivalent gas tax revenue per gallon of fuel that is used for capital improvements, in $/gallon ($0.115)
- *Fuel Efficiency* = average fuel efficiency of vehicles, in vehicle-miles/gallon (19.47)

Road Impact Fee Calculation

Using these inputs, a net impact fee can be calculated for the single-family residential detached (<4,000 sf) land use category as follows:

Road Impact Fee:

Total Impact Cost = ([7.30 * 4.35 * 1.0] /2) * (1 - 0.208) * ($732.69) = **$9,214**

Annual Cap. Improv. Credit = ([7.30 * 4.85 * 1.0] /2) * 365 * ($0.115 /19.47) = $38
Capital Improvement Credit = $38 * 16.1295 = $613

Net Impact Fee = $9,214 – $613 = **$8,601**

Road Impact Fee Comparison

As part of the work effort in developing Collier County's road impact fee program, a comparison of calculated fees to road/transportation impact fee schedules adopted in other jurisdictions was completed, as shown in Table 6.

Note that differences in fee levels for a given land use can be caused by several factors, including the year of the technical study, adoption percentage, study methodology including variation in costs, credits, and travel demand, land use categories included in the fee schedule, etc.

Table 6

Road/Transportation Impact Fee Comparison

Land Use	Unit[2]	Collier County		Lee County[5]	Palm Beach County[6]	Polk County[7]			Pasco County[8]			Lake County[9]		Charlotte County[10]
		Calculated[3]	Current Adopted[4]			District A	District B	District C	Urban	Suburban	Rural	NE/Wekiva/ South/North /Cental	West	
Date of Last Update		**2024**	**2019**	2015	2022	2024	2024	2024	2021	2021	2021	2022	2022	2021
Adoption Percentage[1]		**100%**	**100%**	52.5%	Varies - SFR @95%	100%	100%	100%	100%	100%	100%	95%	26%	100%
Residential:														
Single Family (2,000 sf)	du	**$9,980**	**$8,090**	$5,248	$5,597	$4,103	$4,000	$3,185	$6,567	$9,646	$11,030	$4,905	$1,342	$6,289
Non-Residential:														
Light Industrial	1,000 sf	**$4,819**	**$4,584**	$1,775	$2,170	$639	$624	$497	$0	$0	$0	$1,972	$540	$2,783
Office (50,000 sq ft)	1,000 sf	**$10,282**	**$8,605**	$3,997	$4,871	$4,069	$3,969	$3,160	$0	$0	$0	$4,481	$1,226	$5,228
Retail (125,000 sq ft)	1,000 sf	**$14,790**	**$13,774**	$6,025	$7,907	$6,157	$6,002	$4,778	$8,462	$10,577	$13,220	$5,238	$1,434	$7,509

Land Use	Unit[2]	Collier County		Manatee County[11]				Sarasota County[12]			Miami-Dade County[13]			
		Calculated[3]	Current Adopted[4]	Southwest	Southeast	Northwest	Northeast	Urban Infill	West of I-75	East of I-75	Zone 1	Zone 2	Zone 3	Zone 4
Date of Last Update		**2024**	**2019**	2023	2023	2023	2023	2022	2022	2022	2023	2023	2023	2023
Adoption Percentage[1]		**100%**	**100%**	49%	62%	80%	84%	100%	100%	100%	100%	100%	100%	100%
Residential:														
Single Family (2,000 sf)	du	**$9,980**	**$8,090**	$6,007	$7,608	$9,861	$10,336	$2,074	$3,372	$4,636	$9,633	$9,275	$10,179	$10,625
Non-Residential:														
Light Industrial	1,000 sf	**$4,819**	**$4,584**	$3,114	$3,205	$4,152	$4,354	$701	$1,162	$1,737	$4,944	$4,760	$5,225	$5,453
Office (50,000 sq ft)	1,000 sf	**$10,282**	**$8,605**	$4,929	$5,071	$6,573	$6,891	$1,955	$3,240	$4,845	$17,610	$16,954	$18,607	$19,422
Retail (125,000 sq ft)	1,000 sf	**$14,790**	**$13,774**	$12,595	$12,960	$16,332	$16,332	$4,466	$6,972	$8,941	$11,982	$11,537	$12,661	$13,216

1) Represents the portion of the maximum calculated fee for each respective county that is actually charged. Fees may have been lowered/raised through indexing or policy discounts. Does not account for moratoriums/suspensions
2) Du = dwelling unit
3) Source: Appendix D, Table D-1
4) Source: Collier County Capital Project Planning, Impact Fees, and Program Management Division
5) Source: Lee County Community Development Department
6) Source: Palm Beach County Administration Division. Fees were adopted in compliance with the 50% fee increase limit per F.S. 163.31801.Fees shown are effective January 1, 2026.
7) Source: Polk County Land Development Department. Fees shown effective January 1, 2025.
8) Source: Pasco County Planning and Development Department. Fee shown is effective January 1, 2025.
9) Source: Lake County Office of Planning and Zoning. Fees were adopted in compliance with the 50% fee increase limit per F.S. 163.31801.Fees shown are effective October 1, 2026.
10) Source: Charlotte County Community Development Department
11) Source: Manatee County, Development Services. Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees effective January 1, 2028.
12) Source: Sarasota County Planning & Development Services Department. Fees shown effective January 1, 2025.
13) Source: Miami-Dade County Zoning Department

Road Impact Fee Benefit Districts

As part of the update of the road impact fee program, the existing impact fee benefit districts (illustrated in Map 1) were reviewed. One of the dual rational nexus test requirements is the proof of benefit to fee-paying development by ensuring that funds collected are spent on eligible capital improvements projects that benefit the fee payers. Establishing benefit districts enhances this proof, showing a close connection to the fee-payer and their resulting benefit, by restricting revenues to specific areas of the county where the fee is collected. Benefit district boundaries are typically influenced by geographic (i.e., lakes and rivers) or man-made boundaries/barriers (i.e., roads, highways, municipal limits) that in some way restrict traffic.

District Boundaries

Currently, Collier County has eight road impact fee districts. Within these districts, Collier County charges the same roadway impact fee rate, except for Districts 7 and 8, where no fee is charged. Revenues collected in each district are placed into separate funds and can only be used to fund improvements within the corresponding benefit district. For example, revenues collected in District 2 are placed into an individual account and are only eligible to fund roadway capacity improvements within District 2. However, exceptions are made for projects that span multiple adjacent districts[2]. In those cases, funds from the two adjacent districts can both be used for the improvement. The establishment of benefit districts restricts the impact fee funds to a smaller area with the intent of providing a direct benefit (via new road construction, lane additions, intersection improvements, etc.) to the fee payer.

In regard to the geographic boundaries of the districts, no changes are recommended to the existing districts. As shown in Table 7, impact fee revenues collected in Districts 1, 2, 4, and 6 are all close-to or above 20 percent of total road impact fee revenues. Development in District 5 is picking with the on-going development of the Immokalee area while District 3 (City of Naples) is built-out with little room for new development, explaining the low revenue generation. However, because this District's boundaries correspond to the city limits, no boundary changes are recommended. If the City annexes additional land in the future, the District 3 boundary should be expanded to capture this additional area. Based on a review of the revenue collection levels and municipal and geographical boundaries, it is recommended that the current boundaries are maintained.

[2] Collier County Code of Ordinances, Section 74-203 (a)

Table 7

Road Impact Fee Revenues by District

Year	District 1 N. Naples	District 2 GG City	District 3 Naples	District 4 S. Naples/Marco	District 5 Immokalee	District 6 GG Estates	Total
FY 2013	$1,240,684	$588,898	$92,357	$3,903,897	$412,290	$220,830	**$6,458,956**
FY 2014	$2,169,998	$1,047,911	$245,144	$4,901,467	$1,092,370	$605,410	**$10,062,300**
FY 2015	$3,906,462	$923,682	$810,145	$2,524,126	$1,164,597	$1,685,489	**$11,014,501**
FY 2016	$5,671,025	$3,290,503	$257,659	$5,449,590	$1,048,531	$2,915,399	**$18,632,707**
FY 2017	$6,024,515	$2,208,132	$556,345	$4,270,044	$1,532,470	$4,682,168	**$19,273,674**
FY 2018	$8,752,533	$3,802,869	$241,412	$7,571,809	$1,289,761	$4,920,881	**$26,579,265**
FY 2019	$6,577,304	$5,879,639	$690,940	$5,169,181	$1,826,503	$8,162,193	**$28,305,760**
FY 2020	$5,093,752	$5,126,954	$513,291	$3,010,955	$1,522,187	$6,564,057	**$21,831,196**
FY 2021	$4,312,986	$6,080,816	$233,123	$5,714,446	$2,191,347	$7,828,394	**$26,361,112**
FY 2022	$5,784,183	$3,046,766	$115,629	$6,202,411	$4,441,645	$11,379,598	**$30,970,232**
Total	**$49,533,442**	**$31,996,170**	**$3,756,045**	**$48,717,926**	**$16,521,701**	**$48,964,419**	**$199,489,703**
%	24.8%	16.1%	1.9%	24.4%	8.3%	24.5%	100.0%

Source: Collier County Transportation Engineering Department

Impact Fee Revenue Use Across Districts

As previously mentioned, for certain projects, revenues from adjacent districts can be pooled together. Although this approach creates some flexibility, it requires an evaluation of each project on a case-by-case basis and does not recognize regional roads that benefit multiple districts. Given this, Benesch identified regional roads in the county, which is discussed further in the following subsection.

Regional Roads

For purposes of the benefit districts analysis, "regional roads" refer to corridors which serve a significant portion of the county and are essential to moving traffic across or through the county, rather than serving as connectors to larger roads. From an impact fee perspective, improvements to these corridors provide benefit to all districts, whether they are located within or adjacent to every transportation district because they are major connectors across the county (east-west or north-south, etc.). As such, it is appropriate that future capacity improvements to the corridors classified as "regional" would be eligible for funding from all the impact fee districts in Collier County. The process for classifying regional roads is based primarily on the data obtained from the travel demand model on trip lengths and traffic volumes along major roadways. Corridors with long lengths and high volumes suggest that these roads as significant regional roads.

Model Trip Length Validation

The initial regional roads analysis was included as part of the 2015 impact fee update study[3]. As previously mentioned, this list was determined through a review of model trip lengths, traffic volumes, and discussions with Collier County. The initial list of regional roads included:

- US 41 (Tamiami Trail)
- Collier Boulevard
- Oil Well Road
- Camp Keais Road
- Immokalee Road

Since the time of the previous impact fee report, several other segments have been examined for potential re-classification as a "regional road" for impact fee purposes. The following segments were deemed to serve the entire county and have been added to the regional roads network:

- Logan/Santa Barbara Boulevard from County Line to Rattlesnake Hammock Road
  - Contingent upon the completion of the extension north to Bonita Beach Road in Lee County[4]
- Vanderbilt Beach Road from US 41 (Tamiami Trail) to Everglades Boulevard
  - Contingent upon the completion of the planned extension east to Everglades Blvd[5]

Table 8 presents the full list of designated "regional roads."

Table 8

Regional Roads in Collier County

Description	From	To
US 41 (Tamiami Trail)	Lee County Line	Miami-Dade County Line
Collier Boulevard	Immokalee Road	Marco Island Bridge
Oil Well Road	Immokalee Road	Camp Keais Road
Camp Keais Road	Immokalee Road	Oil Well Road
Immokalee Road	US 41 (Tamiami Trail)	Camp Keais Road
Logan/Santa Barbara Boulevard	Lee County Line	Rattlesnake Hammock Rd
Vanderbilt Beach Road	US 41 (Tamiami Trail)	Everglades Boulevard

[3] Collier County Transportation Impact Fee Update Study, January 2015
[4] Classification of Logan/Santa Barbara Boulevard, May 2016
[5] Classification of Vanderbilt Beach Road, May 2023

As part of this update study the model trip lengths of all regional roads were re-examined to verify that they still meet the criteria for the "regional" classification. For travel demand, the FDOT District 1 Regional Planning Model (D1RPM v2) was used. Major arterial roadways within the county were divided into multiple segments. A "select-link" analysis was conducted on each of these segments using the existing 2045 scenario of the D1RPM. A select-link analysis determines the characteristics of the travel demand of a particular link in the model network. It allows the origin and destination of the traffic traveling on the analyzed link to be identified. For example, it measures the trip length of every car that passes by a specific point on a specific road. The select link analysis was used in order to determine the amount and route of traffic traveling on the county's major arterial roadways. The multiple select-link analysis allowed the studied roadways to be evaluated to determine the total projected volume and trip length along the corridor.

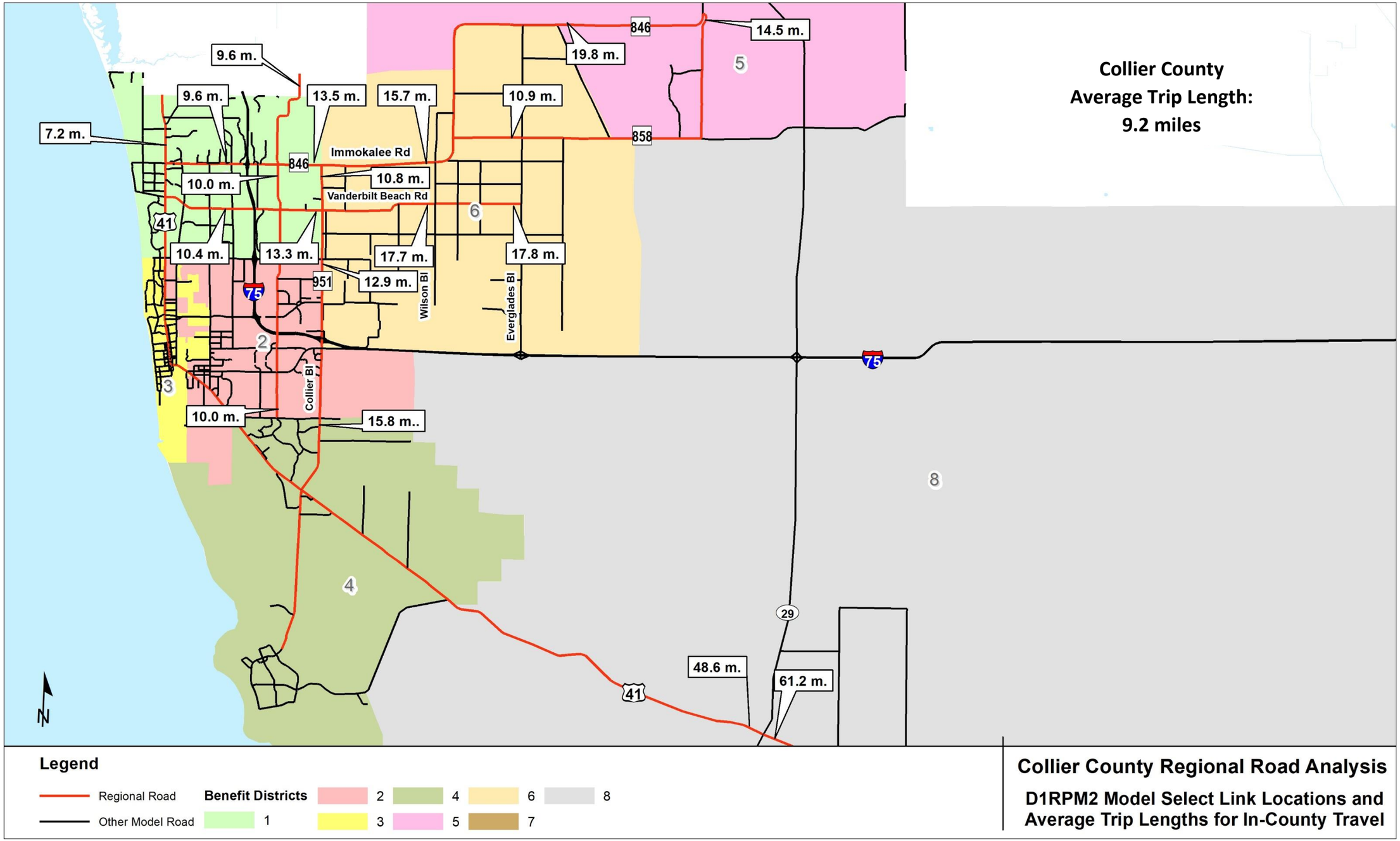
As shown on Map 1, all regional corridors (with the exception of the northern portion of US 41) have higher than average trip lengths, determined through the select link analysis. The average trip length countywide is approximately 9.2 miles, while the corridors identified on Map 1 range from 7.2 miles to 61.2 miles, with trip lengths increasing as the select links move further away from the City of Naples and the urban core. These relatively longer trip lengths indicate that drivers are utilizing these specific corridors for long distance trips across Collier County. Collier Boulevard is the County's primary north-south connector, while Immokalee Road and Oil Well Road provide east-west connections for the northern part of the county.

Benefit Districts Recommendations

Based on a review of geographic barriers, historical impact fee revenue, travel, and traffic volume, it is recommended that Collier County continues forward with the existing benefit district alignments. Additionally, identified "regional roads" should be eligible for impact fee funding from any benefit district, even if the improvement is not located within or adjacent to a funding district.

The travel demand and traffic characteristics of these corridors highlight their importance in moving traffic and connecting neighborhoods throughout the entire county. It is recommended that in future updates Collier County continue to monitor travel and traffic along major corridors to confirm this list of regional roads as well as to identify any additional regional-type roadways that may emerge.

Map 1: Collier County "Regional Roads"



Appendix A
Demand Component

DRAFT

Appendix A: Demand Component

This appendix presents the detailed calculations for the demand component of the road impact fee study.

Interstate & Toll Facility Adjustment Factor

Table A-1 presents the interstate and toll facility adjustment factor used in the calculation of the road impact fee. This variable is based on data from the District 1 Regional Planning Model v2), specifically the 2045 projected vehicle-miles of travel of all county-generated trips on all in-county roadways. It should be noted that the adjustment factor excludes all external-to-external trips, which represent traffic that goes through Collier County, but does not necessarily stop in the county. This traffic is excluded from the analysis since it does not come from development within the county. The I/T adjustment factor is used to reduce the VMT that the impact fee charges for each land use.

Table A-1
Interstate/Toll Facility Adjustment Factor

Facility Type	Total	
	VMT	%
Interstate/Toll	2,190,723	**20.8%**
Other Roads	8,324,965	79.2%
Total	**10,515,688**	**100.0%**

Source: D1RPM v2, 2045

Trip Length Adjustment Factor

Table A-2 presents the trip length adjustment factor for non-state roads used in the calculation of the road impact fee. This variable is based on data from the District 1 Regional Planning Model v2), specifically the 2045 projected vehicle-miles of travel of all county-generated trips on all in-county roadways.

Table A-2
Trip Length Adjustment Factor

Facility Type	Total	
	VMT	%
Non-State Roads	6,134,439	74%
State Roads	2,190,526	**26%**
Total	**8,324,965**	**100%**

Source: D1RPM v2, 2045

Florida Studies Trip Characteristics Database

The Florida Studies Trip Characteristics Database includes approximately 345 studies on 40 different residential and non-residential land uses collected over the last 30 years. Data from these studies include trip generation, trip length, and percent new trips for each land use. This information has been used in the development of impact/multi-modal/mobility fees and the creation of land use plan category trip characteristics for communities throughout Florida and the U.S.

Benesch estimates trip generation rates for all land uses in an impact fee schedule using data from studies in the Florida Studies Database and the Institute of Transportation Engineers' (ITE) *Trip Generation* reference report (11th edition). In instances, when both ITE *Trip Generation* reference report (11th edition) and Florida Studies trip generation rate (TGR) data are available for a particular land use, the data is typically blended together to increase the sample size and provide a more valid estimate of the average number of trips generated per unit of development. If no Florida Studies data is available, only TGR data from the ITE reference report is used in the fee calculation.

The trip generation rate for each respective land use is calculated using machine counts that record daily traffic into and out of the site studied. The traffic count hoses or video cameras are set at entrances to residential subdivisions for the residential land uses and at all access points for non-residential land uses.

The trip length information is obtained through origin-destination surveys that ask respondents where they came from prior to arriving at the site and where they intended to go after leaving the site. The results of these surveys were used to estimate average trip length by land use.

The percent new trip variable is based on assigning each trip collected through the origin-destination survey process a trip type (primary, secondary, diverted, and captured). The percent new trip variable is then calculated as 1 minus the percentage of trips that are captured. Benesch has published an article entitled, *Measuring Travel Characteristics for Transportation Impact Fees*, ITE Journal, April 1991, on the data collection methodology for trip characteristics studies.

Table A-3

Land Use 151: Mini-Warehouse

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Orange Co, FL	89.6	2006	-	-	1.23	-	-	-	-	Orange County
Orange Co, FL	84.7	2006	-	-	1.39	-	-	-	-	Orange County
Orange Co, FL	93.0	2006	-	-	1.51	-	-	-	-	Orange County
Orange Co, FL	107.0	2007	-	-	1.45	-	-	-	-	Orange County
Orange Co, FL	77.0	2009	-	-	2.18	-	-	-	-	Tindale Oliver
Orange Co, FL	93.7	2012	-	-	1.15	-	-	-	-	Tindale Oliver
Total Size	545.0	6					**Average Trip Length:**	**n/a**		
ITE	880.0	16					**Weighted Average Trip Length:**	**n/a**		
Blended total	1,425.0						Weighted Percent New Trip Average:	-		

Weighted Average Trip Generation Rate:	1.47
ITE Average Trip Generation Rate:	1.45
Blend of FL Studies and ITE Average Trip Generation Rate:	**1.46**

Table A-4

Land Use 210: Single Family - Detached

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Sarasota Co, FL	76	Jun-93	70	70	10.03	-	6.00	-	60.18	Sarasota County
Sarasota Co, FL	79	Jun-93	86	86	9.77	-	4.40	-	42.99	Sarasota County
Sarasota Co, FL	135	Jun-93	75	75	8.05	-	5.90	-	47.50	Sarasota County
Sarasota Co, FL	152	Jun-93	63	63	8.55	-	7.30	-	62.42	Sarasota County
Sarasota Co, FL	193	Jun-93	123	123	6.85	-	4.60	-	31.51	Sarasota County
Sarasota Co, FL	97	Jun-93	33	33	13.20	-	3.00	-	39.60	Sarasota County
Sarasota Co, FL	282	Jun-93	146	146	6.61	-	8.40	-	55.52	Sarasota County
Sarasota Co, FL	393	Jun-93	207	207	7.76	-	5.40	-	41.90	Sarasota County
Hernando Co, FL	76	May-96	148	148	10.01	9a-6p	4.85	-	48.55	Tindale Oliver
Hernando Co, FL	128	May-96	205	205	8.17	9a-6p	6.03	-	49.27	Tindale Oliver
Hernando Co, FL	232	May-96	182	182	7.24	9a-6p	5.04	-	36.49	Tindale Oliver
Hernando Co, FL	301	May-96	264	264	8.93	9a-6p	3.28	-	29.29	Tindale Oliver
Charlotte Co, FL	135	Oct-97	230	-	5.30	9a-5p	7.90	-	41.87	Tindale Oliver
Charlotte Co, FL	142	Oct-97	245	-	5.20	9a-5p	4.10	-	21.32	Tindale Oliver
Charlotte Co, FL	150	Oct-97	160	-	5.00	9a-5p	10.80	-	54.00	Tindale Oliver
Charlotte Co, FL	215	Oct-97	158	-	7.60	9a-5p	4.60	-	34.96	Tindale Oliver
Charlotte Co, FL	257	Oct-97	225	-	7.60	9a-5p	7.40	-	56.24	Tindale Oliver
Charlotte Co, FL	345	Oct-97	161	-	7.00	9a-5p	6.60	-	46.20	Tindale Oliver
Charlotte Co, FL	368	Oct-97	152	-	6.60	9a-5p	5.70	-	37.62	Tindale Oliver
Charlotte Co, FL	383	Oct-97	516	-	8.40	9a-5p	5.00	-	42.00	Tindale Oliver
Charlotte Co, FL	441	Oct-97	195	-	8.20	9a-5p	4.70	-	38.54	Tindale Oliver
Charlotte Co, FL	1,169	Oct-97	348	-	6.10	9a-5p	8.00	-	48.80	Tindale Oliver
Collier Co, FL	90	Dec-99	91	-	12.80	8a-6p	11.40	-	145.92	Tindale Oliver
Collier Co, FL	400	Dec-99	389	-	7.80	8a-6p	6.40	-	49.92	Tindale Oliver
Lake Co, FL	49	Apr-02	170	-	6.70	7a-6p	10.20	-	68.34	Tindale Oliver
Lake Co, FL	52	Apr-02	212	-	10.00	7a-6p	7.60	-	76.00	Tindale Oliver
Lake Co, FL	126	Apr-02	217	-	8.50	7a-6p	8.30	-	70.55	Tindale Oliver
Pasco Co, FL	55	Apr-02	133	-	6.80	8a-6p	8.12	-	55.22	Tindale Oliver
Pasco Co, FL	60	Apr-02	106	-	7.73	8a-6p	8.75	-	67.64	Tindale Oliver
Pasco Co, FL	70	Apr-02	188	-	7.80	8a-6p	6.03	-	47.03	Tindale Oliver
Pasco Co, FL	74	Apr-02	188	-	8.18	8a-6p	5.95	-	48.67	Tindale Oliver
Pasco Co, FL	189	Apr-02	261	-	7.46	8a-6p	8.99	-	67.07	Tindale Oliver
Marion Co, FL	102	Apr-02	167	-	8.02	7a-6p	5.10	-	40.90	Kimley-Horn & Associates
Marion Co, FL	105	Apr-02	169	-	7.23	7a-6p	7.22	-	52.20	Kimley-Horn & Associates
Marion Co, FL	124	Apr-02	170	-	6.04	7a-6p	7.29	-	44.03	Kimley-Horn & Associates
Marion Co, FL	132	Apr-02	171	-	7.87	7a-6p	7.00	-	55.09	Kimley-Horn & Associates
Marion Co, FL	133	Apr-02	209	-	8.04	7a-6p	4.92	-	39.56	Kimley-Horn & Associates
Citrus Co, FL	111	Oct-03	273	-	8.66	7a-6p	7.70	-	66.68	Tindale Oliver
Citrus Co, FL	231	Oct-03	155	-	5.71	7a-6p	4.82	-	27.52	Tindale Oliver
Citrus Co, FL	306	Oct-03	146	-	8.40	7a-6p	3.94	-	33.10	Tindale Oliver
Citrus Co, FL	364	Oct-03	345	-	7.20	7a-6p	9.14	-	65.81	Tindale Oliver
Citrus Co, FL	374	Oct-03	248	-	12.30	7a-6p	6.88	-	84.62	Tindale Oliver
Lake Co, FL	42	Dec-06	122	-	11.26	-	5.56	-	62.61	Tindale Oliver
Lake Co, FL	51	Dec-06	346	-	18.22	-	9.46	-	172.36	Tindale Oliver
Lake Co, FL	59	Dec-06	144	-	12.07	-	10.79	-	130.24	Tindale Oliver
Lake Co, FL	90	Dec-06	194	-	9.12	-	5.78	-	52.71	Tindale Oliver
Lake Co, FL	239	Dec-06	385	-	7.58	-	8.93	-	67.69	Tindale Oliver
Hernando Co, FL	232	Apr-07	516	-	8.02	7a-6p	8.16	-	65.44	Tindale Oliver
Hernando Co, FL	95	Apr-07	256	-	8.08	7a-6p	5.88	-	47.51	Tindale Oliver
Hernando Co, FL	90	Apr-07	338	-	7.13	7a-6p	5.86	-	41.78	Tindale Oliver
Hernando Co, FL	58	Apr-07	153	-	6.16	7a-6p	8.39	-	51.68	Tindale Oliver
Collier Co, FL	74	Mar-08	503	-	12.81	7a-6p	3.05	-	39.07	Tindale Oliver
Collier Co, FL	97	Mar-08	512	-	8.78	7a-6p	11.29	-	99.13	Tindale Oliver
Collier Co, FL	315	Mar-08	1,347	-	6.97	7a-6p	6.55	-	45.65	Tindale Oliver
Collier Co, FL	42	Mar-08	314	-	9.55	7a-6p	10.98	-	104.86	Tindale Oliver

Weighted Average Trip Generation Rate: 7.81

Single Family Trip Length Analysis - Collier County

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Collier Co, FL	770	Dec-99	175	-	-	8a-6p	4.96	-	-	Tindale Oliver
Collier Co, FL	90	Dec-99	91	-	12.80	8a-6p	11.40	-	145.92	Tindale Oliver
Collier Co, FL	400	Dec-99	389	-	7.80	8a-6p	6.40	-	49.92	Tindale Oliver
Total Size	1,260	55	655				**Average Trip Length:**	**7.59**		
							Weighted Average Trip Length:	**5.88**		

Table A-5

LUC 215: Single Family Attached Housing

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Hernando Co, FL	31	May-96	31	31	6.12	9a-6p	4.98	-	30.48	Tindale Oliver
Hernando Co, FL	128	May-96	198	198	6.47	9a-6p	5.18	-	33.51	Tindale Oliver
Pasco Co, FL	229	Apr-02	198	198	4.77	9a-6p	12.09	-	57.67	Tindale Oliver
Pasco Co, FL	248	Apr-02	353	353	4.24	9a-6p	3.53	-	14.97	Tindale Oliver
Total Size	636	4	780			**Average Trip Length:**	-			
ITE	2,640	22				**Weighted Average Trip Length:**	-			
Blended total	3,276									

Weighted Average Trip Generation Rate: 4.97
ITE Average Trip Generation Rate: 7.20
Blend of FL Studies and ITE Average Trip Generation Rate: 6.77

Table A-6

LUC 220/221/222: Multi-Family/Apartment

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Sarasota Co, FL	212	Jun-93	42	42	5.78	-	5.20	-	30.06	Sarasota County
Sarasota Co, FL	243	Jun-93	36	36	5.84	-	-	-	-	Sarasota County
Marion Co, FL	214	Apr-02	175	175	6.84	-	4.61	-	31.53	Kimley-Horn & Associates
Marion Co, FL	240	Apr-02	174	174	6.96	-	3.43	-	23.87	Kimley-Horn & Associates
Marion Co, FL	288	Apr-02	175	175	5.66	-	5.55	-	31.41	Kimley-Horn & Associates
Marion Co, FL	480	Apr-02	175	175	5.73	-	6.88	-	39.42	Kimley-Horn & Associates
Marion Co, FL	500	Apr-02	170	170	5.46	-	5.94	-	32.43	Kimley-Horn & Associates
Lake Co, FL	250	Dec-06	135	135	6.71	-	5.33	-	35.76	Tindale Oliver
Lake Co, FL	157	Dec-06	265	265	13.97	-	2.62	-	36.60	Tindale Oliver
Lake Co, FL	169	Dec-06	212	-	8.09	-	6.00	-	48.54	Tindale Oliver
Lake Co, FL	226	Dec-06	301	-	6.74	-	2.17	-	14.63	Tindale Oliver
Hernando Co, FL	312	Apr-07	456	-	4.09	-	5.95	-	24.34	Tindale Oliver
Hernando Co, FL	176	Apr-07	332	-	5.38	-	5.24	-	28.19	Tindale Oliver
Total Size	3,467	13	2,648			**Average Trip Length:**	**4.91**			
						Weighted Average Trip Length:	**5.21**			

Table A-7

Land Use 240: Mobile Home Park

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Marion Co, FL	67	Jul-91	22	22	5.40	48hrs.	2.29	-	12.37	Tindale Oliver
Marion Co, FL	82	Jul-91	58	58	10.80	24hr.	3.72	-	40.18	Tindale Oliver
Marion Co, FL	137	Jul-91	22	22	3.10	24hr.	4.88	-	15.13	Tindale Oliver
Sarasota Co, FL	996	Jun-93	181	181	4.19	-	4.40	-	18.44	Sarasota County
Sarasota Co, FL	235	Jun-93	100	100	3.51	-	5.10	-	17.90	Sarasota County
Marion Co, FL	188	Apr-02	147	-	3.51	24hr.	5.48	-	19.23	Kimley-Horn & Associates
Marion Co, FL	227	Apr-02	173	-	2.76	24hr.	8.80	-	24.29	Kimley-Horn & Associates
Marion Co, FL	297	Apr-02	175	-	4.78	24hr.	4.76	-	22.75	Kimley-Horn & Associates
Hernando Co, FL	1,892	May-96	425	425	4.13	9a-6p	4.13	-	17.06	Tindale Oliver
Total Size	4,121	9	1,303			**Average Trip Length:**	**4.84**			
						Weighted Average Trip Length:	**4.60**			

Weighted Average Trip Generation Rate: 4.17

Table A-8

Land Use 251: Retirement Community - Detached (Single Family)

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Lakeland, FL	67	3/28-4/2/90	26	24	3.50	9am-4pm	2.44	-	8.54	Tindale Oliver
Marion Co, FL	778	Apr-02	175	-	2.96	24hr.	3.49	-	10.33	Kimley-Horn & Associates
Marion Co, FL	877	Apr-02	209	-	2.91	24hr.	5.90	-	17.17	Kimley-Horn & Associates
Marion Co, FL	1,054	Apr-02	173	-	3.65	24hr.	6.00	-	21.90	Kimley-Horn & Associates
Marion Co, FL	3,076	Apr-02	198	-	2.63	24hr.	5.16	-	13.57	Kimley-Horn & Associates
Marion Co, FL	3,625	Apr-02	164	-	2.50	24hr.	5.83	-	14.58	Kimley-Horn & Associates
Total Size	9,477	6	945			**Average Trip Length:**	**4.80**			
ITE	9,690	15				**Weighted Average Trip Length:**	**5.42**			
Blended total	19,167									

Weighted Average Trip Generation Rate: 2.75
ITE Average Trip Generation Rate: 4.31
Blend of FL Studies and ITE Average Trip Generation Rate: 3.54

Table A-9

Land Use 252: Retirement Community - Attached (Multi-Family)

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Sun City Center, FL	208	Oct-91	726	726	2.46	24hr.	3.28	-	8.07	Tindale Oliver
Total Size	208	1				**Average Trip Length:**	**3.28**			
ITE	432	6				**Weighted Average Trip Length:**	**3.28**			
Blended total	640									

Weighted Average Trip Generation Rate: 2.46
ITE Average Trip Generation Rate: 3.24
Blend of FL Studies and ITE Average Trip Generation Rate: 2.99

Table A-10

Land Use 253: Assisted Living/Congregate Care Facility

Location	Size / Units	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pinellas Park, FL	72	Aug-89	25	19	3.50	9am-5pm	2.20	79.0	7.70	Tindale Oliver
Palm Harbor, FL	200	Oct-89	58	40	-	9am-5pm	3.40	69.0	-	Tindale Oliver
Total Size	272	2	83				**Average Trip Length:**	**2.80**		
ITE	720	4					**Weighted Average Trip Length:**	**3.08**		
Blended total	992						Weighted Percent New Trip Average:	71.6		

Table A-11

Land Use 310: Hotel

Location	Size (Rooms)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pinellas Co, FL	174	Aug-89	134	106	12.50	7-11a/3-7p	6.30	79.0	62.21	Tindale Oliver
Pinellas Co, FL	114	Oct-89	30	14	7.30	12-7p	6.20	47.0	21.27	Tindale Oliver
Orange Co, FL	123	1997	-	-	6.32	-	-	-	-	Orange County
Orange Co, FL	120	1997	-	-	5.27	-	-	-	-	Orange County
Orange Co, FL	146	1997	-	-	7.61	-	-	-	-	Orange County
Orange Co, FL	252	1997	-	-	5.63	-	-	-	-	Orange County
Orange Co, FL	172	1997	-	-	6.36	-	-	-	-	Orange County
Orange Co, FL	170	1997	-	-	6.06	-	-	-	-	Orange County
Orange Co, FL	128	1997	-	-	6.10	-	-	-	-	Orange County
Orange Co, FL	200	1997	-	-	4.56	-	-	-	-	Orange County
Orange Co, FL	112	1998	-	-	2.78	-	-	-	-	Orange County
Orange Co, FL	130	1998	-	-	9.12	-	-	-	-	Orange County
Orange Co, FL	106	1998	-	-	7.34	-	-	-	-	Orange County
Orange Co, FL	98	1998	-	-	7.32	-	-	-	-	Orange County
Orange Co, FL	120	1998	-	-	5.57	-	-	-	-	Orange County
Orange Co, FL	70	1999	-	-	1.85	-	-	-	-	Orange County
Orange Co, FL	123	1999	-	-	4.81	-	-	-	-	Orange County
Orange Co, FL	123	1999	-	-	3.70	-	-	-	-	Orange County
Orange Co, FL	211	2000	-	-	2.23	-	-	-	-	Orange County
Orange Co, FL	144	2000	-	-	7.32	-	-	-	-	Orange County
Orange Co, FL	105	2001	-	-	5.25	-	-	-	-	Orange County
Orange Co, FL	891	2005	-	-	5.69	-	-	-	-	Orange County
Orange Co, FL	1,584	2005	-	-	5.88	-	-	-	-	Orange County
Orange Co, FL	210	2006	-	-	4.88	-	-	-	-	Orange County
Orange Co, FL	1,499	2006	-	-	4.69	-	-	-	-	Orange County
Orange Co, FL	144	-	-	-	4.74	-	-	-	-	Orange County
Orange Co, FL	148	-	-	-	7.61	-	-	-	-	Orange County
Orange Co, FL	160	-	-	-	6.19	-	-	-	-	Orange County
Orange Co, FL	130	-	-	-	4.29	-	-	-	-	Orange County
Orange Co, FL	130	-	-	-	3.40	-	-	-	-	Orange County
Orange Co, FL	144	-	-	-	7.66	-	-	-	-	Orange County
Orange Co, FL	100	-	-	-	7.37	-	-	-	-	Orange County
Orange Co, FL	190	-	-	-	4.71	-	-	-	-	Orange County
Orange Co, FL	1,501	2011	-	-	3.50	-	-	-	-	Tindale Oliver
Orange Co, FL	174	2011	-	-	7.03	-	-	-	-	Tindale Oliver
Orange Co, FL	238	2014	-	-	4.05	-	-	-	-	Tindale Oliver
Total Size	10,184	36	164				**Average Trip Length:**	**-**		
ITE	1,036	7					**Weighted Average Trip Length:**	**-**		
Blended total	11,220						Weighted Percent New Trip Average:	66.3		

Weighted Average Trip Generation Rate: 5.31
ITE Average Trip Generation Rate: 7.99
Blend of FL Studies and ITE Average Trip Generation Rate: 5.56

Table A-12

Land Use 320: Motel

Location	Size (Rooms)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pinellas Co, FL	48	Oct-89	46	24	-	10a-2p	2.80	65.0	-	Tindale Oliver
Pinellas Co, FL	54	Oct-89	32	22	-	12p-7p	3.80	69.0	-	Tindale Oliver
Pinellas Co, FL	120	Oct-89	26	22	-	2p-7p	5.20	84.6	-	Tindale Oliver
Total Size	222	3	104				**Average Trip Length:**	**3.93**		
ITE	654	6					**Weighted Average Trip Length:**	**4.34**		
							Weighted Percent New Trip Average:	76.6		

Table A-13

Land Use 310/320: Hotel/Motel

Location	Size (Rooms)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pinellas Co, FL	174	Aug-89	134	106	12.50	7-11a/3-7p	6.30	79.0	62.21	Tindale Oliver
Pinellas Co, FL	114	Oct-89	30	14	7.30	12-7p	6.20	47.0	21.27	Tindale Oliver
Pinellas Co, FL	48	Oct-89	46	24	-	10a-2p	2.80	65.0	-	Tindale Oliver
Pinellas Co, FL	54	Oct-89	32	22	-	12p-7p	3.80	69.0	-	Tindale Oliver
Pinellas Co, FL	120	Oct-89	26	22	-	2p-7p	5.20	84.6	-	Tindale Oliver
Total Size	510						**Average Trip Length:**	**4.86**		
							Weighted Average Trip Length:	**5.42**		

Table A-14

Land Use 445: Movie Theater

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pinellas Co, FL	24.7	Oct-89	151	116	113.10	2p-8p	2.70	77.0	235.13	Tindale Oliver
Pinellas Co, FL	34.0	Sep-89	122	116	63.40	2p-8p	1.90	95.0	114.44	Tindale Oliver
Total Size	58.7	2	273				**Average Trip Length:**	**2.30**		
ITE	28.0	1					**Weighted Average Trip Length:**	**2.24**		
Blended total	86.7						Weighted Percent New Trip Average:	87.4		

Weighted Average Trip Generation Rate:	84.31
ITE Average Trip Generation Rate:	78.09
Blend of FL Studies and ITE Average Trip Generation Rate:	**82.30**

Table A-15

Land Use 565: Day Care Center

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pinellas Co, FL	5.6	Aug-89	94	66	66.99	7a-6p	1.90	70.0	89.10	Tindale Oliver
Pinellas Co, FL	10.0	Sep-89	179	134	66.99	7a-6p	2.10	75.0	105.51	Tindale Oliver
Tampa, FL	-	Mar-86	28	25	-	-	2.60	89.0	-	Kimley-Horn & Associates
Total Size	15.6	3	301				**Average Trip Length:**	**2.20**		
ITE	135.0	27					**Weighted Average Trip Length:**	**2.03**		
Blended total	150.6						Weighted Percent New Trip Average:	73.2		

Weighted Average Trip Generation Rate:	66.99
ITE Average Trip Generation Rate:	47.62
Blend of FL Studies and ITE Average Trip Generation Rate:	**49.63**

Table A-16

Land Use 620: Nursing Home

Location	Size (Beds)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Lakeland, FL	120	Mar-90	74	66	2.86	11a-4p	2.59	89.0	6.59	Tindale Oliver
		1	74				**Average Trip Length:**	**2.59**		
							Weighted Average Trip Length:	**2.59**		
							Weighted Percent New Trip Average:	89.0		

Weighted Average Trip Generation Rate:	2.86
ITE Average Trip Generation Rate:	3.06
Blend of FL Studies and ITE Average Trip Generation Rate:	**3.02**

Table A-17

Land Use 710: General Office Building

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Sarasota Co, FL	14.3	Jun-93	14	14	46.85	-	11.30	-	529.41	Sarasota County
Gwinnett Co, GA	98.0	Dec-92	-	-	4.30	-	5.40	-	-	Street Smarts
Gwinnett Co, GA	180.0	Dec-92	-	-	3.60	-	5.90	-	-	Street Smarts
Pinellas Co, FL	187.0	Oct-89	431	388	18.49	7a-5p	6.30	90.0	104.84	Tindale Oliver
St. Petersburg, FL	262.8	Sep-89	291	274	-	7a-5p	3.40	94.0	-	Tindale Oliver
		5	736				**Average Trip Length:**	**6.46**		
							Weighted Average Trip Length:	**5.15**		
							Weighted Percent New Trip Average:	92.3		

Table A-18

LUC 720: Small Medical/Dental Office Building: 10,000 sf or Less

Site	Size (1,000 sf)	Tues., Jan 11		Wedn., Jan 12		Thur., Jan 13		TOTAL		AVERAGE		AVERAGE (per 1,000 sf)		
		IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT	TOTAL
Site 1	2.100	35	35	22	22	13	13	70	70	23.33	23.33	**11.11**	**11.11**	**22.22**
Site 2	3.000	40	40	52	52	53	53	145	145	48.33	48.33	**16.11**	**16.11**	**32.22**
Site 3	2.000	28	28	19	21	24	26	71	75	23.67	25.00	**11.84**	**12.50**	**24.34**
Site 4	1.000	30	30	52	52	57	57	139	139	46.33	46.33	**46.33**	**46.33**	**92.66**
Site 5	3.024	31	32	43	43	24	24	98	99	32.67	33.00	**10.80**	**10.91**	**21.71**
Site 6	1.860	22	24	19	17	11	11	52	52	17.33	17.33	**9.32**	**9.32**	**18.64**
Average												**17.59**	**17.71**	**35.30**
Average (excluding Site 4)												**11.84**	**11.99**	**23.83**

Table A-19

Land Use 720: Medical-Dental Office Building

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Tampa, FL	-	Mar-86	33	26	-	-	6.00	79.0	-	Kimley-Horn & Associates
Palm Harbor, FL	14.6	Oct-89	104	76	33.98	9a-5p	6.30	73.0	156.27	Tindale Oliver
St. Petersburg, FL	-	Nov-89	34	30	57.20	9a-4p	1.20	88.0	-	Tindale Oliver
Hernando Co, FL	58.4	May-96	390	349	28.52	9a-6p	6.47	89.5	165.09	Tindale Oliver
Hernando Co, FL	28.0	May-96	202	189	49.75	9a-6p	6.06	93.8	282.64	Tindale Oliver
Charlotte Co, FL	11.0	Oct-97	-	186	49.50	9a-5p	4.60	92.1	209.67	Tindale Oliver
Charlotte Co, FL	28.0	Oct-97	-	186	31.00	9a-5p	3.60	81.6	91.04	Tindale Oliver
Charlotte Co, FL	30.4	Oct-97	-	324	39.80	9a-5p	3.30	83.5	109.68	Tindale Oliver
Citrus Co, FL	38.9	Oct-03	-	168	32.26	8-6p	6.80	97.1	213.03	Tindale Oliver
Citrus Co, FL	10.0	Nov-03	-	340	40.56	8-630p	6.20	92.4	232.33	Tindale Oliver
Citrus Co, FL	5.3	Dec-03	-	20	29.36	8-5p	5.25	95.2	146.78	Tindale Oliver
Orange Co, FL	50.6	2009	-	-	26.72	-	-	-	-	Orange County
Orange Co, FL	23.5	2010	-	-	16.58	-	-	-	-	Tindale Oliver
			13	763			**Average Trip Length:**	**5.07**		
							Weighted Average Trip Length:	**5.55**		

Weighted Percent New Trip Average: 88.9

Average Trip Generation Rate: 32.59

ITE Average Trip Generation Rate: 36.00

Blend of FL Studies and ITE Average Trip Generation Rate: 34.21

Table A-20

Land Use 770: Business Park

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Collier Co, FL	14.1	May-99	-	55	33.48	8a-6p	3.60	72.7	87.62	Tindale Oliver
Collier Co, FL	66.0	May-99	-	43	11.53	8a-6p	5.70	79.0	51.92	Tindale Oliver
Collier Co, FL	211.1	May-99	-	284	17.91	8a-6p	5.40	93.0	89.94	Tindale Oliver
Total Size	291.2	3					**Average Trip Length:**	**4.90**		
ITE	6,288.0	16					**Weighted Average Trip Length:**	**5.38**		
Blended total	6,579.2									

Weighted Percent New Trip Average: 88.8

Weighted Average Trip Generation Rate: 17.22

ITE Average Trip Generation Rate: 12.44

Blend of FL Studies and ITE Average Trip Generation Rate: 12.65

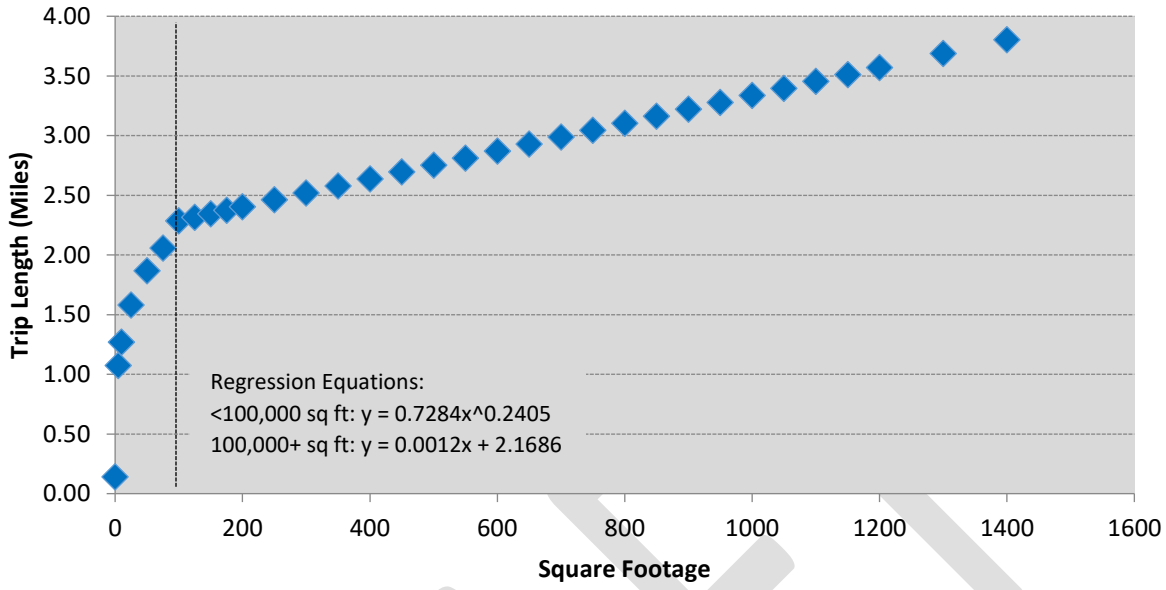
Table A-21

Land Use 820/821/822: Retail/Shopping Center

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Tampa, FL	-	Mar-86	527	348	-	-	-	66.0	-	Kimley-Horn & Associates
Tampa, FL	-	Mar-86	170	-	-	-	1.70	-	-	Kimley-Horn & Associates
Tampa, FL	-	Mar-86	354	269	-	-	-	76.0	-	Kimley-Horn & Associates
Tampa, FL	-	Mar-86	144	-	-	-	2.50	-	-	Kimley-Horn & Associates
St. Petersburg, FL	1,192.0	Aug-89	384	298	-	11a-7p	3.60	78.0	-	Tindale Oliver
St. Petersburg, FL	132.3	Sep-89	400	368	77.00	10a-7p	1.80	92.0	127.51	Tindale Oliver
Largo, FL	425.0	Aug-89	160	120	26.73	10a-6p	2.30	75.0	46.11	Tindale Oliver
Dunedin, FL	80.5	Sep-89	276	210	81.48	9a-5p	1.40	76.0	86.69	Tindale Oliver
Pinellas Park, FL	696.0	Sep-89	485	388	-	9a-6p	3.20	80.0	-	Tindale Oliver
Seminole, FL	425.0	Oct-89	674	586	-	-	-	87.0	-	Tindale Oliver
Hillsborough Co, FL	134.0	Jul-91	-	-	-	-	1.30	74.0	-	Tindale Oliver
Hillsborough Co, FL	151.0	Jul-91	-	-	-	-	1.30	73.0	-	Tindale Oliver
Collier Co, FL	-	Aug-91	68	64	-	-	3.33	94.1	-	Tindale Oliver
Collier Co, FL	-	Aug-91	208	154	-	-	2.64	74.0	-	Tindale Oliver
Sarasota/Bradenton, FL	109.0	Sep-92	300	185	-	12a-6p	-	61.6	-	King Engineering Associates, Inc.
Ocala, FL	133.4	Sep-92	300	192	-	12a-6p	-	64.0	-	King Engineering Associates, Inc.
Sarasota Co, FL	110.0	Jun-93	58	58	122.14	-	3.20	-	-	Sarasota County
Sarasota Co, FL	146.1	Jun-93	65	65	51.53	-	2.80	-	-	Sarasota County
Sarasota Co, FL	157.5	Jun-93	57	57	79.79	-	3.40	-	-	Sarasota County
Sarasota Co, FL	191.0	Jun-93	62	62	66.79	-	5.90	-	-	Sarasota County
Hernando Co, FL	107.8	May-96	608	331	77.60	9a-6p	4.68	54.5	197.85	Tindale Oliver
Charlotte Co, FL	88.0	Oct-97	-	-	73.50	9a-5p	1.80	57.1	75.56	Tindale Oliver
Charlotte Co, FL	191.9	Oct-97	-	-	72.00	9a-5p	2.40	50.9	87.97	Tindale Oliver
Charlotte Co, FL	51.3	Oct-97	-	-	43.00	9a-5p	2.70	51.8	60.08	Tindale Oliver
Lake Co, FL	67.8	Apr-01	246	177	102.60	-	3.40	71.2	248.37	Tindale Oliver
Lake Co, FL	72.3	Apr-01	444	376	65.30	-	4.50	59.0	173.37	Tindale Oliver
Pasco Co, FL	65.6	Apr-02	222	-	145.64	9a-5p	1.46	46.9	99.62	Tindale Oliver
Pasco Co, FL	75.8	Apr-02	134	-	38.23	9a-5p	2.36	58.2	52.52	Tindale Oliver
Citrus Co, FL	185.0	Oct-03	-	784	55.84	8a-6p	2.40	88.1	118.05	Tindale Oliver
Citrus Co, FL	91.3	Nov-03	-	390	54.50	8a-6p	1.60	88.0	76.77	Tindale Oliver
			30	6,346			**Average Trip Length:**	**2.71**		

Figure A-1

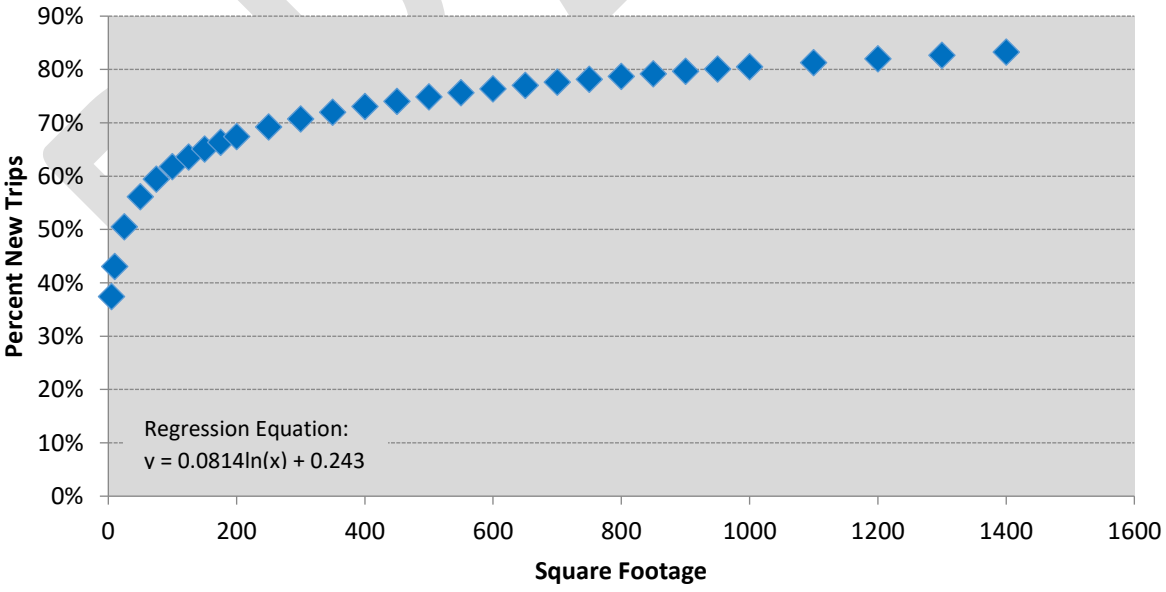
LUC 820-822: Retail/Shopping Center – Florida Curve Trip Length Regression



Source: Regression analysis based on FL Studies data for LUC 820. This curve, along with the average development size presented in the ITE 11th Edition Handbook, was used to estimate the trip length for retail uses

Figure A-2

LUC 820-822: Retail/Shopping Center – Florida Curve Percent New Trips Regression



Source: Regression analysis based on FL Studies data for LUC 820. This curve, along with the average development size presented in the ITE 11th Edition Handbook, was used to estimate the percent new trips for retail uses

Table A-22

Land Use 840/841: New/Used Automobile Sales

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
St.Petersburg, FL	43.0	Oct-89	152	120	-	9a-5p	4.70	79.0	-	Tindale Oliver
Clearwater, FL	43.0	Oct-89	136	106	29.40	9a-5p	4.50	78.0	103.19	Tindale Oliver
Orange Co, FL	13.8	1997	-	-	35.75	-	-	-	-	Orange County
Orange Co, FL	34.4	1998	-	-	23.45	-	-	-	-	Orange County
Orange Co, FL	66.3	2001	-	-	28.50	-	-	-	-	Orange County
Orange Co, FL	39.1	2002	-	-	10.48	-	-	-	-	Orange County
Orange Co, FL	116.7	2003	-	-	22.18	-	-	-	-	Orange County
Orange Co, FL	51.7	2007	-	-	40.34	-	-	-	-	L-TEC
Orange Co, FL	36.6	-	-	-	15.17	-	-	-	-	Orange County
Orange Co, FL	216.4	2008	-	-	13.45	-	-	-	-	Orange County

Total Size	618.0	10	288	**Average Trip Length:**	**4.60**
ITE (840)	648.0	18		**Weighted Average Trip Length:**	**4.60**
ITE (841)	28.0	14		Weighted Percent New Trip Average:	78.5
Blended total	1,294.0			Weighted Average Trip Generation Rate:	21.04
				ITE Average Trip Generation Rate (LUC 840):	27.84
				ITE Average Trip Generation Rate (LUC 841):	27.06
				Blend of FL Studies and ITE Average Trip Generation Rate:	**24.58**

Table A-23

Land Use 850: Supermarket

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Palm Harbor, FL	62.0	Aug-89	163	62	106.26	9a-4p	2.08	56.0	123.77	Tindale Oliver

Total Size	62.0	1	163	**Average Trip Length:**	**2.08**
ITE	1,144.0	22		**Weighted Average Trip Length:**	**2.08**
Blended total	1,206.0			Weighted Percent New Trip Average:	56.0
				Weighted Average Trip Generation Rate:	106.26
				ITE Average Trip Generation Rate:	93.84
				Blend of FL Studies and ITE Average Trip Generation Rate:	**94.48**

Table A-24

Land Use 851: Convenience Store

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Tampa, FL	-	Mar-86	80	-	-	-	1.10	-	-	Kimley-Horn & Associates
Largo, FL	2.5	8/15,25/89	171	116	634.80	-	1.20	68.0	518.00	Tindale Oliver
Clearwater, FL	2.5	Aug-89	237	64	690.80	-	1.60	27.0	298.43	Tindale Oliver
Clearwater, FL	2.1	Nov-89	143	50	635.24	24hr.	1.60	35.0	355.73	Tindale Oliver
Marion Co, FL	2.5	Jun-91	94	43	787.20	48hrs.	1.52	46.2	552.80	Tindale Oliver
Marion Co, FL	2.5	Jun-91	74	20	714.00	48hrs.	0.75	27.0	144.59	Tindale Oliver
Collier Co, FL	-	Aug-91	146	36	-	-	2.53	24.7	-	Tindale Oliver
Collier Co, FL	-	Aug-91	148	38	-	-	1.08	25.7	-	Tindale Oliver
Collier Co, FL	-	Aug-91	148	84	-	-	1.11	56.8	-	Tindale Oliver

Total Size	12.1	9	1,241	**Average Trip Length:**	**1.39**
ITE	24.0	8		**Weighted Average Trip Length:**	**1.07**
Blended total	36.1			Weighted Percent New Trip Average:	40.8
	36.1			Weighted Average Trip Generation Rate:	694.30
				ITE Average Trip Generation Rate:	762.28
				Blend of FL Studies and ITE Average Trip Generation Rate:	**739.50**

Table A-25

Land Use 880/881: Pharmacy with and without Drive-Through Window

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Pasco Co, FL	11.1	Apr-02	138	38	88.97	-	2.05	27.5	50.23	Tindale Oliver
Pasco Co, FL	12.0	Apr-02	212	90	122.16	-	2.04	42.5	105.79	Tindale Oliver
Pasco Co, FL	15.1	Apr-02	1192	54	97.96	-	2.13	28.1	58.69	Tindale Oliver

Total Size	38.2	3	1,542	**Average Trip Length:**	**2.07**
ITE (LUC 880)	66.0	6		**Weighted Average Trip Length:**	**2.08**
ITE (LUC 881)	208.0	16		Weighted Percent New Trip Average:	32.4
Blended total	312.2			Average Trip Generation Rate:	103.03
				ITE Average Trip Generation Rate (LUC 880):	90.08
				ITE Average Trip Generation Rate (LUC 881):	108.40
				Blend of FL Studies and ITE Average Trip Generation Rate:	**103.86**

Table A-26

Land Use 890: Furniture Store

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Largo, FL	15.0	7/28-30/92	64	34	-	-	4.63	52.5	-	Tindale Oliver
Tampa, FL	16.9	Jul-92	68	39	-	-	7.38	55.7	-	Tindale Oliver
Pompano Beach, FL	58.5	Jun-06	31	140	3.70	9a-6p	4.38	89.2	16.21	Nunner Group - Collier County
Stuart, FL	100.0	Jun-06	198	154	6.50	9a-6p	3.14	79.4	20.41	Nunner Group - Collier County
Boca Raton, FL	19.1	Jun-06	198	108	11.00	9a-6p	4.36	74.5	47.96	Nunner Group - Collier County

Total Size	209.5	5	132	**Average Trip Length:**	**4.78**
	177.6			**Weighted Average Trip Length:**	**4.05**
ITE	779.0	19		Weighted Percent New Trip Average:	77.8
Blended total	956.60			Average Trip Generation Rate:	6.06
				ITE Average Trip Generation Rate:	6.30
				Blend of FL Studies and ITE Average Trip Generation Rate:	**6.26**

Table A-27

Land Use 912: Bank/Savings w/Drive-Thru

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Tampa, FL	-	Mar-86	77	-	-	-	2.40	-	-	Kimley-Horn & Associates
Tampa, FL	-	Mar-86	211	-	-	-	-	54.0	-	Kimley-Horn & Associates
Clearwater, FL	0.4	Aug-89	113	52	-	9a-6p	5.20	46.0	-	Tindale Oliver
Largo, FL	2.0	Sep-89	129	94	-	-	1.60	73.0	-	Tindale Oliver
Seminole, FL	4.5	Oct-89	-	-	-	-	-	-	-	Tindale Oliver
Marion Co, FL	2.3	Jun-91	69	29	-	24hr.	1.33	42.0	-	Tindale Oliver
Marion Co, FL	3.1	Jun-91	47	32	-	24hr.	1.75	68.1	-	Tindale Oliver
Marion Co, FL	2.5	Jul-91	57	26	-	48hrs.	2.70	45.6	-	Tindale Oliver
Collier Co, FL	-	Aug-91	162	96	-	24hr.	0.88	59.3	-	Tindale Oliver
Collier Co, FL	-	Aug-91	116	54	-	-	1.58	46.6	-	Tindale Oliver
Collier Co, FL	-	Aug-91	142	68	-	-	2.08	47.9	-	Tindale Oliver
Hernando Co, FL	5.4	May-96	164	41	-	9a-6p	2.77	24.7	-	Tindale Oliver
Marion Co, FL	2.4	Apr-02	70	-	-	24hr.	3.55	54.6	-	Kimley-Horn & Associates
Marion Co, FL	2.7	May-02	50	-	246.66	24hr.	2.66	40.5	265.44	Kimley-Horn & Associates
Total Size	25.2	14	1,407				**Average Trip Length:**	**2.38**		
ITE	114.0	19					**Weighted Average Trip Length:**	**2.46**		
Blended total	139.2						Weighted Percent New Trip Average:	46.2		
	116.7							Weighted Average Trip Generation Rate:		246.66
								ITE Average Trip Generation Rate:		100.35
								Blend of FL Studies and ITE Average Trip Generation Rate:		**103.73**

Table A-28

Land Use 931: Low-Turnover Restaurant

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Tampa, FL	-	Mar-86	76	62	-	-	2.10	82.0	-	Kimley-Horn & Associates
St. Petersburg, FL	7.5	Oct-89	177	154	-	11a-2p/4-8p	3.50	87.0	-	Tindale Oliver
Clearwater, FL	8.0	Oct-89	60	40	110.63	10a-2p/5-9p	2.80	67.0	207.54	Tindale Oliver
Total Size	15.5	3	313				**Average Trip Length:**	**2.80**		
ITE	90.0	10					**Weighted Average Trip Length:**	**3.14**		
Blended total	105.5						Weighted Percent New Trip Average:	76.7		
	98.0							Weighted Average Trip Generation Rate:		110.63
								ITE Average Trip Generation Rate:		83.84
								Blend of FL Studies and ITE Average Trip Generation Rate:		**86.03**

Table A-29

Land Use 932: High-Turnover (Sit-Down) Restaurant

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Hernando Co, FL	6.2	1996	242	175	187.51	9a-6p	2.76	72.5	375.00	Tindale Oliver
Hernando Co, FL	8.2	1996	154	93	102.71	9a-6p	4.15	60.2	256.43	Tindale Oliver
St. Petersburg, FL	5.0	1989	74	68	132.60	1130-7p	2.00	92.0	243.98	Tindale Oliver
Kenneth City, FL	5.2	1989	236	176	127.88	4p-730p	2.30	75.0	220.59	Tindale Oliver
Pasco Co, FL	5.2	2002	114	88	82.47	9a-6p	3.72	77.2	236.81	Tindale Oliver
Pasco Co, FL	5.8	2002	182	102	116.97	9a-6p	3.49	56.0	228.77	Tindale Oliver
Orange Co, FL	5.0	1996	-	-	135.68	-	-	-	-	Orange County
Orange Co, FL	9.7	1996	-	-	132.32	-	-	-	-	Orange County
Orange Co, FL	11.2	1998	-	-	18.76	-	-	-	-	Orange County
Orange Co, FL	7.0	1998	-	-	126.40	-	-	-	-	Orange County
Orange Co, FL	4.6	1998	-	-	129.23	-	-	-	-	Orange County
Orange Co, FL	7.4	1998	-	-	147.44	-	-	-	-	Orange County
Orange Co, FL	6.7	1998	-	-	82.58	-	-	-	-	Orange County
Orange Co, FL	11.3	2000	-	-	95.33	-	-	-	-	Orange County
Orange Co, FL	7.2	2000	-	-	98.06	-	-	-	-	Orange County
Orange Co, FL	11.4	2001	-	-	91.67	-	-	-	-	Orange County
Orange Co, FL	5.6	2001	-	-	145.59	-	-	-	-	Orange County
Orange Co, FL	5.5	-	-	-	100.18	-	-	-	-	Orange County
Orange Co, FL	11.3	-	-	-	62.12	-	-	-	-	Orange County
Orange Co, FL	10.4	-	-	-	31.77	-	-	-	-	Orange County
Orange Co, FL	5.9	-	-	-	147.74	-	-	-	-	Orange County
Orange Co, FL	8.9	2008	-	-	52.69	-	-	-	-	Orange County
Orange Co, FL	9.7	2010	-	-	105.84	-	-	-	-	Orange County
Orange Co, FL	9.5	2013	-	-	40.46	-	-	-	-	Orange County
Orange Co, FL	11.0	2015	-	-	138.39	-	-	-	-	Orange County
Total Size	194.9	25	1,102				**Average Trip Length:**	**3.07**		
ITE	250.0	50					**Weighted Average Trip Length:**	**3.17**		
Blended total	444.9						Weighted Percent New Trip Average:	70.8		
								Weighted Average Trip Generation Rate:		98.67
								ITE Average Trip Generation Rate:		107.20
								Blend of FL Studies and ITE Average Trip Generation Rate:		**103.46**

Table A-30

Land Use 934: Fast Food Restaurant with Drive-Through Window

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Tampa, FL	-	Mar-86	61	-	-	-	2.70	-	-	Kimley-Horn & Associates
Tampa, FL	-	Mar-86	306	-	-	-	-	65.0	-	Kimley-Horn & Associates
Pinellas Co, FL	2.20	Aug-89	81	48	502.80	11a-2p	1.70	59.0	504.31	Tindale Oliver
Pinellas Co, FL	4.30	Oct-89	456	260	660.40	1 day	2.30	57.0	865.78	Tindale Oliver
Tarpon Springs, FL	-	Oct-89	233	114	-	7a-7p	3.60	49.0	-	Tindale Oliver
Marion Co, FL	1.60	Jun-91	60	32	962.50	48hrs.	0.91	53.3	466.84	Tindale Oliver
Marion Co, FL	4.00	Jun-91	75	46	625.00	48hrs.	1.54	61.3	590.01	Tindale Oliver
Collier Co, FL	-	Aug-91	66	44	-	-	1.91	66.7	-	Tindale Oliver
Collier Co, FL	-	Aug-91	118	40	-	-	1.17	33.9	-	Tindale Oliver
Hernando Co, FL	5.43	May-96	136	82	311.83	9a-6p	1.68	60.2	315.27	Tindale Oliver
Hernando Co, FL	3.13	May-96	168	82	547.34	9a-6p	1.59	48.8	425.04	Tindale Oliver
Orange Co, FL	8.93	1996	-	-	377.00	-	-	-	-	Orange County
Lake Co, FL	2.20	Apr-01	376	252	934.30	-	2.50	74.6	1742.47	Tindale Oliver
Lake Co, FL	3.20	Apr-01	171	182	654.90	-	-	47.8	-	Tindale Oliver
Lake Co, FL	3.80	Apr-01	188	137	353.70	-	3.30	70.8	826.38	Tindale Oliver
Pasco Co, FL	2.66	Apr-02	100	46	283.12	9a-6p	-	46.0	-	Tindale Oliver
Pasco Co, FL	2.96	Apr-02	486	164	515.32	9a-6p	2.72	33.7	472.92	Tindale Oliver
Pasco Co, FL	4.42	Apr-02	168	120	759.24	9a-6p	1.89	71.4	1024.99	Tindale Oliver
Total Size	48.8	18	4,463				**Average Trip Length:**	**2.11**		
ITE	213.0	71					**Weighted Average Trip Length:**	**2.05**		
Blended total	261.8						Weighted Percent New Trip Average:	57.9		
	34.0							Weighted Average Trip Generation Rate:		530.19
								ITE Average Trip Generation Rate:		467.48
								Blend of FL Studies and ITE Average Trip Generation Rate:		**479.17**

Table A-31

Land Use 942: Automobile Care Center

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Largo, FL	5.5	Sep-89	34	30	37.64	9a-5p	2.40	88.0	79.50	Tindale Oliver
Jacksonville, FL	2.3	2/3-4/90	124	94	-	9a-5p	3.07	76.0	-	Tindale Oliver
Jacksonville, FL	2.3	2/3-4/90	110	74	-	9a-5p	2.96	67.0	-	Tindale Oliver
Jacksonville, FL	2.4	2/3-4/90	132	87	-	9a-5p	2.32	66.0	-	Tindale Oliver
Lakeland, FL	5.2	Mar-90	24	14	-	9a-4p	1.36	59.0	-	Tindale Oliver
Lakeland, FL	-	Mar-90	54	42	-	9a-4p	2.44	78.0	-	Tindale Oliver
Orange Co, FL	25.0	Nov-92	41	39	-	2-6p	4.60	-	-	LCE, Inc.
Orange Co, FL	36.6	-	-	-	15.17	-	-	-	-	Orange County
Orange Co, FL	7.0	-	-	-	46.43	-	-	-	-	Orange County
Total Size	86.2	9	519				**Average Trip Length:**	**2.74**		
ITE	102.0	6					**Weighted Average Trip Length:**	**3.62**		
Blended total	188.2						Weighted Percent New Trip Average:	72.2		

Table A-32

Land Use 944/945: Convenience Store/Gas Station

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Largo, FL	0.6	Nov-89	70	14	-	8am-5pm	-	23.0	-	Tindale Oliver
Collier Co, FL	-	Aug-91	168	40	-	-	1.01	23.8	-	Tindale Oliver
Total Size	0.6	2	238				**Average Trip Length:**	**1.01**		
							Weighted Percent New Trip Average:	23.0		

Convenience Store/Gas Station (ITE LUC 945) - Mid-Size Blend

ITE	48	Conv. Store 2,000 to 3,999 sf:	265.12
ITE	5	Conv. Store 4,000 to 5,499 sf:	257.13
	53	**Blend of ITE Average Trip Generation Rates for Convenience Store/Gas Station 2,000 to 5,499 sf:**	**264.38**

Table A-33

Land Use 947: Self-Service Car Wash

Location	Size (Bays)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Largo, FL	10	Nov-89	111	84	-	8am-5pm	2.00	76.0	-	Tindale Oliver
Clearwater, FL	-	Nov-89	177	108	-	10am-5pm	1.30	61.0	-	Tindale Oliver
Collier Co, FL	11	Dec-09	304	-	30.24	-	2.50	57.0	-	Tindale Oliver
Collier Co, FL	8	Jan-09	186	-	22.75	-	1.96	72.0	-	Tindale Oliver
Total Size	29	4	778				**Average Trip Length:**	**1.94**		
Total Size (TGR)	19	2					**Weighted Average Trip Length:**	**2.18**		
ITE	5	1					Weighted Percent New Trip Average:	67.7		
Blended total	24							Weighted Average Trip Generation Rate:		27.09
								ITE Average Trip Generation Rate:		108.00
								Blend of FL Studies and ITE Average Trip Generation Rate:		**43.94**

Table A-34

Land Use N/A: Specialty Retail Center

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Collier Co, FL	12.0	May-99	-	13	19.70	8a-6p	3.70	75.0	54.67	Tindale Oliver
Collier Co, FL	12.0	May-99	-	146	127.50	8a-6p	2.24	84.3	240.76	Tindale Oliver
Total Size	24.0	3					Average Trip Length:	2.97		
ITE	100.0	4					Weighted Average Trip Length:	2.97		
Blended total	100.0						Weighted Percent New Trip Average:	79.7		

Table A-35

Land Use N/A: Dance Studio

Location	Size (1,000 sf)	Date	Total # Interviews	# Trip Length Interviews	Trip Gen Rate	Time Period	Trip Length	Percent New Trips	VMT	Source
Collier Co, FL	7.000	Jul-08	-	-	30.29	-	-	-	-	Tindale Oliver
Collier Co, FL	20.48	Jul-08	-	-	17.19	-	-	-	-	Tindale Oliver
Collier Co, FL	8.705	Jul-08	-	-	23.89	-	-	-	-	Tindale Oliver
Total Size	36.2	3					Average Trip Length:	n/a		
							Weighted Average Trip Length:	n/a		
							Weighted Average Trip Generation Rate:	21.33		

Single Family Residential Trip Generation Rate Tiering

As part of this study, the single family residential trip generation rate tiering was included to reflect a tiering analysis to ensure equity by the size of a home. To facilitate this, an analysis was completed on the comparative relationship between housing size and household travel behavior. This analysis utilized data from the 2022 National Household Travel Survey (NHTS) and the 2021 American Housing Survey (AHS) to examine overall trip-making characteristics of households in the United States.

Table A-36 presents that trip characteristics being utilized in the calculated road impact fee schedule for the single family (detached) land use. The 2022 NHTS database was used to assess average annual household vehicle miles of travel (VMT) for various annual household income levels. In addition, the 2021 AHS database was used to compare median annual family/household incomes with housing unit size. It is important to recognize that the use of the income variable in each of these databases is simply to provide a convenient linking mechanism between household VMT from the NHTS and housing unit size from the AHS.

Table A-36

Calculated Single Family Trip Characteristics

Calculated Values Excluding Tiering	Trip Rate	Assessable Trip Length*	Daily VMT
Single Family (Detached)	7.81	5.88	45.92

Source: Appendix A, Table A-4

*Does not include the trip length adjustment factor

The results of the NHTS and AHS analyses are included in Tables A-37 and A-38. First, the data shown in Table A-37 indicates that the average income in the U.S. for families/households living in housing units smaller than 4,000 square feet in size ($65,290) is lower than the overall average income for the U.S. ($66,289). In Table A-38, annual average household VMT was calculated from the NHTS database for several different income levels and ranges related to the resulting AHS income data in Table A-37.

Table A-37

Annual Income by Housing Size

2021 AHS Average Income Data by Housing Size	Annual Income[(1)]
Less than 4,000 sf	$65,290
1,500 to 2,499 sf	$74,416
4,000 sf or more	$93,443
Average of All Houses	$66,289

Source: American Housing Survey for the United States in 2021

1) Weighted average of annual income for each tier

Table A-38

NHTS VMT Annual VMT by Income Category

2022 NHTS Travel Data by Annual HH Income	Annual VMT/HH	Days	Daily VMT	Ratio to Mean	Normalized to 1.061
Total (All Homes)	15,545	365	42.59	1.000	-
Average of $65,290	15,428	365	42.27	0.992	0.935
Average of $74,416	16,496	365	45.19	1.061	1.000
Average of $93,443	17,885	365	49.00	1.151	1.085

Source: 2022 National Household Travel Survey Database, Federal Highway Administration

To calculate a corresponding trip rate for the new tiers it was necessary to rely on comparative ratios. As an example, consider the $65,290 annual income category. First, it was determined that the average annual household VMT for this income level is 15,428 miles. This figure was then compared to the overall average annual VMT per household in the U.S. and normalized to the average of the $74,416 (16,496 miles) category to derive a ratio of 0.992. It should be noted that the $74,416 (1,500-2,499 square feet) category is not an impact fee tier, but rather the average home size that corresponds with the Florida Studies data shown in Table A-36.

Next, the normalized ratio was applied to the daily VMT for the average single family housing unit size (less than 4,000 square feet) to generate a daily VMT of 42.94 for the tier, as shown in

Table A-39. This daily VMT figure was then divided by the assessable trip length of 5.88 miles to obtain a trip generation rate of 7.30 trips per day.

Table A-39
Trip Generation Rate by Single Family Land Use Tier

Estimation of Trip Rate by Tier	Trip Rate[1]	Assessable Trip Length[2]	Daily VMT[3]	Ratio to Mean[4]
Single Family (Detached)				
Less than 4,000 sf	**7.30**	5.88	42.94	0.935
1,500 to 2,499 sf	**7.81**	5.88	45.92	1.000
4,000 sf or larger	**8.47**	5.88	49.82	1.085

1) Daily VMT (Item 3) divided by assessable trip length (Item 2) for each tier
2) Source: Table A-36
3) Ratio to the mean (Item 4) multiplied by the total daily VMT for the 1,500 to 2,499 sq tier
4) Source: Table A-38

Table A-40 illustrates the impact that the trip generation rate tiers for the single family (detached) land use have on the County's calculated roadway impact fee rate.

Table A-40
Net Impact Fee by Single Family Land Use Tier

Impact of Tiering on Fee Schedule	Trip Rate[1]	Assessable Trip Length[2]	Daily VMT	Net Fee[3]
Single Family (Detached)				
Less than 4,000 sf	**7.30**	5.88	42.94	**$8,601**
4,000 sf or larger	**8.47**	5.88	49.82	**$9,980**

1) Source: Table A-39, Item 1
2) Source: Table A-36
3) Source: Appendix D, Table D-1

Demand Variable Changes

Since the last demand component update in 2019, the trip generation rate (TGR), trip length (TL), and percent new trips (PNT) has changed for several land uses. Tables A-41 through A-44 present the change in each variable for each land use for the 2024 update.

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Table A-41

Percent Change in Gross VMT of Impact Fee Land Uses

ITE LUC	Land Use	Unit	GVMT 2019	GVMT 2023	%	Explanation
	RESIDENTIAL:					
210	Single Family (Detached) - Less than 4,000 sf	du	21.67	21.46	-1.0%	TGR update, see Table A-42
	Single Family (Detached) - 4,000 sf and greater	du	26.46	24.90	-5.9%	TGR update, see Table A-42
215	Single Family (Attached)	du	-	19.90	-	New land use
220	Multi-Family Housing (Low-Rise, 1-3 floors)	du	18.67	17.56	-5.9%	Primarily due to TGR update, see Table A-42
221/222	Multi-Family Housing (Mid/High-Rise, 4+ floors)	du	13.87	11.83	-14.7%	Primarily due to TGR update, see Table A-42
231	Mid-Rise Residential w/Ground-Floor Commercial	du	8.77	4.43	-49.5%	Primarily due to TGR update, see Table A-42
232	High-Rise Residential w/Ground-Floor Commercial	du	5.13	5.47	6.6%	Primarily due to TGR update, see Table A-42
240	Mobile Home Park	du	9.59	9.59	0.0%	No change
251	Retirement Community - Detached (Single Family)	du	9.49	9.59	1.1%	TGR update, see Table A-42
252	Retirement Community - Attached (Multi-Family)	du	5.46	4.90	-10.3%	TGR update, see Table A-42
254	Assisted Living	bed	2.42	2.42	0.0%	No change
	LODGING:					
310	Hotel	room	9.93	9.94	0.1%	TGR update, see Table A-42
311	All Suites Hotel	room	7.98	7.87	-1.4%	TGR update, see Table A-42
320	Motel	room	5.60	5.60	0.0%	No change
	RECREATION:					
416	Campground/RV Park	site	3.73	3.73	0.0%	No change
420	Marina	berth	6.38	6.38	0.0%	No change
430	Golf Course	hole	30.35	30.62	0.9%	No change
n/a	Bundled Golf Course	hole	9.10	9.18	0.9%	No change
445	Movie Theater	1,000 sf	112.17	80.19	-	Unit of measure change
n/a	Dance Studio/Gymnastics	1,000 sf	25.34	25.34	0.0%	No change
	INSTITUTIONS:					
520	Elementary School (Private)	student	2.22	2.67	20.3%	TGR update, see Table A-42
522	Middle/Junior High School (Private)	student	2.50	2.47	-1.2%	TGR update, see Table A-42
525	High School (Private)	student	2.69	2.57	-4.5%	TGR update, see Table A-42
540	University/Junior College (7,500 or fewer students) (Private)	student	5.29	5.29	0.0%	No change
550	University/Junior College (more than 7,500 students) (Private)	student	3.97	3.97	0.0%	No change
560	Church	1,000 sf	0.77	13.44	-	Unit of measure change
565	Day Care Center	1,000 sf	3.03	36.77	-	Unit of measure change
	MEDICAL:					
610	Hospital	1,000 sf	24.58	24.70	0.5%	TGR update, see Table A-42
620	Nursing Home	1,000 sf	3.48	7.78	-	Unit of measure change
	OFFICE:					
710	General Office	1,000 sf	23.07	25.68	11.3%	TGR update, see Table A-42
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	58.85	58.85	0.0%	No change
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	84.27	84.49	0.3%	TGR update, see Table A-42
770	Business Park (Flex-Space)	1,000 sf	30.29	30.29	0.0%	No change
	RETAIL:					
822	Retail 6,000 sfgla or less	1,000 sfgla	16.39	11.89	-27.5%	TGR update, see Table A-42
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	29.64	19.34	-34.8%	TGR, TL & PNT update, see Tables A-42, A-43, and A-44
821	Retail 40,001to 150,000 sfgla	1,000 sfgla	37.57	37.33	-0.6%	TGR, TL & PNT update, see Tables A-42, A-43, and A-44
820	Retail greater than 150,000 sfgla	1,000 sfgla	37.57	38.86	3.4%	TGR, TL & PNT update, see Tables A-42, A-43, and A-44
840/841	New/Used Auto Sales	1,000 sf	44.66	44.66	0.0%	No change
849	Tire Superstore	1,000 sf	25.52	17.01	-	Unit of measure change
850	Supermarket	1,000 sf	62.11	55.03	-11.4%	TGR update, see Table A-42
851	Convenience Market, 24 hrs	1,000 sf	230.43	162.21	-29.6%	TGR & TL update, see Tables A-42 and A-43
862	Home Improvement Superstore	1,000 sf	23.38	23.38	0.0%	No change
880/881	Pharmacy with & w/o Drive-Thru	1,000 sf	34.73	34.56	-0.5%	TGR update, see Table A-42
890	Furniture Store	1,000 sf	9.89	9.89	0.0%	No change
	SERVICES:					
911	Bank/Savings w/out Drive-Thru	1,000 sf	33.60	32.78	-2.4%	TGR update, see Table A-42
912	Bank/Savings w/Drive-Thru	1,000 sf	58.09	58.69	1.0%	TGR update, see Table A-42
930	Fast Casual Restaurant	1,000 sf	187.37	57.75	-69.2%	TGR update, see Table A-42
931	Low-Turnover Restaurant	1,000 sf	3.14	104.00	-	Unit of measure change
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	4.92	116.43	-	Unit of measure change
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	286.86	284.87	-0.7%	TGR update, see Table A-42
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	264.40	264.40	0.0%	No change
941	Quick Lube	service bay	33.41	33.41	0.0%	No change
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	19.98	19.98	0.0%	No change
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	23.85	30.71	28.8%	TGR update, see Table A-42
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	26.77	40.16	50.0%	TGR update, see Table A-42
947	Self-Service Car Wash	service bay	32.57	32.57	0.0%	No change
948	Automated Car Wash	1,000 sf	105.25	105.25	0.0%	No change
n/a	Luxury Auto Sales	1,000 sf	33.25	33.25	0.0%	No change
	INDUSTRIAL:					
110	General Light Industrial	1,000 sf	12.28	12.05	-1.9%	TGR update, see Table A-42
140	Manufacturing	1,000 sf	9.73	11.76	20.9%	TGR update, see Table A-42
150	Warehousing	1,000 sf	4.31	4.23	-1.9%	TGR update, see Table A-42
151	Mini-Warehouse	1,000 sf	2.41	2.36	-2.1%	TGR update, see Table A-42
n/a	Mine/Commercial Excavation	1,000 cy	0.07	0.07	0.0%	No change

- Gross VMT = TGR * TL * PNT / 2
- Individual variables are shown in Tables A-42 through A-44

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Table A-42

Percent Change in Trip Generation Rate of Impact Fee Land Uses

ITE LUC	Land Use	Unit	TGR 2019	TGR 2024	%	Explanation
	RESIDENTIAL:					
210	Single Family (Detached) - Less than 4,000 sf	du	7.37	7.30	-0.9%	Updated tiering to AHS 2021 & NHTS 2022
	Single Family (Detached) - 4,000 sf and greater	du	9.00	8.47	-5.9%	Updated tiering to AHS 2021 & NHTS 2022
215	Single Family (Attached)	du	-	6.77	-	New land use
220	Multi-Family Housing (Low-Rise, 1-3 floors)	du	7.32	6.74	-7.9%	Re-alignment of multi-family land uses in ITE 11th Edition
221/222	Multi-Family Housing (Mid/High-Rise, 4+ floors)	du	5.44	4.54	-16.5%	Re-alignment of multi-family land uses in ITE 11th Edition
231	Mid-Rise Residential w/Ground-Floor Commercial	du	3.44	1.70	-50.6%	Updated TGR in ITE 11th Edition
232	High-Rise Residential w/Ground-Floor Commercial	du	2.01	2.10	4.5%	Updated TGR in ITE 11th Edition
240	Mobile Home Park	du	4.17	4.17	0.0%	No change
251	Retirement Community - Detached (Single Family)	du	3.50	3.54	1.1%	Updated TGR in ITE 11th Edition
252	Retirement Community - Attached (Multi-Family)	du	3.33	2.99	-10.2%	Updated TGR in ITE 11th Edition
254	Assisted Living	bed	2.60	2.60	0.0%	No change
	LODGING:					
310	Hotel	room	5.55	5.56	0.2%	Updated TGR in ITE 11th Edition
311	All Suites Hotel	room	4.46	4.40	-1.3%	Updated TGR in ITE 11th Edition
320	Motel	room	3.35	3.35	0.0%	No change
	RECREATION:					
416	Campground/RV Park	site	1.62	1.62	0.0%	No change
420	Marina	berth	2.41	2.41	0.0%	No change
430	Golf Course	hole	30.38	30.38	0.0%	No change
n/a	Bundled Golf Course	hole	9.11	9.11	0.0%	No change
445	Movie Theater	1,000 sf	114.83	82.30	-	Unit of measure change from "screen" to "1,000 sf"
n/a	Dance Studio/Gymnastics	1,000 sf	21.33	21.33	0.0%	No change
	INSTITUTIONS:					
520	Elementary School (Private)	student	1.89	2.27	20.1%	Updated TGR in ITE 11th Edition
522	Middle/Junior High School (Private)	student	2.13	2.10	-1.4%	Updated TGR in ITE 11th Edition
525	High School (Private)	student	2.03	1.94	-4.4%	Updated TGR in ITE 11th Edition
540	University/Junior College (7,500 or fewer students) (Private)	student	2.00	2.00	0.0%	No change
550	University/Junior College (more than 7,500 students) (Private)	student	1.50	1.50	0.0%	No change
560	Church	1,000 sf	0.44	7.60	-	Unit of measure change from "seat" to "1,000 sf"
565	Day Care Center	1,000 sf	4.09	49.63	-	Unit of measure change from "student" to "1,000 sf"
	MEDICAL:					
610	Hospital	1,000 sf	10.72	10.77	0.5%	Updated TGR in ITE 10th Edition
620	Nursing Home	1,000 sf	3.02	6.75	-	Unit of measure change from "bed" to "1,000 sf"
	OFFICE:					
710	General Office	1,000 sf	9.74	10.84	11.3%	Updated TGR in ITE 11th Edition
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	23.83	23.83	0.0%	No change
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	34.12	34.21	0.3%	Updated TGR in ITE 11th Edition
770	Business Park (Flex-Space)	1,000 sf	12.65	12.65	0.0%	No change
	RETAIL:					
822	Retail 6,000 sfgla or less	1,000 sfgla	75.05	54.45	-27.4%	Re-alignment of retail/shopping land uses in ITE 11th Edition
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	75.05	54.45	-27.4%	Re-alignment of retail/shopping land uses in ITE 11th Edition
821	Retail 40,001to 150,000 sfgla	1,000 sfgla	37.75	67.52	78.9%	Re-alignment of retail/shopping land uses in ITE 11th Edition
820	Retail greater than 150,000 sfgla	1,000 sfgla	37.75	37.01	-2.0%	Re-alignment of retail/shopping land uses in ITE 11th Edition
840/841	New/Used Auto Sales	1,000 sf	24.58	24.58	0.0%	No change
849	Tire Superstore	1,000 sf	30.55	20.37	-	Unit of measure change from "service bay" to "1,000 sf"
850	Supermarket	1,000 sf	106.64	94.48	-11.4%	Updated TGR in ITE 11th Edition
851	Convenience Market, 24 hrs	1,000 sf	739.50	739.50	0.0%	No change
862	Home Improvement Superstore	1,000 sf	30.74	30.74	0.0%	No change
880/881	Pharmacy with & w/o Drive-Thru	1,000 sf	104.37	103.86	-0.5%	Updated TGR in ITE 11th Edition for LUC 881
890	Furniture Store	1,000 sf	6.26	6.26	0.0%	No change
	SERVICES:					
911	Bank/Savings w/out Drive-Thru	1,000 sf	59.39	57.94	-2.4%	Updated TGR in ITE 11th Edition
912	Bank/Savings w/Drive-Thru	1,000 sf	102.66	103.73	1.0%	Updated TGR in ITE 11th Edition
930	Fast Casual Restaurant	1,000 sf	315.17	97.14	-69.2%	Updated TGR in ITE 11th Edition (ITE data revision)
931	Low-Turnover Restaurant	1,000 sf	2.60	86.03	-	Unit of measure change from "seat" to "1,000 sf"
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	4.37	103.46	-	Unit of measure change from "seat" to "1,000 sf"
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	482.53	479.17	-0.7%	Updated TGR in ITE 11th Edition
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	409.25	409.25	0.0%	No change
941	Quick Lube	service bay	40.00	40.00	0.0%	No change
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	172.01	172.01	0.0%	No change
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	205.36	264.38	28.7%	Re-alignment of gas station w/ conv. land uses in ITE 11th Edition
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	230.52	345.75	50.0%	Re-alignment of gas station w/ conv. land uses in ITE 11th Edition
947	Self-Service Car Wash	service bay	43.94	43.94	0.0%	No change
948	Automated Car Wash	1,000 sf	142.00	142.00	0.0%	No change
n/a	Luxury Auto Sales	1,000 sf	16.30	16.30	0.0%	No change
	INDUSTRIAL:					
110	General Light Industrial	1,000 sf	4.96	4.87	-1.8%	Updated TGR in ITE 11th Edition
140	Manufacturing	1,000 sf	3.93	4.75	20.9%	Updated TGR in ITE 11th Edition
150	Warehousing	1,000 sf	1.74	1.71	-1.7%	Updated TGR in ITE 11th Edition
151	Mini-Warehouse	1,000 sf	1.49	1.46	-2.0%	Updated TGR in ITE 11th Edition
n/a	Mine/Commercial Excavation	1,000 cy	0.01	0.01	0.0%	No change

- See Appendix D for additional information

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Table A-43

Percent Change in Assessable Trip Length of Impact Fee Land Uses

ITE LUC	Land Use	Unit	TL 2019	TL 2024	%	Explanation
	RESIDENTIAL:					
210	Single Family (Detached) - Less than 4,000 sf	du	5.88	5.88	0.0%	No change
	Single Family (Detached) - 4,000 sf and greater	du	5.88	5.88	0.0%	No change
215	Single Family (Attached)	du	-	5.88	-	New land use
220	Multi-Family Housing (Low-Rise, 1-3 floors)	du	5.10	5.21	2.2%	Re-alignment of FL Studies Database (SFA studies separated)
221/222	Multi-Family Housing (Mid/High-Rise, 4+ floors)	du	5.10	5.21	2.2%	Re-alignment of FL Studies Database (SFA studies separated)
231	Mid-Rise Residential w/Ground-Floor Commercial	du	5.10	5.21	2.2%	Re-alignment of FL Studies Database (SFA studies separated)
232	High-Rise Residential w/Ground-Floor Commercial	du	5.10	5.21	2.2%	Re-alignment of FL Studies Database (SFA studies separated)
240	Mobile Home Park	du	4.60	4.60	0.0%	No change
251	Retirement Community - Detached (Single Family)	du	5.42	5.42	0.0%	No change
252	Retirement Community - Attached (Multi-Family)	du	3.28	3.28	0.0%	No change
254	Assisted Living	bed	2.59	2.59	0.0%	No change
	LODGING:					
310	Hotel	room	5.42	5.42	0.0%	No change
311	All Suites Hotel	room	5.42	5.42	0.0%	No change
320	Motel	room	4.34	4.34	0.0%	No change
	RECREATION:					
416	Campground/RV Park	site	4.60	4.60	0.0%	No change
420	Marina	berth	5.88	5.88	0.0%	No change
430	Golf Course	hole	2.22	2.24	0.9%	Slight increase due to LUC 445 (proxy use) update
n/a	Bundled Golf Course	hole	2.22	2.24	0.9%	Slight increase due to LUC 445 (proxy use) update
445	Movie Theater	1,000 sf	2.22	2.24	0.9%	Updated unit of measure, slight variation in TL weighted average
n/a	Dance Studio/Gymnastics	1,000 sf	2.97	2.97	0.0%	No change
	INSTITUTIONS:					
520	Elementary School (Private)	student	2.94	2.94	0.0%	No change
522	Middle/Junior High School (Private)	student	2.94	2.94	0.0%	No change
525	High School (Private)	student	2.94	2.94	0.0%	No change
540	University/Junior College (7,500 or fewer students) (Private)	student	5.88	5.88	0.0%	No change
550	University/Junior College (more than 7,500 students) (Private)	student	5.88	5.88	0.0%	No change
560	Church	1,000 sf	3.91	3.93	0.5%	Update to the FL Studies Database for LUC 820
565	Day Care Center	1,000 sf	2.03	2.03	0.0%	No change
	MEDICAL:					
610	Hospital	1,000 sf	5.88	5.88	0.0%	No change
620	Nursing Home	1,000 sf	2.59	2.59	0.0%	No change
	OFFICE:					
710	General Office	1,000 sf	5.15	5.15	0.0%	No change
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	5.55	5.55	0.0%	No change
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	5.55	5.55	0.0%	No change
770	Business Park (Flex-Space)	1,000 sf	5.38	5.38	0.0%	No change
	RETAIL:					
822	Retail 6,000 sfgla or less	1,000 sfgla	1.12	1.12	0.0%	No change
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	1.58	1.48	-6.3%	Re-alignment of retail/shopping tiers in ITE 11th Edition
821	Retail 40,001to 150,000 sfgla	1,000 sfgla	2.69	1.94	-27.9%	Re-alignment of retail/shopping tiers in ITE 11th Edition
820	Retail greater than 150,000 sfgla	1,000 sfgla	2.69	2.80	4.1%	Re-alignment of retail/shopping tiers in ITE 11th Edition
840/841	New/Used Auto Sales	1,000 sf	4.60	4.60	0.0%	No change
849	Tire Superstore	1,000 sf	2.32	2.32	0.0%	No change
850	Supermarket	1,000 sf	2.08	2.08	0.0%	No change
851	Convenience Market, 24 hrs	1,000 sf	1.52	1.07	-29.6%	Update to the FL Studies Database
862	Home Improvement Superstore	1,000 sf	2.34	2.34	0.0%	No change
880/881	Pharmacy with & w/o Drive-Thru	1,000 sf	2.08	2.08	0.0%	No change
890	Furniture Store	1,000 sf	4.05	4.05	0.0%	No change
	SERVICES:					
911	Bank/Savings w/out Drive-Thru	1,000 sf	2.46	2.46	0.0%	No change
912	Bank/Savings w/Drive-Thru	1,000 sf	2.46	2.46	0.0%	No change
930	Fast Casual Restaurant	1,000 sf	2.05	2.05	0.0%	No change
931	Low-Turnover Restaurant	1,000 sf	3.14	3.14	0.0%	No change
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	3.17	3.17	0.0%	No change
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	2.05	2.05	0.0%	No change
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	2.19	2.19	0.0%	No change
941	Quick Lube	service bay	2.32	2.32	0.0%	No change
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	1.01	1.01	0.0%	No change
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	1.01	1.01	0.0%	No change
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	1.01	1.01	0.0%	No change
947	Self-Service Car Wash	service bay	2.18	2.18	0.0%	No change
948	Automated Car Wash	1,000 sf	2.18	2.18	0.0%	No change
n/a	Luxury Auto Sales	1,000 sf	4.80	4.80	0.0%	No change
	INDUSTRIAL:					
110	General Light Industrial	1,000 sf	5.38	5.38	0.0%	No change
140	Manufacturing	1,000 sf	5.38	5.38	0.0%	No change
150	Warehousing	1,000 sf	5.38	5.38	0.0%	No change
151	Mini-Warehouse	1,000 sf	3.51	3.51	0.0%	No change
n/a	Mine/Commercial Excavation	1,000 cy	14.82	14.82	0.0%	No change

- See Appendix D for additional information
- Trip length values do not include the trip length adjustment factor

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Table A-44

Percent Change in Percent New Trips of Impact Fee Land Uses

ITE LUC	Land Use	Unit	PNT 2019	PNT 2024	%	Explanation
	RESIDENTIAL:					
210	Single Family (Detached) - Less than 4,000 sf	du	100%	100%	0.0%	No change
	Single Family (Detached) - 4,000 sf and greater	du	100%	100%	0.0%	No change
215	Single Family (Attached)	du	-	100%	-	New land use
220	Multi-Family Housing (Low-Rise, 1-3 floors)	du	100%	100%	0.0%	No change
221/222	Multi-Family Housing (Mid/High-Rise, 4+ floors)	du	100%	100%	0.0%	No change
231	Mid-Rise Residential w/Ground-Floor Commercial	du	100%	100%	0.0%	No change
232	High-Rise Residential w/Ground-Floor Commercial	du	100%	100%	0.0%	No change
240	Mobile Home Park	du	100%	100%	0.0%	No change
251	Retirement Community - Detached (Single Family)	du	100%	100%	0.0%	No change
252	Retirement Community - Attached (Multi-Family)	du	100%	100%	0.0%	No change
254	Assisted Living	bed	72%	72%	0.0%	No change
	LODGING:					
310	Hotel	room	66%	66%	0.0%	No change
311	All Suites Hotel	room	66%	66%	0.0%	No change
320	Motel	room	77%	77%	0.0%	No change
	RECREATION:					
416	Campground/RV Park	site	100%	100%	0.0%	No change
420	Marina	berth	90%	90%	0.0%	No change
430	Golf Course	hole	90%	90%	0.0%	No change
n/a	Bundled Golf Course	hole	90%	90%	0.0%	No change
445	Movie Theater	1,000 sf	88%	87%	-1.1%	Updated TGR unit of measure, slight variation in PNT weighted average
n/a	Dance Studio/Gymnastics	1,000 sf	80%	80%	0.0%	No change
	INSTITUTIONS:					
520	Elementary School (Private)	student	80%	80%	0.0%	No change
522	Middle/Junior High School (Private)	student	80%	80%	0.0%	No change
525	High School (Private)	student	90%	90%	0.0%	No change
540	University/Junior College (7,500 or fewer students) (Private)	student	90%	90%	0.0%	No change
550	University/Junior College (more than 7,500 students) (Private)	student	90%	90%	0.0%	No change
560	Church	1,000 sf	90%	90%	0.0%	No change
565	Day Care Center	1,000 sf	73%	73%	0.0%	No change
	MEDICAL:					
610	Hospital	1,000 sf	78%	78%	0.0%	No change
620	Nursing Home	1,000 sf	89%	89%	0.0%	No change
	OFFICE:					
710	General Office	1,000 sf	92%	92%	0.0%	No change
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	89%	89%	0.0%	No change
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	89%	89%	0.0%	No change
770	Business Park (Flex-Space)	1,000 sf	89%	89%	0.0%	No change
	RETAIL:					
822	Retail 6,000 sfgla or less	1,000 sfgla	39%	39%	0.0%	No change
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	50%	48%	-4.0%	Re-alignment of retail/shopping tiers in ITE 11th Edition
821	Retail 40,001to 150,000 sfgla	1,000 sfgla	74%	57%	-23.0%	Re-alignment of retail/shopping tiers in ITE 11th Edition
820	Retail greater than 150,000 sfgla	1,000 sfgla	74%	75%	1.4%	Re-alignment of retail/shopping tiers in ITE 11th Edition
840/841	New/Used Auto Sales	1,000 sf	79%	79%	0.0%	No change
849	Tire Superstore	1,000 sf	72%	72%	0.0%	No change
850	Supermarket	1,000 sf	56%	56%	0.0%	No change
851	Convenience Market, 24 hrs	1,000 sf	41%	41%	0.0%	No change
862	Home Improvement Superstore	1,000 sf	65%	65%	0.0%	No change
880/881	Pharmacy with & w/o Drive-Thru	1,000 sf	32%	32%	0.0%	No change
890	Furniture Store	1,000 sf	78%	78%	0.0%	No change
	SERVICES:					
911	Bank/Savings w/out Drive-Thru	1,000 sf	46%	46%	0.0%	No change
912	Bank/Savings w/Drive-Thru	1,000 sf	46%	46%	0.0%	No change
930	Fast Casual Restaurant	1,000 sf	58%	58%	0.0%	No change
931	Low-Turnover Restaurant	1,000 sf	77%	77%	0.0%	No change
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	71%	71%	0.0%	No change
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	58%	58%	0.0%	No change
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	59%	59%	0.0%	No change
941	Quick Lube	service bay	72%	72%	0.0%	No change
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	23%	23%	0.0%	No change
944	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	23%	23%	0.0%	No change
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	23%	23%	0.0%	No change
947	Self-Service Car Wash	service bay	68%	68%	0.0%	No change
948	Automated Car Wash	1,000 sf	68%	68%	0.0%	No change
n/a	Luxury Auto Sales	1,000 sf	85%	85%	0.0%	No change
	INDUSTRIAL:					
110	General Light Industrial	1,000 sf	92%	92%	0.0%	No change
140	Manufacturing	1,000 sf	92%	92%	0.0%	No change
150	Warehousing	1,000 sf	92%	92%	0.0%	No change
151	Mini-Warehouse	1,000 sf	92%	92%	0.0%	No change
n/a	Mine/Commercial Excavation	1,000 cy	97%	97%	0.0%	No change

- See Appendix D for additional information

Appendix B
Cost Component

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Appendix B: Cost Component

This appendix presents the detailed calculations for the cost component of the road impact fee update. Supporting data and estimates are provided for all cost variables, including:

- Design
- Right-of-Way
- Construction
- CEI
- Mitigation
- Urban Overpass/Major Intersections
- Roadway Capacity

Design

The design cost factor for county roads is estimated as a percentage of the construction cost per lane mile. This factor was determined based on a review of design-to-construction cost ratios from local improvements and from other jurisdictions throughout Florida. As shown in Table B-1, local factors ranged from seven (7) percent to 17 percent with a weighted average of 10 percent. As shown in Table B-2, design cost percentage experienced by jurisdictions throughout Florida ranges from six (6) percent to 14 percent with a weighted average of 11 percent. For purposes of this study, the design cost for county roads is estimated at **10 percent** of the construction cost per lane mile.

Table B-1

Design Cost Factor for County Roads – Collier County

Description	From	To	Design Cost	Construction Cost	Design %
Veteran's Memorial Blvd	E. of Livingston Rd	New High School	$695,000	$9,531,999	7.0%
Whippoorwill Ln	Pine Ridge Rd	Livingston Rd	$697,361	$4,023,089	17.0%
Total			**$1,392,361**	**$13,555,088**	**10.0%**

Source: Collier County

Table B-2

Design Cost Factor for County Roads – Other Florida Jurisdictions

Year	County	County Roadways (Cost per Lane Mile)		
		Design	Constr.	Design Ratio
2013	Hernando	$198,000	$1,980,000	10%
2013	Charlotte	$220,000	$2,200,000	10%
2014	Indian River	$159,000	$1,598,000	10%
2015	Collier	$270,000	$2,700,000	10%
2015	Brevard	$242,000	$2,023,000	12%
2015	Sumter	$210,000	$2,100,000	10%
2015	Marion	$167,000	$2,668,000	6%
2015	Palm Beach	$224,000	$1,759,000	13%
2017	St. Lucie	$220,000	$2,200,000	10%
2017	Clay	$239,000	$2,385,000	10%
2019	Collier	$385,000	$3,500,000	11%
2019	Sumter	$315,000	$2,862,000	11%
2020	Indian River	$291,000	$2,647,000	11%
2020	Hillsborough	$484,000	$4,036,000	12%
2020	Hernando	$232,000	$2,108,000	11%
2021	Manatee	$308,000	$2,800,000	11%
2021	Flagler	$258,000	$2,582,000	10%
2022	Lake	$215,000	$2,145,000	10%
2022	Volusia	$188,000	$2,350,000	8%
2023	Manatee	$546,000	$3,900,000	14%
Average		**$269,000**	**$2,527,000**	**11%**

Source: Each respective jurisdiction

Right-of-Way

The ROW cost reflects the total cost of the acquisitions along a corridor that are necessary to have sufficient cross-section width to widen an existing road or, in the case of new construction, build a new road.

Collier County has been purchasing ROW for the extension of Vanderbilt Beach Road (from Collier Blvd to 16th Street NE). The ROW purchases for this improvement have been on-going for several years. Therefore, past acquisition costs were indexed to present day dollars using the recent trends in just value per acre increases for vacant land in Collier County.

As shown in Table B-3, the total indexed ROW cost is approximately 71 percent of the construction cost for the improvement. However, a portion of these acquisition costs occurred several years back and are dated compared to the construction cost figure. To determine a more

accurate representation of the ROW-to-construction ratio, the recent portion of the acquisition costs (anything acquired since 2020) were separated from the total ROW costs and indexed to present day dollars. With these adjustments applied, the ROW-to-construction factor for the Vanderbilt Beach Rd Ext. was calculated at approximately 47 percent.

In addition to local data, the ROW-to-construction cost ratios from other jurisdictions throughout Florida were reviewed. As shown in Table B-4, the ROW factors ranged from 10 percent to 60 percent with a weighted average of 36 percent.

For purposes of this study, the ROW cost for county roads is estimated at **45 percent** of the construction cost per lane mile. This estimate was based on the adjusted factor calculated for the Vanderbilt Beach Road Extension and discussions with Collier County.

Table B-3

Right-of-Way Cost Factor for County Roads – Collier County

Description	From	To	Right-of-Way Cost	Construction Cost	ROW-to-Construction Ratio
New Construction					
Vanderbilt Beach Rd Ext. Ph I	Weber Blvd	16th St NE	$41,877,878	$135,657,917	31%
Alternate ROW Cost (all acquisitions, indexed to current $)[1]:			$96,960,000	$135,657,917	71%
Alternate ROW Cost (2020+ acquisitions, indexed to current $)[2]:			$64,212,000	$135,657,917	**47%**

Source: Collier County

1) Present day cost of $41.9 million of ROW acquisitions. ROW figure rounded to nearest $000
2) Present day cost of ROW acquisitions made since 2020. ROW figure rounded to nearest $000

Table B-4

Right-of-Way Cost Factor for County Roads – Other Florida Jurisdictions

Year	County	County Roadways (Cost per Lane Mile)		
		ROW	Constr.	ROW Ratio
2013	Hernando	$811,800	$1,980,000	41%
2013	Charlotte	$1,034,000	$2,200,000	47%
2014	Indian River	$656,000	$1,598,000	41%
2015	Collier	$863,000	$2,700,000	32%
2015	Brevard	$708,000	$2,023,000	35%
2015	Sumter	$945,000	$2,100,000	45%
2015	Marion	$1,001,000	$1,668,000	60%
2015	Palm Beach	$721,000	$1,759,000	41%
2017	St. Lucie	$990,000	$2,200,000	45%
2017	Clay	$954,000	$2,385,000	40%
2018	Collier	$1,208,000	$3,500,000	35%
2019	Sumter	$1,202,000	$2,862,000	42%
2020	Indian River	$529,000	$2,647,000	20%
2020	Hillsborough	$1,448,000	$2,897,000	50%
2020	Hernando	$844,000	$2,108,000	40%
2021	Manatee	$1,120,000	$2,800,000	40%
2021	Flagler	$258,000	$2,582,000	10%
2022	Lake	$1,073,000	$2,145,000	50%
2022	Volusia	$470,000	$2,350,000	20%
2023	Manatee	$741,000	$3,900,000	19%
Average		**$879,000**	**$2,420,000**	**36%**

Source: Each respective jurisdiction

Construction

The construction cost for county roads (curb & gutter, urban section design) was based on local projects in Collier. A review of local construction cost data from recent years identified two new construction projects and two lane addition projects:

- Veteran's Memorial Blvd from E. of Livingston Road to New High School (0 to 4 lanes)
- Whippoorwill Lane from Pine Ridge Road to Livingston Road (0 to 2 lanes)
- Vanderbilt Beach Road Phase II from US 41 to E. of Goodlette-Frank Road (4 to 6 lanes)
- Wilson Blvd from Golden Gate Blvd to Immokalee Road (2 to 4 lanes)

As shown in Table B-5, the construction costs for the new road construction improvements were lower than those for lane addition improvements. To calculate a weighted average cost per lane mile, the average cost per lane mile for new construction ($1.5 million) and lane additions ($6.3

million) were weighted by the distribution of new construction and lane addition improvements in the 2045 LRTP (county roads only).

In addition to local improvements, recent bids/completed projects from other communities throughout Florida were reviewed to increase the sample size of data. This review included approximately 185 lane miles of improvements across 15 different counties, averaging $3.5 million per lane mile (all improvements have curb & gutter design characteristics). Additional details are provided in Table B-6.

Based primarily on a review of the local projects, a construction of **$3.8 million per lane mile** for county roads (curb & gutter) was utilized for the road impact fee calculation.

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Table B-5

Local Roadway Construction Costs – County Roads

Description	From	To	Year	Feature	Design	Length	Lanes Added	Lane Miles Added	Construction Cost	Construction Cost per Lane Mile
New Construction										
Veteran's Memorial Blvd	E. of Livingston Rd	New High School	2023	0 to 4	C&G	1.75	4	7.00	$9,531,999	$1,361,714
Whippoorwill Ln	Pine Ridge Rd	Livingston Rd	2023	0 to 2	C&G	1.15	2	2.30	$4,023,089	$1,749,169
Total, New Construction								**9.30**	**$13,555,088**	**$1,457,536**
Lane Addition										
Vanderbilt Beach Rd Ph. II	US 41	E. of Goodlette-Frank Rd	2025	4 to 6	C&G	1.02	2	2.04	$12,515,878	$6,135,234
Wilson Blvd Corridor Study	Golden Gate Blvd	Immokalee Rd	2021	2 to 4	C&G	3.20	2	6.40	$40,789,720	$6,373,394
Total, Lane Addition								**8.44**	**$53,305,598**	**$6,315,829**
Lane Mile Distribution from LRTP, new construction[(1)]										51%
Lane Mile Distribution from LRTP, lane addition[(2)]										49%
Weighted Average										**$3,838,000**

Source: Collier County
1) Source: Table B-11, Item (c)
2) Source: Table B-11, Item (d)

Table B-6

Construction Cost – County Road Improvements from Other Florida Jurisdictions

County	County Classification	District	Description	From	To	Year	Feature	Design	Length	Lanes Added	Lane Miles Added	Construction Cost	Construction Cost per Lane Mile
URBAN Counties; Curb & Gutter													
Orange	Urban	5	CR 535 Seg. F	Overstreet Rd	Fossick Rd	2014	2 to 4	Curb & Gutter	0.60	2	1.20	$3,263,746	$2,719,788
Hillsborough	Urban	7	Boyette Rd, Ph. III	Donneymoor Dr	Bell Shoals Rd	2014	2 to 4	Curb & Gutter	1.84	2	3.68	$25,720,068	$6,989,149
Orange	Urban	5	International Dr	Westwood Blvd	Westwood Blvd	2015	4 to 6	Curb & Gutter	2.20	2	4.40	$16,775,875	$3,812,699
Orange	Urban	5	Reams Rd	Delmar Ave	Taborfield Ave	2017	2 to 4	Curb & Gutter	0.36	2	0.72	$3,409,584	$4,735,533
Orange	Urban	5	Destination Pkwy 1B/2A	Tradeshow Blvd	Lake Cay	2017	2 to 4	Curb & Gutter	0.78	2	1.56	$6,110,403	$3,916,925
Hillsborough	Urban	7	Bruce B. Downs Blvd, Seg. A	Bearss Ave	Palm Springs Blvd	2017	4 to 8	Curb & Gutter	3.56	4	14.24	$37,155,153	$2,609,210
Hillsborough	Urban	7	Bruce B. Downs Blvd, Seg. D	Pebble Creek Dr	Pasco Co. Line	2018	4 to 8	Curb & Gutter	1.36	4	5.44	$17,755,778	$3,263,930
Hillsborough	Urban	7	CR 580 (Sam Allen Rd)	SR 39A (Paul Buchman Hwy)	Park Rd	2018	2 to 4	Curb & Gutter	2.00	2	4.00	$23,200,000	$5,800,000
Palm Beach	Urban	4	Roebuck Rd	Jog Rd	Haverhill Rd	2018	2 to 5	Curb & Gutter	1.03	3	3.10	$5,154,028	$1,662,590
Palm Beach	Urban	4	Lyons Rd	Clint Moore Rd	N of LWDD L-39 Canal	2018	2 to 4	Curb & Gutter	0.70	2	1.40	$3,163,022	$2,259,301
Orange	Urban	5	Holden Ave	John Young Pkwy	Orange Blossom Tr	2019	0/2 to 4	Curb & Gutter	1.24	2/4	3.50	$18,798,771	$5,371,077
Orange	Urban	5	Boggy Creek Rd N	South Access Rd	Wetherbee Rd	2019	2 to 4	Curb & Gutter	1.29	2	2.58	$8,585,774	$3,327,819
Palm Beach	Urban	4	Hood Rd	E. of FL Turnpike	W. of Central Blvd	2019	2 to 4	Curb & Gutter	0.95	2	1.90	$12,686,954	$6,677,344
Palm Beach	Urban	4	Silver Beach Rd	E. of Congress Ave	Old Dixie/Pre. Barack Obama Hwy	2019	2 to 3	Curb & Gutter	0.90	1	0.90	$4,478,355	$4,975,950
Hillsborough	Urban	7				2019		Curb & Gutter	6.08	2	12.16	$67,919,173	$5,585,458
Hillsborough	Urban	7				2019		Curb & Gutter	1.75	2	3.50	$48,417,488	$13,833,568
Total (2014-2023); Urban Counties ONLY									**Count:**	**16**	**64.28**	**$302,594,172**	**$4,707,000**
SUBURBAN/RURAL Counties; Curb & Gutter													
Collier	Suburban/Rural	1	Golden Gate Blvd	Wilson Blvd	Desoto Blvd	2014	2 to 4	Curb & Gutter	2.40	2	4.80	$16,003,504	$3,334,063
Brevard	Suburban/Rural	5	St. Johns Heritage Pkwy	SE of I-95 Intersection	US 192 (Space Coast Pkwy)	2014	0 to 2	Curb & Gutter	3.11	2	6.22	$16,763,567	$2,695,107
Sarasota	Suburban/Rural	1	Bee Ridge Rd	Mauna Loa Blvd	Iona Rd	2014	2 to 4	Curb & Gutter	2.68	2	5.36	$14,066,523	$2,624,351
St. Lucie	Suburban/Rural	4	W Midway Rd (CR 712)	Selvitz Rd	25th St	2014	2 to 4	Curb & Gutter	1.00	2	2.00	$15,359,926	$7,679,963

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Table B-6 (continued)

Construction Cost – County Road Improvements from Other Florida Jurisdictions

County	County Classification	District	Description	From	To	Year	Feature	Design	Length	Lanes Added	Lane Miles Added	Construction Cost	Construction Cost per Lane Mile
SUBURBAN/RURAL Counties; Curb & Gutter													
Lake	Suburban/Rural	5	N. Hancock Rd Ext.	Old 50	Gatewood Dr	2014	0/2 to 4	Curb & Gutter	1.50	2/4	5.00	$8,185,574	$1,637,115
Polk	Suburban/Rural	1	CR 655 & CR 559A	Pace Rd & N of CR 559A	N. of CR 559A & SR 599	2014	2 to 4	Curb & Gutter	2.60	2	5.20	$10,793,552	$2,075,683
Volusia	Suburban/Rural	5	Howland Blvd	Courtland Blvd	N. of SR 415	2014	2 to 4	Curb & Gutter	2.08	2	4.16	$11,110,480	$2,670,788
Polk	Suburban/Rural	1	Ernie Caldwell Blvd	Pine Tree Tr	US 17/92	2015	0 to 4	Curb & Gutter	2.41	4	9.64	$19,535,391	$2,026,493
Flagler	Suburban/Rural	5	Old Kings Rd Ext.	Forest Grove Dr	Matanzas Woods Pkwy	2015	0 to 4	Curb & Gutter	0.52	4	2.08	$4,831,579	$2,322,875
Manatee	Suburban/Rural	1	44th Ave E	15th St E	19th St Ct E	2015	2 to 4	Curb & Gutter	0.45	2	0.90	$5,454,438	$6,060,487
Hendry	Suburban/Rural	1	Helms Rd Ext.	SR 29	SR 80	2015	0 to 4	Curb & Gutter	2.60	4	10.40	$14,678,000	$1,411,346
Volusia	Suburban/Rural	5	LPGA Blvd	Jimmy Ann Dr/Grand Reserve	Derbyshire Rd	2016	2 to 4	Curb & Gutter	0.68	2	1.36	$3,758,279	$2,763,440
St. Lucie	Suburban/Rural	4	W Midway Rd (CR 712)	25th St	US 1	2016	2 to 4	Curb & Gutter	1.60	2	3.20	$31,483,319	$9,838,537
Lake	Suburban/Rural	5	CR 466A, Ph. I	US 27/441	Sunny Ct	2016	2 to 4	Curb & Gutter	0.44	2	0.88	$3,237,561	$3,679,047
Manatee	Suburban/Rural	1	44th Ave E	19th St Ct E	30th St E	2016	0 to 4	Curb & Gutter	0.90	4	3.60	$11,763,178	$3,267,549
Lake	Suburban/Rural	5	CR 466A, Ph. IIIA	Poinsettia Ave	Century Ave	2018	2 to 4	Curb & Gutter	0.42	2	0.84	$3,368,889	$4,010,582
Volusia	Suburban/Rural	5	Williamson Blvd	LPGA Blvd	Strickland Range Rd	2019	2 to 4	Curb & Gutter	0.93	2	1.86	$4,951,165	$2,661,917
Lake	Suburban/Rural	5	North Hancock Rd	CR 561A	Minneola Interchange	2018	0 to 2	Curb & Gutter	1.20	2	2.40	$2,902,256	$1,209,273
Lee	Suburban/Rural	1	Alico Rd	Ben Hill Griffin Pkwy	E. of Airport Haul Rd	2018	2 to 4	Curb & Gutter	1.78	2	3.56	$18,062,562	$5,073,753
Lee	Suburban/Rural	1	Homestead Rd	S. of Sunrise Blvd	N. of Alabama Rd	2018	2 to 4	Curb & Gutter	2.25	2	4.50	$14,041,919	$3,120,426
Lake	Suburban/Rural	5	Citrus Grove Rd, Ph. I	W. of Grassy Lake Rd	Hancock Rd	2019	0 to 4	Curb & Gutter	0.87	4	3.48	$5,751,614	$1,652,763
Lake	Suburban/Rural	5	Education Ave	Grassy Lake Rd	US 27	2019	0 to 2	Curb & Gutter	1.22	2	2.44	$3,324,769	$1,362,610
Hernando	Suburban/Rural	7	Cortez Blvd Frontage Rd @ I-75			2020	0 to 2	Curb & Gutter	0.62	2	1.24	$2,064,688	$1,665,071
Volusia	Suburban/Rural	5	Howland Blvd	Providence Blvd	Elkcam Blvd	2020	2 to 4	Curb & Gutter	2.38	2	4.76	$11,290,456	$2,371,945
Volusia	Suburban/Rural	5	Orange Camp Rd	MLK Blvd	I-4	2020	2 to 4	Curb & Gutter	2.23	2	4.46	$8,741,920	$1,960,072
Volusia	Suburban/Rural	5	10th St	Myrtle Ave	US-1	2020	0/2 to 4	Curb & Gutter	0.47	2/4	1.42	$9,456,399	$6,659,436
Lake	Suburban/Rural	5	Citrus Grove Rd, Ph. III	US 27	Scrub Jay Ln	2020	2 to 4	Curb & Gutter	0.81	2	1.62	$6,434,819	$3,972,110
Marion	Suburban/Rural	5	SW 49th Ave, South Segment E	0.7 mi S. of CR 484	CR 484	2020	0 to 4	Curb & Gutter	0.70	4	2.80	$2,839,889	$1,014,246
Marion	Suburban/Rural	5	FL Crossroads Commerce Park R	South Terminus	Hwy 484	2020	0 to 2	Curb & Gutter	1.10	2	2.20	$3,229,878	$1,468,126
Marion	Suburban/Rural	5	CR 484	Marion Oaks Pass	Marion Oaks Course	2020	2 to 4	Curb & Gutter	1.50	2	3.00	$6,348,828	$2,116,276
Manatee	Suburban/Rural	1	Ft Hamer Rd	US 301	69th St E	2021	0 to 4	Curb & Gutter	0.75	4	3.00	$11,637,711	$3,879,237
Manatee	Suburban/Rural	1	44th Ave E	44th Ave Plaza E	Lakewood Ranch Blvd	2023	0 to 4	Curb & Gutter	2.50	4	10.00	$29,809,786	$2,980,979
Manatee	Suburban/Rural	1	Moccasin Wallow Rd	W of 115th Ave E	US 301	2023	2 to 4	Curb & Gutter	1.30	2	2.60	$16,647,973	$6,403,067
Total (2014-2023); Suburban/Rural Counties ONLY									**Count:**	**33**	**120.98**	**$347,930,392**	**$2,876,000**
Total (2020-2023); Suburban/Rural Counties ONLY									**Count:**	**11**	**37.10**	**$108,502,347**	**$2,925,000**
URBAN & SUBURBAN/RURAL Counties; Curb & Gutter													
Total (2014-2023); Urban & Suburban/Rural Counties									**Count:**	**49**	**185.26**	**$650,524,564**	**$3,511,000**

Source: Data obtained from each respective county

Construction Engineering/Inspection

The CEI cost factor for county roads was estimated as a percentage of the construction cost per lane mile. This factor was determined based on a review of CEI-to-construction cost ratios from other jurisdictions throughout Florida. As shown in Table B-7, recent CEI factors for county roads ranged from 3 percent to 17 percent with a weighted average of nine (9) percent. For purposes of this study, the CEI cost for county roads was calculated at **nine (9) percent** of the construction cost per lane mile.

Table B-7

CEI Cost Factor for County Roads – Other Florida Jurisdictions

Year	County	County Roadways (Cost per Lane Mile)		
		CEI	Constr.	CEI Ratio
2013	Hernando	$178,200	$1,980,000	9%
2013	Charlotte	$220,000	$2,200,000	10%
2014	Indian River	$143,000	$1,598,000	9%
2015	Collier	$270,000	$2,700,000	10%
2015	Brevard	$344,000	$2,023,000	17%
2015	Sumter	$147,000	$2,100,000	7%
2015	Marion	$50,000	$1,668,000	3%
2015	Palm Beach	$108,000	$1,759,000	6%
2017	St. Lucie	$198,000	$2,200,000	9%
2017	Clay	$191,000	$2,385,000	8%
2019	Collier	$315,000	$3,500,000	9%
2019	Sumter	$258,000	$2,862,000	9%
2020	Indian River	$238,000	$2,647,000	9%
2020	Hillsborough	$363,000	$4,036,000	9%
2020	Hernando	$189,000	$2,108,000	9%
2021	Manatee	$252,000	$2,800,000	9%
2021	Flagler	$232,000	$2,582,000	9%
2022	Lake	$172,000	$2,145,000	8%
2022	Volusia	$259,000	$2,350,000	11%
2023	Manatee	$429,000	$3,900,000	11%
Average		**$228,000**	**$2,477,000**	**9%**

Source: Each respective jurisdiction

Mitigation

County Roads

Mitigation cost estimates were developed based on cost data received for two recent projects in Collier County:

- Goodland Dr from San Marco Rd to Harbor Pl
- Vanderbilt Beach Rd Ext. from Collier Blvd to 16th St NE

As shown in Table B-8, the weighted average cost per lane mile for the two county roads projects is approximately $38,000 per lane mile.

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Table B-8
Mitigation Costs – County Roads

Mitigation Type	Proj. #	Description	From	To	Feature	Lanes Added	Mitigation Cost	Project Length (Miles)	Lane Miles Added	Mitigation Cost per Lane Mile
Forested Saltwater	60200.3	Goodland Dr	San Marco Rd	Harbor Pl	0 to 2	2	$212,400	0.80	1.60	$132,750
Panther Habitat/Wetlands	60168.5	Vanderbilt Beach Rd Ext.	Collier Blvd	16th St NE	0 to 6	6	$1,431,452	7.00	42.00	$34,082
Total							**$1,643,852**	**-**	**43.60**	**$38,000**

Source: Collier County

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Urban Overpass/Major Intersection

The urban overpass cost estimate was based on eight on-going/planned improvements along county and state roads in Collier County. These projects are estimated to have a total cost of approximately $135 million, as shown in Table B-9. This total was then divided by the total lane miles of road capacity improvements in the Needs Plan from the 2045 Long Range Transportation Plan (Table B-10) to develop an urban overpass cost per lane mile. The resulting cost of approximately $544,000 per lane mile is used in the road impact fee calculation.

Table B-9

Urban Overpass/Major Intersection Costs – County & State Roads

Major Intersection and Overpass Projects	Status	Cost[1]
US 41 (SR 90)(Tamiami Tr E) @ Goodlette-Frank Rd	2045 CFP (2026-2030)	$13,000,000
Immokalee Rd @ Livingston Rd	2045 CFP (2026-2030)	$38,000,000
Immokalee Rd @ I-75 (DDI)	Study	$9,000,000
Immokalee Rd @ Logan Blvd (CFI)	2045 CFP (2036-2045)	$17,500,000
Golden Gate Pkwy @ Livingston Rd	2045 CFP (2026-2030)	$24,500,000
US 41 @ Collier Blvd	2045 CFP (2031-2035)	$17,250,000
Pine Ridge Rd @ Livingston Rd (CFI)	n/a	$6,600,000
Pine Ridge Rd @ I-75 (DDI)	Moving into design	$8,800,000
Total Urban Overpass/Major Intersection Cost		**$134,650,000**
Total 2045 Needs Plan (Cost Feasible/Unfunded) Lane Miles Added[2]		247.38
Total Urban Overpass/Major Intersection Cost per Lane Mile[3]		**$544,000**

1) Source: Collier County
2) Source: Table B-10
3) Total urban overpass cost divided by the total lane miles that are projected to be constructed in the Needs Plan of the 2045 Long Range Transportation Plan (Item 2), rounded to thousands

Roadway Capacity

As shown in Table B-10, the average capacity per lane miles was based on the projects in the Collier County 2045 Long Range Transportation Plan's cost feasible and unfunded roadway projects lists. The listing of projects reflects the mix of improvements that will yield the vehicle-miles of capacity (VMC) that will be built in Collier County. The resulting weighted average capacity per lane mile of approximately 9,300 and several other variables from the table were used in the road impact fee calculations.

Table B-10

Collier County 2045 Long Range Transportation Plan – Cost Feasible and Unfunded Needs Plan Projects

Map ID	County/ State	Facility	From	To	Project Type	Project Length	# of Existing Lanes	# of Future Lanes	Lane Miles Added	Initial Capacity	Future Capacity	Added Capacity	Vehicle-Miles of Capacity Added	VMC Added per Lane Mile
1	County	Benfield Rd Ext.	The Lords Way	City Gate Blvd N	New 2-Lane Rd	2.26	0	2	4.52	0	21,300	21,300	48,138	10,650
2	County	Benfield Rd	US 41 (SR 90) Tamiami Tr E)	Rattlesnake-Hammock Ext.	New 2-Lane Rd	4.50	0	2	9.00	0	21,300	21,300	95,850	10,650
3	County	Big Cypress Pkwy	North of I-75	Golden Gate Blvd	New 2-Lane Rd	2.00	0	2	4.00	0	21,300	21,300	42,600	10,650
4	County	Big Cypress Pkwy	Golden Gate Blvd	Vanderbilt Beach Rd Ext.	New 2-Lane Rd	1.27	0	2	2.54	0	21,300	21,300	27,051	10,650
5	County	Big Cypress Pkwy	Vanderbilt Beach Rd Ext.	Oil Well Rd	New 2-Lane Rd	3.00	0	2	6.00	0	21,300	21,300	63,900	10,650
6	County	Big Cypress Pkwy	Oil Well Rd	Immokalee Rd	New 2-Lane Rd	5.00	0	2	10.00	0	21,300	21,300	106,500	10,650
7	County	Camp Keais Rd	Pope John Paul Blvd	Oil Well Rd	Widen from 2 to 4-Lanes	3.00	2	4	6.00	21,300	54,000	32,700	98,100	16,350
8	County	Camp Keais Rd	Immokalee Rd	Pope John Paul Blvd	Widen from 2 to 4-Lanes	2.65	2	4	5.30	21,300	54,000	32,700	86,655	16,350
9	County	Collier Blvd (CR 951)	Golden Gate Main Canal	Green Blvd	Widen from 4 to 6-Lanes	2.00	4	6	4.00	35,820	53,910	18,090	36,180	9,045
10	County	CR 951 Ext.	Collier Blvd (CR 951) (N. terminus)	Lee/Collier County Line	New 2-Lane Rd	3.36	0	2	6.72	0	14,580	14,580	48,989	7,290
11	County	Everglades Blvd	Randall Blvd	S. of Oil Well Rd	Widen from 2 to 4-Lanes	0.63	2	4	1.26	14,580	31,950	17,370	10,943	8,685
12	County	Everglades Blvd	Vanderbilt Beach Rd Ext.	Randall Blvd	Widen from 2 to 4-Lanes	2.12	2	4	4.24	14,580	31,950	17,370	36,824	8,685
13	County	Everglades Blvd	Golden Gate Blvd	Vanderbilt Beach Rd Ext.	Widen from 2 to 4-Lanes	1.14	2	4	2.28	14,580	31,950	17,370	19,802	8,685
14	County	Everglades Blvd	I-75 (SR 93)	Golden Gate Blvd	Widen from 2 to 4-Lanes	5.33	2	4	10.66	14,580	31,950	17,370	92,582	8,685
15	County	Golden Gate Blvd	Everglades Blvd	Desoto Blvd	Widen from 2 to 4-Lanes	1.83	2	4	3.66	12,780	27,360	14,580	26,681	7,290
16	County	Golden Gate Blvd Ext.	Desoto Blvd	Big Cypress Pkwy	New 4-Lane Rd	0.94	0	4	3.76	0	27,360	27,360	25,718	6,840
17	County	Goodlette-Frank Rd	Vanderbilt Beach Rd	Immokalee Rd	Widen from 2 to 4-Lanes	1.80	2	4	3.60	15,930	35,820	19,890	35,802	9,945
18	County	Green Blvd	Santa Barbara/Logan Blvd	Sunshine Blvd	Widen from 2 to 4-Lanes	1.00	2	4	2.00	15,930	35,820	19,890	19,890	9,945
19	County	Green Blvd Ext. (16th Ave SW)	23rd St SW	Wilson Blvd Ext. (Corridor Study)	New 2-Lane Rd (Future Study Area)	2.90	0	2	5.80	0	15,930	15,930	46,197	7,965
20	County	Green Blvd Ext. (16th Ave SW)	CR 951	23rd St SW (Corridor Study)	New 4-Lane Rd (Future Study Area)	2.10	0	4	8.40	0	35,820	35,820	75,222	8,955
21	County	Green Blvd Ext. (16th Ave SW)	Wilson Blvd Ext.	Everglades Blvd (Corridor Study)	New 2-Lane Rd	3.90	0	2	7.80	0	15,930	15,930	62,127	7,965
30	County	Immokalee Rd (CR 846)	Camp Keais Rd	Carver St	Widen from 2 to 4-Lanes	2.40	2	4	4.80	21,300	54,000	32,700	78,480	16,350
31	County	Immokalee Rd (CR 846)	SR 29	Airpark Blvd	Widen from 2 to 4-Lanes	0.42	2	4	0.84	21,300	54,000	32,700	13,734	16,350
32	County	Keane Ave	Inez Rd	Wilson Blvd Ext.	New 2-Lane Rd (Future Study Area)	2.10	0	2	4.20	0	15,930	15,930	33,453	7,965
33	County	Little League Rd Ext.	SR 82	Westclox St	New 2-Lane Rd	3.77	0	2	7.54	0	15,930	15,930	60,056	7,965
34	County	Logan Blvd	Green Blvd	Pine Ridge Rd	Widen from 4 to 6-Lanes	0.90	4	6	1.80	35,820	53,910	18,090	16,281	9,045
35	County	Logan Blvd	Vanderbilt Beach Rd	Immokalee Rd	Widen from 2 to 4-Lanes	2.00	2	4	4.00	15,930	35,820	19,890	39,780	9,945
36	County	Logan Blvd	Pine Ridge Rd	Vanderbilt Beach Rd	Widen from 2 to 4-Lanes	2.21	2	4	4.42	15,930	35,820	19,890	43,957	9,945
37	County	Oil Well Rd/CR 858	Everglades Blvd	Oil Well Grade Rd	Widen from 2 to 6-Lanes	3.89	2	6	15.56	14,580	48,150	33,570	130,587	8,392
38	County	Oil Well Rd/CR 858	Ave Maria Entrance	Camp Keais Rd	Widen from 2 to 6-Lanes	1.00	2	6	4.00	14,580	48,150	33,570	33,570	8,393
40	County	Orange Blossom Dr	Airport Pulling Rd	Livingston Rd	Widen from 2 to 4-Lanes	1.00	2	4	2.00	14,580	31,950	17,370	17,370	8,685
41B	County	Randall Blvd	Immokalee Rd	8th St NE	Widen from 2 to 6-Lanes	0.52	2	6	2.08	14,580	48,150	33,570	17,456	8,392
42	County	Randall Blvd	8th St NE	Everglades Blvd	Widen from 2 to 6-Lanes	2.84	2	6	11.36	14,580	48,150	33,570	95,339	8,393
43	County	Randall Blvd	Everglades Blvd	Desoto Blvd	Widen from 2 to 4-Lanes	1.84	2	4	3.68	14,580	31,950	17,370	31,961	8,685
44	County	Randall Blvd	Desoto Blvd	Big Cypress Pkwy	New 4-Lane Rd	0.93	0	4	3.72	0	31,950	31,950	29,714	7,988
45	County	Santa Barbara Blvd	Painted Leaf Ln	Green Blvd	Widen from 4 to 6-Lanes	1.46	4	6	2.92	35,820	53,910	18,090	26,411	9,045
62A	County	Vanderbilt Beach Rd Ext.	16th St	Everglades Blvd	New 2-Lane Rd	1.84	0	2	3.68	0	16,200	16,200	29,808	8,100
62B	County	Vanderbilt Beach Rd Ext.	Everglades Blvd	Big Cypress Pkwy	New 2-Lane Rd	2.62	0	2	5.24	0	16,200	16,200	42,444	8,100
63	County	Westclox St Ext.	Little League Rd	West of Carson Rd	New 2-Lane Rd	0.29	0	2	0.58	0	15,930	15,930	4,620	7,966
64	County	Wilson Blvd	Golden Gate Blvd	Immokalee Rd	Widen from 2 to 4-Lanes	3.21	2	4	6.42	13,320	29,160	15,840	50,846	7,920
65	County	Wilson Blvd	Keane Ave	Golden Gate Blvd	New 2-Lane Rd	3.23	0	2	6.46	0	15,930	15,930	51,454	7,965
67	County	Veterans Memorial Blvd Ext.	Strand Blvd	I-75	New 4-Lane Rd	0.37	0	4	1.48	0	35,820	35,820	13,253	8,955
70	County	Green Blvd Ext.	Everglades Blvd	Big Cypress Pkwy	New 2-Lane Rd	3.40	0	2	6.80	0	15,930	15,930	54,162	7,965
76	County	Vanderbilt Dr	Immokalee Rd	Woods Edge Pkwy	Widen from 2 to 4-Lanes	3.00	2	4	6.00	15,930	35,820	19,890	59,670	9,945
80	County	Vanderbilt Beach Rd	Goodlette-Frank Rd	Airport Pulling Rd	Widen from 4 to 6-Lanes	1.20	4	6	2.40	35,820	53,910	18,090	21,708	9,045
90	County	Pine Ridge Rd	Logan Blvd	Collier Blvd	Widen from 4 to 6-Lanes	1.89	4	6	3.78	35,820	53,910	18,090	34,190	9,045
93	County	Immokalee Rd	Shady Hollow Blvd E	Rural Village Rd	Widen from 2 to 4-Lanes	1.00	2	4	2.00	14,580	31,950	17,370	17,370	8,685
94	County	Rural Village Rd	Immokalee Rd	Immokalee Rd	New 4-Lane Rd	4.52	0	4	18.08	0	31,950	31,950	144,414	7,988
								Total:	**247.38**				**2,297,839**	**9,300**

Source: Collier County 2045 Long Range Transportation Plan
Figures rounded to nearest 00

Appendix C
Credit Component

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Appendix C: Credit Component

This appendix presents the detailed calculations for the credit component. County fuel taxes that are collected in Collier County are listed below, along with a few pertinent characteristics of each.

1. Constitutional Fuel Tax (2¢/gallon)

- Tax applies to every net gallon of motor and diesel fuel sold within a county. Collected in accordance with Article XII, Section 9 (c) of the Florida Constitution.
- The State allocated 80 percent of this tax to Counties after first withholding amounts pledged for debt service on bonds issued pursuant to provisions of the State Constitution for road and bridge purposes.
- The 20 percent surplus can be used to support the road construction program within the county.
- Counties are not required to share the proceeds of this tax with their municipalities.

2. County Fuel Tax (1¢/gallon)

- Tax applies to every net gallon of motor and diesel fuel sold within a county.
- Primary purpose of these funds is to help reduce a County's reliance on ad valorem taxes.
- Proceeds are to be used for transportation-related expenses, including the reduction of bond indebtedness incurred for transportation purposes. Authorized uses include acquisition of rights-of-way; the construction, reconstruction, operation, maintenance, and repair of transportation facilities, roads, bridges, bicycle paths, and pedestrian pathways; or the reduction of bond indebtedness incurred for transportation purposes.
- Counties are not required to share the proceeds of this tax with their municipalities.

3. Ninth-Cent Fuel Tax (1¢/gallon)

- Tax applies to every net gallon of motor and diesel fuel sold within a county.
- Proceeds may be used to fund transportation expenditures.
- To accommodate statewide equalization, this tax is automatically levied on diesel fuel in every county, regardless of whether a County is levying the tax on motor fuel at all.
- Counties are not required to share the proceeds of this tax with their municipalities.

4. 1st Local Option Tax (up to 6¢/gallon)

- Tax applies to every net gallon of motor and diesel fuel sold within a county.
- Proceeds may be used to fund transportation expenditures.

- To accommodate statewide equalization, all six cents are automatically levied on diesel fuel in every county, regardless of whether a county is levying the tax on motor fuel at all or at the maximum rate.
- Proceeds are distributed to a county and its municipalities according to a mutually agreed upon distribution ratio, or by using a formula contained in the Florida Statutes.

5. 2nd Local Option Tax (up to 5¢/gallon)

- Tax applies to every net gallon of motor and diesel fuel sold within a county.
- Proceeds may be used to fund transportation expenditures needed to meet requirements of the capital improvements element of an adopted Local Government Comprehensive Plan.
- Proceeds are distributed to a county and its municipalities according to a mutually agreed upon distribution scheme, or by using a formula contained in the Florida Statutes.

Each year, the Florida Legislature's Office of Economic and Demographic Research (EDR) produces the *Local Government Financial Information Handbook*, which details the estimated local government revenues for the upcoming fiscal year. Included in this document are the estimated distributions of the various fuel tax revenues for each county in the state. The 2023-24 data represent projected fuel tax distributions to Collier County for the current fiscal year. Table C-1 shows the distribution per penny for each of the fuel levies, and then the calculation of the weighted average for the value of a penny of fuel tax. The weighting procedure takes into account the differing amount of revenues generated for the various types of fuel taxes. It is estimated that approximately $1.89 million of annual revenue will be generated for the County from one penny of fuel tax in Collier County.

Table C-1
Estimated Fuel Tax Distribution Allocated to Capital Programs for Collier County & Municipalities, FY 2023-24[1]

Tax	Amount of Levy per Gallon	Total Distribution	Distribution per Penny
Constitutional Fuel Tax	$0.02	$4,895,814	$2,447,907
County Fuel Tax	$0.01	$2,164,967	$2,164,967
9th Cent Fuel Tax	$0.01	$1,976,101	$1,976,101
1st Local Option (1-6 cents)	$0.06	$10,992,939	$1,832,157
2nd Local Option (1-5 cents)	$0.05	$8,306,266	$1,661,253
Total	**$0.15**	**$28,336,087**	
Weighted Average per Penny[2]			**$1,889,072**

1) Source: Florida Legislature's Office of Economic and Demographic Research, http://edr.state.fl.us/content/local-government/reports/ --
2) The weighted average distribution per penny is calculated by taking the sum of the total distribution and dividing that value by the sum of the total levies per gallon (multiplied by 100).

Capital Improvement Credit

For the calculated impact fee, the capital improvement credit includes capacity-expansion expenditures for roadway improvements in Collier County.

County Capital Project Funding

A review of the County's historical expenditures and the FY 2024-2028 Annual Update and Inventory Report (AUIR) Transportation Work Program indicates that a combination of fuel tax revenues, impact fees, sales tax, and grants are used to fund transportation capacity expansion improvements. Due to repeal of the sales tax (effective Dec. 31, 2023), the tax credit does not include sales tax revenues. As shown in Table C-2, Collier County allocates approximately an equivalent of 4.3 pennies for non-impact fee revenues dedicated to capacity expansion projects that are paid on an annual basis (excluding debt service), such as new road construction, lane additions, and intersection improvements.

Table C-2

County Fuel Tax Equivalent Pennies

Source	Cost of Projects	Number of Years	Revenue from 1 Penny[4]	Equivalent Pennies[5]
Historical; 2018-2023				
Grant Revenues[1]	$22,113,504	6	$1,889,072	$0.020
Fuel Tax Revenues[2]	$33,608,377	6	$1,889,072	$0.030
Total	**$55,721,881**	**6**	**$1,889,072**	**$0.049**
Future; 2024-2028				
AUIR_Grant Revenues[3]	$34,578,000	5	$1,889,072	$0.037
Total	**$34,578,000**	**5**	**$1,889,072**	**$0.037**
TOTAL				
Total	**$90,299,881**	**11**	**$1,889,072**	**$0.043**

1) Source: Table C-4
2) Source: Table C-4
3) Source: Table C-5
4) Source: Table C-1
5) Cost of projects divided by number of years divided by revenue from 1 penny (Item 3) divided by 100

Collier County is currently using fuel tax revenues to retire debt of the Series 2014 Fuel Tax Bond Issue where the proceeds are used to fund capacity expansion improvements. As shown in Table C-3, a credit of 7.2 pennies is allocated toward outstanding debt service related to capacity addition projects.

Table C-3

County Debt Service Fuel Tax Equivalent Pennies

Source	Cost of Projects	Number of Years	Revenue from 1 Penny[2]	Equivalent Pennies[3]
Fuel Tax Bond Issue, Series 2014[1]	$27,292,416	2	$1,889,072	$0.072
Total	**$27,292,416**			**$0.072**

1) Source: Table C-6
2) Source: Table C-1
3) Cost of projects divided by number of years divided by revenue from 1 penny (Item 3) divided by 100

Table C-4

Collier County – Historical Transportation Expenditures

EXPENSE Sub Total	2018	2019	2020	2021	2022	2023	Total
Gas Tax Funded							
33431 LAP 433177 - Golden Gate Pkwy	$2,649	$0	$0	$0	$0	$0	**$2,649**
33475 LAP 430871 Adaptive Traffic Control Equip	$156,901	$0	$0	$0	$0	$0	**$156,901**
33524 Turn lane locations on Pine Ridge Rd	$0	$89,280	$0	$0	$0	$0	**$89,280**
60016 Minor Turn Lane Intersection Improvement	$551,707	$335,715	$891,603	$8,950	$241,654	$168,134	**$2,197,763**
60040 Golden Gate Blvd/Wilson-Everglades	$1,212,830	$45,369	$0	$0	$0	$0	**$1,258,199**
60065 Randall Blvd Imm to Oil Well Rd	$133,089	$72,968	$13,821	$350	$0	$3,369	**$223,597**
60066 Congestion Mgt Fare Share Intersection	$0	$14,255	$0	$0	$68,950	$1,882,436	**$1,965,641**
60073 Davis Boulevard Road Widening	$0	$0	$0	$490,400	$0	$0	**$490,400**
60085 TIS Review	$140,422	$77,093	$367,583	$120,854	$448,593	$492,948	**$1,647,493**
60132 Imm Rd @ CR 951 (Broken Back Rd)	$972,855	$0	$0	$0	$0	$0	**$972,855**
60145 Golden Gate Blvd (20th to Everglades)	$78,439	$563,232	$5,268,854	$168,299	$259,390	$155,785	**$6,493,999**
60148 Airport Rd & Davis Intersection	$7	$2	$0	$0	$0	$0	**$9**
60163 Traffic Study/Advanced Planning	$60,355	$101,204	$302,180	$99,195	$171,021	$1,070,752	**$1,804,707**
60168 Vand Beach/CR 951-8th (338)	$0	$7	$232	$0	$0	$222,202	**$222,441**
60171 Multi Project Right of Way - Transportation	$244	$27	$27	-$69	$667	$19,402	**$20,298**
60172 Traffic Signals	$517,753	$565,111	$779,112	$195,455	$281,321	$2,336,309	**$4,675,061**
60178 Vanderbilt Drive Improvements	$4,155	$0	$0	$0	$0	$0	**$4,155**
60190 Airport Rd North of Vanderbilt Road	$555,103	$0	$0	$0	$0	$0	**$555,103**
60192 Lake Trafford Rd @ N 19th St Improv	$517,555	$1,000	$0	$0	$0	$0	**$518,555**
60198 Veterans Memorial Rd	$0	$0	$0	$0	$0	$100,000	**$100,000**
60200 Goodland CRA 92A Roadway Improvements	$0	$3,300	$212,602	$511,907	$1,958,468	$373,006	**$3,059,283**
60214 Immokalee-Woodcrest Way Intersection	$0	$0	$389,178	$839,798	$0	$0	**$1,228,976**
60215 Triangle Blvd-Price Street	$0	$0	$14,338	$138	$0	$185,524	**$200,000**
60230 Randall Blvd @ 8th St Int Impr	$0	$0	$0	$0	$681,692	$125,272	**$806,964**
60233 Corkscrew Rd @ Wildcat Run Imp	$0	$0	$0	$21,267	$0	$825,121	**$846,388**
60242 Randall Blvd @ Everglades Blvd Int	$0	$0	$0	$206	$811,965	$297,330	**$1,109,501**
60243 Livingston Rd at Vanderbilt Beach Rd	$0	$0	$0	$542,439	$0	$0	**$542,439**
60244 Livingston Rd at Immokalee Rd	$0	$0	$0	$342,940	$0	$0	**$342,940**
60245 Logan Boulevard N. of Immokalee Rd	$0	$0	$0	$203,877	$36,500	$66,420	**$306,797**
60252 VBR at Logan Blvd Intersection Improvements	$0	$0	$0	$0	$184,695	$105,305	**$290,000**
61001 Tree Farm-Woodcrest	$747,682	$580,038	$0	$0	$0	$0	**$1,327,720**
65061 CR 951-R/W	$0	$0	$139,035	$0	$0	$0	**$139,035**
68056 Collier Blvd Golden Gate to Green	$7,413	$0	$0	$0	$0	$1,815	**$9,228**
Total	**$5,659,159**	**$2,448,601**	**$8,378,565**	**$3,546,006**	**$5,144,916**	**$8,431,130**	**$33,608,377**
Grant Funded							
33464 Logan Blvd Ext	-	-	-	-	-	-	$1,314,704
60129 Wilson/Benfield Ext (Lord's Way to City Gate N)	-	-	-	-	-	-	$7,942,600
60190 Airport Rd North of Vanderbilt Road	-	-	-	-	-	-	$12,856,200
Total	-	-	-	-	-	-	**$22,113,504**

Source: Collier County

Table C-5
Collier County – AUIR Summary

AUIR	Total	Total Estimated for Capacity
Work Program Expenditures		
Total - Capacity Expansion Projects[(1)]	$197,270,000	-
Revenues Available to Fund Capacity Expansion (New Projects)		
- Sales Tax	$29,800,000	$14,996,000
- Impact Fees (including interest & fund balance)	$147,696,000	$147,696,000
- Grant Funds	$39,293,000	**$34,578,000**
- Fuel Tax (including interest & fund balance)	$112,874,000	**$0**
Total	**$329,663,000**	**$197,270,000**

Source: Collier County

Table C-6
Collier County – Gas Tax Bond Issue, Series 2014

Year	Principal	Interest	Total Debt Service
FY 2023	$8,455,000	$466,513	$8,921,513
FY 2024	$12,965,000	$705,587	$13,670,587
FY 2025	$13,265,000	$356,829	$13,621,829
Total	**$26,230,000**	**$1,062,416**	**$27,292,416**
Payments Remaining			**2**
Annual Average Payment			**$13,646,208**

Source: Collier County

Table C-7

Average Motor Vehicle Fuel Efficiency – Excluding Interstate Travel

Travel Vehicle Miles of Travel (VMT) @			
	22.8	**7.3**	
Other Arterial Rural	329,742,000,000	52,696,000,000	382,438,000,000
Other Rural	325,232,000,000	32,997,000,000	358,229,000,000
Other Urban	1,485,169,000,000	102,144,000,000	1,587,313,000,000
Total	***2,140,143,000,000***	***187,837,000,000***	***2,327,980,000,000***

Percent VMT

@ 22.8 mpg	@ 7.3 mpg
86%	14%
91%	9%
94%	6%
92%	**8%**

Fuel Consumed			
	Gallons @ 22.8 mpg	Gallons @ 7.3 mpg	
Other Arterial Rural	14,462,368,421	7,218,630,137	21,680,998,558
Other Rural	14,264,561,404	4,520,136,986	18,784,698,390
Other Urban	65,138,991,228	13,992,328,767	79,131,319,995
Total	***93,865,921,053***	***25,731,095,890***	***119,597,016,943***

Total Mileage and Fuel	
2,327,980	**miles (millions)**
119,597	**gallons (millions)**
19.47	**mpg**

Source: U.S. Department of Transportation, Federal Highway Administration, *Highway Statistics 2022* , Section V, Table VM-1
Annual Vehicle Distance Traveled in Miles and Related Data - 2022 by Highway Category and Vehicle Type
http://www.fhwa.dot.gov/policyinformation/statistics.cfm

Table C-8

Annual Vehicle Distance Travelled in Miles and Related Data – 2022[1]

By Highway Category and Vehicle Type

Updated: February 2024 — TABLE VM-1

YEAR	ITEM	LIGHT DUTY VEHICLES SHORT WB[2]	MOTOR-CYCLES	BUSES	LIGHT DUTY VEHICLES LONG WB[2]	SINGLE-UNIT TRUCKS[3]	COMBINATION TRUCKS	SUBTOTALS		ALL MOTOR VEHICLES
								ALL LIGHT VEHICLES[2]	SINGLE-UNIT 2-AXLE 6-TIRE OR MORE AND COMBINATION TRUCKS	
	Motor-Vehicle Travel (millions of vehicle-miles):									
2022	Interstate Rural	148,757	1,164	1,601	50,143	11,677	61,652	**198,900**	**73,328**	274,993
2022	Other Arterial Rural	229,877	2,233	2,231	99,865	19,332	33,364	**329,742**	**52,696**	386,901
2022	Other Rural	221,526	3,294	2,293	103,707	19,890	13,106	**325,232**	**32,997**	363,816
2022	All Rural	600,160	6,691	6,125	253,714	50,899	108,122	853,874	159,021	1,025,711
2022	Interstate Urban	378,935	2,842	2,624	104,686	20,397	49,710	**483,621**	**70,108**	559,194
2022	Other Urban	1,158,710	14,232	9,741	326,459	64,928	37,216	**1,485,169**	**102,144**	1,611,287
2022	All Urban	1,537,646	17,074	12,365	431,144	85,325	86,927	1,968,790	172,252	2,170,481
2022	Total Rural and Urban[5]	2,137,805	23,765	18,490	684,859	136,224	195,049	2,822,664	331,272	3,196,191
2022	Number of motor vehicles registered[2]	197,080,414	9,567,664	954,119	61,464,968	11,083,997	3,249,824	258,545,382	14,333,821	283,400,986
2022	Average miles traveled per vehicle	10,847	2,484	19,379	11,142	12,290	60,018	10,917	23,111	11,278
2022	Person-miles of travel (millions)[4]	3,284,669	24,369	391,991	1,007,240	136,224	195,049	4,291,909	331,272	5,039,542
2022	Fuel consumed (thousand gallons)	86,040,199	540,572	2,497,605	37,939,063	17,180,850	28,218,175	123,979,262	45,399,024	172,416,463
2022	Average fuel consumption per vehicle (gallons)	437	56	2,618	617	1,550	8,683	480	3,167	608
2022	Average miles traveled per gallon of fuel consumed	24.8	44.0	7.4	18.1	7.9	6.9	**22.8**	**7.3**	18.5

(1) The FHWA estimates national trends by using State reported Highway Performance and Monitoring System (HPMS) data, fuel consumption data (MF-21), vehicle registration data (MV-1), other data such as the R.L. Polk vehicle data, and a host of modeling techniques.

(2) Light Duty Vehicles Short WB - passenger cars, light trucks, vans and sport utility vehicles with a wheelbase (WM) equal to or less than 121 inches. Light Duty Vehicles Long WB - large passenger cars, vans, pickup trucks, and sport/utility vehicles with wheelbases (WB) larger than 121 inches. All Light Duty Vehicles - passenger cars, light trucks, vans and sport utility vehicles regardless of wheelbase.

(3) Single-Unit - single frame trucks that have 2-Axles and at least 6 tires or a gross vehicle weight rating exceeding 10,000 lbs.

(4) For 2021 and 2020, the vehicle occupancy is estimated by the FHWA from the 2017 National Household Travel Survey (NHTS) and the annual R.L. Polk Vehicle registration data; For single unit truck and heavy trucks, 1 motor vehicle mile traveled = 1 person-mile traveled.

(5) VMT data are based on the latest HPMS data available; it may not match previous published results.

Appendix D
Calculated Road Impact Fee Schedule

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Appendix D: Calculated Road Impact Fee Schedule

This appendix presents the detailed fee calculations for each land use in the Collier County road impact fee schedule.

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Table D-1
Calculated Road Impact Fee Schedule

		Gasoline Tax						Unit Cost per Lane Mile:	$6,814,000				Interstate/Toll Facility Adjustment Factor:	20.8%			
		$$ per gallon to capital:	$0.115					Average VMC per Lane Mile:	9,300				Cost per PMC:	$732.69			
		Facility life (years):	25		County Revenues:	$0.115		Fuel Efficiency:	19.47 mpg								
		Interest rate:	3.70%					Effectivedays per year:	365								
ITE LUC	**Land Use**	**Unit**	**Trip Rate**	**Trip Rate Source**	**Assessable Trip Length**	**Total Trip Length**	**Trip Length Source**	**Percent New Trips**	**% New Trips Source**	**Net VMT[1]**	**Total Impact Cost**	**Annual Gas Tax**	**Gas Tax Credit**	**Net Road Impact Fee**	**Current Road Impact Fee[2]**	**% Change**	
	RESIDENTIAL:																
210	Single Family (Detached) - Less than 4,000 sf	du	7.30	Appendix A: Table A-40	4.35	4.85	Appendix A: LUC 210	100%	n/a	12.57	$9,214	$38	$613	**$8,601**	$8,090	6%	
	Single Family (Detached) - 4,000 sf and greater	du	8.47	Appendix A: Table A-40	4.35	4.85	Appendix A: LUC 210	100%	n/a	14.59	$10,690	$44	$710	**$9,980**	$9,864	1%	
215	Single Family (Attached)	du	6.77	Appendix A: LUC 215	4.35	4.85	Same as LUC 210	100%	n/a	11.66	$8,545	$35	$565	**$7,980**	$6,950	15%	
220	Multi-Family Housing (Low-Rise, 1-3 floors)	du	6.74	ITE 11th Edition	3.86	4.36	Appendix A: LUC 220/221/222	100%	n/a	10.30	$7,549	$32	$516	**$7,033**	$6,950	1%	
221/222	Multi-Family Housing (Mid/High-Rise, 4+ floors)	du	4.54	ITE 11th Edition	3.86	4.36	Appendix A: LUC 220/221/222	100%	n/a	6.94	$5,085	$21	$339	**$4,746**	$5,174	-8%	
231	Mid-Rise Residential w/Ground-Floor Commercial	du	1.70	ITE 11th Edition (Adjusted)[3]	3.86	4.36	Same as LUC 220	100%	n/a	2.60	$1,904	$8	$129	**$1,775**	$3,265	-46%	
232	High-Rise Residential w/Ground-Floor Commercial	du	2.10	ITE 11th Edition (Adjusted)[3]	3.86	4.36	Same as LUC 220	100%	n/a	3.21	$2,352	$10	$161	**$2,191**	$1,903	15%	
240	Mobile Home Park	du	4.17	Appendix A: LUC 240	3.40	3.90	Appendix A: LUC 240	100%	n/a	5.61	$4,114	$18	$290	**$3,824**	$3,576	7%	
251	Retirement Community - Detached (Single Family)	du	3.54	Appendix A: LUC 251	4.01	4.51	Appendix A: LUC 251	100%	n/a	5.62	$4,119	$17	$274	**$3,845**	$3,543	9%	
252	Retirement Community - Attached (Multi-Family)	du	2.99	Appendix A: LUC 252	2.43	2.93	Appendix A: LUC 252	100%	n/a	2.88	$2,108	$9	$145	**$1,963**	$2,018	-3%	
254	Assisted Living Facility	bed	2.60	ITE 11th Edition	1.92	2.42	Same as LUC 620	72%	Appendix A: LUC 253	1.42	$1,043	$5	$81	**$962**	$886	9%	
	LODGING:																
310	Hotel	room	5.56	Appendix A: LUC 310	4.01	4.51	Appendix A: LUC 310/320	66%	Appendix A: LUC 310	5.83	$4,270	$18	$290	**$3,980**	$3,702	8%	
311	All Suites Hotel	room	4.40	ITE 11th Edition	4.01	4.51	Same as LUC 310	66%	Same as LUC 310	4.61	$3,379	$14	$226	**$3,153**	$2,974	6%	
320	Motel	room	3.35	ITE 11th Edition	3.21	3.71	Appendix A: LUC 320	77%	Appendix A: LUC 320	3.28	$2,402	$10	$161	**$2,241**	$2,074	8%	
	RECREATION:																
416	Campground/RV Park	site	1.62	ITE 11th Edition (Adjusted)[4]	3.40	3.90	Same as LUC 240	100%	Same as Residential Land Uses	2.18	$1,598	$7	$113	**$1,485**	$1,383	7%	
420	Marina	boat berth	2.41	ITE 11th Edition	4.35	4.85	Same as LUC 210	90%	Based on LUC 710	3.74	$2,738	$11	$177	**$2,561**	$2,376	8%	
430	Golf Course	hole	30.38	ITE 11th Edition	1.66	2.16	Same as LUC 445	90%	Based on LUC 710	17.97	$13,169	$64	$1,032	**$12,137**	$11,064	10%	
n/a	Bundled Golf Course	hole	9.11	Same as LUC 430 (Adjusted to 30%)[5]	1.66	2.16	Same as LUC 445	90%	Based on LUC 710	5.39	$3,949	$19	$306	**$3,643**	$3,319	10%	
445	Movie Theater	1,000 sf	82.30	Appendix A: LUC 445	1.66	2.16	Appendix A: LUC 445	87%	Appendix A: LUC 445	47.07	$34,486	$167	$2,694	**$31,792**	unit change	-	
n/a	Dance Studio/Gymnastics	1,000 sf	21.33	Appendix A: LUC N/A Dance Studio	2.20	2.70	Appendix A: LUC N/A Specialty Retail	80%	Appendix A: LUC N/A Specialty Retail	14.87	$10,892	$50	$806	**$10,086**	$9,325	8%	
	INSTITUTIONS:																
520	Elementary School (Private)	student	2.27	ITE 11th Edition	2.18	2.68	50% of LUC 210 based on Transp. Modeling	80%	Based on LUC 710 (adjusted)[6]	1.57	$1,149	$5	$81	**$1,068**	$815	31%	
522	Middle/Junior High School (Private)	student	2.10	ITE 11th Edition	2.18	2.68	50% of LUC 210 based on Transp. Modeling	80%	Based on LUC 710 (adjusted)[6]	1.45	$1,063	$5	$81	**$982**	$921	7%	
525	High School (Private)	student	1.94	ITE 11th Edition	2.18	2.68	50% of LUC 210 based on Transp. Modeling	90%	Based on LUC 710	1.51	$1,104	$5	$81	**$1,023**	$983	4%	

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Table D-1 (continued)
Calculated Road Impact Fee Schedule

ITE LUC	Land Use	Unit	Trip Rate	Trip Rate Source	Assessable Trip Length	Total Trip Length	Trip Length Source	Percent New Trips	% New Trips Source	Net VMT[1]	Total Impact Cost	Annual Gas Tax	Gas Tax Credit	Net Road Impact Fee	Current Road Impact Fee[2]	% Change
	INSTITUTIONS:															
540/550	University/Junior College (7,500 or fewer students) (Private)	student	2.00	ITE Regression Analysis	4.35	4.85	Same as LUC 210	90%	Based on LUC 710	3.10	$2,272	$9	$145	**$2,127**	$1,973	8%
	University/Junior College (more than 7,500 students) (Private)	student	1.50	ITE Regression Analysis	4.35	4.85	Same as LUC 210	90%	Based on LUC 710	2.33	$1,704	$7	$113	**$1,591**	$1,483	7%
560	Church	1,000 sf	7.60	ITE 11th Edition	2.91	3.41	Midpoint of LUC 710 & LUC 820 (App. A)	90%	Based on LUC 710	7.88	$5,775	$25	$403	**$5,372**	unit change	-
565	Day Care Center	1,000 sf	49.63	Appendix A: LUC 565	1.50	2.00	Appendix A: LUC 565	73%	Appendix A: LUC 565	21.52	$15,768	$78	$1,258	**$14,510**	unit change	-
	MEDICAL:															
610	Hospital	1,000 sf	10.77	ITE 11th Edition	4.35	4.85	Same as LUC 210	78%	Midpoint of LUC 310 & LUC 720	14.47	$10,603	$44	$710	**$9,893**	$9,168	8%
620	Nursing Home	1,000 sf	6.75	ITE 11th Edition	1.92	2.42	Appendix A: LUC 620	89%	Appendix A: LUC 620	4.57	$3,347	$16	$258	**$3,089**	unit change	-
	OFFICE:															
710	General Office	1,000 sf	10.84	ITE 11th Edition	3.81	4.31	Appendix A: LUC 710	92%	Appendix A: LUC 710	15.05	$11,024	$46	$742	**$10,282**	$8,605	19%
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	23.83	Appendix A: LUC 720 Small Medical/Dental	4.11	4.61	Appendix A: LUC 720	89%	Appendix A: LUC 720	34.52	$25,291	$105	$1,694	**$23,597**	$21,955	7%
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	34.21	Appendix A: LUC 720	4.11	4.61	Appendix A: LUC 720	89%	Appendix A: LUC 720	49.55	$36,308	$151	$2,436	**$33,872**	$31,444	8%
770	Business Park (Flex-Space)	1,000 sf	12.65	Appendix A: LUC 770	3.98	4.48	Appendix A: LUC 770	89%	Appendix A: LUC 770	17.74	$13,001	$54	$871	**$12,130**	$11,301	7%
	RETAIL:															
822	Retail 6,000 sfgla or less	1,000 sfgla	54.45	ITE 11th Edition	0.83	1.33	Appendix A: Fig. A-1 (6k sq ft)	39%	Appendix A: Fig. A-2 (6k sq ft)	6.98	$5,114	$30	$484	**$4,630**	$5,737	-19%
822	Retail 6,001 to 40,000 sfgla	1,000 sfgla	54.45	ITE 11th Edition	1.10	1.60	Appendix A: Fig. A-1 (19k sq ft)	48%	Appendix A: Fig. A-2 (19k sq ft)	11.38	$8,342	$45	$726	**$7,616**	$10,568	-28%
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	67.52	ITE 11th Edition	1.44	1.94	Appendix A: Fig. A-1 (59k sq ft)	57%	Appendix A: Fig. A-2 (59k sq ft)	21.95	$16,080	$80	$1,290	**$14,790**	$13,774	7%
820	Retail greater than 150,000 sfgla	1,000 sfgla	37.01	ITE 11th Edition	2.07	2.57	Appendix A: Fig. A-1 (538k sq ft)	75%	Appendix A: Fig. A-2 (538k sq ft)	22.75	$16,671	$77	$1,242	**$15,429**	$13,774	12%
840/841	New/Used Auto Sales	1,000 sf	24.58	Appendix A: LUC 840/841	3.40	3.90	Appendix A: LUC 840/841	79%	Appendix A: LUC 840/841	26.14	$19,156	$82	$1,323	**$17,833**	$16,622	7%
849	Tire Superstore	1,000 sf	20.37	ITE 11th Edition	1.72	2.22	Mid-Point of LUC 944 & LUC 942 (App. A)	72%	Same as LUC 942 (Appendix A)	9.99	$7,319	$35	$565	**$6,754**	unit change	-
850	Supermarket	1,000 sf	94.48	Appendix A: LUC 850	1.54	2.04	Appendix A: LUC 850	56%	Appendix A: LUC 850	32.27	$23,641	$116	$1,871	**$21,770**	$22,569	-4%
851	Convenience Market (24 hour)	1,000 sf	739.50	Appendix A: LUC 851	0.79	1.29	Appendix A: LUC 851	41%	Appendix A: LUC 851	94.85	$69,497	$422	$6,807	**$62,690**	$82,170	-24%
862	Home Improvement Superstore	1,000 sf	30.74	ITE 11th Edition	1.73	2.23	Appendix A: Fig. A-1 (150k sq ft)	65%	Appendix A: Fig. A-2 (150k sq ft)	13.69	$10,029	$48	$774	**$9,255**	$8,514	9%
880/881	Pharmacy with & without Drive-Thru	1,000 sf	103.86	Appendix A: LUC 880/881	1.54	2.04	Appendix A: LUC 880/881	32%	Appendix A: LUC 880/881	20.27	$14,850	$73	$1,177	**$13,673**	$12,618	8%
890	Furniture Store	1,000 sf	6.26	Appendix A: LUC 890	3.00	3.50	Appendix A: LUC 890	78%	Appendix A: LUC 890	5.80	$4,250	$18	$290	**$3,960**	$3,674	8%
	SERVICES:															
911	Bank/Savings w/out Drive-Thru	1,000 sf	57.94	ITE 11th Edition (Adjusted)[7]	1.82	2.32	Same as LUC 912	46%	Same as LUC 912	19.21	$14,074	$67	$1,081	**$12,993**	$12,300	6%
912	Bank/Savings w/Drive-Thru	1,000 sf	103.73	Appendix A: LUC 912	1.82	2.32	Appendix A: LUC 912	46%	Appendix A: LUC 912	34.39	$25,197	$119	$1,919	**$23,278**	$21,254	10%
930	Fast Casual Restaurant	1,000 sf	97.14	ITE 11th Edition	1.52	2.02	Same as LUC 934	58%	Same as LUC 934	33.91	$24,848	$123	$1,984	**$22,864**	$68,107	-66%
931	Low-Turnover Restaurant	1,000 sf	86.03	Appendix A: LUC 931	2.32	2.82	Appendix A: LUC 931	77%	Appendix A: LUC 931	60.86	$44,591	$201	$3,242	**$41,349**	unit change	-

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Table D-1 (continued)
Calculated Road Impact Fee Schedule

ITE LUC	Land Use	Unit	Trip Rate	Trip Rate Source	Assessable Trip Length	Total Trip Length	Trip Length Source	Percent New Trips	% New Trips Source	Net VMT[1]	Total Impact Cost	Annual Gas Tax	Gas Tax Credit	Net Road Impact Fee	Current Road Impact Fee[2]	% Change
	SERVICES:															
932	High-Turnover (Sit-Down) Restaurant	1,000 sf	103.46	Appendix A: LUC 932	2.35	2.85	Appendix A: LUC 932	71%	Appendix A: LUC 932	68.36	$50,086	$226	$3,645	**$46,441**	unit change	-
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	479.17	Appendix A: LUC 934	1.52	2.02	Appendix A: LUC 934	58%	Appendix A: LUC 934	167.28	$122,568	$605	$9,758	**$112,810**	$104,272	8%
934.1	Fast Food w/Drive-Thru with Two Meals	1,000 sf	409.25	Local Studies (2011)	1.62	2.12	Local Studies (2011)	59%	Local Studies (2011)	154.90	$113,493	$552	$8,903	**$104,590**	$95,762	9%
941	Quick Lube	service bay	40.00	ITE 11th Edition	1.72	2.22	Mid-Point of LUC 944 & LUC 942 (App. A)	72%	Same as LUC 942 (Appendix A)	19.62	$14,373	$69	$1,113	**$13,260**	$12,198	9%
944	Gas Station w/Convenience Market <2,000 sq ft	fuel pos.	172.01	ITE 11th Edition	0.75	1.25	Appendix A: LUC 944/945	23%	Appendix A: LUC 944/945	11.75	$8,609	$53	$855	**$7,754**	$6,910	12%
945	Gas Station w/Convenience Market 2,000 - 5,499 sq ft	fuel pos.	264.38	ITE 11th Edition (Adjusted)[8]	0.75	1.25	Appendix A: LUC 944/945	23%	Appendix A: LUC 944/945	18.06	$13,232	$82	$1,323	**$11,909**	$8,252	44%
	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	345.75	ITE 11th Edition	0.75	1.25	Same as LUC 944/945 (Appendix A)	23%	Same as LUC 944/945 (Appendix A)	23.62	$17,305	$107	$1,726	**$15,579**	$9,262	68%
947	Self-Service Car Wash	service bay	43.94	Appendix A: LUC 947	1.61	2.11	Appendix A: LUC 947	68%	Appendix A: LUC 947	19.05	$13,958	$68	$1,097	**$12,861**	$11,848	9%
948	Automated Car Wash	1,000 sf	142.00	ITE 11th Edition (Adjusted)[3]	1.61	2.11	Same as LUC 947	68%	Same as LUC 947	61.56	$45,106	$220	$3,548	**$41,558**	$38,303	8%
n/a	Luxury Auto Sales	1,000 sf	16.30	Independent Studies	3.55	4.05	Independent Studies	85%	Independent Studies	19.48	$14,271	$60	$968	**$13,303**	$12,380	7%
	INDUSTRIAL:															
110	General Light Industrial	1,000 sf	4.87	ITE 11th Edition	3.98	4.48	Same as LUC 770	92%	Same as LUC 710	7.06	$5,174	$22	$355	**$4,819**	$4,584	5%
140	Manufacturing	1,000 sf	4.75	ITE 11th Edition	3.98	4.48	Same as LUC 770	92%	Same as LUC 710	6.89	$5,046	$21	$339	**$4,707**	$3,629	30%
150	Warehousing	1,000 sf	1.71	ITE 11th Edition	3.98	4.48	Same as LUC 770	92%	Same as LUC 710	2.48	$1,817	$8	$129	**$1,688**	$1,599	6%
151	Mini-Warehouse	1,000 sf	1.46	Appendix A: LUC 151	2.60	3.10	Midpoint of LUC 710 & LUC 820 (<50k sq ft)	92%	Same as LUC 710	1.38	$1,013	$4	$65	**$948**	$891	6%
n/a	Mine/Commercial Excavation[9]	1,000 cy	0.01	Local Studies	10.97	11.47	Local Studies	97%	Local Studies	0.04	$28	$0	$0	**$28**	$14	100%

1) Net VMT calculated as ((Trip Generation Rate* Trip Length* % New Trips)*(1-Interstate/Toll Facility Adjustment Factor)/2). This reflects the unit of vehicle-miles of capacity consumed per unit of development and is multiplied by the cost per vehicle
2) Source: Collier County Capital Project Planning, Impact Fees, and Program Management Division
3) The ITE 11th Edition trip generation rate for PM Peak Hour of Adjacent traffic was adjusted by a factor of 10 to approximate the Daily TGR
4) The ITE 11th Edition trip generation rate was adjusted to reflect the average occupancy rate of 60 percent based on data provided by the Florida Association of RV Parks and Campgrounds
5) The TGR for bundled golf course is estimated at 30 percent of the TGR for LUC 430
6) The percent new trips for schools was estimated at 90% based on LUC 710, but was then adjusted to 80% to provide a conservative fee rate. This adjustment reflects the nature of elementary and middle school uses where attendees are unable to drive and are typically dropped off by parents/guardians on their way to another destination
7) The ITE 11th Edition trip generation rate for PM Peak Hour of Adjacent traffic was adjusted by the ratio of Daily to PM Peak Hour for LUC 912 to approximate a daily TGR
8) Due to only slight variation, the trip generation rates for LUC 945, 2,000 to 3,999 sq ft and 4,000 to 5,499 sq ft were combined into a weighted average trip generation rate for a single land use tier of 2,000 to 5,499 sq ft
9) The mines land use impact fee rate was calculated a TGR of 0.01 per cubic yard, a TL of 14.82 miles, and a PNT of 97% based on the 2009 Collier County Mines Trip Characteristics Study, Tindale Oliver. Fuel efficiency value estimated at 7.3 gallons per mile

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*****ONE WAY COMMUNICATION**

From: Gino Santabarbara
To: MValle@pbscontractors.com
Cc: Heather Yilmaz
Subject: FW: DSAC-Impact Fee Review Subcommittee (IFR): 06.19.2025 Meeting Draft Agenda Packet | READ AHEAD
Date: Wednesday, June 18, 2025 9:29:55 AM
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Youtube_0078f7f1-7789-4afd-a015-50689fe1f99b.png
311IconforSignature_87c558eb-83f5-449b-87c1-3cc5ac8b0859.png

Good morning,

Please see below the responses provided by our outside consultant, Alfred Benesch & Company, for your reference.

If you have any questions or need additional information, don't hesitate to reach out.

Thank you,

Gino

Gino Santabarbara
Manager - Impact Fees
Corporate Financial & Management Service

Office:239-252-2925

3299 Tamiami Trail E. Building F
Naples, FL 34112
Gino.Santabarbara@colliercountyfl.gov

Collier County

311

From: Mario Valle <MValle@pbscontractors.com>
Sent: Thursday, June 12, 2025 7:09 PM
To: Heather Yilmaz <Heather.Yilmaz@colliercountyfl.gov>
Cc: Gino Santabarbara <Gino.Santabarbara@colliercountyfl.gov>
Subject: RE: DSAC-Impact Fee Review Subcommittee (IFR): 06.19.2025 Meeting Draft Agenda Packet | READ AHEAD

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Hi, Heather.

I've had a chance to review the School, EMS and Government Buildings Impact Fees so far.

Here are some of my questions:

Schools: 1) I have questions about Table 9 – I'll need an explanation as to how to read this table as I see conflicts between the numerical values and the descriptive notes. – Response: This table shows the calculated fee compared to current adopted fee and the maximum allowable fee. We don't see any conflicting numbers?

2) What is the consultant's definition of Net Permanent Square Feet Table B-1 Page B-3? – Response: Net Permanent Square Fee is defined by the Florida Department of Education as permanent space excluding certain areas such as hallways, etc. Attached sheet provides details of this calculation.

3) Please explain how Table B-1 correlates with Table B-2 – Response: Table B-1 provides a summary of all variables reviewed, including the range shown in Table B-2 (Item 6).

4) What is the indexing rate for Engineering New Record (Item 2 & 4) in Table B-1 Page B-3? – Response: 51.23%

*****ONE WAY COMMUNICATION**

EMS 1) How does including the Emergency Services Complex affect the Impact Fee – It jumps off the page with the $ amount, the sq. ft., and the total building and land value. – Response: If we exclude ESC, the fee decreases by 28%.

2) Re: Table 8 What is the rationale for only charging Private Colleges, Schools, etc the Impact Fee? Don't Public Schools and Universities create the same Impact? – Response: Public schools are exempt from impact fees per State legislation. They also don't pull building permits.

3) Table 9 It appears that our fees are higher than any of the other related County fees – Manatee County doesn't have EMS and Fire – They are one "Public Safety Fee" – Response: Manatee County's fee includes EMS facilities along with animal shelters.

4) Table A-2 – I disagree with the assumption that future purchases will be more heavily in residential areas for the purposes of calculating the land value. I'll explain more in the meeting.

5) Table A-2 conflicts with the paragraph immediately above it and I feel it can be even more heavily agricultural if we purchase land properly. Page A-3 – Response: If we used the existing distribution (20% ag, 30% res, 50% commercial), the average cost would be $210,000 per acre, higher than what we are showing at $180,000 per acre. We can explain this in more detail in the paragraph above Table A-2.

6) I'll need a "dummied-down" version of Functional Population. Appendix B and how it correlates to the Fee (What is the relationship between Functional Population and the Cost of the Fee?) – Response: Functional population calculates presence of population (residents, workers, visitors) at each land use over a 24-hour period. It is a measure of likely demand from each land use for a given service. Higher the functional population per unit of land use results in a higher fee.

Gov't Bldgs 1) Table 7 How does the Fee relate to the Businesses? What Impact are the businesses and schools creating that causes a Rationale Nexus between the fee payor and the service being received? – Response: Government buildings include all buildings providing general government services, court services, etc. Any business that needs a business license, building permit, site plan review, court facilities, etc. use these buildings.

2) I'll need a "dummied-down" version of Functional Population. Appendix B and how it correlates to the Fee (What is the relationship between Functional Population and the Cost of the Fee?) Response: Please see the response above.

This is what I have so far.

Thank you.

PBS [pbscontractors.com]
Your Concierge Builder®,
Mario Valle
Senior Relationship Manager
MValle@pbscontractors.com
O: 239.643.6527 x125
C: 239.825.6486

From: Heather Yilmaz <Heather.Yilmaz@colliercountyfl.gov>
Sent: Thursday, June 12, 2025 11:29 AM
To: Mario Valle <MValle@pbscontractors.com>
Cc: Gino Santabarbara <Gino.Santabarbara@colliercountyfl.gov>
Subject: FW: DSAC-Impact Fee Review Subcommittee (IFR): 06.19.2025 Meeting Draft Agenda Packet | READ AHEAD

CAUTION: This email originated from outside of the organization.

Good Morning Mr. Valle,

Please feel free to provide feedback after your preliminary review of the Draft Impact Fee Updates Studies in advance if you have any, so that Gino can forward to the consultants for their input. In keeping with the Sunshine Laws, please only send to me and Gino for now and then you can bring them up at the meeting on 06-19. Thank you!

Respectfully,
Heather

Heather Yilmaz
Management Analyst I
Operations & Regulatory Management

Office:239-252-8389

2800 Horseshoe Dr. N.
Naples, FL 34104

Collier County [colliercountyfl.gov]
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[twitter.com] [youtube.com] 311

*****ONE WAY COMMUNICATION**

Heather.Yilmaz@colliercountyfl.gov [colliercountyfl.qscend.com]

From: Heather Yilmaz <Heather.Yilmaz@colliercountyfl.gov>
Sent: Monday, June 9, 2025 4:53 PM
Cc: Michael Stark <Michael.Stark@colliercountyfl.gov>; Gino Santabarbara <Gino.Santabarbara@colliercountyfl.gov>; Diane Lynch <Diane.Lynch@colliercountyfl.gov>; Renald Paul <Renald.Paul@colliercountyfl.gov>
Subject: DSAC-Impact Fee Review Subcommittee (IFR): 06.19.2025 Meeting Draft Agenda Packet | READ AHEAD

CAUTION: This email originated from outside of the organization.

Good Afternoon,

The *draft* agenda packet for the upcoming meeting on Wednesday, June 19, 2025, is attached for your reference.

Respectfully,
Heather

Heather Yilmaz
Management Analyst I
Operations & Regulatory Management

Office:239-252-8389

2800 Horseshoe Dr. N.
Naples, FL 34104
Heather.Yilmaz@colliercountyfl.gov

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[colliercountyfl.qscend.com]

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FACILITY SPACE CHART/NET AND GROSS SQUARE FOOTAGE

RE: _____
_____
_____
_____

☐ School District ☐ Florida College
☐ School Name ☐ Campus
☐ School Code Number ☐ College Code Number
Description of Project

DOCUMENT SUBMITTAL: ☐ PHASE I ☐ PHASE II ☐ PHASE III

INSTRUCTIONS:
(1) Project architect/engineer shall complete the chart in its entirety.
(2) Use as many pages of chart as necessary to list individually each space provided in this project.
(3) List approximate areas as accurately as possible for Phase I and II documents.
(4) List actual areas in Phase III drawings.
(5) Net square footage (NSF) shall be measured from inside wall to inside wall.
(6) Gross square footage (GSF) shall be measured from face of exterior wall.
(7) Items 1 through 6 on this page 1 of 3 are designated as spaces other than NSF and are treated as follows:
- Interior corridors include stairs and elevators and are calculated at full area.
- Wall thicknesses are calculated in full area.
- Covered walks are those open to the exterior on at least one side and shall be calculated at one-half area using the width of the paving under the roof.
- Open malls are exterior areas open on at least two sides and roofed over and are calculated at one-half area of roofing over it.
- Roof overhangs are calculated at one-third of the area based on the extent of overhang from exterior wall or structure to outside face of fascia.
- Open space plan circulation space is required beyond the NSF and this area shall be shown in column E only and shall be calculated at full area. Up to an additional four square feet per student is permissible for this circulation.

(8) Under Item 26, show the total area of all HVAC and electrical equipment rooms. Do not include areas of these spaces in the other NSF list.
(9) List all other spaces under column A with names as shown on the drawing and enter appropriate information in columns B, C, and D.
(10) Complete the subtotal and total sections at the end of the form.
(11) Provide detailed explanations on line 32 of reasons areas exceed allowable areas in the last page, line 31.

(REPRODUCE CHART IN SUFFICIENT QUANTITY FOR YOUR USE.)

ARCHITECT/ENGINEER CERTIFICATION: In my considered professional opinion as Project (☐ Architect ☐ Engineer), the (☐ approximated ☐ actual) square footage I have listed below is, to the best of my knowledge, correct for this project as derived from the accompanying floor plans.

(☐ ARCHITECT ☐ ENGINEER) SIGNATURE: _____ DATE: _____, _____

FIRM:
_____

ADDRESS:
_____
Street/P.O. Box City State Zip Code

TELEPHONE: (_____)_____

A Facility Space Name	B SREF Design Code	C Space Number	D Net Square Footage of Space	E Design Occupant Capacity	F Net Square Footage Circulation Walls/Overhangs
1. Corridors (interior)					
2. Walls (interior and exterior)					
3. Covered Walks (1/2 actual)					
4. Open Malls (1/2 actual)					
5. Roof Overhangs (1/3 actual)					
6. Circulation Space (open space plan)					
7.					
8.					
9.					
10.					
11. TOTAL (this page)					

*****ONE WAY COMMUNICATION**

RE: _____ ☐ School District ☐ Florida College

_____ ☐ School Name ☐ Campus

A Facility Space Name	B SREF Design Code	C Space Number	D Net Square Footage of Space	E Design Occupant Capacity	F Net Square Footage Circulation Walls/Overhangs
1.					
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45.					
46.					
47.					
48.					
TOTAL (this page)					

*****ONE WAY COMMUNICATION**

RE: _____ ☐ School District ☐ Florida College

_____ ☐ School Name ☐ Campus

	B SREF Design Code	C Space Number	D Net Square Footage of Space	E Design Occupant Capacity	F Net Square Footage Circulation Walls/Overhangs
1.					
2.					
3.					
4.					
5.					
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19.					
20.					
21.					
22.					
23.					
24.					
25. TOTAL (this page)					
26. Total HVAC and Electrical					
27. Total Design Capacity (all pages)					
28. Total NSF (all pages and line 26.)					
29. Total Circulation, Walls, Overhangs, etc. (Page 1, line 11)					
30. Total Gross Area (lines 28. and 29.)					

RECOMMENDED AREAS

31. Multiply Total in Line 28. by:		
	a. 27% (grades K-6 allowed in line 29.)	
	32 % (grades 6-9 allowed in line 29.)	
	34% (grades 9-12, Vocational Center, Florida Colleges and ancillary allowed in line 29.)	
	b. 6% (HVAC and electrical rooms; up to 6% allowed in line 26.)	

32. If areas in items 26. or 29. exceed allowable areas in 31.a. or b., please provide explanation*

*Justification for excessive areas must be approved by OEF.

From: Heather Yilmaz
To: Bob Mulhere
Cc: Gino Santabarbara
Subject: FW: DSAC - Impact Fee Review Subcommittee Meetings
Date: Wednesday, June 18, 2025 5:46:00 PM
Attachments: image014.png
image016.png
image017.png
image018.png
image019.png
image020.png
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311ConforSignature_655c7bb5-b2bb-49a0-9737-5ae8a4da3ba6.png
image001.png

Good Afternoon Mr. Mulhere,

The responses provided by our outside consultant, Alfred Benesch & Company, is provided in blue text below.

If you have any questions or need additional information, please do not hesitate to reach out.

Respectfully,
Heather

Heather Yilmaz
Management Analyst I
Operations & Regulatory Management

Office:239-252-8389

2800 Horseshoe Dr. N.
Naples, FL 34104
Heather.Yilmaz@colliercountyfl.gov

Collier County

311

From: Robert Mulhere <rmulhere@bowman.com>
Sent: Wednesday, June 11, 2025 11:58 AM
To: gino.santbarbara@colliercountyfl.gov
Cc: Heather Yilmaz <Heather.Yilmaz@colliercountyfl.gov>
Subject: DSAC - Impact Fee Review Subcommittee Meetings

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

Hi Gino:
After completing a preliminary review of the Draft Impact Fee Update Studies you provided, a few questions have come up. I wanted to provide them to you in advance of the initial DSAC Subcommittee meeting on 6-19, so that you can forward to the consultants for their input.

In keeping with Sunshine Laws, I am only sending these to you (and Heather) now, but I will bring them up at the meeting on 6-19.

-
School Impact Fees Update (Draft Report - April 2025) :

Why was no capacity added at Aubrey Rogers High School, built 2022-23 at a cost of $98 million? The new school is excluded from the School Impact Fee credit calculation (Table 5 below). – **Response: This project is funded with impact fee revenues.**

Why is Elementary Site Q (Ave Maria), at a projected cost of $80 million, excluded from Table 5 when construction began on 6/4/2025? – **Response: This project is funded with impact fee revenues.**

Table 5

Capital Expansion "Cash" Credit

Description	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	Total
Capital Improvement Tax [1]											
Immokalee High School Addition/Renovations	-	$132,863	$1,507,168	$12,093,592	$2,567,865	-	-	-	-	-	**$16,301,488**
Bear Creek Elementary	-	-	-	-	-	-	$24,042,983	-	-	-	**$24,042,983**
Site Acquisition	-	-	$395,463	$38,322	$395,355	-	$840,000	-	-	-	**$1,669,140**
Site Development	-	-	$395,463	-	-	-	-	-	-	-	**$395,463**
Site Preparation	$1,400,526	$8,986	$11,269	-	-	$1,428,862	-	-	-	-	**$2,849,643**
Project Management	$107,931	$5,350	$19,819	$80	-	-	$21,000	$21,000	$22,050	$22,050	**$219,280**
Transportation Facilities	$97,428	$325,432	$769,895	$617,555	$617,910	$937,987	-	$2,000,000	$38,000,000	-	**$43,366,207**
Total Capital Expansion "Cash" Expenditures	**$1,605,885**	**$472,631**	**$3,099,077**	**$12,749,549**	**$3,581,130**	**$2,366,849**	**$24,903,983**	**$2,021,000**	**$38,022,050**	**$22,050**	**$88,844,204**
Average Annual Capital Expansion "Cash" Expenditures [2]											**$8,884,420**
Average Annual Student Enrollment (FY 2019-FY 2028) [3]											43,246
Annual Capital Expansion "Cash" Credit per Student [4]											**$205.44**
Credit Adjustment Factor [5]											1.25
Adjusted Annual Capital Expansion "Cash" Credit per Student [6]											**$256.80**
Capitalization Rate [7]											4.60%
Capitalization Period, Years [8]											25
Capital Expansion "Cash" Credit per Student [9]											**$3,769**

1) Source: Collier County Public Schools
2) Total capital expansion "cash" expenditures divided by 10 years
3) Source: Collier County Public Schools
4) Average annual capital expansion "cash" expenditures (Item 2) divided by the average student enrollment (Item 3) for the same period
5) Adjustment factor to reflect higher ad valorem taxes paid by new homes
6) Annual capital expansion "cash" credit per student (Item 4) multiplied by the credit adjustment factor (Item 5)
7) Source: Collier County Public Schools. Represents the interest rate the District is likely to pay for future bonds.
8) Time period after which major repairs are needed.
9) Present value of adjusted annual capital expansion "cash" credit per student (Item 6) at 4.6% interest rate (Item 7) over a 25-year capitalization period (Item 8)

FS 1013.64 (6)(b)(1) establishes construction cost caps for the construction of new student stations, and FS 1013.64 (6)(e) imposes the requirement for new construction started after July 1, 2028. The construction costs caps are significantly lower than the costs included in the 2025 draft school impact fee study. Why does the draft study not address this requirement, which will be effective in the next 3 years? **Will school impact fees be reduced significantly in 3 years as a result of this requirement?** – **Response: DOE understands that their cost estimates were significantly below what some/most jurisdictions were experiencing. This is the reason for this pause, and they are trying to develop a better methodology to reflect local costs. Even with a cap, the School District has the option to reflect the full cost in their study and pay a penalty. Given that the State contributions have been cut significantly, this penalty or loss of allocation tends to be relatively minor.**

Possible Legal Question:
The Florida Impact Fee Act expressly permits impact fees for transportation, sanitary sewer, solid waste, drainage, potable water, educational, parks and recreational facilities as well as fire department vehicles, emergency medical service vehicles, sheriff's office vehicles, police department vehicles, and school buses. Other national impact fee consultants and Florida municipal attorneys have opined that local governments cannot charge library and government building impact fees. **Why is Collier County continuing to charge these fees?** – **Response: This was debated among experts and there are many who have the opinion that the wording of the Statute does not limit service areas. The wording used is "***"Public facilities" has the same meaning as in s. 163.3164 and includes emergency medical, fire, and law enforcement facilities."* **F.S. 163.3164 defines it as "** *"Public facilities" means major capital improvements, including transportation, sanitary sewer, solid waste, drainage, potable water, educational, parks and recreational facilities."* **Neither state facilities "are limited to".**

Question on Multifamily Impact Fees
The County's impact fee ordinance includes two types of housing Single Family Detached and Multifamily. For Impact Fee Purposes Multifamily is defined as apartments, duplexes, townhouses, and condominiums. Out of curiosity, does the consultant have an opinion or estimate of what impact fees might be with separate impact fee categories for duplexes/two-family homes, townhomes, and other multifamily, rather than the blended multifamily rate? – **Response: In the case of transportation, most recent**

edition of ITE separates townhouse (which is included separately in the fee schedule in the report). Trip generation data for all other multi-family is combined with some differentiation by number of floors. In the case of population-based fees, ACS data combines townhouses with SF detached. It also combines data for multi-family buildings with two to four units vs. 5 or more units. It is possible to calculate separate fees for each of these uses in the case of school impact fees.

Thank you!

BOB MULHERE, FAICP
Senior Vice President | **BOWMAN**
950 Encore Way, Naples, FL 34110
O: (239) 254-2000 | D: (239) 254-2026 | M: (239) 825-9373
rmulhere@bowman.com | bowman.com [bowman.com]

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Impact Fee Studies Update

Corporate Financial & Management Services

April 8, 2025



What are Impact Fees?

- Impact fees are one-time charge to new development used to offset the demand created on public facilities.

- Common types of impact fees include:
  - Water/Wastewater
  - Transportation
  - Schools
  - Parks

What makes Impact Fees special?

- Fee not a tax
- Must have a benefit to fee payer
- Restricted use
- Must be segregated from other funds
- Highly regulated by case law and statutes

Objective

- Provide the Board with an update on impact fee studies
  - Roads
  - Emergency Medical Services (EMS)
  - Government Buildings
  - Correctional Facilities
  - Law Enforcement
  - Libraries
  - Community and Regional Parks
  - Schools
- Obtain approval for the recommended approach to finalize the studies

Consultant & Legal Support

- Alfred Benesch & Company (FKA: Tindale Oliver): Developing technical framework and methodology
- Nabors, Giblin & Nickerson, P.A.: Legal compliance review
- Collaboration with the County Attorney's Office

Legislative Updates

- Impact of HB 337 & HB 479 affect how impact fees are calculated, allocated, and applied, requiring adjustments to the studies' methodology and data.
- The integration of legislative requirements requires careful review and adjustments, which add complexity to the process but will ultimately ensure that the impact fee structure is legally sound and up to date.

School Impact Fee Update

- Working with the School District to determine the best timing of the school impact fee update
- Requires Collier County School Board approval

Stakeholder Collaboration

- In the coming months, staff will be coordinating with the Development Services Advisory Committee (DSAC) and the Collier Building Industry Association (CBIA) to gather input from the development community.

Structured Update Schedule

2025
EMS, Law, Gov't Bldgs., Jail, Parks, Library, & Roads

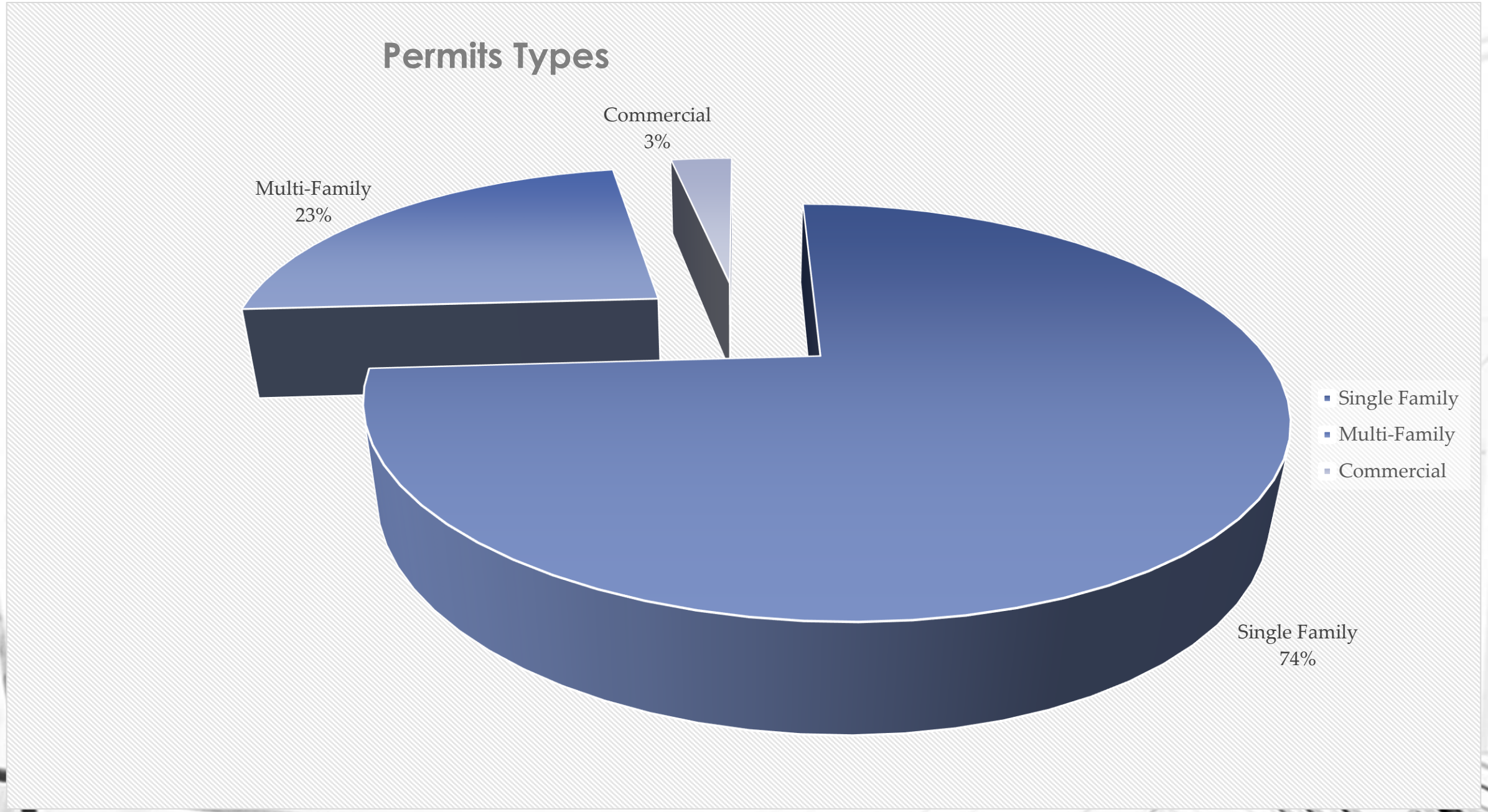
TBD
School Update

2029 County Impact Fee Update Cycle:

HB 337 & HB479:

- 4-year phasing of any increase
- 12-month study period upon initiation
- Recent and localized data




Permits Types
Commercial
3%
Multi-Family
23%
Single Family
74%
Single Family
Multi-Family
Commercial

Comparison of Impact Fees (Single-Family <4,000 sq ft under A/C)

Current fee: $23,006.29 | Proposed fee: $23,584.96

2.52% increase: $578.67

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$933.83	$1,071.42	+$137.59
Parks - Regional	$2,694.32	$2,249.93	-$444.39
School	$8,789.54	$8,789.54	$0*
Road	$8,090.00	$8,601.00	+$511.00
Jail	$499.19	$578.73	+$79.54
Library	$336.05	$307.85	-$28.20
EMS	$142.07	$197.93	+$55.86
Government Buildings	$934.34	$1,373.10	+$438.76
Law Enforcement	$586.95	415.46	-$171.49
TOTAL	**$23,006.29**	**$23,584.96**	**+$578.67**
Overall % Increase			**2.52%**

** Please note that "$0 change" from the current adopted school rate is a placeholder—not the final amount determined by the study.*

Comparison of Impact Fees (Single-Family 4,000+ sq ft under A/C)

Current fee: $25,617.79 | Proposed fee: $26,284.14

2.6% increase: $666.35

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$1,067.72	$1,322.09	+$254.37
Parks - Regional	$3,080.67	$2,774.62	-$306.05
School	$8,789.54	$8,789.54	$0.00
Road	$9,864.00	$9,980.00	+$116.00
Jail	$570.90	$714.31	+$143.41
Library	$376.63	$379.64	+$3.01
EMS	$159.33	**$238.99***	+$79.66
Government Buildings	$1,047.91	**$1,571.86***	+$523.95
Law Enforcement	$661.09	$513.09	-$148.00
TOTAL	$25,617.79	$26,284.14	+$666.35
Overall % Increase			**2.60%**

**Indicates fees that have been capped at 50% per Florida Statue 163.31801 Maximum Impact Fee*

Comparison of Impact Fees (Multi-Family 750-1,500 sq ft) 1-2 Floors

Current fee: $12,676.32 | Proposed fee: $13,089.26

3.26% increase: $412.94/unit

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$455.20	$590.29	$135.09
Parks - Regional	$1,230.24	$1,164.98	-$65.26
School	$2,844.19	$2,844.19	$0.00
Road	$6,950.00	$7,033.00	$83.00
Jail	$228.91	$300.94	$72.03
Library	$159.78	$159.40	-$0.38
EMS	$67.50	**$101.25***	$33.75
Government Buildings	$443.94	**$665.91***	$221.97
Law Enforcement	$296.56	$229.30	-$67.26
TOTAL	**$12,676.32**	**$13,089.26**	**$412.94**
Overall % Increase			**3.26%**

**Indicates fees that have been capped at 50% per Florida Statue 163.31801 Maximum Impact Fee*

Retail

Current fee: $13.48/sq. ft | Proposed fee: $10.52/sq. ft.

21.88% Decrease: ($2.96)/sq. ft.

Example: 10,000sf Retail Building

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Road	$105,680.00	$76,160.00	-$29,520.00
Jail	$6,757.10	$6,514.80	-$242.30
EMS	$1,923.00	$2,228.10	$305.10
Government Buildings	$12,754.70	$15,692.60	$2,937.90
Law Enforcement	$7,649.99	$4,682.30	-$2,967.69
TOTAL	$134,764.79	$105,277.80	-$29,486.99
Overall % Decrease			**-21.88%**

Office Building

Current fee: $10.02/sq. ft | Proposed fee: $11.69/sq. ft.

16.66% Increase: $1.67/sq. ft.

Example: 10,000sf Office Building

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Road	$86,050.00	$102,820.00	$16,770.00
Jail	$3,282.00	$3,141.70	-$140.30
EMS	$934.00	$1,074.50	$140.50
Government Buildings	$6,195.10	$7,567.50	$1,372.40
Law Enforcement	$3,715.70	$2,258.00	-$1,457.70
TOTAL	$100,176.80	$116,861.70	$16,684.90
Overall % Increase			**16.66%**

General Industrial Building

Current fee: $5.40/sq. ft | Proposed fee: $5.48/sq. ft.

1.5% increase: $0.08 /sq. ft.

Example: 10,000sf Industrial Building

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Road	$45,840.00	$48,190.00	$2,350.00
Jail	$1,903.00	$1,488.20	-$414.80
EMS	$541.60	$509.00	-$32.60
Government Buildings	$3,592.10	$3,584.60	-$7.50
Law Enforcement	$2,154.50	$1,069.60	-$1,084.90
TOTAL	$54,031.20	$54,841.40	$810.20
Overall % Increase			**1.5%**

Recommendation

To accept the staff's update and approve the recommended approach to finalizing the impact fee studies.

Questions?

EMS

Emergency Medical Services Impact Fee Schedule

ITE LUC	Land Use	Impact Unit	Calculated Impact Fee	Current Adopted Impact Fee	Percent Change	FS 163.31801 Maximum Impact Fee	Percent Change	Phase I	Phase II	Phase III	Phase IV
Residential:											
210	Single Family Detached										
	- 4,000 sf or greater	du	**$244.30**	$159.33	53.33%	$238.99	50.00%	$179.25	$199.16	$219.08	$238.99
220/222/230/232	Multi-Family	du	**$102.92**	$67.50	52.47%	$101.25	50.00%	$75.94	$84.38	$92.81	$101.25
310/311	Hotel/All Suites Hotel	room	**$139.11**	$63.58	118.80%	$95.37	50.00%	$71.53	$79.48	$87.42	$95.37
565	Day Care Center	1,000 sf	**$96.14**	$47.60	101.97%	$71.40	50.00%	$53.55	$59.50	$65.45	$71.40
710	General Office	1,000 sf	**$107.45**	$60.44	77.78%	$90.66	50.00%	$68.00	$75.55	$83.11	$90.66
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	**$309.89**	$192.30	61.15%	$288.45	50.00%	$216.34	$240.38	$264.41	$288.45
849	Tire Superstore	1,000 sf	**$135.72**	$83.04	63.44%	$124.56	50.00%	$93.42	$103.80	$114.18	$124.56
850	Supermarket	1,000 sf	**$255.61**	$160.90	58.86%	$241.35	50.00%	$181.02	$201.13	$221.24	$241.35
851	Convenience Market (24 hour)	1,000 sf	**$655.98**	$429.34	52.79%	$644.01	50.00%	$483.01	$536.68	$590.34	$644.01
890	Furniture Store	1,000 sf	**$33.93**	$18.84	80.10%	$28.26	50.00%	$21.20	$23.55	$25.91	$28.26
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	**$1,092.55**	$698.56	56.40%	$1,047.84	50.00%	$785.88	$873.20	$960.52	$1,047.84
944	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	**$306.50**	$203.29	50.77%	$304.93	50.00%	$228.71	$254.11	$279.52	$304.93
n/a	Luxury Auto Sales	1,000 sf	**$136.85**	$80.84	69.29%	$121.26	50.00%	$90.95	$101.05	$111.16	$121.26

Emergency Medical Services Impact Fee has 13 of 57 different land use codes and classifications that reached over 50% increase

Govt Bldgs.

Government Buildings Impact Fee Schedule

ITE LUC	Land Use	Impact Unit	Calculated Impact Fee	Current Adopted Impact Fee	Percent Change	FS 163.31801 Maximum Impact Fee	Percent Change	Phase I	Phase II	Phase III	Phase IV
Residential:											
210	Single Family Detached - 4,000 sf or greater	du	**$1,694.80**	$1,047.91	61.73%	$1,571.86	50.00%	$1,178.90	$1,309.89	$1,440.88	$1,571.86
220/222/230/232	Multi-Family	du	**$714.01**	$443.94	60.83%	$665.91	50.00%	$499.44	$554.93	$610.42	$665.91
251	Retirement Community - Detached (Single Family)	du	**$839.55**	$407.81	105.87%	$611.71	50.00%	$458.79	$509.76	$560.74	$611.71
310/311	Hotel/All Suites Hotel	room	**$979.79**	$421.69	132.35%	$632.53	50.00%	$474.41	$527.11	$579.82	$632.53
320	Motel	room	**$852.34**	$395.66	115.42%	$593.49	50.00%	$445.12	$494.58	$544.03	$593.49
520	Elementary School (Private)	student	**$79.66**	$31.24	154.99%	$46.86	50.00%	$35.15	$39.05	$42.96	$46.86
522	Middle/Junior High School (Private)	student	**$71.69**	$36.44	96.73%	$54.66	50.00%	$41.00	$45.55	$50.11	$54.66
525	High School (Private)	student	**$63.73**	$41.65	53.01%	$62.47	49.99%	$46.86	$52.06	$57.27	$62.47
540/550	University/Junior College (7,500 or fewer students) (Private)	student	**$79.66**	$52.06	53.02%	$78.09	50.00%	$58.57	$65.08	$71.58	$78.09
	University/Junior College (more than 7,500 students) (Private)	student	**$63.73**	$36.44	74.89%	$54.66	50.00%	$41.00	$45.55	$50.11	$54.66
560	Church	1,000 sf	**$374.39**	$146.83	154.98%	$220.24	50.00%	$165.19	$183.54	$201.89	$220.24
565	Day Care Center	1,000 sf	**$677.09**	$316.08	114.21%	$474.12	50.00%	$355.59	$395.10	$434.61	$474.12
710	General Office	1,000 sf	**$756.75**	$400.86	88.78%	$601.29	50.00%	$450.97	$501.08	$551.18	$601.29
720	Medical Office/Clinic 10,000 sq ft or less	1,000 sf	**$924.03**	$593.48	55.70%	$890.22	50.00%	$667.67	$741.85	$816.04	$890.22
	Medical Office/Clinic greater than 10,000 sq ft	1,000 sf	**$1,330.29**	$864.20	53.93%	$1,296.30	50.00%	$972.23	$1,080.25	$1,188.28	$1,296.30
821	Retail 40,001 to 150,000 sfgla	1,000 sfgla	**$2,182.63**	$1,275.47	71.12%	$1,913.20	50.00%	$1,434.91	$1,594.34	$1,753.77	$1,913.20
840/841	New/Used Auto Sales	1,000 sf	**$1,170.97**	$765.28	53.01%	$1,147.92	50.00%	$860.94	$956.60	$1,052.26	$1,147.92
849	Tire Superstore	1,000 sf	**$955.90**	$550.74	73.57%	$826.11	50.00%	$619.59	$688.43	$757.27	$826.11
850	Supermarket	1,000 sf	**$1,800.27**	$1,067.23	68.69%	$1,600.84	50.00%	$1,200.64	$1,334.04	$1,467.44	$1,600.84
851	Convenience Market (24 hour)	1,000 sf	**$4,620.16**	$2,847.68	62.24%	$4,271.52	50.00%	$3,203.64	$3,559.60	$3,915.56	$4,271.52
862	Home Improvement Superstore	1,000 sf	**$1,441.81**	$942.29	53.01%	$1,413.43	50.00%	$1,060.08	$1,177.86	$1,295.65	$1,413.43
890	Furniture Store	1,000 sf	**$238.97**	$124.94	91.27%	$187.41	50.00%	$140.56	$156.18	$171.79	$187.41
934	Fast Food Restaurant w/Drive-Thru	1,000 sf	**$7,694.96**	$4,633.34	66.08%	$6,950.01	50.00%	$5,212.51	$5,791.68	$6,370.84	$6,950.01
941	Quick Lube	service bay	**$1,210.80**	$603.90	100.50%	$905.85	50.00%	$679.39	$754.88	$830.36	$905.85
944	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	**$2,158.73**	$1,348.35	60.10%	$2,022.52	50.00%	$1,516.90	$1,685.44	$1,853.98	$2,022.52
947	Self-Service Car Wash	service bay	**$693.02**	$452.92	53.01%	$679.38	50.00%	$509.54	$566.15	$622.77	$679.38
948	Automated Car Wash	1,000 sf	**$1,401.98**	$916.26	53.01%	$1,374.39	50.00%	$1,030.80	$1,145.33	$1,259.86	$1,374.39
n/a	Luxury Auto Sales	1,000 sf	**$963.86**	$536.22	79.75%	$804.33	50.00%	$603.25	$670.28	$737.30	$804.33

Government Buildings Impact Fee has 27 of 57 different land use codes and classifications that reached over 50% increase

Correctional Facilities Impact Fee

Correctional Facilities Impact Fee Schedule

ITE LUC	Land Use	Impact Unit	Calculated Impact Fee	Current Adopted Impact Fee	Percent Change	FS 163.31801 Maximum Impact Fee	Percent Change	Phase I	Phase II	Phase III	Phase IV
Residential:											
251	Retirement Community - Detached (Single Family)	du	**$353.85**	$215.12	64.49%	$322.68	50.00%	$242.01	$268.90	$295.79	$322.68
310/311	Hotel/All Suites Hotel	room	**$406.76**	$220.63	84.36%	$330.94	50.00%	$248.21	$275.79	$303.37	$330.94
320	Motel	room	**$353.85**	$209.60	68.82%	$314.40	50.00%	$235.80	$262.00	$288.20	$314.40
560	Church	1,000 sf	**$155.43**	$77.74	99.94%	$116.61	50.00%	$87.46	$97.18	$106.89	$116.61
565	Day Care Center	1,000 sf	**$281.10**	$167.45	67.87%	$251.17	50.00%	$188.39	$209.31	$230.24	$251.17
941	Quick Lube	service bay	**$502.66**	$319.93	57.12%	$479.89	50.00%	$359.93	$399.91	$439.90	$479.89

Correctional Facilities Impact Fee had 6 of 57 different land use codes and classifications that reached over 50% increase

Road

Transportation Impact Fee Schedule

ITE LUC	Land Use	Unit	Calculated Impact Fee	Current Adopted Impact Fee	Percent Change	FS 163.31801 Maximum Impact Fee	Percent Change	Phase I	Phase II	Phase III	Phase IV
	RESIDENTIAL:										
560	Church	1,000 sf	**$5,372**	$2,416	122.35%	$3,624	50.00%	$2,718	$3,020	$3,322	$3,624
945	Gas Station w/Convenience Market 5,500+ sq ft	fuel pos.	**$15,579**	$9,262	68.20%	$13,893	50.00%	$10,420	$11,578	$12,735	$13,893
n/a	Mine/Commercial Excavation[9]	1,000 cy	**$28**	$14	100.00%	$21	50.00%	$16	$18	$19	$21

Road Impact Fees had 3 of 63 different land use codes and classifications that reached over 50% increase

School

Land Use	Unit	Current Adopted Fee	Calculated Impact Fee Rates	Dollar Change	Percent Change	F.S. 163.31801 Maximum Impact Fee	Dollar Change	Percent Change
Single Family	du	$8,790	$14,474	+$5,684.46	+65%	**$13,184**	**$4,394.46**	**50%**
Multi-Family	du	$2,844	$6,369	$3,524.81	+124%	**$4,266**	**+$1,421.81**	**+50%**
Mobile Home	du	$7,238	$11,579	+$4,340.55	60%	**$10,857**	**+$3,618.55**	**+50%**

Actual Cost Single Family Home (< 4,000 sq ft) with Water and Sewer

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$933.83	**$1,071.42**	$137.59
Parks - Regional	$2,694.32	**$2,249.93**	-$444.39
School	$8,789.54	**$8,789.54**	$0.00
Road	$8,090.00	**$8,601.00**	$511.00
Jail	$499.19	**$578.73**	$79.54
Library	$336.05	**$307.85**	-$28.20
EMS	$142.07	**$197.93**	$55.86
Government Buildings	$934.34	**$1,373.10**	$438.76
Law Enforcement	$586.95	**415.46**	-$171.49
Water – ¾'" Meter	$4,411	$4,411	$0.00
Sewer – ¾'" Meter	$4,081	$4,081	$0.00
TOTAL	**$31,498.29**	**$32,076.96**	**$578.67**
Overall % Increase			**1.84%**

Actual Cost Single Family Home (< 4,000 sq ft) with Water and Sewer & School

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$933.83	**$1,071.42**	$137.59
Parks - Regional	$2,694.32	**$2,249.93**	-$444.39
School	$8,789.54	$13,184.00	$4,394.46
Road	$8,090.00	**$8,601.00**	$511.00
Jail	$499.19	**$476.88**	-$22.31
Library	$336.05	**$307.85**	-$28.20
EMS	$142.07	**$197.93**	$55.86
Government Buildings	$934.34	**$1,373.10**	$438.76
Law Enforcement	$586.95	**415.46**	-$171.49
Water – ¾'" Meter	$4,411	$4,411	$0.00
Sewer – ¾'" Meter	$4,081	$4,081	$0.00
TOTAL	**$31,498.29**	**$36,369.57**	**$4,871.28**
Overall % Increase			**15.47%**

Actual Cost Single Family Home (+ 4,000 sq ft) with Water and Sewer

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$1,067.72	$1,322.09	$254.37
Parks - Regional	$3,080.67	$2,774.62	-$306.05
School	$8,789.54	$8,789.54	$0.00
Road	$9,864.00	$9,980.00	$116.00
Jail	$570.90	$714.31	$143.41
Library	$376.63	$379.64	$3.01
EMS	$159.33	$238.99	$79.66
Government Buildings	$1,047.91	$1,571.86	$523.95
Law Enforcement	$661.09	$513.09	-$148.00
Water – ¾'" Meter	$4,411.00	$4,411.00	$0.00
Sewer – ¾'" Meter	$4,081.00	$4,081.00	$0.00
TOTAL	**$34,109.79**	**$34,776.14**	**$666.35**
Overall % Increase			**1.95%**

Actual Cost Single Family Home (+ 4,000 sq ft) with Water and Sewer

Land Use	Current Adopted Fee	Proposed Impact Fee Rates	Difference
Parks - Community	$1,067.72	$1,322.09	$254.37
Parks - Regional	$3,080.67	$2,774.62	-$306.05
School	$8,789.54	$13,184.00	$4,394.46
Road	$9,864.00	$9,980.00	$116.00
Jail	$570.90	$714.31	$143.41
Library	$376.63	$379.64	$3.01
EMS	$159.33	$238.99	$79.66
Government Buildings	$1,047.91	$1,571.86	$523.95
Law Enforcement	$661.09	$513.09	-$148.00
Water – ¾'" Meter	$4,411.00	$4,411.00	$0.00
Sewer – ¾'" Meter	$4,081.00	$4,081.00	$0.00
TOTAL	**$34,109.79**	**$39,170.60**	**$5,060.81**
Overall % Increase			**14.84%**



CCPS

Collier County Public Schools

Impact Fee Update Study

June 10, 2025

benesch

HB 337 (2021)

- Limit on fee increases:
  - ✓Up to 25% increase: Over 2 years
  - ✓25% to 50% increase: Over 4 installments
  - ✓Cannot be increased more than 50%
  - ✓Cannot be increased more than once every four years
- Exception:
  - ✓A study within the past 12 months demonstrating extraordinary circumstances
  - ✓Two public workshops to discuss the extraordinary circumstances
  - ✓Increase to be approved by 2/3rd of the governing body

SB 1080 (2025)

- If signed, effective January 1, 2026:
  - **Only jurisdictions that increased their fees over the past five years are eligible for the exception clause**
  - A study within the past 12 months demonstrating extraordinary circumstances
  - Two public workshops to discuss the extraordinary circumstances
  - Increase to be approved by **unanimous vote** of the governing body

Extraordinary Circumstances

- Not defined in the statutes
- Jurisdictions that used this clause indicated:
  - High growth rate/permitting
  - Outdated or artificially low fees due to past policies
  - High-cost increases
  - A list of unfunded projects that need additional funding

Educational Facilities

Calculated Impact Fee Schedule

Residential Category	Impact Unit	Calculated Impact Fee	Current Adopted Impact Fee	Percent Change	F.S. 163.31801 Maximum Impact Fee	Percent Change
Single Family Detached	du	**$15,757**	$8,790	79%	$13,184	50%
Multi-Family (Apt/Condo)	du	**$6,666**	$2,844	134%	$4,266	50%
Mobile Home Park	du	**$12,727**	$7,238	76%	$10,857	50%

Without the Exception Clause

Phased Impact Fee Schedule

Residential Category	Impact Unit	Current Adopted Impact Fee	Year 1	Year 2	Year 3	Year 4
Single Family Detached	du	$8,790	$9,888	$10,987	$12,085	$13,184
Multi-Family (Apt/Condo)	du	$2,844	$3,200	$3,555	$3,911	$4,266
Mobile Home Park	du	$7,238	$8,143	$9,048	$9,952	$10,857

With the Exception Clause

- Full calculated impact fees can be adopted at 100%
- Phasing of fees is optional, not required

Residential Category	Impact Unit	Calculated Impact Fee	Current Adopted Impact Fee	Percent Change	F.S. 163.31801 Maximum Impact Fee	Percent Change
Single Family Detached	du	**$15,757**	$8,790	79%	$13,184	50%
Multi-Family (Apt/Condo)	du	**$6,666**	$2,844	134%	$4,266	50%
Mobile Home Park	du	**$12,727**	$7,238	76%	$10,857	50%

Educational Facilities

School Impact Fee Rate Comparison – Single Family (2,000 square feet)

County	Study Date	Adoption Percent	Single Family (per du)	
			Adopted Fee	Fee @ 100%
Miami-Dade County	1995	100%	$2,448	$2,448
Citrus County	2021	50%	$2,059	$4,117
Indian River County	2020	28%	$1,310	$4,680
St. Johns County	2018	100%	$5,940	$4,725
Baker County	2005	52%	$2,592	$5,000
Nassau County	2017	100%	$5,431	$5,431
St. Lucie County	2005	100%	$6,786	$5,447
Lee County	2018	53%	$2,879	$5,484
Martin County	2007	100%	$5,567	$5,567
Sarasota County*	2022	Varies – SF @48%	$3,048	$6,306
Flagler County	2021	Varies – SF @83%	$5,950	$7,175

*Fees shown effective January 1, 2026

Educational Facilities

School Impact Fee Rate Comparison – Single Family (2,000 square feet)

County	Study Date	Adoption Percent	Single Family (per du)	
			Adopted Fee	Fee @ 100%
Hillsborough County	2020	100%	$8,227	$8,227
Volusia County	2022	85%	$7,022	$8,262
Palm Beach County*	2022	Varies – SF @95%	$7,906	$8,322
Hernando County*	2022	70%	$6,135	$8,764
Broward County**	2019	Varies – SF @97%	$8,809	$9,049
Manatee County*	2023	Varies – SF @96%	$9,190	$9,524
Orange County	2020	100%	$9,513	$9,560
Brevard County	2015	50%	$5,097	$10,193
Marion County	2023	40%	$4,307	$10,768
Collier County	**2015**	**79%**	**$8,790**	**$11,164**

*Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees.

**Fee shown reflects single family homes with three or fewer bedrooms

Educational Facilities

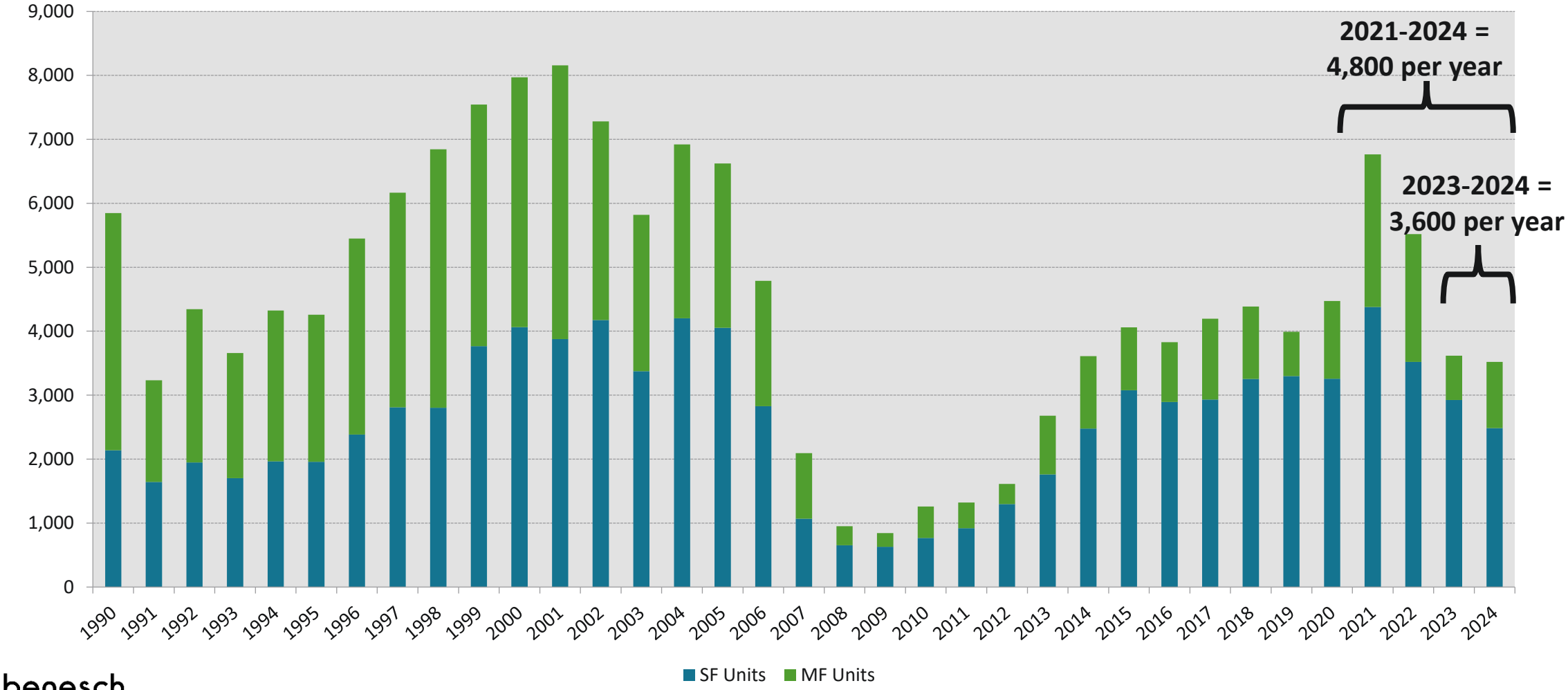
School Impact Fee Rate Comparison – Single Family (2,000 square feet)

County	Study Date	Adoption Percent	Single Family (per du)	
			Adopted Fee	Fee @ 100%
Hendry County	2023	40%	$4,531	$11,328
Lake County	2023	100%	$12,021	$12,021
Seminole County	2017	73%	$9,000	$12,322
Clay County*	2022	Varies – SF @83%	$10,551	$12,680
Osceola County	2021	100%	$12,923	$12,923
Pasco County*	2024	Varies-SF @94%	$12,328	$13,163
Collier – Maximum Allowable	**2025**	**N/A**	**N/A**	**$13,184**
Polk County	2024	85%	$12,187	$14,338
Collier County – Calculated	**2025**	**N/A**	**N/A**	**$15,757**

*Fees adopted in compliance with the 50% limit phasing requirements per F.S. 163.31801. Fees shown reflect fully phased-in fees.

Revenue Implications

Residential Permitting Trend



Revenue Implications

Five-Year Revenue Projections (2026-2030)

Scenario	Phased Impact Fees wo/Exception Clause	Full Calculated Impact Fees with Exception Clause
Low Permitting Scenario -- **3,600** residential permits per year	$124.2 M	$169.9 M
High Permitting Scenario -- **4,800** residential permits per year	$157.2 M	$217.0 M

Next Steps

- Recommendation to Board of County Commissioners
- Implementation Process



Questions?

Attendance Roster – Date: June 19, 2025

DSAC – Impact Fee Review Subcommittee

****Must have (3) members for a quorum****

Committee Members	
Name	**Signature**
Clay Brooker:	
Nick Kouloheras:	
Robert Mulhere:	
Mario Valle:	
Bill Varian: EXCUSED	

Staff Members	
Gino Santabarbara, Manager-Impact Fees	Present
Heather Cartwright-Yilmaz, Management Analyst	Present

Attendance Roster – Date: June 19, 2025

DSAC – Impact Fee Review Subcommittee

Public Sign-in Sheet

Please Print

NAME	REPRESENTING	PHONE NO.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

June 02, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Development Services Advisory Committee
Impact Fee Review Subcommittee
Collier County, Florida

June 19, 2025
3:00 p.m.

Notice is hereby given that the **Collier County Development Services Advisory Committee – Impact Fee Review Subcommittee (DSAC-IFR)** will meet on **Thursday, June 19, 2025,** at **3:00 p.m.** in Conference Room 609/610 of the Growth Management Community Development Department building, 2800 N. Horseshoe Drive, Naples, Florida.

This meeting will be dedicated to the extraordinary circumstances necessitating the need to exceed the phase-in limitations of school impact fees as set forth in Florida Statutes §163.31801(6)(b), (c), (d), or (e). The meeting will also inform the public about the recently completed impact fee study and the demonstrated needs study, both of which support the proposed increase beyond the limits authorized under Florida Statutes §163.31801(6)(b), (c), (d), or (e).

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item.

About the public meeting:
Two or more members of the Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future Board of County Commissioners meeting.

All interested parties are invited to attend and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations in order to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Heather Cartwright-Yilmaz at (239) 252-8389.

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MINUTES OF THE COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE
IMPACT FEE REVIEW SUBCOMMITTEE MEETING
Naples, Florida
June 19, 2025

LET IT BE REMEMBERED, the Collier County Development Services Advisory Committee Impact Fee Review Subcommittee and Collier County, having conducted business herein, met on this date at 3:00 PM in REGULAR SESSION at Growth Management Community Development Department Room 609/610 2800 N. Horseshoe DR with the following members present.

Chairman: Mario Valle
Clay Brooker
Nick Kouloheras
Robert Mulhere
Bill Varian (Excused)

The following County Staff were in attendance:
Gino Santabarbara, Manager, Impact Fees – Corporate Financial & Management Services
Heather Cartwright -Yilmaz, Management Analyst / Staff Liaison, GMCD
Kevin Summers, Manager, Technical Systems Operations - GMCD - Zoom

Any person who decides to appeal a decision of This Board you will need a record of the proceedings pertaining thereto and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, Neither Collier County nor This Board shall be responsible for providing this record.

1. **CALL TO ORDER – CHAIRMAN**
   Chairman - Mario Valle
   Development Service Advisory Committee – Impact Fee Review Subcommittee, Thursday, 19th June 2025 was called to order at 3:00 PM

   a. Selection of Committee Chairman and Vice Chairman
      Mario Valle - Chairman
      Bill Varian - Vice Chairman

2. **APPROVAL OF AGENDA**
   Motion to Approve by Mario Valle
   Seconded by Clay Brooker

   Motion to move item B and E to be heard last or to a later date by Mario Valle
   Seconded by Clay Brooker
   Motion passed

3. **Old Business**
   None

4. **New Business**
   a. Collier School Impact Fee Studies Update – DRAFT Report

Gino Santabarbara
Slide presentation - Prepared by Benesch and presented to the school board on 6/10/25

Current HB337 (2021)
Any increase in impact fees to be phased in

- 25% requires 2-year phase in.
- 25%-50% Requires installments over 4 years to phase in.
- Cannot be increased more than 50% (without Exemption).
- Cannot be increased more than one every 4 years. (without exemption).
- Board must approve Exemption by 2/3 majority.
- Governing body is Board of County Commissioners.

SB1080 (2025)
If Signed, effective January 1st, 2026

- Only jurisdictions that increased their fees over the past 5 years are eligible for the exception clause.
- Requires a study within the past 12 months demonstrating extraordinary circumstances.
- Two public workshops to discuss extraordinary circumstances.

- Increased to be approved by unanimous vote of the governing body vs 2/3 requirement from HB337.
- Plan to have this to Board of county commissioners by the fall.

Extraordinary circumstances would be the following:
- High growth rate/permitting.
- Outdated or artificially low fees due to past policies.
- High-Cost increases.
- A list of unfunded projects that need additional funding.

Discussion on School impact fees
Impact fees are county wide, they do not differ by location or area.
74% of permitting is for single family homes, 23% multi family.
Majority of projected growth and future building will be east of 951. Land cost was based off current price of $75K per acre when the cost east of 951 is $23k-$25k per acre.
Board requests clarification from Benesch- for how they arrived at their land cost projections. Gino to clarify with consultant.
Board requests clarification from Benesch- on why cost for Charter schools is not in report. Gino to clarify with consultant.
Board suggests consultant meeting with them by Zoom or in person to go over report and answer questions at one of their next meetings. Gino will follow up with consultant for available dates and times.
Collier County is at 79% of impact fee allocated since 2015 for schools. 1 High school and 2 middle schools have been built using funds solely from impact fees.

Reviewed Projected revenue (2026-2030) - slide

School board decided not to go with the extraordinary circumstances. They are moving forward with State Statute CAP of 50%.

- Next steps- Recommendations to Board of County commissioners and Implementation process.
- Mr. Mulhare- Confirmed they will not be making any motions today. Just reviewing presentations, gathering information and will make a decision at a later date.

Reviewed remaining slides in 6/10/2025 Impact fee study presentation

b. Collier County Correctional Facilities Impact Fee Study – DRAFT Report 10-31-2024 – **Did not discuss at today's meeting.**
c. Collier County Emergency Medical Services Impact Fee Update Study – DRAFT Report 10-31-2024
   - Impact fees for fast food are $210,000.
   - Command center for Hurricanes included in impact fee projections when there are no plans to build a new one. Mr. Valle asked for clarification why. If removed the impact fee would drop by 28%. Page 6 table 1.
   - Projected growth would not require a new command center.
   - Mr. Valle requested clarification on land cost for the "Assumption that future purchases will be more heavy in residential areas." Referenced again that the majority of the growth will be east of 951 and cost of land will be significantly cheaper than stated in the study.

- Mr. Valle requested clarification on functional population. To understand how they arrived at their numbers.
- Mr. Kouloheras - asked for clarification on interoperating agreements between the Police and Fire Department for new stations that are being built to be collocated into one facility.
- Mr. Santabarbara- Advised he will send the approved AUIR report with locations and details of the plan to build over the next 5 years. It will show where EMS stations are proposed to be built.

d. Collier County General Government Buildings Impact Fee Update Study – DRAFT Report 10-31-2024
Did not discuss at today's meeting.

e. Collier County Law Enforcement Impact Fee Update Study – DRAFT Report 10-31-2024
Did not discuss at today's meeting.

f. Collier County Library Facilities Impact Fee Update Study – DRAFT Report 10-31-2024
Did not discuss at today's meeting.

g. Collier County Parks and Recreation Impact Fee Update Study – DRAFT Report 10-31-2024
- Discussed level of service- Park facilities not being built in a specific time.
- 2024 AUIR level of service 1.2 acres per 1000 persons.
- Based on 2024 AUIR no deficit until 2026-2027.
- If a new community park is not built prior we will not meet level of service.
- Regional parks level of service is 2.7acres per 1000 persons.
- No deficit anticipated in the next 5 years.
- Mr. Brooker asked for clarification on why beaches are not included in the impact study.

h. Collier County Road Impact Fee Update Study – DRAFT Report 10-31-2024
Did not discuss at today's meeting

Mr. Santabarbara- Requested board to send him any questions they have so he can work with Benesch and get all questions answered prior to next meeting.

5. PUBLIC SPEAKERS

None

6. REMINDERS OF UPCOMING DSAC-IFR SUBCOMMITTEE MEETING DATES DISCUSSION:

a. Wednesday, July 16, 2025
b. Wednesday, August 20, 2025 - Mr. Brooker confirmed he cannot make this meeting
c. Wednesday, September 17, 2025

Mario Valle - Chair

Made a motion to adjourn the meeting.

7. ADJOURN

There being no further business for the good of the County, the meeting was adjourned by the order of the chairman at 5:00 p.m.

COLLIER COUNTY
DEVELOPMENT SERVICES ADVISORY COMMITTEE
IMPACT FEE REVIEW SUBCOMMITTEE

Mario Valle, Chairman

These minutes were approved by the Committee/Chairman on 9/26/16,
(check one) as submitted ✓ or as amended _____.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

colliercountyfl.gov
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youtube.com/CollierGov

July 30, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Forest Lakes Roadway & Drainage MSTU Advisory Committee
Collier County, Florida

August 5, 2025
10:00 a.m.

Notice is hereby given that the **Forest Lakes Roadway & Drainage Municipal Service Taxing Unit MSTU Advisory Committee** will meet on **Tuesday, August 5, 2025,** at **10:00 a.m.** in the Clubhouse at Forest Lakes, 1058 Forest Lakes Drive, Naples, Florida.

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item.

The agenda will be available on the Collier County Government website at www.collierptne.com/mtsu/forest-lakes-roadway-drainage-advisory-commitee/

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

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For more information, call Dan Schumacher at (239) 252-5775.

FOREST LAKES

ROADWAY AND DRAINAGE M.S.T.U. ADVISORY COMMITTEE

8300 Radio Road
Naples, FL 34104

AGENDA

August 5, 2025

I. CALL TO ORDER

II. ATTENDANCE

Advisory Committee:

Greg Pollock – Chair (4/21/2026)
Kathy Thomson – Vice Chair (4/21/2027)
Patrick Bernal (4/21/2027)
Marianne Fanning (4/21/2026)
Jerry Norsic (4/21/2028)

County Staff:

Ellen Sheffey – Director, PTNE (Interim)
Dan Schumacher – MSTU Project Manager

Contractor(s):

Aaron Gross – Ground Zero Landscaping

III. APPROVAL OF AGENDA

IV. APPROVAL OF MINUTES – JUNE 3, 2025

V. CONTRACTOR REPORTS

A. Ground Zero Landscaping – Aaron Gross

VI. PROJECT MANAGERS REPORT – Dan Schumacher

A. BUDGET REPORT
B. Ordinance Amendment –
   - August 12th BCC Agenda Item for Approval
     - Lake 15 Wall Replacement
     - Lakes Rip-Rap Replenishment
C. September Committee Meeting Date

VII. ONGOING BUSINESS

A. Shopping Center Screening – Fence & Riprap Berm
B. Sidewalk Light Poles –
   - Lamp Replacements
   - Pole #33 Replacement (Woodshire Ln)

VIII. NEW BUSINESS

IX. COMMITTEE MEMBER COMMENTS

X. PUBLIC COMMENTS

XI. ADJOURNMENT

NEXT MEETING

SEPTEMBER 2ND, 2025 - 10:00 AM
FOREST LAKES CONDO ASSOCIATION CLUBHOUSE
1058 FOREST LAKES DRIVE, NAPLES, FL 34112
(239) 261-5497

FOREST LAKES

ROADWAY AND DRAINAGE M.S.T.U.
ADVISORY COMMITTEE
8300 Radio Road - Naples, FL 34104

MINUTES

JUNE 3, 2025

I. CALL TO ORDER

Chair Pollock called the meeting to order at 10:00 A.M. Roll call was taken, and a quorum of four was present.

II. ATTENDANCE

Advisory Committee	Greg Pollock – Chair
	Kathy Thomson – Vice Chair
	Patrick Bernal
	Marianne Fanning
	Jerry Norsic
Staff	Brian Wells – Director, PTNE (Excused)
	Dan Schumacher – Project Manager
	Rosio Garcia – Operations Coordinator (Excused)
Contractors	Aaron Gross – Ground Zero Landscaping
	Wendy Warren – Premier Staffing (Transcription)
Public Attendees	Barbara Bell – Resident
	Doug Burnham – General Manager, Quail Run GC
	Jack Hedenstrom – Resident
	Deborah Hestrup – Resident
	Tom Kinnery – Quail Run GC
	Stacie Young – Resident

III. APPROVAL OF AGENDA

Vice Chair Thomson moved to approve the June 3, 2025, Agenda of the Forest Lakes Roadway and Drainage Advisory Committee MSTU. Second by Mr. Norsic. Carried unanimously 4 - 0.

IV. APPROVAL OF MINUTES – May 6, 2025

Vice Chair Thomson moved to approve the minutes of the May 6, 2025, Forest Lakes MSTU Advisory Committee meeting as amended:

- *Page 3* Project Manager's Report, Committee Discussion: *Property Tax Pie Chart*, prepared by Stacie Young: estimated percentage allocation of Property Taxes per household indicates MSTU assessed taxes are 28% of the total.
  …," to …. *Property Tax Pie Chart*, prepared by **Kathy Thomson**: estimated percentage allocation of Property Taxes per household indicates MSTU assessed taxes are 28% of the total …).

Second by Mr. Bernal. Carried unanimously 4 – 0.

V. CONTRACTOR REPORTS

A. Ground Zero Landscaping – Aaron Gross

Mr. Gross reported:

- Landscaping is well trimmed and in good condition.
- Seasonal annuals will be planted at the entrance.
- Trees with limbs encroaching on lamp poles will be pruned back.
- Plants and shrubs were sprayed with insecticide, as necessary.

Mr. Schumacher distributed the WeatherTRAK Single Controller Measured Usage History report which records irrigation system function detailing water usage, including actual and estimated consumption, by site, controller, and station. The system is performing well.

VI. PROJECT MANAGERS REPORT – Dan Schumacher

A. Budget Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*
Forest Lakes MSTU Fund 1626 Budget for June 3, 2025, prepared May 27, 2025.

Mr. Schumacher provided an overview of the budget highlighting:

Purchase Orders

1. City of Naples – reclaimed irrigation water.
2. DeAngelo Contracting/Tigris – Lake's maintenance, aquatic vegetation control.
3. FPL – electricity.
4. Ground Zero Landscaping – grounds maintenance
   a. Incidentals – landscape materials and refurbishment.
   b. Maintenance – regular landscape, swales & irrigation maintenance.
5. Lake Doctors – lake fountain(s).
6. LJA Engineering – Engineering consulting services.
6. Pavement Maintenance – concrete sidewalk curbs.
7. Preferred Materials – Roadway repaving.
8. Premier Staffing – transcription services.
9. Simmonds Electrical – lighting & general electrical services.
10. SiteOne Landscape Supply – irrigation parts and pumps.

Budget Summary

1. Line 1, Revenue – Of the $1,268,800 Millage assessed, $1,260,109 has been collected, leaving an outstanding balance of $8,690.
2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds 2,504,100.
3. Line 3, Revenue Total – A total of $3,772,900.
4. Line 22, Operating Expense – Of the $311,060 budgeted, $174,413 is committed to existing Purchase Orders and $94,544 is expended, leaving the remainder of $32,102 available within budget for additional operating expenses as needed.
5. Line 28, County Overhead – Of the $108,500 budgeted, $105,448 has been transferred and a balance of $3,051 remains for transfer. (PTNE Staff & support, Property Appraiser & Tax Collector).
6. Line 31, Capital Reserves' total balance is $3,353,200.
   i. Reserves for Capital (29) – a balance of $2,953,200 remains for improvement projects.
   ii. Reserves for Roadway Paving (30) – a $400,000 earmark.

7. Line 32, All Expenses – Of the $3,772,900 budgeted, $174,413 remains committed to existing Purchase Orders and $210,122 has been expended, leaving $3,388,364 available within budget for additional expenses as needed.
8. Line 33, FY-25 Budget Grand Total – budgeted Revenues (Line 3) and All Expenses (Line 32) are equal and cancel-out, $174,413 remains committed to existing Purchase Orders, collected Revenues exceed Expenses by $1,049,987 and $875,573 are Unexpended.

General

1. MSTU Tax Rate: 4.0 Mills to maintain MSTU Roadways and Stormwater Drainage within the taxing district.
2. The Ad Valorem property tax value increased 7.65% for fiscal year 2025 over 2024 generating additional revenue of $87,975.
3. Funds collected by the Forest Lakes MSTU cannot be utilized outside of the MSTU.

Mr. Schumacher noted:

- DeAngelo Contracting Services, LLC, the Lakes Maintenance/Aquatic Weed Control contractor, was acquired by Tigris. A new Purchase Order will be issued and services, including weed control, will be scheduled.
- A work order has been processed for LJA Engineering Services. Upon receipt, a Notice to Proceed with the survey required for the Woodshire Lane fence installation will be issued.
- Funds will be moved from Operating Expenses, Line 22, to Lighting Maintenance, Line 15 to fund streetlamp repairs by Simmonds Electrical.
- Roadway paving expenditures are defined as "repairs to existing assets." A budget amendment will transfer the funds earmarked for roadway paving in the Capital Reserves category, Line 31, to the Other Contractual category, Line 8.

Fiscal Year 2026 MSTU Millage

Mr. Schumacher submitted the Committee's recommendation to reduce the millage rate to 2.5000 mills for FY-26 to the Office of Management and Budget.

B. Ordinance Amendment

Mr. Schumacher reported:

- The County Attorney's office advised that stormwater drainage on the Quail Run property are outside of the existing MSTU responsibilities, which specifically address only "roadway-related drainage."
- An amendment to change the MSTU ordinance to broaden the scope of roadway related stormwater activities to include the golf course, walls and riprap, is required to address the issues.
- The County Attorney will review and provide an opinion on the proposed amendment.
- An "Executive Summary" will be written for consideration by the Board of County Commissioners (BCC).
- Upon a recommendation from the Advisory Committee, the amended Ordinance will be submitted to the BCC for approval.

Lake 15 Wall Replacement and Lake Riprap Replenishment

Lake wall replacement and riprap replenishment will be incorporated into the amended Ordinance being drafted permitting the MSTU to undertake repairs to the Quail Run Golf Club property.

C. Lakes Maintenance (Aquatic Vegetation Control)

Mr. Schumacher reported:

- Tigris Aquatic Services, formerly DeAngelo Contracting Services, treated all the lakes and riprap, including the lily pads (Lake #14) and the balloon (Lake #16), in Quail Run Golf Club for weed control.
- The next service is scheduled for June/July 2025.

Forest Lakes MSTU Projects

Mr. Schumacher provided a recap of projects currently underway:

Rank	Vendor	Subject	Action
1	LJA / ABB Fence	Woodshire Property Line	Survey
2	BCC Agenda	Lake #15 Wall Repair	Ordinance Change
3	Simmonds Ele	48 + Lamp Replacements	75 Bulbs In-stock
4	Carter Fence	Fence - Woodshire Equip & Install	Order Upon Survey
5	Simmonds Ele	Lamp Pole Replacement - Sternberg	RFQ
6	Preferred Materials	Rip-Rap Stone for Lake Perimeters	Ordinance & RFQ
7	Engr - Library-ST	Lake #15 Wall Repair	Design
8	Marine - Library	Lake #15 Wall Repair	RFQ & Award Installation
9	Outdoor Lighting	Entryway Low Volt Lighting	Quote & Repair*
10	LJA / ABB	Swales Data, Plats, & Easements	Data Analysis
11	Proj Mgr	Capital Asset Plan - FY25	Update

*E verification documentation is pending to establish the supplier as a County vendor.

VII. ONGOING BUSINESS

A. Shopping Center Screening – Survey & Fence

Mr. Schumacher reported:

Fence Installation Woodshire Lane/Pine Ridge Crossing Shopping Center

- LJA Engineering submitted a proposal dated June 2, 2025, in the amount of $2,301.00 to provide professional surveying services to stake the property line between the Crossings Shopping Center and the Forest Lakes Community boundary.
- A Purchase Order, anticipated week ending June 14th, will be issued to LJA Engineering to survey and mark the boundary.
- LJA will perform survey services within two weeks of receipt of the Purchase Order.
- Carter Fence Company provided an estimate dated May 30, 2025 in the amount of $12,900.00, to install a galvanized fence, or $15,025.00 for all black vinyl, extending from the existing fence running south of this area to The Crossings parking lot entrance off Woodshire Lane at the north end.
- Carter Fence Company will secure the required permit at a cost not to exceed $650.00.
- Upon installation of the fence extension, Ground Zero Landscaping will install a low block paver wall (approximately 15-foot length) along the base of the fence and ravine, and lay sod to address erosion.

Mr. Norsic motioned to proceed with Carter Fence Company's installation of a black vinyl coated fence, Estimate #57657, dated May 30, 2025 in the amount of $15,025.00, plus permitting cost, along the shared property line area between Woodshire Lane and the Pine Ridge Crossing Shopping Center upon completion of a survey by LJA Engineering. Second by Mr. Bernal. Carried unanimously 4 – 0.

B. Sidewalk Light Poles

Mr. Schumacher reported:

Lamp replacement

- Seventy-five GE brand High Pressure Sodium (HPS) bulbs will be ordered for lamp replacements on forty-eight poles at a cost of $1,110.75.
- A request was sent to Simmonds Electrical to undertake the task of installing the bulbs.
- Additional quantities may be ordered to ensure inventory for future outages.
- A retrofit conversion option to replace the HPS lamps, which are being phased out with amber LED's, will be considered when an option becomes available.

Pole #33 Replacement (Woodshire Lane)

- Sternberg will provide a cost quote to install a replacement for pole #33.
- An accident report was obtained from the Sheriff's Office and an insurance claim filed with the County Risk Management Division.

Ms. Fanning joined the meeting at 10:30 A.M. A quorum of five was present.

VIII. NEW BUSINESS

A. Swale Vegetation – Forest Lakes Boulevard

Mr. Schumacher reported:

- The roadside swale fronting 1706 Forest Lakes Boulevard is cluttered with debris.
- Ground Zero Landscaping provided an estimate to clean out the debris.
- The swales effectiveness to alleviate roadside drainage will be evaluated during the rainy season after the debris is cleared.

IX. COMMITTEE MEMBER COMMENTS

None

X. PUBLIC COMMENTS

Mr. Burnham expressed his appreciation to the MSTU Committee Members and Staff for working with the QRGC to resolve drainage issues vital to the community. He hopes the repair of the Lake #15 wall, which has been a lengthy process, is undertaken shortly and looks forward to a continuation of partnership in the future.

Mr. Schumacher reported:

Entryway Lighting

- Upon receipt of E-Verify documentation, Outdoor Lighting Perspectives will be established as a County vendor and a Purchase Order will be issued to repair the landscape lighting on the entrance median.
- Fixture height will be determined with consideration given to an increase from the current position.
- An alternative vendor will be sourced if Outdoor Lighting Perspectives does not respond in a timely manner.

Entryway Construction

- Hotwire Communications laid conduit for telecommunication services along the sidewalk on Pine Ridge Road bordering the community entrance. Damaged grass was replaced with sod.

Woodshire Villas Code Complaint Update

Mr. Hedenstrom of Woodshire Villas reported a response was received to the Code Complaint filed with the County stating the hedge planted by Kite Realty Group on the shared property line with Pine Ridge Crossing does not conform to code specifications. The findings confirmed the hedge did not meet code requirements. He will forward the document to Mr. Schumacher.

XI. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned by the Chair at 10:45 A.M.

FOREST LAKES ROADWAY AND DRAINAGE MSTU ADVISORY COMMITTEE

_____

Greg Pollock, Chair

The Minutes were approved by the Committee on _____,2025 as presented ____, or as amended ____.

https://www.collierptne.com/forest-lakes-roadway-drainage-advisory-committee/

NEXT MEETING: **AUGUST 5, 2025 - 10:00 A.M.**
FOREST LAKES CONDO ASSOCIATION CLUBHOUSE
NAPLES, FL 34105
(239) 261-5497

Forest Lakes M.S.T.U.
Fund 1626
August 5, 2025

	FY-25	Vendor	Item	PO#	Budget	Commitments	Expenditures	Available
1	MILLAGE COLLECTED & INTEREST		MSTU Revenues		$ (1,268,800.00)	$ -	$ (1,307,902.75)	$ 39,102.75
2	CARRY FORWARD		Unexpended Prior Year Funds		$ (2,504,100.00)	$ -	$ -	$ (2,504,100.00)
3	**ALL REVENUES**				**$ (3,772,900.00)**	**$ -**	**$ (1,307,902.75)**	**$ (2,464,997.25)**
4	ENG. FEES & OTHERS (631400)	LJA Engineering	Survey	TBD	$ 14,860.00	$ 2,301.00	$ -	$ 12,559.00
5	INDIRECT COST REIMBURSE	Collier County	Indirect Cost	Direct Pay	$ 3,900.00	$ -	$ 3,900.00	$ -
6	INTERDEPARTMENT PAYMENT	IGC#100474	30x30 Stop Sign @51 Forest Lakes Blvd			$ -	$ 50.75	$ (50.75)
		Ground Zero Landscaping	Non-Bid Schedule Items	4500233638		$ 2,280.00	$ 720.00	
		Ground Zero Landscaping	Landscape Incidentals	4500233638		$ 3,973.60	$ 11,026.40	
7	LANDSCAPE INCIDENTALS (634990)				$ 10,000.00	$ 6,253.60	$ 11,746.40	$ (8,000.00)
		Ground Zero Landscaping	Grounds Maintenance	4500233638		$ 14,617.00	$ 51,383.00	
		Preferred Materials	Woodshire Ln Repaving	4500237693		$ 97,219.38	$ -	
		Preferred Materials	Forest Lakes Dr	4500237734		$ 16,512.33	$ -	
8	OTHER CONTRACTUAL (634999)				$ 100,000.00	$ 128,348.71	$ 51,383.00	$ (79,731.71)
		Mettauer Environmental	Lakes - Aquatic Vegetation Control	4500233643		$ 100.00	$ 2,875.00	
		Pavement Maintenance	Concrete Sidewalks, Curbs	4500233648		$ 3,980.00	$ 21,020.00	
		DeAngelo Contracting	Lakes - Aquatic Vegetation Control	4500238403		$ 10,000.00		
9	OTHER CONTRACTUAL (639990)				$ 140,600.00	$ 14,080.00	$ 23,895.00	$ 102,625.00
10	ELECTRICITY	FPL	Electricity	4700005161	$ 13,500.00	$ 4,548.19	$ 9,751.81	$ (800.00)
11	WATER & SEWER	City of Naples	Water - Reclaimed Irrigation	4700005192	$ 3,000.00	$ 1,802.04	$ 1,197.96	$ -
12	INSURANCE GENERAL	Collier County	Insurance	Direct Pay	$ 600.00	$ 150.00	$ 450.00	$ -
13	SPRINKLER SYSTEM	SiteOne	Irrigation Parts & Pumps	4500235293	$ 1,500.00	$ 3,276.56	$ 223.44	$ (2,000.00)
14	MULCH				$ 1,000.00	$ -	$ -	$ 1,000.00
		1000 Bulbs	HPS Lightpole Lamps	P-Card		$ -	$ 1,110.75	
		Simmonds Electrical	Electrical Services	4500233651		$ 485.03	$ 9,514.97	
15	LIGHTING MAINTENANCE (646451)				$ 6,000.00	$ 485.03	$ 10,625.72	$ (5,110.75)
16	LICENSE & PERMITS				$ 2,000.00	$ -	$ -	$ 2,000.00
		Premier Staffing	Transcription	4500234228		$ 1,359.25	$ 1,618.65	
17	OTHER MISCELLANEOUS (649990)				$ 3,000.00	$ 1,359.25	$ 1,618.65	$ 22.10
18	OFFICE SUPPLIES				$ 100.00	$ -	$ -	$ 100.00
19	COPYING CHARGES	J.M. Todd	Copier CPC	4500234730	$ 200.00	$ 40.29	$ 109.71	$ 50.00
20	FERT HERB CHEM				$ 500.00	$ -	$ -	$ 500.00
21	OTHER OPERATING				$ 300.00	$ -	$ -	$ 300.00
22	**OPERATING EXPENSES**				**$ 301,060.00**	**$ 162,644.67**	**$ 114,952.44**	**$ 23,462.89**
23		Lake Doctors	Lake #9 Fountain Replacement	4500237453	$ 10,140.00	$ -	$ 10,130.10	$ 9.90
24	**IMPROVEMENTS GENERAL (763100)**				**$ 10,140.00**	**$ -**	**$ 10,130.10**	**$ 9.90**
25	PTNE STAFF & DIVISION OVERHEAD				$ 72,600.00	$ -	$ 72,600.00	$ -
26	PROPERTY APPRAISER				$ 9,400.00	$ -	$ 9,208.79	$ 191.21
27	TAX COLLECTOR				$ 26,500.00	$ -	$ 26,419.19	$ 80.81
28	**COUNTY OVERHEAD**				**$ 108,500.00**	**$ -**	**$ 108,227.98**	**$ 272.02**
29	RESERVES FOR CAPITAL				$ 2,953,200.00	$ -	$ -	$ 2,953,200.00
30	RESERVES FOR ROADWAY REPAVING				$ 400,000.00	$ -	$ -	$ 400,000.00
31	**CAPITAL RESERVES**				**$ 3,353,200.00**	**$ -**	**$ -**	**$ 3,353,200.00**
32	**ALL EXPENSES**				**$ 3,772,900.00**	**$ 162,644.67**	**$ 233,310.52**	**$ 3,376,944.81**
33	**FY-25 BUDGET GRAND TOTAL**		= ALL REVENUES - ALL EXPENSES		**$ -**	**$ 162,644.67**	**$ (1,074,592.23)**	**$ 911,947.56**

Forest Lakes M.S.T.U.
Fund 1626
August 5, 2025

129,715,669	FY 13 Final Taxable Value	-2.4%		
129,977,881	FY 14 Final Taxable Value	0.2%		
140,171,072	FY 15 Final Taxable Value	7.8%		
152,711,783	FY 16 Final Taxable Value	8.9%		
165,722,702	FY 17 Final Taxable Value	8.5%		
190,428,196	FY 18 Final Taxable Value	14.9%		
202,132,375	FY 19 Final Taxable Value	6.1%		
210,299,015	FY 20 Final Taxable Value	4.0%		
219,999,549	FY 21 Final Taxable Value	4.6%		
227,701,198	FY 22 Final Taxable Value	3.5%		
257,799,765	FY 23 Final Taxable Value	13.2%	+7.0% Average	
294,456,887	FY 24 Final Taxable Value	14.2%		
$316,450,549	**FY 25 Gross Taxable Value**			
7.65%	**Adjustment FY 24 to FY 25**			
	FY 25 Gross MSTU Revenue	FY 24		
Millage	**4.0000**	4.0000	**4.0 mill cap**	
Tax Dollars	**$1,265,802**	$1,177,828	**$87,975**	**Increase**

Total Available Balance	**$**	**3,376,944.81**
Plus Commited And Not Spent	**$**	**162,644.67**
Estimated Cash	**$**	**3,539,589.48**

Prepared 07.28.2025 MV

FOREST LAKES

ROADWAY AND DRAINAGE M.S.T.U. ADVISORY COMMITTEE

8300 Radio Road - Naples, FL 34104

MINUTES

JUNE 3, 2025

I. CALL TO ORDER

Chair Pollock called the meeting to order at 10:00 A.M. Roll call was taken, and a quorum of four was present.

II. ATTENDANCE

Advisory Committee	Greg Pollock – Chair
	Kathy Thomson – Vice Chair
	Patrick Bernal
	Marianne Fanning
	Jerry Norsic
Staff	Brian Wells – Director, PTNE (Excused)
	Dan Schumacher – Project Manager
	Rosio Garcia – Operations Coordinator (Excused)
Contractors	Aaron Gross – Ground Zero Landscaping
	Wendy Warren – Premier Staffing (Transcription)
Public Attendees	Barbara Bell – Resident
	Doug Burnham – General Manager, Quail Run GC
	Jack Hedenstrom – Resident
	Deborah Hestrup – Resident
	Tom Kinnery – Quail Run GC
	Stacie Young – Resident

III. APPROVAL OF AGENDA

Vice Chair Thomson moved to approve the June 3, 2025, Agenda of the Forest Lakes Roadway and Drainage Advisory Committee MSTU. Second by Mr. Norsic. Carried unanimously 4 - 0.

IV. APPROVAL OF MINUTES – May 6, 2025

Vice Chair Thomson moved to approve the minutes of the May 6, 2025, Forest Lakes MSTU Advisory Committee meeting as amended:

- *Page 3* Project Manager's Report, Committee Discussion: *Property Tax Pie Chart*, prepared by Stacie Young: estimated percentage allocation of Property Taxes per household indicates MSTU assessed taxes are 28% of the total.
  …," to …. *Property Tax Pie Chart*, prepared by **Kathy Thomson**: estimated percentage allocation of Property Taxes per household indicates MSTU assessed taxes are 28% of the total …).

Second by Mr. Bernal. Carried unanimously 4 – 0.

V. CONTRACTOR REPORTS

A. Ground Zero Landscaping – Aaron Gross

Mr. Gross reported:

- Landscaping is well trimmed and in good condition.
- Seasonal annuals will be planted at the entrance.
- Trees with limbs encroaching on lamp poles will be pruned back.
- Plants and shrubs were sprayed with insecticide, as necessary.

Mr. Schumacher distributed the WeatherTRAK Single Controller Measured Usage History report which records irrigation system function detailing water usage, including actual and estimated consumption, by site, controller, and station. The system is performing well.

VI. PROJECT MANAGERS REPORT – Dan Schumacher

A. Budget Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*
Forest Lakes MSTU Fund 1626 Budget for June 3, 2025, prepared May 27, 2025.

Mr. Schumacher provided an overview of the budget highlighting:

Purchase Orders

1. City of Naples – reclaimed irrigation water.
2. DeAngelo Contracting/Tigris – Lake's maintenance, aquatic vegetation control.
3. FPL – electricity.
4. Ground Zero Landscaping – grounds maintenance
   a. Incidentals – landscape materials and refurbishment.
   b. Maintenance – regular landscape, swales & irrigation maintenance.
5. Lake Doctors – lake fountain(s).
6. LJA Engineering – Engineering consulting services.
6. Pavement Maintenance – concrete sidewalk curbs.
7. Preferred Materials – Roadway repaving.
8. Premier Staffing – transcription services.
9. Simmonds Electrical – lighting & general electrical services.
10. SiteOne Landscape Supply – irrigation parts and pumps.

Budget Summary

1. Line 1, Revenue – Of the $1,268,800 Millage assessed, $1,260,109 has been collected, leaving an outstanding balance of $8,690.
2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds 2,504,100.
3. Line 3, Revenue Total – A total of $3,772,900.
4. Line 22, Operating Expense – Of the $311,060 budgeted, $174,413 is committed to existing Purchase Orders and $94,544 is expended, leaving the remainder of $32,102 available within budget for additional operating expenses as needed.
5. Line 28, County Overhead – Of the $108,500 budgeted, $105,448 has been transferred and a balance of $3,051 remains for transfer. (PTNE Staff & support, Property Appraiser & Tax Collector).
6. Line 31, Capital Reserves' total balance is $3,353,200.
   i. Reserves for Capital (29) – a balance of $2,953,200 remains for improvement projects.
   ii. Reserves for Roadway Paving (30) – a $400,000 earmark.

7. Line 32, All Expenses – Of the $3,772,900 budgeted, $174,413 remains committed to existing Purchase Orders and $210,122 has been expended, leaving $3,388,364 available within budget for additional expenses as needed.
8. Line 33, FY-25 Budget Grand Total – budgeted Revenues (Line 3) and All Expenses (Line 32) are equal and cancel-out, $174,413 remains committed to existing Purchase Orders, collected Revenues exceed Expenses by $1,049,987 and $875,573 are Unexpended.

General

1. MSTU Tax Rate: 4.0 Mills to maintain MSTU Roadways and Stormwater Drainage within the taxing district.
2. The Ad Valorem property tax value increased 7.65% for fiscal year 2025 over 2024 generating additional revenue of $87,975.
3. Funds collected by the Forest Lakes MSTU cannot be utilized outside of the MSTU.

Mr. Schumacher noted:

- DeAngelo Contracting Services, LLC, the Lakes Maintenance/Aquatic Weed Control contractor, was acquired by Tigris. A new Purchase Order will be issued and services, including weed control, will be scheduled.
- A work order has been processed for LJA Engineering Services. Upon receipt, a Notice to Proceed with the survey required for the Woodshire Lane fence installation will be issued.
- Funds will be moved from Operating Expenses, Line 22, to Lighting Maintenance, Line 15 to fund streetlamp repairs by Simmonds Electrical.
- Roadway paving expenditures are defined as "repairs to existing assets." A budget amendment will transfer the funds earmarked for roadway paving in the Capital Reserves category, Line 31, to the Other Contractual category, Line 8.

Fiscal Year 2026 MSTU Millage

Mr. Schumacher submitted the Committee's recommendation to reduce the millage rate to 2.5000 mills for FY-26 to the Office of Management and Budget.

B. Ordinance Amendment

Mr. Schumacher reported:

- The County Attorney's office advised that stormwater drainage on the Quail Run property are outside of the existing MSTU responsibilities, which specifically address only "roadway-related drainage."
- An amendment to change the MSTU ordinance to broaden the scope of roadway related stormwater activities to include the golf course, walls and riprap, is required to address the issues.
- The County Attorney will review and provide an opinion on the proposed amendment.
- An "Executive Summary" will be written for consideration by the Board of County Commissioners (BCC).
- Upon a recommendation from the Advisory Committee, the amended Ordinance will be submitted to the BCC for approval.

Lake 15 Wall Replacement and Lake Riprap Replenishment

Lake wall replacement and riprap replenishment will be incorporated into the amended Ordinance being drafted permitting the MSTU to undertake repairs to the Quail Run Golf Club property.

C. Lakes Maintenance (Aquatic Vegetation Control)

Mr. Schumacher reported:

- Tigris Aquatic Services, formerly DeAngelo Contracting Services, treated all the lakes and riprap, including the lily pads (Lake #14) and the balloon (Lake #16), in Quail Run Golf Club for weed control.
- The next service is scheduled for June/July 2025.

Forest Lakes MSTU Projects

Mr. Schumacher provided a recap of projects currently underway:

Rank	Vendor	Subject	Action
1	LJA / ABB Fence	Woodshire Property Line	Survey
2	BCC Agenda	Lake #15 Wall Repair	Ordinance Change
3	Simmonds Ele	48 + Lamp Replacements	75 Bulbs In-stock
4	Carter Fence	Fence - Woodshire Equip & Install	Order Upon Survey
5	Simmonds Ele	Lamp Pole Replacement - Sternberg	RFQ
6	Preferred Materials	Rip-Rap Stone for Lake Perimeters	Ordinance & RFQ
7	Engr - Library-ST	Lake #15 Wall Repair	Design
8	Marine - Library	Lake #15 Wall Repair	RFQ & Award Installation
9	Outdoor Lighting	Entryway Low Volt Lighting	Quote & Repair*
10	LJA / ABB	Swales Data, Plats, & Easements	Data Analysis
11	Proj Mgr	Capital Asset Plan - FY25	Update

*E verification documentation is pending to establish the supplier as a County vendor.

VII. ONGOING BUSINESS

A. Shopping Center Screening – Survey & Fence

Mr. Schumacher reported:

Fence Installation Woodshire Lane/Pine Ridge Crossing Shopping Center

- LJA Engineering submitted a proposal dated June 2, 2025, in the amount of $2,301.00 to provide professional surveying services to stake the property line between the Crossings Shopping Center and the Forest Lakes Community boundary.
- A Purchase Order, anticipated week ending June 14th, will be issued to LJA Engineering to survey and mark the boundary.
- LJA will perform survey services within two weeks of receipt of the Purchase Order.
- Carter Fence Company provided an estimate dated May 30, 2025 in the amount of $12,900.00, to install a galvanized fence, or $15,025.00 for all black vinyl, extending from the existing fence running south of this area to The Crossings parking lot entrance off Woodshire Lane at the north end.
- Carter Fence Company will secure the required permit at a cost not to exceed $650.00.
- Upon installation of the fence extension, Ground Zero Landscaping will install a low block paver wall (approximately 15-foot length) along the base of the fence and ravine, and lay sod to address erosion.

Mr. Norsic motioned to proceed with Carter Fence Company's installation of a black vinyl coated fence, Estimate #57657, dated May 30, 2025 in the amount of $15,025.00, plus permitting cost, along the shared property line area between Woodshire Lane and the Pine Ridge Crossing Shopping Center upon completion of a survey by LJA Engineering. Second by Mr. Bernal. Carried unanimously 4 – 0.

B. Sidewalk Light Poles

Mr. Schumacher reported:

Lamp replacement

- Seventy-five GE brand High Pressure Sodium (HPS) bulbs will be ordered for lamp replacements on forty-eight poles at a cost of $1,110.75.
- A request was sent to Simmonds Electrical to undertake the task of installing the bulbs.
- Additional quantities may be ordered to ensure inventory for future outages.
- A retrofit conversion option to replace the HPS lamps, which are being phased out with amber LED's, will be considered when an option becomes available.

Pole #33 Replacement (Woodshire Lane)

- Sternberg will provide a cost quote to install a replacement for pole #33.
- An accident report was obtained from the Sheriff's Office and an insurance claim filed with the County Risk Management Division.

Ms. Fanning joined the meeting at 10:30 A.M. A quorum of five was present.

VIII. NEW BUSINESS

A. Swale Vegetation – Forest Lakes Boulevard

Mr. Schumacher reported:

- The roadside swale fronting 1706 Forest Lakes Boulevard is cluttered with debris.
- Ground Zero Landscaping provided an estimate to clean out the debris.
- The swales effectiveness to alleviate roadside drainage will be evaluated during the rainy season after the debris is cleared.

IX. COMMITTEE MEMBER COMMENTS

None

X. PUBLIC COMMENTS

Mr. Burnham expressed his appreciation to the MSTU Committee Members and Staff for working with the QRGC to resolve drainage issues vital to the community. He hopes the repair of the Lake #15 wall, which has been a lengthy process, is undertaken shortly and looks forward to a continuation of partnership in the future.

Mr. Schumacher reported:

Entryway Lighting

- Upon receipt of E-Verify documentation, Outdoor Lighting Perspectives will be established as a County vendor and a Purchase Order will be issued to repair the landscape lighting on the entrance median.
- Fixture height will be determined with consideration given to an increase from the current position.
- An alternative vendor will be sourced if Outdoor Lighting Perspectives does not respond in a timely manner.

Entryway Construction

- Hotwire Communications laid conduit for telecommunication services along the sidewalk on Pine Ridge Road bordering the community entrance. Damaged grass was replaced with sod.

Woodshire Villas Code Complaint Update

Mr. Hedenstrom of Woodshire Villas reported a response was received to the Code Complaint filed with the County stating the hedge planted by Kite Realty Group on the shared property line with Pine Ridge Crossing does not conform to code specifications. The findings confirmed the hedge did not meet code requirements. He will forward the document to Mr. Schumacher.

XI. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned by the Chair at 10:45 A.M.

FOREST LAKES ROADWAY AND DRAINAGE MSTU ADVISORY COMMITTEE

Greg Pollock

Greg Pollock, Chair

The Minutes were approved by the Committee on Aug 5 ,2025 as presented ✓, or as amended ____.

https://www.collierptne.com/forest-lakes-roadway-drainage-advisory-committee/

NEXT MEETING: **AUGUST 5, 2025 - 10:00 A.M.**
FOREST LAKES CONDO ASSOCIATION CLUBHOUSE
NAPLES, FL 34105
(239) 261-5497

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

August 12, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Golden Gate Beautification MSTU Advisory Committee
Collier County, Florida

August 19, 2025
4:30 p.m.

Notice is hereby given that the **Golden Gate Beautification Municipal Service Taxing Unit (MSTU) Advisory Committee** will meet on **Tuesday, August 19, 2025,** at **4:30 p.m.** at the Golden Gate Community Center, 4701 Golden Gate Parkway, Naples, Florida.

The agenda will be available on the Collier County Government website at https://www.collierptne.com/mtsu/golden-gate-beautification-advisory-committee/

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Dan Schumacher at (239) 252-5775.

###

GOLDEN GATE BEAUTIFICATION M.S.T.U.

8300 Radio Road
Naples, FL 34104

AUGUST 19, 2025

I. CALL TO ORDER

II. ATTENDANCE

Advisory Committee	Patricia Spencer – Chair (10/06/2025)
	Paula Rogan – Vice Chair (10/06/2027)
	Florence "Dusty" Holmes (10/06/2025)
	Ron Jefferson (10/06/2026)
	- Committee Vacancy -
Staff	Ellen Sheffey – PTNE Interim Director
	Dan Schumacher – Project Manager
Contractors	Mike McGee – Landscape Architect (McGee & Assoc)
	Armando Yzaguirre – Grounds Maintenance (A&M Property Maint.)
	Wendy Warren – Transcription (Premier)

III. PLEDGE OF ALLEGIANCE

IV. APPROVAL OF AGENDA

V. APPROVAL OF MINUTES – MAY 20, 2025

VI. LANDSCAPE MAINTENANCE REPORT – A&M PROPERTY MAINTENANCE

VII. LANDSCAPE ARCHITECT'S REPORTS – M^C GEE & ASSOCIATES

- **A. SUNSHINE Boulevard**
- **B. CORONADO Parkway & HUNTER Boulevard**
- **C. TROPICANA Boulevard**

VIII. PROJECT MANAGER'S REPORT

- **A. BUDGET REPORT**
- **B. Expiring committee terms – October 6, 2025**
  - **a. Patricia Spencer**
  - **b. Dusty Holmes**

IX. ONGOING BUSINESS

- **A. Irrigation Extension - Pkwy Median 2 & New Bridge over Santa Barbara Canal**
  - **Update: Pamela Lulich, Manager – Landscape Operations, RBSM**
- **B. Sunshine Irrigation Pump Station**

X. NEW BUSINESS

- **A. Holiday Decorations – 2025**
- **B. Tropicana Pedestrian Shelter – PUD Relocation**

XI. PUBLIC COMMENTS

XII. ADJOURNMENT

NEXT MEETING:
SEPTEMBER 16, 2025 – 4:30 PM
GOLDEN GATE COMMUNITY CENTER
4701 GOLDEN GATE PARKWAY
NAPLES, FL 34116



GOLDEN GATE M.S.T.U. ADVISORY COMMITTEE

8300 Radio Road
Naples, FL 34104
May 20, 2025

MINUTES

I. CALL TO ORDER

The meeting was called to order at 4:28 P.M. by Chair Spencer. Attendance was called and a quorum of three was established.

II. ATTENDANCE

Advisory Committee	Patricia Spencer – Chair
	Paula Rogan – Vice Chair (Excused)
	Florence "Dusty" Holmes
	Ron Jefferson
	Open Seat
Staff	Brian Wells – PTNE Director (Excused)
	Dan Schumacher – Project Manager
Landscape	Mike McGee – Landscape Architect, McGee & Associates
	Armando Yzaguirre – Grounds Maintenance, A & M Property Maintenance (Excused)
Others	Wendy Warren – Transcription, Premier

III. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

IV. APPROVAL OF AGENDA

Chair Spencer motioned to approve the Agenda of the Golden Gate MSTU Advisory Committee as presented. Second by Mr. Jefferson Carried unanimously 3 - 0.

V. APPROVAL OF MINUTES – April 15, 2025

Mr. Jefferson moved to approve the Golden Gate MSTU Advisory Committee meeting minutes of April 15, 2025, as presented. Second by Ms. Holmes. Carried unanimously 3 - 0.

VI. LANDSCAPE MAINTENANCE REPORT

In Mr. Yzaguirre's absence, **Mr. Schumacher** reported on landscaping conditions.

- Routine landscape maintenance services have been performed on all MSTU roadways.
- Sunshine Boulevard median refurbishments are pending resolution of the irrigation issues.

VII. LANDSCAPE ARCHITECT'S REPORT – McGee & Associates

Mr. McGee summarized the May 6, 2025, observation report.
(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

A. Sunshine Boulevard
B. Coronado Parkway & Hunter Boulevard
C. Tropicana Boulevard

Comments

Mr. McGee reported:

All locations

- Mulch medians where replacement plants were installed.
- Increase irrigation schedule in dry areas.
- Recommend spring fertilization for all roadways.
- Recommend all Perennial Peanut plantings have an application of 0-0-22-22S-11mg fertilizer and Legume Soil inoculant.
- Review accent lighting fixtures for cleaning and/or replacement.
- Clean all paver areas with "Wet & Forget Outdoor" mold and mildew remover.
- Tracer spray, to identify herbicide applications and provide a visual guide of where the herbicide has been sprayed, should be used to help prevent over spraying, drift, and accidental application to unintended areas.

Sunshine Boulevard

- All areas are heavily stressed due to the irrigation system not functioning. All replacement plantings are on hold. A major renovation planting will be required to reestablish median landscapes.

Coronado Parkway

- The irrigation coverage of the perennial peanut needs to be reviewed in Median numbers 3, 4, 5, 6, 10 and 1, east and west ends, and 12.
- Many perennial peanut beds contain too many weeds resulting in a decline of the plantings. Continuous and early removal of weeds is important,
- Recommend reviewing all valve locations for green reflective markers that are missing.

Hunter Boulevard

- Liriope planting areas have large amounts of perennial peanut re-sprouting in the beds. New sprouts should be treated with herbicide before mulch is applied.
- Paurotis and Saw Palmetto palms were pruned.

Tropicana Boulevard

- Except for large shrubs, plant replacements are complete.
- Recommend all irrigation heads around Juniper plantings be reviewed for pruning.
- Prune foliage away from base of light poles.

Comments

Mr. Schumacher reported Southeast Spreading is scheduled to install two truckloads of mulch May 22,2025.

Committee Comments

- **Mr. McGee** noted that the Big Blue Liriope plant is replacing Perennial Peanut in median locations where an abundance of weeds has occurred.
- An auto accident damaged Juniper on Sunshine Boulevard, Median #2. Item is noted in the Summary Report with instruction to remove damaged plants and install double row of twenty-six Juniper Parsonii.

VIII. PROJECT MANAGER'S REPORT

Mr. Schumacher reported:

A. Budget Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

Golden Gate MSTU Fund 1621 Budget for May 20, 2025, prepared May 16, 2025.

- Purchase Orders
  1. FPL - electricity.
  2. A & M Property Maintenance – ground maintenance.
     a. Incidentals – landscape plants, materials, and refurbishment.
     b. Maintenance – regular landscape & irrigation maintenance.
  3. Howard Fertilizer – fertilizer.
  4. Lykins-Signtek – "Welcome Sign"
  5. McGee & Associates – landscape architectural services.
  6. Naples Christmas Lighting – Holiday decorations.
  7. Naples Electric motor Works (NEMW) – pump station maintenance.
  8. Premier Staffing – transcription services.
  9. Simmonds Electrical – electrical maintenance and repairs.
  10. SiteOne Landscape Supply – irrigation parts & components.
  11. Southeast Spreading – mulch.
  13. Tree Scaping of Naples – tree pruning and removal.

- Budget Summary
  1. Line 1, Revenues and Interest – Of the $743,200 budgeted, $726,442 has been collected and $16,757 remains to be collected.
  2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds $2,006,206.
  3. All Revenues – Of the $2,749,406 budgeted, $726,442 has been collected leaving an available balance of $2,022,963 (the sum of lines 1 and 2) minus Expenditures.

4. Line 20, Operating Expense – Of $384,906 budgeted, $120,368 is committed on to existing Purchase Orders and $155,419 is expended, leaving the remainder of $109,118 available within budget for additional operating expenses as needed.
5. Line 24, County Overhead – Of the $87,300 budgeted, $85,376 has been transferred, and a balance of $2,923 remains for transfer (PTNE Staff & support, Property Appraiser, & Tax Collector).
6. Line 26, Capital Projects – A balance of $2,277,200 remains for improvement projects.
7. Line 27, All Expenses – Of $2,749,406 budgeted, $120,368 is committed in existing Purchase Orders, $240,795 has been expended, leaving a remainder of $2,388,925 available for MSTU expenditures.
8. Line 28, FY-25 Budget Grand Total – budgeted Revenues (Line 3) and All Expenses (Line 25) are equal and cancel-out, $120,368 remains committed to existing Purchase Orders, collected Revenues exceed Expenses by $485,646 and $365,277 are Unexpended.

- General
  1. MSTU Tax Rate: 0.5000 Mills is for beautification improvements and maintenance within the taxing district.
  2. The Ad Valorem taxable value increased 8.94% for fiscal year 2025 over 2024 generating additional revenue of $129,275.
  3. Tax millage and interest collected by the Golden Gate Beautification MSTU may only be utilized by the MSTU and within the MSTU district boundary.

Mr. Schumacher noted:

- The Capital Projects category will fund pump station repairs and the proposed irrigation and landscape project(s) on Golden Gate Parkway.
- Uncommitted funds available within budget are eligible for transfer to other categories upon approval by the Committee.
- The Office of Budget Management (OMB) will be requested to add a line item in the FY-26 budget to allocate $150,000 for each of the four MSTU roadways in the Capital Improvements category dedicated to funding expenses incurred for disaster/catastrophic events.
- The Ad Valorem taxable value increased 8.94% for fiscal year 2025 over 2024 generating additional revenue of $129,275.
- Funds not spent in FY-25 will be carried forward into FY-26.

<u>Fiscal Year 2026 Millage Neutral Motion</u>

Mr. Schumacher reported:

- The Office of Budget and Management was notified of the Advisory Committee's recommendation to maintain the current millage rate of 0.5000 for Fiscal Year 2026.
- Asset Management Plan assets and expenditure projections to fund maintenance will be updated for 2026.

<u>Landscape Maintenance Contract</u>

- Award of a new three-year contract with two (2) one-year renewal options is pending review by the Procurement Division and approval by the Board of County Commissioners (BCC).

- A & M Property Maintenance's contract was extended for two months to provide continuity in landscapes services for the Golden Gate MSTU.

IX. ONGOING BUSINESS

A. Parkway Sign Light

Simmonds Electrical has scheduled installation of the new light for the week of June 9, 2025.

B. Light Pole and Lamp Replacements

- Quote proposals will be solicited from Lumec and Sternberg for streetlamp conversion to LED. The purchase of the lamps will be funded by the Capital Projects category.
- Light poles, particularly on Tropicana Boulevard, are corroded from water accumulating at the base of the fixture and age. Cost of replacing some poles will be researched with Sternberg.

X. NEW BUSINESS

A. Irrigation Extension - Pkwy Median 2 & New Bridge over Santa Barabara Canal

An Invitation to Bid on the restoration of the irrigation and landscaping on Golden Gate Parkway, west of the welcome sign at the intersection of Santa Barbara Boulevard, and east toward the bridge over the canal, was posted on OpenGov.com.

- Irrigation plans prepared by McGee & Associates, Landscape Architects, for the proposed project were reviewed.
- A list of plants available for transfer from another County project will be provided for incorporation into the landscape design.
- The Committee agreed to consider the Road Maintenance contribution of up to $50,000.00 for the project.
- The Road Maintenance Division will be responsible for installing and maintaining the improvements.
- An update on project status will be provided at the July meeting.

B. Sunshine Irrigation Pump Station

Mr. Schumacher reported:

- The pump station and irrigation system on Sunshine Boulevard are not functioning.
- Agricultural Services International (ASI) diagnosed the system on-site and recommended a complete pump station replacement.
- A Purchase Order was issued to ASI to install a *Rain Bird* Compact Low Profile VFD Pump Station.
- Replacement of the flow meter will be determined upon installation.
- Lead time for material delivery and installation is 8 to 10 weeks.

XI. COMMITTEE MEMBER COMMENTS

<u>The Gate Golf Club</u>

- Construction is underway for The Gate Golf Club with opening slated for Spring 2026.
- Conversion of the Quality Inn and Suite Golf Resort to community housing, The Teale, is progressing.

<u>Sidewalk Construction</u>

- A portion of asphalt sidewalk at the west end of Coronado Parkway is not being replaced with a concrete sidewalk.

Fiber Internet Installation

- PRIME FIBER is installing high-speed fiber internet in Golden Gate City.
- The provider is required to repair residential property damage caused by installation. Residents should call Collier County 311 to register for landscape refurbishment.

XII. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned by the Chair at 5:16 P.M.

GOLDEN GATE MSTU ADVISORY COMMITTEE

_____

Patricia Spencer, Chair

The Minutes were approved by the Committee on _____,2025 as presented ____ or as amended ____.

GoldenGateBeautificationMSTU/CollierPTNE

NEXT MEETING: **JULY 15, 2025 – 4:30 PM**
GOLDEN GATE COMMUNITY CENTER
4701 GOLDEN GATE PARKWAY
NAPLES, FL 34116

McGee & Associates
Landscape Architecture

Project: GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Landscape Architect Report:** August 2025
Location: Sunshine Blvd.
Project Manager: Dan Schumacher, Collier County Public Services Department, Public Transportation & Neighborhood Enhancements Division
Consultant: McGee & Associates **Consultant's Representative:** Michael A. McGee, rla, isa
Landscape Contractor: A & M Property Management **Contractor's Representative:** Armando Yzaguirre
Observation Date: 8/5/2025 **Report Date:** 8/5/2025 **Report No.:** 10 (FY-25)

AC - Indicates major items recommended to be discussed by Advisory Committee **S** - Indicates items recommended to be addressed by staff, **C** - Indicates items recommended to be addressed by Contractor

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
					MONTHLY ADDRESSED	Yellow - Items recommended to be addressed as soon as possible or renovation recommendations generally based upon vehicular or storm damage.
All locations	X	X			**NOTE:** All replacement recommendations are considered on hold due to irrigation pump system not functioning. Normal maintenance issues will continue to be reviewed.	
		X	X		All duckbill guy systems on trees need to be reviewed to make sure they are in proper condition.	
		X	X		All volunteer weeds and tree sprouts need to be removed.	
		X	X		All areas are heavily water stressed due to irrigation system not functioning. All replacement plantings must be put on hold. Currently report items are being put on hold. A major renovation planting will be required to reestablish median landscapes.	
Median #1		X	X	3	South End: South tip of Juniper bed has 3-4 dead Juniper plants that need to be removed. Apparent decline would be contributed water stress, but spider mites and/or a blight may also have contributed.	
		X	X	14	North End: The Blueberry flax lily bed has lost over 50% of the plants. Recommendation to remove the remaining flax lilies and renovate the bed with a different plant. (52) 2 gal., Zamia pumila (Coontie) on 3 ft. centers, 3 ft. off tree trunks, back of curbs and turf edges.	
		X	X	16	North end: Previous replacement Sabal palm has died and needs to be replaced. Match existing. This type of palm will require (2) bubblers and additional hand watering to survive its planting.	
		X	X	17	North end: (13) Juniper parsonii 3 gal. need to be replaced. (3) Juniper parsonii 3 gal. size are recommended for replacement.	
		X	X	17	Sand cordgrass bed: The bed has (6) plants are dead or missing. (6) Sand cordgrass, 3 gal. size are recommended to fill-in replacement.	
		X	X	17	South end: (9) Juniper replacement plants have declined and/or dead due to sever water stress. (9) 3 gal. Juniper parsonii are recommended to fill-in missing plants.	
		X	X	17	Middle Bed: Yellow African iris plants (4) plant declined and/or dead. (4) 1 gal. Yellow African Iris are recommended to fill-in missing plants.	
Median #2		X		11	At address 2224: A previously planted Tabebuia tree in the turf area at some point was removed and not replaced. It is recommended to install a **(1) 65 gal. Floss Silk (Ceiba Speciosa), 11'-13' Ht., 3.5 Cal., 5'-6' Spr. (36" dia. root ball)**	
		X	X	17	South end: Area of previous auto damaged Juniper need to be renovated. Remove	

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
					damaged or dead plants and install double row of (26) 3 gal. Juniper parsoni.	
		X	X	18	At address 2248: (10) renovation Yellow African Iris have declined and need to be replaced. Also: remove volunteer Blueberry Flax plants in Iris. (10) 3 gal. Yellow African Iris are recommended to fill-in missing plants.	M&A 5/7/24: Remove volunteer Firangi Pangi tree in Iris bed.
		X	X	17	At address 2184: (1) Tabebuia Ipe has been removed. It is recommended to replant with the same Tabebuia Ipe tree. 11'-13' Ht., 3.5 Cal., 5'-6' Spr., 36" dia. B&B or 65 Gal. size container.	M&A 3/7/23: The tree planted at this location was a Yellow/Silver Trumpet tree and not an Ipe or Purple trumpet tree. Removal & replacement is recommended based upon trunk damage and the inability of this type of tree to become well rooted. In addition, the metal center support poles has not been removed after the installation of the Duckbill staking system. M&A 9/5/23: The tree has been blown over by the recent winds. ~~The north duckbill anchor was installed about 12" not installed to its recommended 24" depth and as a result the tree pulled the anchor up.~~
		X	X	17	At address 2184: The Bougainvillea silhouettes are off color and are stunted in growth. Additional fertilization is highly recommended. Mulch should be pulled away from being in contact with the plant trunks.	M&A 2/8/23: (6) plants have declined and/or missing and need to be replaced. 3 gal. size. M&A 4/4/23: Plant count is now up to (10) plants and area is dry.
		X	X	17	At address 2160: (1) Tabebuia tree trunk has been girdled by staking straps. The girdling location has healed over but will remain a weak point for the main trunk. At this location an included bark branch union is present so reduce of this branch is recommended to reduce weight of the branch.	
		X	X	17	North End at 2052: Juniper parsoni have large amount of dead and brown foliage which appears to be result of insect (e.g. spider mites) or fungal disease. Contractor should review to treat issue and prune out dead foliage.	M&A 5/3/22: Contractor determined Juniper had a Blight disease and bed has been treated. Approx. 39-40 plants involved. M&A 12/6/22 (14) 3 gal. Juniper parsoni needed to finish replacements.
Median #3 - Pump Station Location- 5 hp, 6" well, VFD		X	X	11	At address 1944: Install (2) Dwarf Bougainvillea 'Helen Johnson' 3 gal. size.	
Median #4		X	X		No major issues observed.	
Median #5		X	X	17	(20+/-) renovation Blueberry flax plants have declined and need to be replaced. Issue appears to irrigation coverage. Install (20) 1 gal. Blueberry flax.	M&A 6/4/24: Based upon additional plants dying it is recommended the remaining Blueberry Flax lilies be removed and the area planted with Zamia. Install (25) 2 gal., Zamia pumila – Coontie on 3 ft. centers 3 ft. off tree trunks, back of curbs and turf edges.
Median #6		X	X	4	At address 1790 or South End: Juniper plantings have sustained vehicular damage as well as water stress causing approximately 50% of the Juniper plants to have dead foliage or entire plants are dead. It is recommended to remove all damaged and declined plants and then review for replacements or renovation.	
		X	X	6	At address 1740-1730: One Golden Tabebuia tree, flagged with white tape, has sever trunk issues due to unhealed previous pruning cuts and removal and replacement is recommended. Replace with Pink Trumpet tree, Handroanthus impetiginosus 11'-13' Ht., 3.5 Cal., 5'-6' Spr., 36" dia. B&B or 65 Gal. size container.	
		X	X	10	At address 1750 & 1760: ~~Prune back existing Bougainvillea to a 24-inch diameter.~~ Install (8) Dwarf Bougainvillea 'Helen Johnson' 3 gal. size.	
		X	X	16	At address 1720: Water stress has caused the decline of (~~13-15~~ 20) Iris plants that will	M&A 6/4/24: Remove volunteer Blueberry Flax lilies.

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
					need to be replaced with 3 gal. Yellow African iris plants.	
		X	X	26	At address 1740: The Bougainvillea silhouettes are off color and are stunted in growth. Plants should be reviewed for irrigation coverage and additional fertilization. Mulch should be pulled away from being in contact with the plant trunks.	M&A 4/4/23: (~~26-30~~ 37) Bougainvillea plants have declined and/or dead. Recommended to remove all and replant bed with 3 gal. Bougainvillea 'Silhouettes'
18th Place SW Median		X	X		Median has weeds and Air potato vines.	
		X		2	Median did not get mulched.	
	X	X			Recommendation: Remove all surface vegetation (Bougainvillea shrubs) and lower grade 3-inches. Install (7) 3 gal., Aechmea "Raspberry Bromeliad and mulch entire median with Rice Rock mulch to include filter cloth below Rice Rock mulch.	M&A 6/4/24: With rainy season approaching it is recommended preparations begin to renovate median as listed. M&A 11/5/24 with rainy season ending any replanting's will require truck watering at planting and for a period of establishment.
18th Ave. S.W. Median		X		2	Median did not get mulched.	
		X	X		Median has weeds.	
	X	X			Recommendation: Remove all surface vegetation and lower grade 3-inches. Install (8) 3 gal., Aechmea "Raspberry Bromeliad and mulch entire median with Rice Rock mulch to include filter cloth below Rice Rock mulch.	M&A 6/4/24: With rainy season approaching it is recommended preparations begin to renovate median as listed. M&A 11/5/24 with rainy season ending any replanting's will require truck watering at planting and for a period of establishment.
					QUARTERLY ADDRESSED	
Accent/Street Lighting		X	X	3	Accent light were on at 11:00 AM in medians #5 & 6.	
	X				It is recommended all lights be reviewed for cleaning or replacements if needed. Some fixtures appear to have hazy and/or dirty lenses which reduce light levels.	
Lighting Electric Meters & Irrigation Controller Electric Source Locations					Lighting Electric Meter 2271 Sunshine Blvd., 1 SUN, Alley off 23rd Ave. SW Lighting Electric Meter & Irrigation Controller Electric, 1995 Sunshine Blvd., 2 SUN, Alley off 20th PL. SW Lighting Electric Meter 4642 18th Pl. SW, 3 SUN, North R/W	
Fertilizations:			X		Below is the April recommended fertilization for all roadways:	
					8-0-10 Ultra (Florikote Collier blend) 15 lb. per 1000 S.F. (6 - 50 lb.bags) Apply 1.5 bags to shrubs and ground covers only.	
Irrigation:		X	X		Previous month water use total per WeatherTrak controller estimate 0 gallons. Apparently pump station is still offline.	

McGee & Associates
Landscape Architecture

Project: GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Landscape Architect Report:** August 2025
Location: **Coronado Parkway & Hunter Blvd.**
Project Manager: Dan Schumacher, Collier County Public Services Department, Public Transportation & Neighborhood Enhancements Division
Consultant: McGee & Associates **Consultant's Representative:** Michael A. McGee, rla, isa
Landscape Contractor: A & M Property Management **Contractor's Representative:** Armando Yzaguirre
Observation Date: **8/5/2025** **Report Date:** 8/5/2025 **Report No.:** 10 (FY-25)

AC - Indicates major items recommended to be discussed by Advisory Committee **S** - Indicates items recommended to be addressed by staff, **C** - Indicates items recommended to be addressed by Contractor

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
					MONTHLY ADDRESSED	Yellow - Items recommended to be addressed as soon as possible or renovation recommendations generally based upon vehicular or storm damage. Red – Items if not immediately addressed will result in multiple plant loss.
Coronado Pkwy. - All locations		X	X	2	All perennial peanut locations are yellowing from apparent excess moisture and need to have the irrigation shutoff due to the seasonal rains. Also it is further recommended to apply the following, Copper-based fungicide for leaf and a root rot (e.g. Subdue), Insecticidal soap for insects, snail bait and apply FeRRMEC AC 15-0-0 6Fe Sulfate apply per the label for Herbaceous plants.	
		X	X	3	It is recommended that future herbicide spray treatments with handheld sprayers use a colored dye tracer in the mix.	
		X	X	4	The irrigation coverage of the perennial peanut needs to be reviewed in Median #3, 4 east & west ends, 5 east & west ends, 6 east & west ends, 10 east & west ends, 11 east & west ends, and 12	
		X	X	4	It is recommended that all Perennial peanut plantings and replacement areas that are to remain shall have an application of 0-0-22-22S-11mg fertilizer and Legume Soil inoculant at 10 oz. per 100 s.f.	
	X	X			Recommended all paver areas be pressure washed and treated with "Wet & Forget" mold treatment spray.	
		X			Recommend reviewing all valve locations for green reflective markers that are missing.	
		X			Median end numbering needs to be repainted.	
Median #1- Pavers		X			Pressure cleaning recommended	
Median #2- Pavers		X			Pressure cleaning recommended	
Median #3		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	Perennial peanut bed contains weeds and there is a large area of missing plants. (240) 1 gal. Golden Glory are recommended to fill-in missing plants.	
Median #4		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	East end: Perennial peanut plantings are missing plants. (99) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	3	Middle area: (4) Yellow African Iris are dead or missing. (4) 3 gal. Yellow African Iris are recommended to fill-in missing plants.	
		X	X	3	West end: Perennial peanut plantings are missing plants. (54) 1 gal. Golden Glory are recommended to fill-in missing plants.	
Median #5		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	Perennial peanut plantings are missing plants.	

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
					(64) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	3	West end: (1) Alexander palm needs to be removed and replaced. **(1) 10 ft. clear trunk Alexander palm recommended for replacement.**	
Median #6		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	2	East end: FPL concrete street light pole was hit by vehicle. Remove concrete debris. No apparent damage to plants, but review irrigation may be needed.	
		X	X	3	East end: Perennial peanut plantings are missing plants. (10) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	4	A previous storm damaged Alexander palm that was removed and the stump left behind needs to be replaced. Stump removal and replanting is recommended. **(1) 10 ft. clear trunk Alexander palm recommended for replacement.**	
Median #7		X	X	3	Remove volunteer plants such as Strangler fig vine.	
Median #8		X	X		No major issues observed	
Median #9 - Pavers		X	X		Pressure cleaning recommended	
Median #10		X	X		Hand remove weeds level is not considered acceptable. Air potato vine must be removed.	
		X	X	3	West end: Perennial peanut plantings are missing plants. (150) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	3	West end: African iris plantings contain weeds, with 15 plants missing. (15) 3 gal. Yellow African Iris are recommended to fill-in missing plants.	
		X	X	5	East end: Perennial peanut bed full of weeds, plus - (200) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	20	At address 5327 & 5273: (4) Paurotis palm clumps need to be pruned for thinning and removal of dead or declining stems.	
Median #11 Bridge		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	East end: Perennial peanut bed full of weeds, plus - (20) 1 gal. Golden Glory are recommended to fill-in missing plants.	
Median #12		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	2	West end: Perennial peanut bed full of weeds, plus - (20) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	10	Middle of median: Alexander palm has severe trunk fugus damage due to a previous wound and needs to be removed, flagged with white ribbon. **(1) 10 ft. clear trunk Alexander palm recommended for replacement.**	
Median #13		X	X		Society garlic old flower stalks need to be removed.	
Median #14		X	X		Recommend removal of rock / concrete debris in west end of median before mulching.	
		X	X	18	Repair 12 L.F. of paver border, remove & replace soldier course edge to include compacted base and mortar edging. Base shall extend 12-inches beyond current edge of pavers.	
Hunter Blvd. - All locations		X			Median end numbering needs to be repainted.	
		X	X	2	All perennial peanut locations are yellowing from apparent excess moisture and need to have the irrigation shutoff due to the seasonal rains. Also it is further recommended to apply the following, Copper-based fungicide for leaf and a root rot (e.g. Subdue), Insecticidal soap for insects, snail bait and apply FeRRMEC AC 15-0-0 6Fe Sulfate apply per the label for Herbaceous plants.	

GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Location:** Coronado Pkwy. & Hunter Blvd. **Report Date:** 8/5/2024 **Report No.:** 10 (FY25)

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
		X	X	3	Recommend all locations with perennial peanut planting have a Legume Soil Inoculant product applied as soon as possible, as well as an application of 0-0-22-22S-11mg fertilizer.	
	X	X			Recommended all paver areas be pressure washed and treated with “Wet & Forget” mold treatment spray.	
Median #1		X	X		Hand remove weeds level is not considered acceptable.	
Median #2		X	X	4	North end: ~~25~~ 6) Recently planted Liriope plants are in decline, dead, or missing. Recent rains have allowed liriope plants to regrow. Also the previous existing perennial peanut plants that were removed are re-sprouting and need to be spray with herbicide.	
Median #3		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	4	South end: (~~6~~ 2) Recently planted Liriope plants are in decline, dead, or missing. Recent rains have allowed liriope plants to regrow.	
		X	X	4	North end: (50+/-) perennial peanut are missing. (50) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	4	At address 2340: (7) Bougainvillea Miss Alice (white) are in decline, dead, or missing. (7) 3 gal. Bougainvillea Miss Alice (white) are recommended to fill-in missing plants	
		X	X	4	At address 2330: (9) Bougainvillea Miss Alice (white) are in decline, dead, or missing. (9) 3 gal. Bougainvillea Miss Alice (white) are recommended to fill-in missing plants.	
Median #4		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	North end: The last Alexander palm to the south was previously removed. It is recommended to replant at this time. **(1) 10 ft. clear trunk Alexander palm.**	
		X	X	4	At address 2300: (35+/-) perennial peanut are missing. (35) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	4	North end:(~~13~~ 10) Recently planted Liriope plants are in decline, dead, or missing. Bed is also dry. Recent rains have allowed liriope plants to regrow. Also the previous existing perennial peanut plants that were removed are re-sprouting and need to be spray with herbicide.	
Median #5 **Pump station –** Median #5, 7.5 hp, 8” well feeds Hunter & Coronado, Hydropoint Controller in median		X	X		Hand remove weeds level is not considered acceptable. Remove Air potato vines and volunteer Strangler figs.	
		X	X	4	South end: Perennial peanut is over 50% missing. Recommend remove remainder and replant - seven staggered rows, offsets as follows: 3-4 feet off tree trunks, 2-feet from back of curb & 3-feet off paver edges. (120) Liriope ‘Big Blue’, 18” o.c. in 1 gal. size. (re-verify rows & count)	
Median #6		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	South end:(~~20~~ 35+/-) perennial peanut are missing. (35) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	8	At address 2018: (1) Jatropha tree is missing. **(1) 6 ft. Jatropha tree overall ht. multi-stem plant.**	
Median #7		X	X		Hand remove weeds level is not considered acceptable.	

McGee & Associates
Landscape Architecture

GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Location:** Coronado Pkwy. & Hunter Blvd. **Report Date:** 8/5/2024 **Report No.:** 10 (FY25)

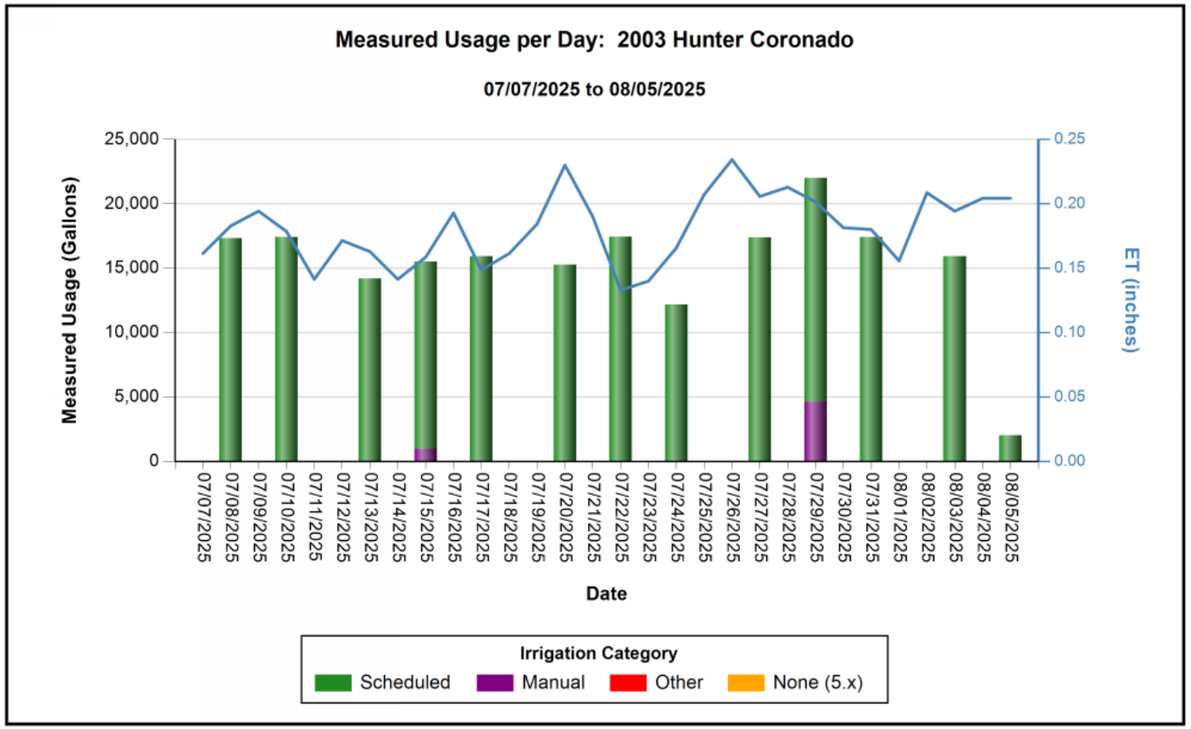
LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
		X	X	4	At address 1991: Fire burnt one Iris. Remove dead foliage from all Iris plants. Review irrigation coverage.	
Median #8		X	X		Hand remove weeds level is not considered acceptable. At address 5250: Air potato and Strangler figs in Sabal palms and Saw palmettos.	
		X	X	3	Middle area: (10) Muhly grass are missing. Replant with 3 gal. size. (10) 3 gal. Muhly grass are recommended to fill-in missing plants.	
		X	X	4	East end: The recently planted perennial peanut look very bad. (25+/-) are in decline, dead, or missing. Some foliage is dwarfed which is an indicator of too much herbicide others are very yellow which could be over watering related or nutritional. Application of 0-0-22-22S-11mg fertilizer is highly recommended.	MA 6/03/25: Based upon the amount of missing and/or dead perennial peanut it is recommended this area of the median be renovated as follows: Install (159) Liriope 'Big Blue', 18" o.c. in 1 gal. size. New plantings are to have offsets as follows: 3-4 feet off tree trunks, 2-feet from back of curb & 3-feet off paver edges and (36) 3 gal. Muhly grass plants between the Oak tree and the Bougainvillea shrubs. If not renovated (121) Golden Glory perennial peanut will be needed to replace missing.
Median #9		X	X		Hand remove weeds level is not considered acceptable.	
				3	East end:(25+/-) perennial peanut are missing. Fill in with one gal. size Golden Glory. (25) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	4	West end:(~~25~~ 57+/-) perennial peanut are missing. Fill in with one gal. size Ecoturf. (57) 1 gal. **Ecoturf** are recommended to fill-in missing plants.	
Median #10		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	21	Apply Legume Soil Inoculant product as soon as possible, as well as an application of 0-0-22-22S-11mg fertilizer.	.
Median #11		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	3	Society Garlic flower stalks need to be removed.	
Median #12		X	X		Hand remove weeds level is not considered acceptable.	
		X	X	21	Median: Repair 12 L.F. of paver border, remove & replace soldier course edge to include compacted base and mortar edging. Base shall extend 12-inches beyond current edge of pavers.	
					QUARTERLY ADDRESSED	
Fertilization:		X	X	3	Below is the April recommended fertilization for all roadways:	
					Apply 3–50 lb. bags of 8-0-10 and 1-50 lb. 0-0-22 between both roadways 8-0-10 Ultra (Florikote Collier blend) 15 lb. per 1000 S.F. (6 - 50 lb.bags) | 0-0-22-22S-11Mg 4.6 lbs. per 1000 S.F. (50 lbs.(1-50 lb. bag)	
General Irrigation:					Previous month water use total per WeatherTrak controller estimate 199,956 gallons.	

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS

Collier County
Site: Golden Gate MTSU
09105378 - 2003 Hunter Coronado

Single Controller
Measured Usage History Report

WeatherTRAK



McGee & Associates

Landscape Architecture

Project: GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Landscape Architect Report:** August 2025
Location: Tropicana Blvd.
Project Manager: Dan Schumacher, Collier County Public Services Department, Public Transportation & Neighborhood Enhancements Division
Consultant: McGee & Associates **Consultant's Representative:** Michael A. McGee, rla, isa
Landscape Contractor: A & M Property Management **Contractor's Representative:** Armando Yzaguirre
Observation Date: 8/5/2025 **Report Date:** 8/5/2025 **Report No.:** 10 (FY-25)

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					MONTHLY ADDRESSED	Yellow - Items recommended to be addressed as soon as possible or renovation recommendations generally based upon vehicular or storm damage.
All locations:		X	X	2	Median end numbering needs to be repainted.	
		X	X	2	All volunteer plants and vines growing within ground covers or shrub beds need to be removed (e.g. Asparagus fern, Carrotwood, Foxtail weed, Brazilian pepper etc.)	
		X	X		Remove all Crape myrtle and others tree's lower sprouts. Prune off new branches below 8 ft.	
	X	X			Recommended all paver areas be pressure washed and treated with "Wet & Forget" mold treatment spray.	
Median #1		X	X		Remove volunteer plants & weeds.	
		X	X		Remove vine in Bromeliads.	
Median #2		X	X	20	The existing **quick coupler valve box** is broken and deformed and needs to have the top box and lid removed and new ones installed.	
Pedestrian shelter at 31st Ave. SW		X			Pavers should be cleaned	
Median #3 Bridge		X	X	2	South end: remove Blueberry Flax lily regrowing in Iris	
		X	X	12	North end: On tip of median 3 Juniper have been runover.is recommended. (3) Juniper parsonii 3 gal. size are recommended for replacement.	
Median #4		X	X	8	North end: Remove volunteer ~~Oyster plants~~ and Asparagus fern in Juniper plants.	
		X	X	21	At address 2930: Recommend removing two Crape myrtles, plus (1) bubbler location with (2) adjustable flood bubblers per tree. **(2) 30 gal. Crape Myrtle 'Natchez', White, 2" cal., 8'-10' ht., 5'-6' spr., Multi-stem (4 min.).**	
Pedestrian Shelter- 28th Ave. SW		X			Pavers should be cleaned	
Median #5		X	X	2	At address 2553: Dead Holly tree needs to be removed and not replanted due to new flashing speed limit sign install. Flush cut and grind stump below grade.	
		X	X	19	At address 2672: Holly tree has totally defoliated, and main trunk bark is cracking. Decline would contribute to mature age of 16+/- years and past site conditions. Recommendation removal by excavation and replant. **(1) 30 gal. Crape Myrtle 'Muskogee', Pink, 2" cal., 8'-10' ht., 5'-6' spr., Multi-stem (4 min.)**	M&A 8/5/25: Recommend changing to Crape Myrtle.
		X	X	20	At address 2600-2582: Holly tree has totally defoliated, and main trunk bark is cracking. Decline would contribute to mature age of 16+/- years and past site conditions. Recommendation removal by excavation and replant. **(1) 30 gal. Crape Myrtle 'Muskogee', Pink, 2" cal., 8'-10' ht., 5'-6' spr., Multi-stem (4 min.)**	M&A 8/5/25: Recommend changing to Crape Myrtle.
		X	X	19	At address 2520: ~~Remove volunteer Crape myrtles growing in Bougainvillea bed.~~	M&A 11/7/22: it is recommended due to the amount of

GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Location:** Tropicana Blvd. **Report Date:** 8/5/2025 **Report No.:** 10 (FY-25)

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS
					- UNDER REVIEW -	shade over this planting location that the existing Bougainvillea and Crape myrtle sprouts be removed, and the area planted with Bromeliads. (45) Neoregelia carolinae 'Tricolor', 6" pots, 24" o.c.+/-, first row 4' off back of curb. M&A 9/5/23: It appears carpe myrtle sprouts have been treated with herbicide.
		X		2	At address 2600: Recommend Oak, 18" caliper, 50% damaged in main trunk from broken off large branch be replaced. Recommended for removal and replacement. **(1) 65 gal. Oak (Quercus virginiana 'Cathedral'), 11'-13' ht., 3.5 cal., 5' spr. (36" dia. root ball).**	M&A 6/6/23: This Oak is adjacent to the declined Holly tree at address 2701.
Median #6 (Pavers only)		**X**			No major issue observed. Recommended pavers be pressure washed and treated with "Wet & Forget" mold treatment spray.	
					QUARTERLY ADDRESSED	
Accent/Street Lighting		**X**		9	Multiple accent lighting fixtures appear to have corroded metal edges and hazy and/or dirty lenses which reduce light levels. It is recommended all lights be reviewed for cleaning or replacements if needed.	
		X		9	Median #1 south light pole fixture has been turned out of alignment with the median.	
Lighting Disconnect & Sensor Locations					East R/W between 13th Ave. & PL. Lighting Disconnect & Sensor West Alley off 28th Ave. SW Lighting Disconnect & Sensor West R/W in Alley between G.G. Pkwy. & 26th PL. SW, Lighting Disconnect & Sensor West R/W at corner of 30th PL. SW & Tropicana Lighting Disconnect & Sensor	
Fertilizations:		**X**	**X**		Below is the April recommended fertilization for all roadways:	
				2	The turf 16-0-8 should be deleted for Sunshine Blvd. This would reduce 6-50 lb. bags to approximately 3-50 lb. bags for Tropicana only.	
Irrigation:		**X**			Previous month water use total per WeatherTrak controller estimate 10,735,386 gallons.	
		X			Irrigation was running as late as 8:50 AM in median #1.	

McGee & Associates
Landscape Architecture

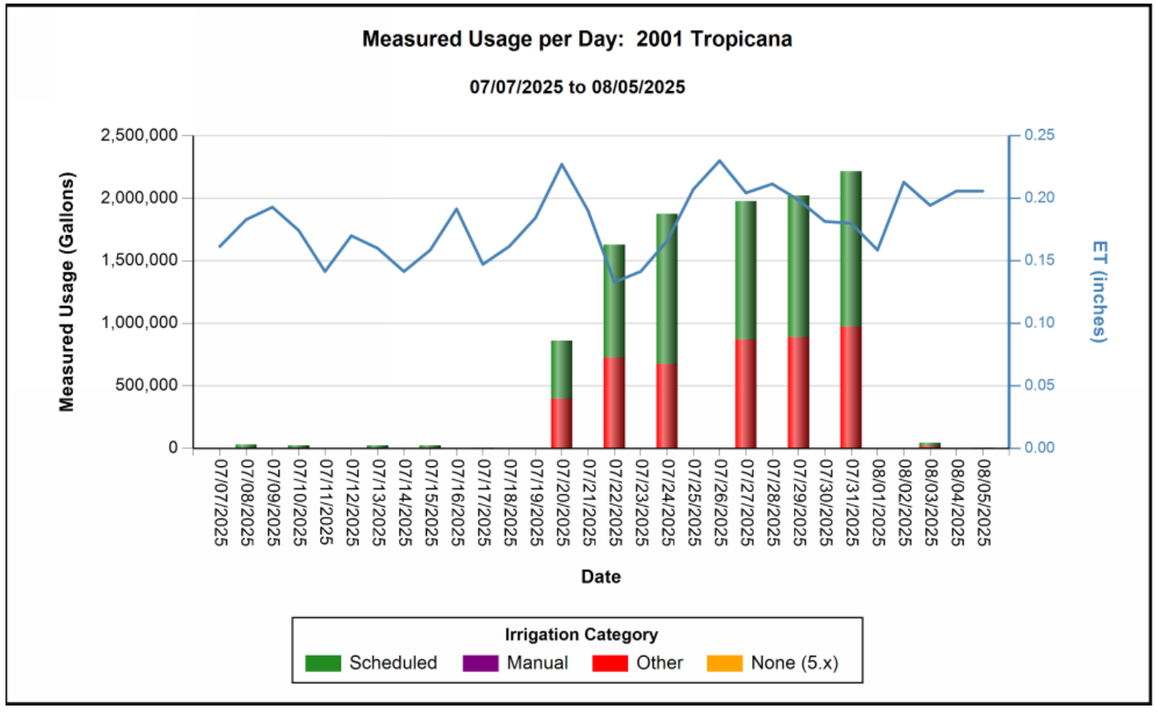
GOLDEN GATE BEAUTIFICATION, M.S.T.U. **Location:** Tropicana Blvd. **Report Date:** 8/5/2025 **Report No.:** 10 (FY-25)

LOCATION/WORK AREA	AC	S	C	R	MAINTENANCE SERVICES OBSERVATIONS & RECOMMENDATIONS	RESPONSE or COMMENTS

Collier County
Site: Golden Gate MTSU
09012040 - 2001 Tropicana

Single Controller
Measured Usage History Report

WeatherTRAK



Golden Gate M.S.T.U.
Fund 1621
August 19, 2025

	FY-25	Vendor	Item	PO#	Budget	Commitments	Expenditures	Available
1	MILLAGE COLLECTED & INTEREST		MSTU Revenues		$ (743,200.00)	$ -	$ (783,213.28)	$ 40,013.28
2	CARRY FORWARD		Unexpended Prior Year Funds		$ (2,006,206.25)	$ -	$ -	$ (2,006,206.25)
	ALL REVENUES				**$ (2,749,406.25)**	**$ -**	**$ (783,213.28)**	**$ (1,966,192.97)**
		McGee & Associates	Landscape Architect (FY-25)	4500234204		$ 11,793.80	$ 14,286.20	
		McGee & Associates	Landscape Architect (FY-24)	4500228494		$ -	$ 1,308.30	
3	ENG. FEES & OTHERS (631403)				$ 34,758.25	$ 11,793.80	$ 15,594.50	**$ 7,369.95**
4	INDIRECT COST REIMBURSE (634970)	Collier County	Indirect Cost	Direct Pay	$ 4,700.00	$ -	$ 4,700.00	$ -
		A&M Property Maintenance		4500233652		$ 12,061.16	$ 20,938.84	
5	LANDSCAPE INCIDENTALS (634990)				$ 30,000.00	$ 12,061.16	$ 20,938.84	$ (3,000.00)
		A&M Property Maintenance		4500233652		$ 36,365.00	$ 140,635.00	
6	OTHER CONTRACTUAL (634999)				$ 222,000.00	$ 36,365.00	$ 140,635.00	$ 45,000.00
		Tree Scaping	Tree & Palm - Pruning	4500234124		$ 13,787.00	$ 26,213.00	
		Tree Scaping	Tree & Palm - Removal	4500235294		$ 5,000.00	$ -	
		Naples Electric Motor Works	Pump Station Services	4500234617		$ 3,000.00	$ -	
		Lykins Signtek & Development	Welcome Sign	4500232891		$ -	$ 6,548.00	
7	OTHER CONTRACTUAL (639990)				$ 36,548.00	$ 21,787.00	$ 32,761.00	$ (18,000.00)
8	ELECTRICITY (643100)	FPL	Electricity	4700005162	$ 3,500.00	$ 832.19	$ 2,667.81	$ -
9	INSURANCE GENERAL(645100)	Collier County	Insurance	Direct Pay	$ 600.00	$ -	$ 600.00	$ -
	BUILDING RM	Facilites	Flag Installation (3)				$ 300.14	$ (300.14)
12	SPRINKLER SYSTEM(646311)	SiteOne	Irrigation Parts & Pumps	4500234777	$ 10,000.00	$ 3,307.72	$ 1,692.28	$ 5,000.00
13	MULCH(646318)	Southeast Spreading		4500238151	$ 25,000.00	$ 182.50	$ 22,942.50	$ 1,875.00
		Simmonds Electrical	Electrical Services	4500234109		$ 3,510.63	$ 1,512.96	
14	LIGHTING MAINTENANCE(646451)				$ 5,000.00	$ 3,510.63	$ 1,489.37	$ -
		Grainger	P-Card purchase				$ 23.59	$ (23.59)
15	LICENSE & PERMITS(649010)				$ 2,000.00	$ -	$ -	$ 2,000.00
		Premier Staffing	Transcription	4500234229		$ 1,567.15	$ 1,410.75	
		Naples Christmas Lighting DBA Sight	Holiday Decorations	4500234277		$ -	$ 2,975.00	
16	OTHER MISCELLANEOUS (649990)				$ 5,000.00	$ 1,567.15	$ 4,385.75	$ (952.90)
17	OFFICE SUPPLIES (651110)				$ 100.00	$ -	$ -	$ 100.00
18	COPYING CHARGES(651210)	J.M. Todd	Copier CPC	4500234730	$ 200.00	$ 35.28	$ 114.72	$ 50.00
19	FERT HERB CHEM(652310)	Howard Fertilizer		4500234102	$ 5,000.00	$ 398.00	$ 1,602.00	$ 3,000.00
20	OTHER OPERATING (652990)				$ 500.00	$ -	$ -	$ 500.00
21	**OPERATING EXPENSES**				**$ 384,906.25**	**$ 91,840.43**	**$ 250,447.50**	**$ 42,618.32**
22	PTNE STAFF & DIVISION OVERHEAD (911011)				$ 67,400.00	$ -	$ 67,400.00	$ -
23	PROPERTY APPRAISER (930600)				$ 5,400.00	$ -	$ 5,320.93	$ 79.07
24	TAX COLLECTOR (930700)				$ 14,500.00	$ -	$ 14,446.27	$ 53.73
25	**COUNTY OVERHEAD**				**$ 87,300.00**	**$ -**	**$ 87,167.20**	**$ 132.80**
26		Agricultural Serv International	Irrigation Pump - Sunshine Blvd	4500238759		$ 29,618.00	$ -	
27	IMPROVEMENTS GENERAL (763100)				$ 2,277,200.00	$ 29,618.00	$ -	$ 2,247,582.00
28	**CAPITAL PROJECTS**				**$ 2,277,200.00**	**$ 29,618.00**	**$ -**	**$ 2,247,582.00**
28	**ALL EXPENSES**				**$ 2,749,406.25**	**$ 121,458.43**	**$ 337,614.70**	**$ 2,290,333.12**
29	**FY-25 BUDGET GRAND TOTAL**		= ALL REVENUES - ALL EXPENSES		**$ -**	**$ 121,458.43**	**$ (445,598.58)**	**$ 324,140.15**

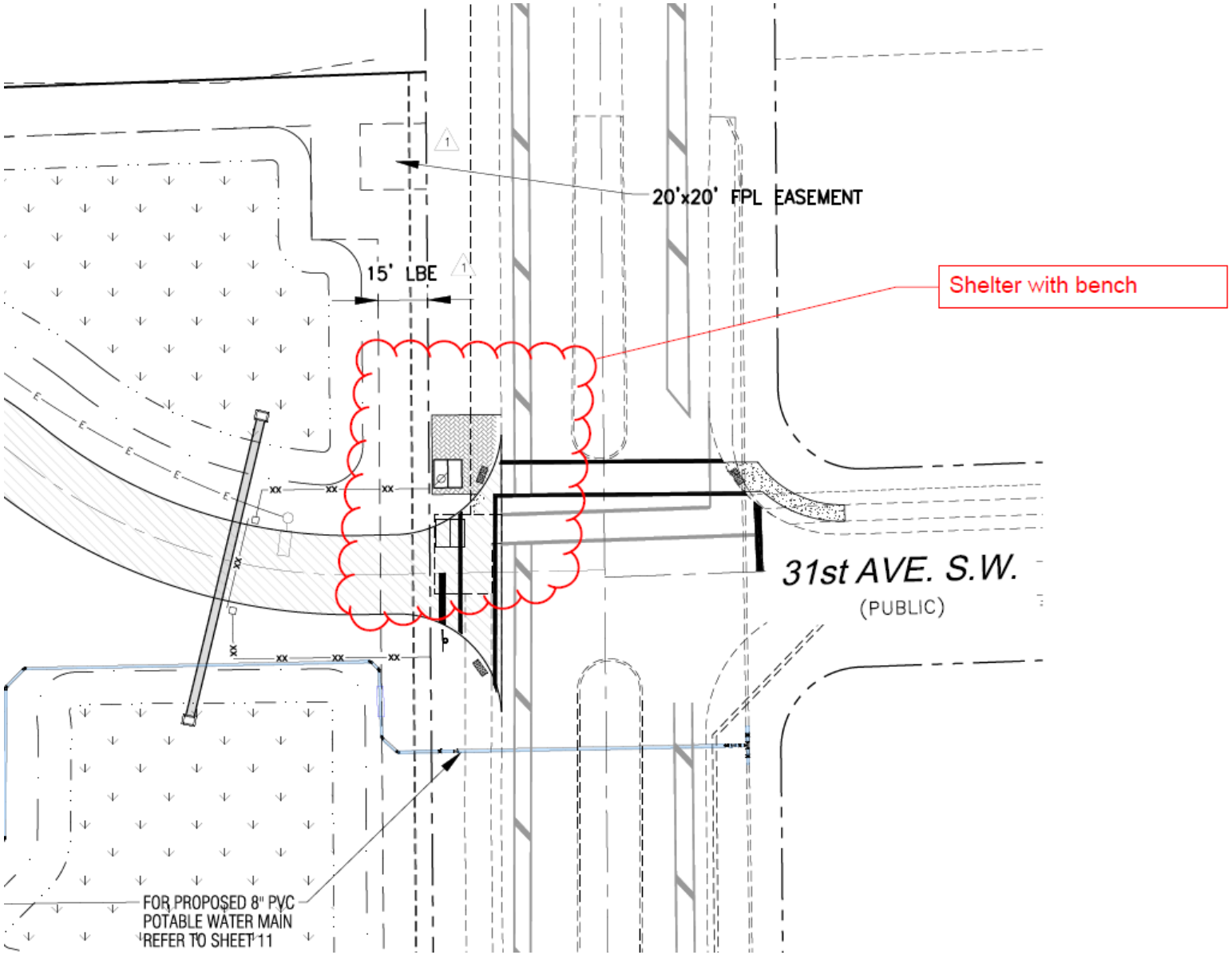
Golden Gate M.S.T.U.
Fund 1621
August 19, 2025

516,253,177	FY 13 Final Taxable Value	7.8%		
533,888,677	FY 14 Final Taxable Value	3.4%		
575,541,732	FY 15 Final Taxable Value	7.8%		
611,031,317	FY 16 Final Taxable Value	6.2%		
673,743,701	FY 17 Final Taxable Value	10.3%		
749,340,700	FY 18 Final Taxable Value	11.2%		
813,136,298	FY 19 Final Taxable Value	8.5%		
885,583,987	FY 20 Final Taxable Value	8.9%		
987,248,891	FY 21 Final Taxable Value	11.5%		
1,067,233,321	FY 22 Final Taxable Value	8.1%		
1,214,827,173	FY 23 Final Taxable Value	13.8%	+9.1% Average	
1,351,201,209	FY 24 Final Taxable Value	11.2%		
$1,473,376,239	**FY 25 Gross Taxable Value**			
8.94%	**Adjustment FY 24 to FY 25**			
	FY 25 Gross MSTU Revenue	FY 24		
Millage	**0.5000**	0.5000	**0.5 mill cap**	
Tax Dollars	**$736,688**	$675,601	**$129,275**	**Increase**

Total Available Balance	**$**	**2,290,333.12**
Plus Commited And Not Spent	**$**	**121,458.43**
Estimated Cash	**$**	**2,411,791.55**

Prepared 08.13.2025 MV

Tropicana Blvd & 31ST PL S.W.





GOLDEN GATE M.S.T.U. ADVISORY COMMITTEE

8300 Radio Road
Naples, FL 34104
May 20, 2025

MINUTES

I. CALL TO ORDER

The meeting was called to order at 4:28 P.M. by Chair Spencer. Attendance was called and a quorum of three was established.

II. ATTENDANCE

Advisory Committee	Patricia Spencer – Chair
	Paula Rogan – Vice Chair (Excused)
	Florence "Dusty" Holmes
	Ron Jefferson
	Open Seat
Staff	Brian Wells – PTNE Director (Excused)
	Dan Schumacher – Project Manager
Landscape	Mike McGee – Landscape Architect, McGee & Associates
	Armando Yzaguirre – Grounds Maintenance, A & M Property Maintenance (Excused)
Others	Wendy Warren – Transcription, Premier

III. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

IV. APPROVAL OF AGENDA

Chair Spencer motioned to approve the Agenda of the Golden Gate MSTU Advisory Committee as presented. Second by Mr. Jefferson Carried unanimously 3 - 0.

V. APPROVAL OF MINUTES – April 15, 2025

Mr. Jefferson moved to approve the Golden Gate MSTU Advisory Committee meeting minutes of April 15, 2025, as presented. Second by Ms. Holmes. Carried unanimously 3 - 0.

VI. LANDSCAPE MAINTENANCE REPORT

In Mr. Yzaguirre's absence, **Mr. Schumacher** reported on landscaping conditions.

- Routine landscape maintenance services have been performed on all MSTU roadways.
- Sunshine Boulevard median refurbishments are pending resolution of the irrigation issues.

VII. LANDSCAPE ARCHITECT'S REPORT – McGee & Associates

Mr. McGee summarized the May 6, 2025, observation report.
(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

A. Sunshine Boulevard
B. Coronado Parkway & Hunter Boulevard
C. Tropicana Boulevard

Comments

Mr. McGee reported:

All locations

- Mulch medians where replacement plants were installed.
- Increase irrigation schedule in dry areas.
- Recommend spring fertilization for all roadways.
- Recommend all Perennial Peanut plantings have an application of 0-0-22-22S-11mg fertilizer and Legume Soil inoculant.
- Review accent lighting fixtures for cleaning and/or replacement.
- Clean all paver areas with "Wet & Forget Outdoor" mold and mildew remover.
- Tracer spray, to identify herbicide applications and provide a visual guide of where the herbicide has been sprayed, should be used to help prevent over spraying, drift, and accidental application to unintended areas.

Sunshine Boulevard

- All areas are heavily stressed due to the irrigation system not functioning. All replacement plantings are on hold. A major renovation planting will be required to reestablish median landscapes.

Coronado Parkway

- The irrigation coverage of the perennial peanut needs to be reviewed in Median numbers 3, 4, 5, 6, 10 and 1, east and west ends, and 12.
- Many perennial peanut beds contain too many weeds resulting in a decline of the plantings. Continuous and early removal of weeds is important,
- Recommend reviewing all valve locations for green reflective markers that are missing.

Hunter Boulevard

- Liriope planting areas have large amounts of perennial peanut re-sprouting in the beds. New sprouts should be treated with herbicide before mulch is applied.
- Paurotis and Saw Palmetto palms were pruned.

Tropicana Boulevard

- Except for large shrubs, plant replacements are complete.
- Recommend all irrigation heads around Juniper plantings be reviewed for pruning.
- Prune foliage away from base of light poles.

Comments

Mr. Schumacher reported Southeast Spreading is scheduled to install two truckloads of mulch May 22,2025.

Committee Comments

- **Mr. McGee** noted that the Big Blue Liriope plant is replacing Perennial Peanut in median locations where an abundance of weeds has occurred.
- An auto accident damaged Juniper on Sunshine Boulevard, Median #2. Item is noted in the Summary Report with instruction to remove damaged plants and install double row of twenty-six Juniper Parsonii.

VIII. PROJECT MANAGER'S REPORT

Mr. Schumacher reported:

A. Budget Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

Golden Gate MSTU Fund 1621 Budget for May 20, 2025, prepared May 16, 2025.

- Purchase Orders
  1. FPL - electricity.
  2. A & M Property Maintenance – ground maintenance.
     a. Incidentals – landscape plants, materials, and refurbishment.
     b. Maintenance – regular landscape & irrigation maintenance.
  3. Howard Fertilizer – fertilizer.
  4. Lykins-Signtek – "Welcome Sign"
  5. McGee & Associates – landscape architectural services.
  6. Naples Christmas Lighting – Holiday decorations.
  7. Naples Electric motor Works (NEMW) – pump station maintenance.
  8. Premier Staffing – transcription services.
  9. Simmonds Electrical – electrical maintenance and repairs.
  10. SiteOne Landscape Supply – irrigation parts & components.
  11. Southeast Spreading – mulch.
  13. Tree Scaping of Naples – tree pruning and removal.

- Budget Summary
  1. Line 1, Revenues and Interest – Of the $743,200 budgeted, $726,442 has been collected and $16,757 remains to be collected.
  2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds $2,006,206.
  3. All Revenues – Of the $2,749,406 budgeted, $726,442 has been collected leaving an available balance of $2,022,963 (the sum of lines 1 and 2) minus Expenditures.

4. Line 20, Operating Expense – Of $384,906 budgeted, $120,368 is committed on to existing Purchase Orders and $155,419 is expended, leaving the remainder of $109,118 available within budget for additional operating expenses as needed.
5. Line 24, County Overhead – Of the $87,300 budgeted, $85,376 has been transferred, and a balance of $2,923 remains for transfer (PTNE Staff & support, Property Appraiser, & Tax Collector).
6. Line 26, Capital Projects – A balance of $2,277,200 remains for improvement projects.
7. Line 27, All Expenses – Of $2,749,406 budgeted, $120,368 is committed in existing Purchase Orders, $240,795 has been expended, leaving a remainder of $2,388,925 available for MSTU expenditures.
8. Line 28, FY-25 Budget Grand Total – budgeted Revenues (Line 3) and All Expenses (Line 25) are equal and cancel-out, $120,368 remains committed to existing Purchase Orders, collected Revenues exceed Expenses by $485,646 and $365,277 are Unexpended.

- General
  1. MSTU Tax Rate: 0.5000 Mills is for beautification improvements and maintenance within the taxing district.
  2. The Ad Valorem taxable value increased 8.94% for fiscal year 2025 over 2024 generating additional revenue of $129,275.
  3. Tax millage and interest collected by the Golden Gate Beautification MSTU may only be utilized by the MSTU and within the MSTU district boundary.

Mr. Schumacher noted:

- The Capital Projects category will fund pump station repairs and the proposed irrigation and landscape project(s) on Golden Gate Parkway.
- Uncommitted funds available within budget are eligible for transfer to other categories upon approval by the Committee.
- The Office of Budget Management (OMB) will be requested to add a line item in the FY-26 budget to allocate $150,000 for each of the four MSTU roadways in the Capital Improvements category dedicated to funding expenses incurred for disaster/catastrophic events.
- The Ad Valorem taxable value increased 8.94% for fiscal year 2025 over 2024 generating additional revenue of $129,275.
- Funds not spent in FY-25 will be carried forward into FY-26.

<u>Fiscal Year 2026 Millage Neutral Motion</u>

Mr. Schumacher reported:

- The Office of Budget and Management was notified of the Advisory Committee's recommendation to maintain the current millage rate of 0.5000 for Fiscal Year 2026.
- Asset Management Plan assets and expenditure projections to fund maintenance will be updated for 2026.

<u>Landscape Maintenance Contract</u>

- Award of a new three-year contract with two (2) one-year renewal options is pending review by the Procurement Division and approval by the Board of County Commissioners (BCC).

- A & M Property Maintenance's contract was extended for two months to provide continuity in landscapes services for the Golden Gate MSTU.

IX. ONGOING BUSINESS

A. Parkway Sign Light

Simmonds Electrical has scheduled installation of the new light for the week of June 9, 2025.

B. Light Pole and Lamp Replacements

- Quote proposals will be solicited from Lumec and Sternberg for streetlamp conversion to LED. The purchase of the lamps will be funded by the Capital Projects category.
- Light poles, particularly on Tropicana Boulevard, are corroded from water accumulating at the base of the fixture and age. Cost of replacing some poles will be researched with Sternberg.

X. NEW BUSINESS

A. Irrigation Extension - Pkwy Median 2 & New Bridge over Santa Barabara Canal

An Invitation to Bid on the restoration of the irrigation and landscaping on Golden Gate Parkway, west of the welcome sign at the intersection of Santa Barbara Boulevard, and east toward the bridge over the canal, was posted on OpenGov.com.

- Irrigation plans prepared by McGee & Associates, Landscape Architects, for the proposed project were reviewed.
- A list of plants available for transfer from another County project will be provided for incorporation into the landscape design.
- The Committee agreed to consider the Road Maintenance contribution of up to $50,000.00 for the project.
- The Road Maintenance Division will be responsible for installing and maintaining the improvements.
- An update on project status will be provided at the July meeting.

B. Sunshine Irrigation Pump Station

Mr. Schumacher reported:

- The pump station and irrigation system on Sunshine Boulevard are not functioning.
- Agricultural Services International (ASI) diagnosed the system on-site and recommended a complete pump station replacement.
- A Purchase Order was issued to ASI to install a *Rain Bird* Compact Low Profile VFD Pump Station.
- Replacement of the flow meter will be determined upon installation.
- Lead time for material delivery and installation is 8 to 10 weeks.

XI. COMMITTEE MEMBER COMMENTS

The Gate Golf Club

- Construction is underway for The Gate Golf Club with opening slated for Spring 2026.
- Conversion of the Quality Inn and Suite Golf Resort to community housing, The Teale, is progressing.

Sidewalk Construction

- A portion of asphalt sidewalk at the west end of Coronado Parkway is not being replaced with a concrete sidewalk.

Fiber Internet Installation

- PRIME FIBER is installing high-speed fiber internet in Golden Gate City.
- The provider is required to repair residential property damage caused by installation. Residents should call Collier County 311 to register for landscape refurbishment.

XII. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned by the Chair at 5:16 P.M.

GOLDEN GATE MSTU ADVISORY COMMITTEE

Patricia Spencer

Patricia Spencer, Chair

The Minutes were approved by the Committee on 8/19 ,2025 as presented ✓ or as amended ____.

GoldenGateBeautificationMSTU/CollierPTNE

NEXT MEETING: **JULY 15, 2025 – 4:30 PM**
GOLDEN GATE COMMUNITY CENTER
4701 GOLDEN GATE PARKWAY
NAPLES, FL 34116

GOLDEN GATE COMMUNITY CENTER ADVISORY BOARD (GGCCAB)
MEETING MINUTES
07/07/2025

ADVISORY BOARD MEMBERS PRESENT:

KAYDEE TUFF, ADVISORY BOARD CHAIR

ANGELA RICHBERG, ADVISORY BOARD MEMBER

CONSTANCE BETTINGER, ADVISORY BOARD MEMBER

ADVISORY BOARD MEMBERS NOT PRESENT:

WILLIE BRICE, ADVISORY BOARD MEMBER

LIZETTE HOMAR-RAMOS, ADVISORY BOARD MEMBER

ALSO PRESENT:

JAMES HANRAHAN, INTERIM DIRECTOR – PARKS & RECREATION & INTERIM SUPERINITENDENT OF MAINTENANCE

SIDNEY KITTILA, INTERIM REGIONAL MANAGER, REGION 2 – PARKS & RECREATION

RAY CORIANO, GGCC SUPERVISOR – PARKS & RECREATION

MARIAH BOSETTI, GGCC TRANSCRIPTIONIST – PARKS & RECREATION

BROOKE ROXBERRY, MANAGEMENT ANALYST – ORM – GROWTH MANAGEMENT DIVISION

I. **Call to Order**
Ms. Tuff called the Meeting to order at 6:05 PM.

II. **Attendance/Establish a Quorum**
Roll Call was taken by Ms. Tuff. Ms. Bettinger and Ms. Richberg were present. Ms. Homar-Ramos and Mr Brice were not present. A quorum was established.

III. **Pledge of Allegiance**
Mr. Hanrahan led the Pledge of Allegiance.

IV. **Approval of Agenda**
Ms. Tuff called for a motion to approve the Meeting Agenda. Ms. Richberg entered the motion, it was seconded by Ms. Bettinger. All members were in favor. The motion was carried.

V. **Approval of Minutes – May 5th, 2025**
Ms. Bettinger called for a motion to approve the Meeting Minutes from May 5th, 2025. Ms. Bettinger entered the motion; it was seconded by Ms. Richberg. All members were in favor. The motion was carried.

VI. **Public Comments**
There were no members of the public present.

VII. **Monthly Budget Report**
Mr. Coriano gave the Budget overview for the month of April.
FY2025 Budget Amended: $553,700.00

1. **Revenues**
   a. **FY2025 Amended: $954,400.00**
   b. **Actual Monthly Revenues for GGCC:** **MAY: $45,983.09** **JUNE: $27,706.43**
   c. **FY2025 Total Actuals: $908,076.39**
   d. **Available: $46,323.61**
   At 95.1% Consumption on Revenue for FY2025.
   Mr. Coriano stated that the recreational camp is what helped our May revenues. For June we had a good number of room rentals that helped a lot, along with registrations for summer basketball, volleyball, and judo programs.
2. **Operating Expenses:**
   a. **FY2025 Amended: $749,000.00**
   b. **Actual Monthly Expenses for GGCC:** **MAY: $35,748.29** **JUNE: $20,259.30**
   c. **FY2025 Total Actuals: $476,788.32**
   d. **Available: $176,382.78**
   At 76.5% Consumption on Expenses for FY2025.
   We are nearing the end of the fiscal year. There are some purchases that he would like to make prior to ending the FY.

VIII. **Community Center & Wheels Park Facilities Updates**

Mr. Coriano gave updates on the following items:

A. **Community Center:**
1. **Restroom Floors**
   Luis Herrera Haro, Project Manager for Parks & Recreation, will be this week with some contractors looking at the bathrooms and answering questions. Ms. Roxberry stated that bids for the project are due at the end of July. They added in the restrooms at Wheels to the scope for work. So, all six restrooms are out to bid for a full renovation.

Ms. Tuff stated that the Advisory Bord had already picked out the tile for the flooring. What about colors for paint, the stall partitions, countertops, etc.? Ms. Roxberry stated that once a vendor is selected, they would need to come in with their design specs. before any work begins. The flooring was already in the project's scope; the County reserves the right for final design approval. It will also need to go to the BOCC for approval.
Ms. Bettinger wanted to clarify that the vendor comes in and presents the Advisory Board with the options. We give them our best choice and then it goes off to the BOCC? Ms. Roxberry stated that paint colors must be part of the Facilities approved list of colors. Which will be provided to vendors in the bidding process.
Ms. Bettinger asked if the Advisory Board gets to see the paint colors. Ms. Roxberry stated that she could send over a list of the approved paint colors.
Ms. Tuff stated that it would be nice to see that ahead of time. Ms. Roxberry stated that she will put in the scope of work for the project and that both the GGCC Advisory Board and the BOCC would need to approve of the design before any work begins.
Ms. Bettinger asked if the bathroom renovations would be staggered. Ms. Roxberry replied that except for Wheels, yes, they wouldn't be all under construction all at once.
Ms. Tuff asked what the time frame would be on that. Ms. Roxberry stated that they were hoping at the start of the next fiscal year. But with bringing the final design for approval to both this Advisory Board and then the BOCC. She would be looking at a start date more like November.

2. **Gym Floor**

Impact Floors came back with an updated quote of $123,265. Which we knew would be higher than the original amount of about $83,000.
Ms. Tuff asked if that was the final bidder. Ms. Roxberry stated that because of the price that came back is over Procurement threshold, so this will have to go out for a formal solicitation. What we did because of the time constraints, and to make sure that everything gets done at the same time. We went ahead and had GymDoors come out, and they did a full assessment of all the equipment in the gym. Your bleachers, basketball hoops, the paneling, the painting, and they gave us an additional quote. We put all this into one scope of work for a full gym renovation. This will also include the stage floor and the Auditorium floor. Because the Facilities Department has asked to keep it cohesive across the facility.
She stated she received the final scope of work from Mr. Herrera last week. It will go to Procurement this week, after she gets with James for one final signature. Once Procurement has it, it will go out to bid.
Ms. Tuff asked what the time frame for that would be. Ms. Roxberry stated that it would take Procurement solicitation approximately seven months, but with delays at the Procurement Department, we would be looking at more like eight to nine months.
Ms. Bettinger asked if the money just stays in the fund until we get the contract and it gets approved. Mr. Hanrahan stated that the good thing about GGCC's funding is that it stays with your cost center. Any other location, money not spent goes back to the general fund.
Ms. Tuff stated that the North Collier Regional Park got their gym redone with money from the County general fund. Will our gym be funded by the County too? Mr. Hanrahan stated that they would have to look at it with Ms. Trimino and the team. North Collier is different in the sense that it is a regional park. That project had been on the list of capital projects for a very long time. We will work with Ms. Trimino and Mr. French to see what that might look like; it could be a combination of funding. He knows that this location has money set aside for capital projects for here, but that's not to say that we can't look at it being funded from several areas.
Ms. Bettinger stated that she agreed with Ms. Tuff's point. She thinks that if the County is doing the same thing somewhere else, then some should be covered by the County general fund. The MSTU money shouldn't be paying for what the County should be paying for and does pay for at other parks. Mr. Hanrahan stated that he understood.

Mr. Coriano stated that Mr. Brice has mentioned the same thing, we know we have money set to use for things that we need, but we want to make we spend the money wisely.

3. **Marquee Sign**

Ms. Roxberry stated a Purchase Order has been approved and provided the Advisory Board with two proofs options provided by the vendor of the new potential marquee sign.
Ms. Bettinger asked if the height was being lowered, with the letterbox being able to lock.
Mr. Coriano stated that yes, the sign would be lowered, and yes, the letterbox would lock. He stated that in terms of what we want on the sign, we have "Golden Gate Community Center" with the County logo and one without the logo. He knew the Advisory Board would want to have a say in what goes on the sign. Ms. Tuff stated that she appreciated that, and she preferred the one with the logo, and asked Ms. Bettinger and Ms. Richberg their opinions.
Ms. Bettinger stated that she doesn't want to lose the Golden Gate identity along with being part of Parks and Recreation and try to keep more of a Golden Gate identity than the other parks, given our history.
Ms. Tuff stated the sample makes it look like we are just County. That said, she thinks it looks nice, and the colors may need to be revised. We don't have a specific brand; we have always used an egret for Golden Gate City and perhaps we could send a photo of our signs to see if that is something they could do. She stated that she likes the font, she likes the sizing. She liked that "Golden Gate" is big, and that "Community Center" is smaller so that the "Golden Gate" part stands out.
Ms. Bettinger stated that if we are trying to tie the Community Center together with the community, we should have a more uniqueness for the sign than the rest of the parks in the County. She stated that she liked the colors.
Ms. Richberg asked if the sign was going to be blue and Mr. Coriano stated he had the same concern. He stated his concern is the base color blue around the marquee does not match any colors of the facility. He likes the logo, could we maybe change the color of the font to represent some colors from the city and the base colors to match the facility colors of beige and/or green. Mr. Hanrahan stated that any additional logos/pictures on the sign would have to be reviewed by the Communications Office under the County Manager.
Ms. Bettinger asked if there was, anyway, we could have the County logo on one side and maybe an egret on the other side? Ms. Tuff stated her concern about that would be how much it would set us back in time.
Mr. Hanrahan stated that he and Mr. Coriano will get with Facilities Management and see what they are doing at other County locations with new signs. We'll get some input from them and see if there is a way we can marry Golden Gate's identity with what the standard is for Collier County facilities overall. Mr. Hanrahan also stated that for the next meeting he and Ms. Roxberry will have the approved colors list for the Advisory Board to review.
Ms. Roxberry stated that she would get back with Lykins Signs and the County Communications Office to get some new proof for review as well.

4. **Other Improvement Request**

Ms. Roxberry stated that she had an update on the status of the Center being painted and that Facilities Management is not willing to cover the cost of painting this facility at this time, because they have other facilities in more need. She went ahead and got quotes from SES Painting contractor for both interior and exterior of the building. She is reviewing those with our internal maintenance team next week to see if there is any portion of the painting that can be quoted for each section of the building differently, so that we can do it one at a time if need be. She also had the gym quoted separately, because there is the potential that she could add the painting into the gym renovations. Ms. Tuff stated that her biggest concern is what type of paint they use, hopefully not the same type of paint that is on there now.

B. Wheels Skate & BMX Park

1. Skate Park Maintenance & Skate Lite

Ben Johnson of Ramp Doctors is closing down his business and now the hard part is we must find another contractor for wood maintenance.

Ms. Tuff asked if the County could contract a new company and Ms. Roxberry stated that he was a sole source vendor (as to the City of Naples as well) so she couldn't guarantee that we would still be able to use him as a sole source vendor, she would have to see the paperwork.

2. Announcing Tower Tarp Replacement

Sunmaster's had come out and took the last piece of cover we had and disposed of it without our consent. Mr. Coriano stated they sent pictures from the sample to assist other vendors in showing the dimensions of the cover. Ms. Roxberry stated that the last she heard, Facilities were working on a Purchase Order to move ahead with some F.E.M.A. funding to replace that.

IX. Old Business

Mr. Coriano gave updates on the following Old Business Items.

A. Summer Program Additions

Mr. Coriano stated that he ended up doing two volleyball clinics: an intermediate and an advanced level. We lost a few participants for the Wheels Extreme Sports Camps because some parents didn't realize that they had to provide their own skateboards, BMX bike, etc.

B. Fall Programs Planning

All Fall programs are entered into ActiveNet. We will be doing our basketball and volleyball skills clinics with two different skill levels for both. Elementary and middle school level clinics for basketball and beginner and intermediate/advanced levels for volleyball.

X. New Business

Mr. Coriano gave updates on the following New Business items:

A. Consideration of Senior Center moving into Community Center

The Golden Gate Senior Center is getting their facility renovated and they are looking for a place to move while their facility is being renovated. They're considering moving their daily operations to the Golden Gate Community Center. Mr. Coriano met with John Dunnuck, Executive Director of Facilities, and Brian DeLony, Division Director of Facilities, and explain there are too many activities, programs, room rentals, and agreements in place along with all staff offices' being full to consider adding a different operation and staff into the Center. This addition will impact our operation here at the Center.

Ms. Bettinger stated that we have just been talking about projects, gym floors like painting, etc. here. If they are looking at, conceivably two years, to be out of their building. She believes that they should look somewhere totally different than here. She does not support sharing this facility with the Senior Center. They also need to look at shuttle buses to take them to wherever their location is, because all these people walk here. There is not a way you are going to easily make space for them here. Mr. Hanrahan stated that Mr. Coriano and Ms. Kittila did a great job of explaining what we have going on here. The Community Center is one of our busiest facilities whether it's structured programs or just the flow of kids coming to the park and playground. He stated that he had a good conversation with Brian DeLony, Division Director for Facilities and he just wanted us to kind of just see if there were some ways for it to work. He said that he was working on another location that might make sense; he just has to have a conversation with Ms. Kittila and that supervisor. The A.I.R. building at Golden Gate Community Park, which is not open to the public, but we do our special need programs out of there. They have asked us to take a deeper look at it, but if the Advisory Board is set against it, he would explain the situation to them and recommend that the Senior Center tries to find someplace else.

Mr. Hanrahan asked if the Director of Community & Human Services, Kristi Sonntag, can be invited to the next meeting to answer any questions concerning the move consideration.

Ms. Bettinger stated that it was a shame that the other half of the Kmart center isn't viable, even just the garden center. You would have the same space and physical location that people can get to. She stated that she was adamant that they do not move in here. Ms. Tuff stated there was opportunity at the old high school in Immokalee right by there. How about that? Mr. Hanrahan stated that he wasn't sure which Facilities had been looked at. He just knows that they have asked about Parks' locations.

Mr. Hanrahan asked if the Advisory Board was comfortable with him saying that they had said to look for other options, but if they want to have a conversation, we can put them on the Agenda for August. Ms. Bettinger stated that they are going to delay deciding for now but will provide them with more time for them to discuss their plans with the Board. Ms. Tuff mentioned that renovations will be needed in the kitchen if they are planning to use it. Mr. Hanrahan had contacted the Director today to ask if she wanted to come to the meeting and answer any questions they might have, but she couldn't make it tonight, but she stated that she would be available for the August 4th meeting.

Ms. Bettinger stated the reason she made a motion was because she wanted to show that the Advisory Board said no. She stated Catherine Cowser, Director of the Library Division, has been meeting with them for the last five years to get all this information in place. This isn't a brand-new problem. Ms. Bettinger stated that she had asked years ago, when she heard that they were going to be doing renovations, where they were going to be putting the people? They stated they were looking at some properties in East Naples. She asked if they were going to bus the people in? Because one of the reasons the Senior Center is here, is because there are CAT buses, it's easy for families to drop them off. Does that mean your Thursday afternoon food bank moves if they move? Does the new facility know that they must do a food bank line because they are part of the Senior Center? Have they added that into the projection of the people?

Mr. Hanrahan asked if it would be fair for him to ask the Advisory Board to give Mr. Coriano a list of all their concerns that he could take to Facilities Management. These concerns may not have been taken into consideration. Ms. Bettinger apologized to the group but explains she has worked here in Golden Gate, and she lives here, and she sees the stuff that no one puts the big picture together. They could find a church that needs extra income and see if you can move it there. Churches usually have a big fellowship hall and the facilities for 70 people to sit down and have lunch. Currently, in Golden Gate City we do not have a county property that is available.

Ms. Tuff stated that there was still a motion on the floor and asked if there was a second for the motion and Mr. Coriano asked if we still wanted to allow them to come out to the next meeting for questions. Ms. Tuff asked Ms. Bettinger if she would be willing to rescind her motion. She wanted to add that in all fairness, the Advisory Board did have two members missing that night, and it would be good to get their input. She does believe, knowing them, that they would agree with the Board, but they aren't here. Ms. Bettinger stated that in that regard, she would withdraw her motion. She would ask that the Advisory Board officially invite them to come to the next meeting and present their case, understanding that she will have pointed out questions for them. But she doesn't want them to get the idea from this that we are going to consider them, and they don't have to look anywhere else. Mr. Hanrahan stated that he would make sure that is clear. This is only to hear out. He stated that if the Advisory Board was alright with it, he will say, "As of right now, the Advisory Board is strongly opposed but are willing to listen". What he would like to do is get the Advisory Board as much information for them to review and give them a week and a half to put together something for the Advisory Board to review.

Ms. Tuff also wanted to point out that we would lose revenue, we would lose rooms that we would be able to rent. Mr. Hanrahan stated that was a good point, he will ask them to put in there how much they would be willing to pay.

Mr. Hanrahan stated that he doesn't take this as the Advisory Board being mean, you all are the one's representing – beyond the staff – the community and what happens here. He doesn't take it as a negative. He takes it as, let's look at this from a wider lens and then also from a lens of people who are here every day. Ms. Tuff stated we do appreciate having a senior center in our community. It's not like we don't understand the value of the program. We just don't see *this* as a viable option. She stated that maybe we could do some of the things for them, but not all of it. Ms. Bettinger stated that we really would have to be either 0% or 100%. You can't be sending these seniors to four different places for their programs/services. Mr. Hanrahan stated she was right; these are senior citizens. You can't tell them there is four locations that you might have to get to. He did show Mr. DeLony the other location at Golden Gate Park, but we also to be mindful of that is where we do 99% of our special need's programs. Now that can be a little bit different, because that building isn't open to the public. So, we can get creative and say for these 12 months you might operate out of North Collier Park. Because that is not community driven programming, it is special needs driven programming. That is a particular group of people that you are servicing. Then he will have to have a conversation with that supervisor, because they have gotten used to going to that location. And that population doesn't do well with change, much like seniors.

B. New FY Budget Preparations

Mr. Coriano stated we are just working on getting together our last-minute purchases before the new fiscal year, and Ms. Tuff asked if the Board will be seeing the Budget this year before in goes on to the BOCC. Mr. Coriano stated that we will need to talk to Ms. Trimino to see if we can get a preview. Mr. Hanrahan stated that it's still a work in progress, but he would get with them (Ms. Trimino at Growth Management) and at what point, what they can show the Advisory Board.

Ms. Tuff also asked about the raise of the milage rate. The Board has not seen a raise for the milage. Ms. Bettinger stated that the Golden Gate Beautification MSTU charges more than we do, so she would rather pay more money for the Community Center than Beautification. Can we put it on the Agenda to see? Mr. Hanrahan stated that he would get with Chris Johnson, Director – Corporate Financial & Management Services, on that.

Ms. Bettinger asked if an Ad Valorem rate increase would have to be put on the ballot for the public to vote on and Mr. Hanrahan responded that he would talk with Chris Johnson to get a bit of the history of the Ad Valorem. Has the milage changed? For it to remain neutral/lowered/raised – what is that process?

C. Special Event Planning (Halloween & Winterfest)

Ms. Tuff asked Mr. Coriano if we could move this Agenda item to the next meeting.

XI. Member Comments

Ms. Bettinger stated that it would be good to invite the Clerk of Courts, Crystal Kinzel, and County Commissioner, Burt Saunders, to an Advisory Board meeting. Ms. Tuff agreed that it would be a good idea to invite them to a meeting. Maybe invite Ms. Kinzel to the September meeting and Mr. Saunders to the August meeting?

Ms. Richberg, no additional comments.

Ms. Tuff, no additional comments.

XII. Adjournment

With no further topics for discussion, Ms. Tuff called for a motion to adjourn the Meeting. Ms. Bettinger entered the motion, Ms. Richberg seconded the motion, and all agreed. The Meeting was adjourned at 8:01PM.

Golden Gate Community Center Advisory Board

Kaydee Tuff

Kaydee Tuff, Chairman

These minutes approved by the Board on 8/4/2025 as presented,

or as amended _____.

Next Meeting, August 4th, 2025, at 6:00PM
Golden Gate Community Center • 4701 Golden Gate Parkway, Rm. C, Naples, FL 34116

GOLDEN GATE COMMUNITY CENTER
ADVISORY BOARD
AGENDA

August 4th, 2025
6:00p.m.

I. Call to Order

II. Attendance – Establish a Quorum

III. Pledge of Allegiance

IV. Approval of Agenda

V. Approval of Minutes – Jul 7th, 2025

VI. Public Comments

VII Monthly Budget Report

FY2025 = 1605 – 157710

A. Revenues:
1. FY2025 Amended: **$954,400.00**
2. Actual Monthly Revenues for GGCC: **JULY: $920,496.16**
3. FY2025 Total Actuals: **$10,682.10**
4. Available: **$33,903.84**

B. Operating Expenses:
1. FY2025 Amended: **$749,000.00**
2. Actual Monthly Expenses for GGCC: **July: $27,152.23**
3. FY2025 Total Actuals: **$503,561.61**
4. Available: **167,551.16**

VIII. Community Center & Wheels Park Facilities Updates

A. Community Center:
1. A/C Units in Gymnasium
2. Floor's Cleaning & Waxing
3. Restroom Floors (Open Item)

4. Gym Floor (Open Item)
5. Marquee Sign (Open Item)
6. Other Improvement Request (Open Item): Facility Interior Lighting and floors.

B. Wheels Skate & BMX Park:

1. Roof
2. Skate Park Maintenance & Skate Lite
3. Announcing Tower Tarp Replacement

IX. Old Business

A. Consideration of Senior Center moving into Community Center

B. New FY Budget Preparations

X. New Business

A. Parks & Recreation Regions Re-alignments

B. End of Camp Collier Summer Camp 2025

C. Special Events Planning (Halloween & Winterfest)

XI. Member Comments

XII. Adjournment

The next meeting <u>TENTATIVELY</u> scheduled for Monday, September 1st, 2025, (Labor Day)
6:00pm, Golden Gate Community Center, Room C
4701 Golden Gate Pkwy, Naples FL 34116
(Alternate meeting date: September 3rd, 2025)

News Releases

Golden Gate Community Center Advisory Board

Post Date: 07/25/2025 4:00 PM

Notice of Public Meeting

Golden Gate Community Center Advisory Board
Collier County, Florida

August 4, 2025

6:00 p.m.

Notice is hereby given that the **Golden Gate Community Center Advisory Board** will meet on **Monday, August 4,** at **6:00 p.m.** This meeting will be held at the Golden Gate Community Center, Conference Room C, 4701 Golden Gate Parkway, Naples, Florida.

About the public meeting:

Two or more members of the Board of County Commissioners may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting of that board.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call the Collier County Parks & Recreation Division at (239) 252-4000.

Return to full list >>

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

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August 6, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Collier County Community Redevelopment Agency
Immokalee Community Redevelopment Advisory Board
Collier County, Florida

August 20, 2025
8:30 a.m.

Notice is hereby given that the **Immokalee Community Redevelopment Advisory Board** will meet on Wednesday**, August 20th** at **8:30 a.m.** This will be a Hybrid Remote Meeting, and it will be held at the CareerSource SWFL, 750 South 5th Street, Immokalee, Florida. Some of the Board Members and staff may be appearing remotely, with staff present in person. The public may attend either remotely or in person.

Individuals who would like to participate remotely should email Yuridia Zaragoza at Yuridia.Zaragoza@colliercountyfl.gov by August 19th at 4:00 p.m.

The agenda will be posted on the Immokalee CRA's website at https://immokaleecra.com/meetings-information-1.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting of those boards, councils or agencies.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as

possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Yuridia Zaragoza at (239) 867-0025**.**

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Collier County Community Redevelopment Agency
IMMOKALEE CRA
The Place to Call Home!

CRA Board

Commissioner
William McDaniel Jr.
Co-Chair
District 5

Commissioner
Dan Kowal
Co-Chair
District 4

Commissioner
Burt L. Saunders
District 3

Commissioner
Chris Hall
District 2

Commissioner
Rick LoCastro
District 1

CRA Advisory Board

Mike Facundo
Chairman

Bernardo Barnhart
Vice-Chair

Mark Lemke
Anne Goodnight
Yvar Pierre
Paul Thein
Lupita Vazquez Reyes
Jimmy Nieves
Oscar Lugo
Edward "Ski" Olesky
Estil Null

CRA Staff

John Dunnuck
Executive Director
Facilities & CRA

Christie Betancourt
CRA Assistant Director

Yvonne Blair
CRA Project Manager

Yuridia Zaragoza
CRA Operations Support
Specialist I

Meeting of the Collier County Community Redevelopment Agency
Immokalee Community Redevelopment Advisory Board.

AGENDA
Hybrid Remote Public Meeting
(*Please see details below)

Immokalee CRA
750 South 5th Street
CareerSource SWFL
Immokalee, FL 34142
239.867.0025

August 20, 2025 – 8:30 A.M.

A. Call to Order.
B. Pledge of Allegiance and Prayer.
C. Roll Call and Announcement of a Quorum.
D. Voting Privileges for Board Members via Zoom. *(Action Item)*
E. Approval of Agenda. *(Action Item)*
F. Approval of Consent Agenda. *(Action Item)*
   1. Minutes
      i. Joint CRA & MSTU Advisory Board Meeting for June 18, 2025 (Enclosure 1)
   2. Budget Reports (Enclosure 2)
   3. Code Enforcement Report (Enclosure 3)
   4. Staff Reports
      i. Assistant Director Report (Enclosure 4)
      ii. Project Manager Report (Enclosure 5)
      iii. Project Manager Field Observation Report (Enclosure 6)
      iv. Community Meetings (Enclosure 7)
G. Announcements.
   1. Public Comment speaker slips
   2. Communications Folder
H. Other Agencies.
   1. FDOT updates
   2. Other Community Agencies
      i. Immokalee Water and Sewer District (IWSD) (Enclosure 8)
      ii. Collier County Code Enforcement
      iii. Collier County Parks and Recreation
      iv. Immokalee Eastern Chamber of Commerce
I. Community Presentations.
J. Old Business.
   1. Contactor Maintenance Reports
      i. A&M Property Maintenance Report & Schedule (Enclosure 9)
      ii. New Market Road Commercial Project (Parcels along Pinellas Street)
         a. Vacating the Alley (Enclosure 10)
   2. Development Report by Laura DeJohns, Johnson Engineering (Enclosure 11)
   3. Advisory Board
      i. New Board Orientation

ii. New Board Meeting Agenda
iii. 2025 Calendar update (Enclosure 12)
iv. FRA Conference

4. 2025/2026 Strategic Plan Update
5. Budget Update
   i. Tentative Budget Report (Enclosure 13)
6. Parks & Recreation South Park Project (Enclosure 14*) (Action Item)*
7. Brief Staff project update
   i. Immokalee Sidewalk Phase III – Eustis Ave. and W. Delaware Ave.
   ii. First Street Corridor Safety Project

K. New Business
L. Citizen Comments.
M. Next Meeting Date. The **CRA Board** will meet on ***Wednesday, September 17, 2025,*** at 9:00 A.M. at the **Immokalee Community Park**.
N. Adjournment

*** Hybrid Remote Public Meeting**

Some Advisory Board members and staff may be appearing remotely, with staff present in person. The public may attend either virtually or in person.

If you would like to provide public comment, participate, and/or attend the meeting, please contact Yuridia Zaragoza via email at Yuridia.Zaragoza@colliercountyfl.gov by August 19, 2025, at 4:00 P.M.

You may attend the meeting in person on August 20, 2025, at the CareerSource SWFL Conference Room, 750 South 5th Street, Immokalee, FL 34142.

The public is reminded that the CDC and Department of Health recommend social distancing and avoiding public gatherings when possible.

All meetings will be publicly noticed in the W. Harmon Turner Building (Building F), posted at the Immokalee Public Library, and provided to the County Public Information Department for distribution. Please contact Yuridia Zaragoza at 239.867.0025 for additional information. In accordance with the American with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact Christie Betancourt at least 48 hours before the meeting. The public should be advised that members of the CRA/MSTU Advisory Committee are also members of other Boards and Committees, including, but not limited to: the Immokalee Fire Commission. In this regard, matters coming before the Advisory Committee/Board may come before one or more of the referenced Board and Committees from time to time.

MINUTES

Meeting of the Collier County Community Redevelopment Agency Immokalee Local Redevelopment Advisory Board and the Immokalee MSTU Advisory Committee on June 18, 2025. The Advisory Board members, staff, and public appeared virtually and in person.

Hybrid Remote Public Meeting
CareerSource
750 South 5th Street
Immokalee, FL 34142

A. Call to Order.
The meeting was called to order by CRA Chair Michael "Mike" Facundo at 8:36 A.M.

B. Pledge of Allegiance and Moment of Silence.
Michael "Mike" Facundo led the Pledge of Allegiance and the opening prayer.

C. Roll Call and Announcement of a Quorum.
Christie Betancourt opened roll call. A quorum was announced for the MSTU Committee. A quorum was announced for the CRA Board at 8:40 A.M.

CRA Advisory Board Members Present in Person:
Michael "Mike" Facundo, Mark Lemke, Estil Null and Paul Thein (8:40 A.M.).

CRA Advisory Board Members Present via Zoom:
None.

CRA Advisory Board Members Absent/Excused:
Patricia "Anne" Goodnight, Edward "Ski" Olesky and Yvar Pierre.

MSTU Advisory Committee Members Present:
Bernardo Barnhart, Jimmy Nieves, and Cherryle Thomas.

MSTU Advisory Committee Members Present via Zoom:
None.

MSTU Advisory Committee Members Absent/Excused:
None.

Others Present in Person:
Melissa Silva, Yeimi Espinoza, Oscar Lugo, Naissy Miller, Jorge Alvarado, Hamar Quintero, Judith Seva, Armando Yzaguirre, Katiuska Maury, Said Gomez, Leonor Flores, Nicolas Hoyos, Matelyn Rodriguez, Ashley Rodriguez and Commissioner William "Bill" L. McDaniel, Jr.

Others Present via Zoom:
Laura De John, Kaitlyn Zindle, Alex Malhas, and Julia DeLunos

Staff Present in Person: John Dunnuck, Christie Betancourt, Yvonne Blair, Yuridia Zaragoza, and Karen Fernandez Rua.

D. Voting Privileges for Board Members via Zoom
No action taken from the CRA and MSTU Board.

E. Approval of Agenda.
Staff presented the Agenda to the board for approval. The Agenda was approved as presented.

CRA Action: ***Mr. Mark Lemke made a motion to approve the Agenda as presented. Mr. Estil Null seconded the motion, and it passed by unanimous vote. 4-0.***

MSTU Action: ***Mr. Jimmy Nieves made a motion to approve the Agenda as presented. Ms. Cherryle Thomas seconded the motion, and it passed by unanimous vote. 3-0.***

F. Approval of Consent Agenda

1. Minutes
    i. Joint CRA & MSTU Advisory Board Meeting for May 21, 2025 (Enclosure 1)
2. Budget Reports (Enclosure 2)
3. Code Enforcement Report (Enclosure 3)
4. Staff Reports
    i. Assistant Director Report (Enclosure 4)
    ii. Project Manager Report (Enclosure 5)
    iii. Project Observation Field Report (Enclosure 6)
    iv. Community Meetings (Enclosure 7)

Staff presented the Consent Agenda to the boards for approval. The Consent Agenda was approved as presented.

CRA Action: ***Mr. Mark Lemke made a motion to approve the Consent Agenda as presented. Mr. Estill Null seconded the motion, and it passed by unanimous vote. 4-0.***

MSTU Action: ***Mr. Jimmy Nieves made a motion to approve the Consent Agenda as presented. Ms. Cherryle Thomas seconded the motion, and it passed by unanimous vote. 3-0.***

G. Announcements.

1. Public Comments speaker slips
   CRA Staff commented on the public 3-minute speaker slip policy for each Topic. The Board will give more time if they feel it's necessary.

   Ms. Karen Fernandez Rua introduced herself. She is an upcoming sophomore at Cornell University and is studying Government with a minor in public policy. She is glad to have an internship with the Immokalee CRA and said she is studying alongside Ms. Christie Betancourt and the board.

   Ms. Christie Betancourt announced that she will be attending the Board of Collier County Commissioners' meeting on Tuesday, June 22, 2025, and will be celebrating her 25 years of service with Collier County.

   Mr. John Dunnuck commented on Ms. Christie Betancourt's efforts to the Immokalee community for the past 25 years. If anyone would like to attend and celebrate Ms. Betancourt's 25 years of service, they are welcome to celebrate with staff after she receives her award.

2. Communications Folder
   Staff reviewed the communication folder with the board and members of the public. Included in the folder were the public notice of the Joint CRA and MSTU meeting, Immokalee Complete Streets information flyer, 2025 Lipman Backpack Giveaway flyer, 2024 Immokalee CRA Annual Report, and the Collier County Parks and Recreation presentation on Immokalee parks programming and events.

   A brief discussion was held on the completion of the TIGER project. Mr. Mark Lemke expressed his concern for the Immokalee Health Department parking lot and how there are currently no speed bumps. Staff commented that there are still some punch items that are being worked on.

3. 2025 Updated Calendar (Enclosure 8)
   Staff have an updated draft calendar that presents information on the joint meeting of the CRA and MSTU Board. Staff hope to have both boards meet as a merged board in the following month. The June meeting was updated to the 18th. Initially, the meeting was meant to be held on June 25, 2025. As for the July meeting, staff have moved the July meeting to July 16, 2025, instead of July 23, 2025. Ms. Christie Betancourt commented that she will be taking the week off during the week of July 23rd.

   Staff will be updating the calendar on the website. Staff are open to meeting on July 16, 2025; however, they have received a few comments from board members who have asked about the reasoning for a meeting held in July. Staff asked for the board's recommendation for the July 16, 2025 meeting.

   A brief discussion was held on the Joint CRA & MSTU Board Meeting, both CRA and MSTU board members agreed to cancel the board meeting for July.

CRA Action: ***Mr. Estil Null made a motion to cancel the Joint meeting of the Immokalee Local Redevelopment Advisory Board (CRA) and the Immokalee Beautification MSTU (Municipal Service Taxing Unit) Advisory Committee on July 16, 2025. Mr. Mark Lemke seconded the motion, and it passed by unanimous vote. 4-0.***

MSTU Action: ***Mr. Jimmy Nieves made a motion to cancel the Joint meeting of the Immokalee Local Redevelopment Advisory Board (CRA) and the Immokalee Beautification MSTU (Municipal Service Taxing Unit) Advisory Committee on July 16, 2025. Ms. Cherryle Thomas seconded the motion, and it passed by unanimous vote. 4-0.***

H. Other Agencies
   1. FDOT Updates
      Staff are working to find an FDOT representative who could attend the meeting to provide updates.

      Commissioner McDaniel provided information on the reconfiguration that is being done on the North end of the Loop Road project. He commented that the projects are moving forward.

The Loop Road project construction is tracking to start in July of next year. The SR 82 project is also set to be completed by the end of this year.

Commissioner McDaniel also provided information on the Vanderbilt extension first phase progress. He said money was appropriated for the acquisition to carry out the Vanderbilt extension straight out to Everglades Boulevard.

The 4-lane on the segment of Oil Well Road between Ave Maria and the Golden Estates is set to start next year.

Commissioner McDaniel provided an update on the Private Road MSTU. The opt-out period is over; County staff are sorting out who opted in or out. Staff will continue to move forward to get the roads improved.

2. Other Community Agencies
   i. Immokalee Water and Sewer District (IWSD)
   No updates.
   ii. Collier County Code Enforcement
   Ms. Christie Betancourt commented that a change has been made for the Immokalee representative. Ms. Cristina Perez will be going to Naples, and Mr. Joe Mucha will be coming to Immokalee.
   iii. Collier County Parks and Recreation
   Mr. Said Gomez presented the current summer programs that are being held in Immokalee. He presented the flyer for the summer program and commented on the theme for this year. He also elaborated on the summer food program that they have with the children who participate in the summer program and commented that their goal is to help the children learn about healthy food choices.

   Mr. Gomez also commented on the guest speakers who present to the children in the summer program. He commented on the partnership with Conservation Collier and said they recently came out and presented a couple of findings from the Pepper Ranch Preserve. He commented that staff utilize all the green space they have in their facility. He also commented on the field trip and the support received from the vendors.

   Mr. Gomez provided information on the number of campers at the Immokalee Community Park and Immokalee South Park.

   Mr. Said Gomez commented on the swimming lessons that are taking place at the Immokalee Sports Complex. They are running swimming lessons with Swim Central. He also commented on the Fitness Program that is being held at the Immokalee Sports Complex.

   Mr. Said Gomez also elaborated on the reeling with the ranger's event at Ann Olesky Park. Mr. Gomez thanked Ace Hardware for sponsoring the drinks.

FWC staff have been coming out and showing their support by educating others on how to catch and release, and on the wildlife and conservation of the park. He commented on the growing number of participants in this program and thanked Mr. Edward "Ski" Olesky for providing bait.

A brief discussion was held on the VPK children and the programming that is offered during the Summer.

iv. Immokalee Eastern Chamber of Commerce

Ms. Melissa Silva provided updates on the planning for the Cherryle Thoms Christmas Around the World Parade. The Chamber has a few funding initiatives that they will be doing. They are holding the 2nd Annual Jail and Bail. Mr. Hugo Rodriguez has bailed Ms. Silva and Mr. Bernardo Barnhart out. If anyone is interested in being a part of the Jail and Bail fundraiser, they may contact her. The fundraiser will be held on November 7, 2025.

On October 17, 2025, the chamber will be hosting a mud run at Lazy Springs, Ms. Silva thanked Commissioner McDaniel.

The Chamber is also doing a Yeti Cooler raffle. Their goal is to raise around $6,000. Many other things will be included with the Yeti Cooler. The tickets are $15. All proceeds will go towards a couple of expenses for the Cherryle Thomas Christmas Around the World Parade.

I. Community Presentations

No presentations.

J. Old Business

1. Contractor Maintenance Reports

i. A&M Property Maintenance Report & Schedule (Enclosure 9)

Staff provided the May, June and July schedule and the Zocalo Plaza short-term landscaping and irrigation maintenance report.

Mr. Armando Yzaguirre commented that the maintenance is going as usual. However, there has been an abnormally high number of runovers this month in some areas. He said there was no major damage, but some plants were destroyed. Staff may need to think about doing some replanting in some of the areas. Mr. Yzaguirre also commented on the trash that is being collected at the Zocalo Park and said that the homeless individuals are still there in full effect.

Ms. Yzaguirre commented that he has a report on the approved bid to get the irrigation running at the Historic Cemetery. The irrigation is working properly; however, the pipes that are under the pavers will not be able to sustain much since it's leaking in some spots. He will have to replace the pipes; he will follow up with staff on this matter. The work will most likely be completed in the following weekend. Mr. Yzaguirre commented that once the irrigation starts working, there is another area in front of the Handy Store on Main Street that could also be beautified.

Ms. Christie Betancourt commented that staff will come back to the board and present what could be done at the Historic Cemetery. Mr. Armando Yzaguirre was able to fix the fence at the Historic Cemetery; however, it has been continuously hit. Staff will be requesting to either replace the fence or repair it, especially since a survey was completed for the Historic Cemetery.

2. Advisory Board update
   i. Board Merger
      a. Advisory Board Appointments and term assignments (Enclosure 10)

Staff provided an update on the current progress of Immokalee Community Redevelopment Advisory Board. The Board of Collier County Commissioners will be presented the Advisory Board appointments and term assignments. The following will be presented:

- Residents (2 seats)
  - Lupita Vazquez Reyes (3-year term)(recommended for reappointment)
  - Michael Facundo (4-year term)
- Business/Commercial Property Owners (2 seats)
  - Bernardo Barnhart (3-year term)
  - Paul Thein (2-year term)
- Non-Profit (1 seat)
  - Mark Lemke (2-year term)
- MSTU Representative (1 seat)
  - Oscar Lugo (recommended for new appointment)(4-year term)
- At-Large (3 seats)
  - Jimmy Nieves (Business Owner) (3-year term)
  - Yvar Pierre (Resident)(4-year term)
  - Patricia “Anne” Goodnight (Resident)(2-year term)
- Non-Voting (2 seats)
  - Estil Null (4-year term)
  - Edward “Ski” Olesky (4-year term)

Staff commented that Ms. Cherryle Thomas’ term is set to end in September 2025. However, her term is ending earlier. This will be Ms. Cherryle Thomas’s last meeting as a board member.

3. Office Lease update (Enclosure 11)

Staff presented the office lease that will be going forward to the Board of Collier County Commissioners on July 8, 2025. Staff have sent a request for legal services to the County Attorney. Real Property worked on the lease and has been in contact with the Workforce Development Board and the proposed new owner.

Ms. Christie Betancourt commented that the lease is similar to the prior lease; however, there is less usable square footage. Also, the previous rate was not at the market rate.

Mr. Mike Facundo asked if board meetings would still be held at the CareerSource Conference Room. Mr. Paul Thein commented that an agreement is still being discussed. The plan is to have a children's Autism gym. If the agreement is finalized, it's most likely that the meeting will not be held at the CareerSource.

A discussion was made on what staff are looking to do if the meetings can no longer be held at the CareerSource. They will reach out to Parks and Recreation and the Immokalee Library, and schedule accordingly. Staff may have to move around; they need an area to accommodate 30 or more people. Ms. Christie Betancourt also commented that there is a new facility in the works that will have a big conference room to accommodate all who attend the meeting.

Commissioner McDaniel commented that staff will not be moving around. As soon as staff are made aware that the conference room is no longer available, they will find a spot and have the meetings held there so that they avoid any miscommunication with community members on the location. He commented that the Immokalee Community Park could be a great spot to hold the meetings, but staff will look into it more.

Commissioner McDaniel questioned the status of the Immokalee Government Center.

Mr. John Dunnuck commented that the new building for the Immokalee Government Center will be completed first. As of now, staff have abandoned the thought of renovating the current building.

Staff commented that the Careersource conference room will be used for meetings until they are notified otherwise.

Ms. Christie Betancourt commented that staff will be bringing a few items back to the merged board for discussion on the prayer, adding public comments either at the beginning of the meeting or towards the end, and at the start of the meetings.

Staff presented the Map that will be part of the executive summary for the office lease. Ms. Christie Betancourt commented that staff currently have access to a shared kitchen and storage room. Staff agree to continue with the lease; however, a noted concern was made on the room that has the staff's network equipment. Staff clarified that the current lease ends on July 31, 2025. The lease is a three-year lease with two optional one-year renewable periods, and the CRA can opt out. Staff do not plan on leaving until the new facility at the Immokalee Government Center is built.

CRA Action: ***Mr. Mark Lemke made a motion to approve the proposed office lease. Mr. Estil Null seconded the motion, and it passed by unanimous vote. 4-0.***

4. 2025/2026 Strategic Plan Update (Enclosure 12)
   Staff would like to finalize the Strategic Plan. The only change made was at the request of Commissioner McDaniel by adding a private sector to the medical facility. Staff will remove items as they are accomplished.

Staff would like the Board of Collier County Commissioners' approval for this plan. Staff will have this as an item for the Board of Collier County Commissioners after the Immokalee CRA Board approves.

CRA Action: ***Mr. Mark Lemke made a motion to approve the 2025/2026 Immokalee Strategic Plan as presented. Mr. Paul Thein seconded the motion, and it passed by unanimous vote. 4-0.***

MSTU Action: ***Mr. Jimmy Nieves made a motion to approve the 2025/2026 Immokalee Strategic Plan as presented. Ms. Cherryle Thomas seconded the motion, and it passed by unanimous vote. 3-0.***

5. Budget update
   i. Tentative Budget Report (Enclosure 13)
   Staff discussed the Tentative Budget Report; it's been updated. Staff have been able to modify through a Budget Amendment and create a new capital project code. Staff allocated $50,000 to Economic Development, which was previously under mobility. Staff have removed the word mobility and reclassified it as Economic Development.

   A motion was made by the MSTU Board at the previous meeting, and the MSTU Board decided to keep the millage rate neutral at 1.000.

CRA Action: ***Mr. Mark Lemke made a motion to approve the Fiscal Year 2026 Tentative Budget Report. Mr. Estil Null seconded the motion, and it passed by unanimous vote. 4-0.***

MSTU Action: ***Mr. Jimmy Nieves made a motion to approve the Fiscal Year 2026 Tentative Budget Report. Ms. Cherryle Thomas seconded the motion, and it passed by unanimous vote. 3-0.***

   ii. 2025/2026 Funding Priorities (Enclosure 14)
   Staff provided information on the funding priorities list. If approved, the board would approve the projects and funding for each project.

   Staff provided awareness of all the changes, which included $120,000 in MSTU fund and $80,000 of CRA Funds. The $80,000 of CRA Funds are for the Lighting Report that was received from the Sheriff's Department. The $120,000 is $20,000 more due to the utility bill that is for all 362 light poles installed within the TIGER Grant areas. It has been confirmed that there are 362 light poles, not 388 light poles. Staff will present the lighting map to the board; Johnson Engineering is updating the map.

CRA Action: ***Mr. Mark Lemke made a motion to approve the 2025/2026 Funding Priorities. Mr. Estil Null seconded the motion, and it passed by unanimous vote. 4-0.***

MSTU Action: ***Mr. Jimmy Nieves made a motion to approve the 2025/2026 Funding Priorities. Ms. Cherryle Thomas seconded the motion, and it passed by unanimous vote. 3-0.***

6. Brief Staff Project update
   i. Immokalee Sidewalk Phase III – Eustis Ave. and W Delaware Ave.

Staff had a kickoff meeting with the contractor and the engineer of record. Staff are working with Procurement to release the Purchase Order and the Notice to Proceed so that construction can start.

ii. First Street Corridor Safety Project
Staff are working with Procurement for the release of bids to get bids to do Phase one, which is from Carver Street to School Road. Staff will be able to start after they receive bids on the construction of the project. They are moving along.

7. Development Reports by Laura DeJohns, Johnson Engineering (Enclosure 15)
Staff provided copies of the Map attached to the report completed by Johnson Engineering. Staff also provided copies of the updated report, which is numbered.

Ms. Laura DeJohn introduced the format of the report that was provided. They highlight any projects that had new activities. All of the projects in the report come directly out of public information available online through the Collier County Growth Management Department. As the Growth Management Department is processing anything from zoning action to site development level action or even a zoning verification letter, Johnson Engineering builds this into the monthly report and provides an update. The blue highlight indicates a project that is new to the system/county. The yellow highlight indicates a project that was already in the report but has no new activity on the project. The red highlight is specific to a project that is relying on the State Statute related to Live Local Development, which means it's a commercial zoned property where they are seeking to build affordable housing.

Ms. DeJohn commented that each project is named and has a PL number. Included is also the location, zoning and owner of the property. Also provided is a brief explanation of the status. Ms. Laura DeJohn provided updates on the Sainvillus Subdivision, Immokalee Community Campus, Immokalee Sports Complex, Taco Bell – Immokalee SR 29& Lake Trafford Rd, Little Ceasars Immokalee, Onda Rose Multifamily (SDP), and the Florida Army National Guard Readiness Center Project. The remaining projects in the report are just documenting activities that have been approved and are in construction.

Commissioner McDaniel emphasized the Live Local Act. He said it is a statutory right that's been given to commercial property owners to convert to affordable housing. There are very specific parameters, but there are no community meetings unless a variance request comes in, then the community may have a say in the adjustments. He commented on a current development with Peninsula Engineering.

Commissioner McDaniel also emphasized the phasing of the improvements that staff are doing at the Immokalee Sports Complex. Staff will elevate to do artificial turfing of the two soccer fields, which will be an enormous benefit for the community. Commissioner McDaniel asked Mr. John Dunnuck for clarification on a timeline for the Immokalee Sports Complex.

Mr. John Dunnuck clarified that the staff are finishing up the design. Then staff will have to go through the procurement process for the construction contract, which will take up to six or nine months. The fields will probably be completed by the end of 2026 or the beginning of 2027. Staff are meeting with all the stakeholders so that everyone is on the same page regarding the field operations. County staff will also post the schedule of the Immokalee Sports Complex, so that everyone is aware.

A discussion was held on the community benefits of the improvements that are set to be completed at the Immokalee Sports Complex.

K. New Business.

1. FRA Conference 2025 (West Palm Beach)(Enclosure 16)
   Staff presented this item earlier than usual. There is currently no program; however, a time, date, and location have been given for the 2025 FRA Conference. Staff would like approval for up to 4 board members to attend this year.

   Staff acknowledge that this item is being presented early; however, staff would like to book the hotel and tour promptly. After a brief discussion, the CRA Board made a recommendation.

CRA Action: ***Mr. Mark Lemke made a motion to approve the travel of Four (4) CRA Board members to attend the 2025 FRA Conference in West Palm Beach, Florida. Mr. Estil Null seconded the motion, and it passed by unanimous vote. 4-0.***

L. Citizen Comments

Mr. Jorge Alvarado introduced himself. He provided information on the services he provides.

Ms. Matelyn Rodriguez and Ms. Ashley Rodriguez introduced themselves. Ms. Matelyn Rodriguez provided information on the service they provide.

Mr. Nicolas Hoyos introduced himself. He provided information on the service he provides.

Ms. Judith Seva introduced herself. She commented on her background with Fifth Third Bank. She commented on the homeless to home ownership program that she was previously working on. She also commented on her introduction to the Interagency meeting and commented on her support for the community.

Ms. Cherryle Thomas commented on a couple of notes she has received from the community. A community member commented on a couple of signs near a blue pole that was knocked down on Main Street by McDonald's.

Ms. Thomas also commented that she worked for the school system under the USDA. She commented on the statistics that were taken and said that many had input on the need for zoning in the polls.

Many also commented on the event that was previously held for Thanksgiving, where meals were given out. She commented on the Christmas Around the World Parade event and the difference it has made for the community and expressed the need to have something done for other Holidays, especially since the Immokalee community is made up of many ethnicities. She also commented that many would like to see a Halloween parade.

Although this is her last position as part of the MSTU Board, Ms. Cherryle Thomas believes that she has made a difference. She hopes that the new people who join the board are not expecting to want too much, she has enjoyed her time as a board member and asked that staff look into doing more events. She thanked staff and board members for allowing her to be on board for a long time, but she is grateful that younger members are joining.

Ms. Christie Betancourt commented that staff are taking Ms. Cherryle Thomas' recommendations into consideration in having other events held. Staff thanked Ms. Cherryle Thomas for her service to the Community.

M. Next Meeting Date

The newly created **Immokalee Community Redevelopment Advisory Board** will meet on Wednesday, **August 20, 2025**, at 8:30 A.M. at CareerSource SWFL.

N. Adjournment

Meeting adjourned at 9:54 A.M.

**** Zoom Meeting chat is attached to the minutes for the record.***

Collier County Community Redevelopment Agency

IMMOKALEE CRA

The Place to Call Home!

Certification of Minutes Approval Form

Prepared by:

Christie Betancourt, CRA Assistant Director
Immokalee Community Redevelopment Area

Approved by:

Michael "Mike" Facundo, Chairman

The Minutes for the June 18, 2025, CRA Advisory Board were approved by the CRA Advisory Board on August 20, 2025, as presented.

The next meeting will be a CRA Advisory Board meeting and will be held on September 17, 2025, at 9:00 A.M. at the Immokalee Community Park.

All meetings will be publicly noticed in the W. Harmon Turner Building (Building F), posted at the Immokalee Public Library and provided to the County Public Information Department for distribution. Please call Christie Betancourt, at 239-867-0028 for additional information. In accordance with the American with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact Christie Betancourt, CRA Assistant Director, at least 48 hours before the meeting. The public should be advised that members of the CRA Advisory Board are also members of the other Boards and Committees, including, but not limited to: Immokalee Fire Commission, and the Collier County Housing Authority; etc. In this regard, matters coming before the Advisory Board may come before one or more of the referenced Board and Committees from time to time.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

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August 14, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Lely Beautification MSTU Advisory Committee
Collier County, Florida

August 21, 2025
2:00 p.m.

Notice is hereby given that the **Lely Beautification Municipal Service Taxing Unit (MSTU) Advisory Committee** will meet on **Thursday, August 21, 2025,** at **2:00 p.m.** This will be a Hybrid Remote meeting and held in the Conference Room at the South Regional Library, 8065 Lely Cultural Pkwy, Naples, Florida. The public may participate either remotely or in person.

Individuals who would like to participate remotely should contact Rosio Garcia at Rosio.Garcia@colliercountyfl.gov by noon on August 21.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

The agenda will be available on the Collier County Government website at https://www.collierptne.com/mtsu/lely-golf-estates-beautification-advisory-committee/

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Dan Schumacher at (239) 252-5775.

###

GOLF ESTATES BEAUTIFICATION MSTU

ADVISORY COMMITTEE

8300 Radio Road
Naples, FL 34104

AGENDA

August 21ST, 2025

I. CALL TO ORDER

II. ATTENDANCE

Kathleen Dammert - Vice Chair (10/1/26)
Dimitra Arneson (10/1/26)
Linda Rae Jorgensen (10/1/25)
Michael Mann (10/1/29)
Lisa McGarity (10/1/25)

Ellen Sheffey – Acting Director, PTNE
Dan Schumacher – Project Manager
Rosio Garcia – Operations Coordinator
Michael McGee – McGee & Associates
Armando Yzaguirre – A&M Property Maint.
Wendy Warren – Premier Staffing

III. APPROVAL OF AGENDA

IV. APPROVAL OF MINUTES – JULY 17, 2025

V. CHAIR'S REPORT

VI. CONTRACTOR REPORTS

- **A.** LANDSCAPE ARCHITECT'S REPORT – McGee & Associates (M&A)
- **B.** Landscape Maintenance – A&M Property Maintenance (A&M)

VII. PROJECT MANAGER'S REPORT – DAN SCHUMACHER

- **A.** BUDGET REPORT
- **B.** LIGHTING INSPECTION REPORT
- **C.** RADAR SPEED REPORTS
- **D.** Committee Terms Expiring & Re-applications
  - Linda Rae Jorgensen
  - Lisa McGarity

VIII. ONGOING BUSINESS

- **A.** Traffic Signage
- **B.** Sign Lights
- **C.** Entryway Lighting Circuits

IX. NEW BUSINESS

X. COMMITTEE MEMBER COMMENTS

XI. PUBLIC COMMENT

XII. ADJOURNMENT

NEXT MEETING:

SEPTEMBER 18TH, 2025 AT 2:00 PM
South Regional Library
8065 Lely Cultural Pkwy
Naples, FL 34113, (239) 252-7542

GOLF ESTATES BEAUTIFICATION MSTU

ADVISORY COMMITTEE

8300 Radio Road
Naples, FL 34104

Minutes

July 17, 2025

I. Call to Order

The meeting was called to order at 2:06 P.M. Roll call was taken, and a quorum of three was established.

Ms. McGarity motioned to allow Mr. Mann to participate in the meeting as a virtual participant due to extraordinary circumstances. Second by Vice Chair Dammert. Carried unanimously 3 – 0.

Mr. Mann joined the meeting. A quorum of four was present.

II. Attendance

Committee Members: Kathleen Dammert, Vice Chair; Linda Jorgensen (Excused), Michael Mann, Lisa McGarity, Dimitra Arneson
County Staff: Ellen Sheffey, Acting Director, PTNE (Excused); Dan Schumacher, Project Manager, PTNE Division; Rosio Garcia, Operations Analyst, PTNE Division; Keyla Castro, Operations Support Specialist, PTNE
Contractors: Mike McGee, Landscape Architect, McGee & Associates; Armando Yzaguirre, A&M Property Maintenance; Wendy Warren, Premier Staffing
Guests: Pat McCabe, Resident

III. Approval of Agenda

Ms. McGarity moved to approve the Agenda of the Lely Golf Estates Beautification MSTU Advisory Committee as presented. Second by Vice Chair Dammert. Carried unanimously 4 - 0.

IV. Approval of Minutes – May 15, 2025

Vice Chair Dammert moved to approve the Lely Golf Estates Beautification MSTU Advisory Committee meeting minutes of May 15, 2025, as presented. Second by Ms. McGarity. Carried unanimously 4 - 0.

V. Chair's Report

Chair reports will commence pending the election of a Committee Chairperson.

VI. Contractor Reports

A. Landscape Architect's Report – McGee & Associates (M&A)

Mr. McGee summarized the July 3, 2025, observation report.
(The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).

Maintenance Areas

1. St. Andrews Blvd.
2. Forest Hills Blvd. & Cart Crossing

3. Valley Stream Circle
4. Pebble Beach Blvd. & Cart Crossing
5. Thorncrest, Briarcliff, and Heather Grove Lanes (cul-de-sacs)
6. Baltusrol Drive & Cart Crossing
7. Doral Circle
8. Rattlesnake Hammock Rd.

Mr. McGee reported:

All Locations

Recommend herbicide spraying use a color tracer dye in the mix.

St. Andrews Blvd. & US 41

- Replace dead Pentas at community entrance.
- The third large Royal Palm within the shopping center plantings appears to have been struck by lightning. Recommend replacement with an 8-foot gray trunk palm.

St. Andrews Blvd.

- Median #1:
  - Prune Crinum Lilies and treat for leaf spot fungus.
  - Turf areas should be treated to remove sedge weeds.
  - Remove two Foxtail Palms with Ganoderma disease (inbound side) and backfill with clean native local topsoil.
- Median #2
  - Prune Crinum Lilies and treat for leaf spot fungus.
- Median #6:
  - Removal of Foxtail Palm with Ganoderma disease is recommended.

Forest Hills Boulevard

- Median #12
  - Recommend replacement of a missing tree and Ilex tree in decline with Queen Crape Mrytle's.
  - An auto accident damaged palm trees and shrubs. A replacement plant count will be provided after the area has been cleaned up.

Forest Hills Cart Crossing & Lake

- Cut back all Sand cordgrass and treat for insects.

Valley Stream Circle

- Recommend replacement of purple Trumpet tree damaged during a storm.

Pebble Beach Boulevard

- Medians #14 and #15
  - Perennial Peanuts replacements noted.
- Median #16
  - Remove Torpedo Grass and Perennial Peanut and replant bed later.
- Median #18 (south end) and #19 (north end)
  - Replant/replace seventy-five Perennial Peanut plants destroyed by an auto accident and light pole replacement.
  - Replace Bougainvillea 'Helen Johnson' at address 156.

Pebble Beach Boulevard Golf Cart Crossing

- Replace twenty Spider Lily plants.
- Remove the air potato vine within Xanadu plants.

Doral Circle

- West ROW & Rattlesnake Hammock Road: Remove snake plants and other plantings from Podocarpus hedge.
- Replace ten dead/missing white African Iris.
- Median#23:
  - Replace four Ixoras shrubs in decline.
  - Plant two white Geiger trees at variegated ginger locations.

Treasure Point Cul-de-sac

- Remove strangler fig vines from within Sabal Palm tree trunks.

Comments – Mr. Schumacher

Palm Tree Removal

A proposal was received from Tree Scaping of Naples for large palm tree removal. The work will be scheduled.

Mulch

- Mulch applications exceeded the 2025 budget.
- Additional spreading of mulch, funded by the FY-26 budget, will be undertaken in November/December.
- Consideration will be given to perimeter edging of the mulch with crushed shell, as suggested by Mr. McGee.

Irrigation

- Irrigation system frequency settings were modified (reduced) to accommodate the rainy season.

B. Landscape Maintenance Report – A & M Property Maintenance (A&M)

Mr. Yzaguirre reported:

- Routine maintenance is being performed as scheduled.
- Suggested planting Bulbine versus Perennial Peanut noting ease of maintenance.
- Requested alternative shrub for Holly tree replacement(s).
- Trumpet trees have been located. Photos will be sent to Mr. Schumacher and Mr. McGee for approval prior to purchase and installation due to smaller size specifications.

Comments – Mr. McGee

- A larger than normal pit should be excavated and new soil added when planting new trees.
- Utilize Tera Sorb in accordance with instructions when planting new landscape material.
- Bougainvillea shrub replacements for Medians #20, 21, and 22 should be planted four or five feet back from the curb to protect plants from vehicular damage.

VII. Project Manager's Report – Dan Schumacher

Mr. Schumacher reported:

A. Budget Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

Lely Golf Estates MSTU Fund 1620 Budget for July 17, 2025, prepared June 12, 2025.

Mr. Schumacher presented an overview of the budget highlighting:

Purchase Orders

1. A & M Property Maintenance (A&M)
   - Incidentals are for landscape refurbishment and miscellaneous.

- Grounds Maintenance is for regularly scheduled tasks and irrigation repairs.

2. Agricultural Services International – Irrigation services
3. Collier County PUD – Water
4. FPL – Electricity
5. Howard Fertilizer & Chemical Co.- Fertilizer
6. McGee & Associates – Landscape Architecture
7. Naples Electric Motor Works – Irrigation Pump Repairs
8. Premier Staffing – Transcription Services
9. Sight N Sound, dba Naples Christmas Lighting – Holiday Decorations
10. Simmonds Electrical – Electrical Maintenance and LED Fixtures
11. SiteOne Landscape Supply – Irrigation Parts & Pumps
12. Southeast Spreading - Mulch
13. Traffic Logix – Digital Solar Radar
14. Tree Scaping of Naples – Tree Pruning and Removal

- Budget Summary
  1. Line 1, Revenues and Interest – Of the $432,700 millage assessed, $432,628 has been collected, leaving an outstanding balance of $71.
  2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds total $394,545.
  3. All Revenues – Of the $827,245 budgeted (millage assessed and FY-24 Carry Forward Funds), $432,628 has been collected leaving an available balance of $394,617 (the sum of lines 1 and 2) minus Expenditures.
  4. Line 24, Operating Expense – Of the $366,645 budgeted, $102,486 is committed to existing Purchase Orders and $191,797 is expended, leaving the remainder of $72,362 available within budget for additional operating expenses as needed.
  5. Line 28, County Overhead – Of the $80,000 budgeted, $79,196 has been transferred, and a balance of $804 remains for transfer (PTNE Staff & Overhead, Property Appraiser, & Tax Collector).
  6. Line 30, Capital Projects – A balance of $230,600 remains for improvement projects.
  7. Line 32, Capital Reserves - $150,000 is reserved for catastrophic events.
  8. Line 33, All Expenses – Of the $827,245 budgeted, $102,486 is committed in existing Purchase Orders, $270,993 has been expended, leaving the remainder of $453,766 available for MSTU expenditures.
  9. Line 34, FY-25 Budget Grand Total – Budgeted Revenues (Line 3) and All Expenses (Line 33) are equal and cancel-out, $102,486 remains committed to existing Purchase Orders, collected Revenues exceed Expenses by $161,635 and $59,149 are Unexpended.

<u>General</u>

1. MSTU Tax Rate: 2.00 Mills is for beautification improvements and maintenance within the taxing district.
2. The Ad Valorem taxable value increased 5.42% for fiscal year 2025 over 2024 generating additional revenue of $68,920.
3. Tax millage collected and interest by the Lely Golf Estates Beautification MSTU may only be utilized by the MSTU and within the MSTU district boundary.

Mr. Schumacher noted:

- Uncommitted funds available within budget are eligible for transfer to other categories upon approval by the Committee.

- A & M Property Maintenance, Landscape Incidentals, for plant replacements has exceeded budget.
- The Naples Electric Motor Works Purchase Order has been closed out.
- AGRI Services completed some maintenance.
- Simmonds Electrical: The FY-25 Purchase Order will be increased and the FY-24 PO closed out.
- Quotes for Holiday Decorations will be solicited from three vendors.
- The Doral Sign renovation project will be debited from the Capital Projects category.

Fiscal Year 2026 Budget

- The FY-26 budget is effective October 1, 2025.
- Asset Management Plan assets and expenditure projections to fund maintenance will be updated for 2026.
- Funds not spent on FY-25 will be carried forward to FY-26.

B. Lighting Inspection Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

Mr. Schumacher reported:

July 3, 2025, Observation Report

- St. Andrews Blvd: eleven single luminaire, four entry and two exit sign lights are out.
- The US and State Flagpole light bulbs at the entrance were replaced.
- Doral Circle: two sign lights are out.
- All lamp poles are fitted with Lumec-brand LED replacements.

C. Radar Speed Report

Mr. Schumacher reported:

Radar Speed Sign Report

Two (2) Traffic Logix SafePace 100 speed monitoring signs are functioning on Saint Andrews Boulevard, eastbound by the Lely Presbyterian Church (*Radar 1*) and westbound at Pine Valley Circle (*Radar 2*).

Daily vehicle report statistics from June 11, 2025, to July 11, 2025:

- Radar 1 (110 St Andrews Blvd) recorded 21,999 vehicles averaging 1,734 vehicles per day. The maximum speed was sixty-six to seventy (66 - 70) mph.
- Radar 2 (255 Saint Andrews Blvd) recorded 48,824 vehicles for an average of 1,627 per day. The maximum speed was eighty-six to ninety (86-90) mph.
- The data indicated most vehicles were traveling between twenty-six (26) and thirty-five (35) mph. The speed limit is twenty-five (25).

D. Committee Terms Expiring and Reapplications

Mr. Schumacher reported:

Linda Rae Jorgensen and Lisa McGarity's Advisory Committee terms expire October 1, 2025.

The application form for reappointment to the Lely Golf Estate Beautification MSTU Advisory Committee is available on the County website.

Applications to the Committee received will be reviewed and voted on at the August 21, 2025 meeting of the MSTU.
Applications receiving a majority motion by the Advisory Committee will be recommended to the Board of County Commissioners for approval.

Ms. McGarity *informed Mr. Schumacher that she had submitted her application for reappointment.*

Mr. Schumacher *will contact Linda Jorgensen to confirm her interest in applying for membership.*

VIII. Ongoing Business

A. Traffic Signage

Mr. Schumacher reported:

- A Request for Quote was submitted to Lykins for street signs with two blades and decorative bases.
- The quote will be considered by the Committee at the next meeting.
- Upon quote approval, production and installation sequences will be discussed for FY-26, which commences October 1ST.

B. Sign Lights

Mr. Schumacher reported:

- A total of fourteen LED light fixtures is required to replace existing corroded sign lights, five for each of the two monuments at St. Andrews Blvd and two for each side of the two-sided sign at Doral Circle.
- Simmonds Electrical of Naples, Inc. submitted quote number 2516947 in the amount of $11,302.89 to furnish and install fourteen Dabmar bronze light fixtures with LED bulbs and PermaPosts to accommodate the new fixtures.

Committee Discussion

- Members requested research be conducted to ensure the fixture and related parts will be available in the future.
- Mr. Schumacher will consult the vendor and confirm the fixture is expected to be produced for the near future.

Ms. McGarity motioned to approve Simmonds Electrical of Naples, Inc.'s quote number 2516947, dated July 14, 2025, in the amount of $11,302.89 to furnish and install fourteen Dabmar light fixtures and permapost stands for signs at the entrances of St. Andrews Boulevard and Doral Circle. The motion is subject to a satisfactory response to Mr. Schumacher's inquiry regarding the fixtures historical use and anticipated longevity. Second by Mr. Mann. Carried unanimously 4 – 0.

C. Entryway Lighting Circuits

Mr. Schumacher reported:

- Simmonds Electrical determined the electrical circuit(s) damaged by blown fuses caused the multiple light outages on St. Andrews Boulevard.
- Twenty-two Fuse Holders were ordered for eleven poles.
- A subsequent lighting failure revealed a failed circuit breaker panel.
- A breaker panel has been ordered, and installation will be scheduled with Simmonds Electrical upon receipt.

IX. New Business

Forest Hills Radar Sign

Ms. McGarity reported residents had expressed interest in the installation of a speed deterrent device on Forest Hills Boulevard, the committee to investigate in the coming fiscal year.

X. Committee Member Comments

Doral Circle Sign Light Replacement

Mr. Schumacher thanked Mr. Mann for replacing the sign light on the entry side at Doral Circle.

Radar Sign

Mr. Schumacher noted the Rattlesnake Hammock Road location suggested by Ms. Arneson for installation of a Radar Speed Sign is under the authority of the Traffic Operations Division, not the MSTU.

XI. Public Comments

Mr. McGee informed Ms. McCabe that Trumpet trees proposed by A & M Property Maintenance for planting at the Doral Circle median, would be reviewed for approval with planting anticipated by the end of the summer.

XII. Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 3:07 P.M.

LELY GOLF ESTATES BEAUTIFICATION MSTU ADVISORY COMMITTEE

_____

Kathleen Dammert, Vice Chair

These Minutes were approved by the Committee on _____,2025 as presented ___ or as amended ___.

Lely Golf Estates Beautification MSTU/CollierPTNE

NEXT MEETING: **AUGUST 21, 2025 – 2:00 PM**
SOUTH REGIONAL LIBRARY
8065 LELY CULTURAL PARKWAY
NAPLES, FL 34113
239.252.7542

McGee & Associates
Landscape Architecture

Project: LELY GOLF ESTATES BEAUTIFICATION, M.S.T.U. **Landscape Architect Observation Report:** August 2025
Location: **MSTU Medians & ROW's**
Project Manager: Dan Schumacher, Collier County Public Services Division, Public Transportation & Neighborhood Enhancements Department
Consultant: McGee & Associates **Consultant's Representative:** Michael A. McGee, rla, isa
Contractor: A & M Property Management **Contractor's Representative:** Armando Yzaguirre
Report Date: FY24-25, 8/7/2025 **Observation Date:** **8/7/2025** **Report No.** 10 (FY25)

AC - Indicates major or repeating items recommended to be discussed by the Advisory Committee
S - Indicates items to be addressed by staff. **C** - Indicates items to be addressed by Contractor
Contractor is requested to address items as soon as possible and indicate in **RESPONSE/COMMENTS** column when and which items are corrected.
Note: Copy picture out of comment boxes *and then paste to additional sheet if picture is desired in larger size.*

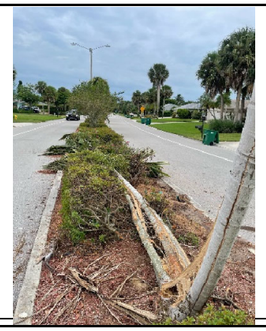
LOCATION/WORK AREA	AC	S	C	R	OBSERVATION & RECOMMENDATIONS	ADDITIONAL COMMENTS
All locations		X	X		It is recommended that all herbicide spraying use a color tracer dye in the mix.	Strikethrough indicates items that have been addressed or are being addressed and will be removed from the next month's report. Yellow highlighting indicates items that need to be addressed as soon as possible for safety issues, potential plant damage or to reduce future maintenance issues.
St. Andrews Blvd. & US 41 Inbound R/W South		X	X		Remove palm tree volunteers in Ixora shrubs in front of sign.	
		X	X	3	Pentus annuals are dead. (2) Pentus annuals are recommended to fill-in missing plants.	
		X	X	10	The 3rd large Royal palm from US 41 within the shopping center plantings that are under the control of the MSTU appears to have been hit by lightning. ~~Removal and~~ replacement is recommended. **(1) 8 ft. clear trunk Royal palm is recommended to replace existing.**	
Outbound R/W North Suncoast Credit Union side		X	X		Cleanup dead Paurotis palm fronds on the ground scattered around the sign and plantings.	
		X	X	3	(Pentus annuals are dead. (8) Pentus annuals are recommended to fill-in missing plants.	
		X	X	6	At the shopping center entry ~~there is 33 l.f.+/- of perennial peanut between sidewalk and valley gutter that has torpedo grass in it. Recommended spraying areas for total kill and then replanting with two staggered rows of (65) perennial peanut 'Golden Glory', 1 gal. 12" o.c.~~	**M&A 6/5/25:** (56) of the newly planted Perennial peanuts have been severely water stressed and appear dead. Replacement is recommended.
St. Andrews Blvd.						
Median #1		X	X	3	Pentus annuals are dead. (9) Pentus annuals are recommended to fill-in missing plants.	
		X	X	5	~~Crinum lilies need to be pruned and treated for leaf spot fungus.~~	
		X	X	5	~~Turf areas should be treated to remove sedge weeds.~~	
		X	X	13	~~On the inbound side there are two Foxtail palms that have Ganoderma disease, and it is recommended they be removed as soon as possible by excavation to remove as much as possible of the infected palm root systems and then backfill with clean native local topsoil. Palms have white flagging at the bases. Recommendation for any plant replacement if determined will come after palms are removed.~~	

LELY GOLF ESTATES BEAUTIFICATION, M.S.T.U. **Report Date:** FY24-25 8/7/2025 **Observation Date:** 8/7/2025 **Report :** 10 (FY25)

LOCATION/WORK AREA	AC	S	C	R	OBSERVATION & RECOMMENDATIONS	ADDITIONAL COMMENTS
Median #2		X	X	2	~~Crinum lilies need to be pruned and treated for leaf spot fungus.~~	
Median #3		X	X	2	~~At address 105: 14 – dead Plumbago, Recommend renovation to Yellow Iris with (32) 3 gal. Yellow African Iris. Fill depression in bed with 1 cubic yard of soil.~~	~~M&A 6/5/25: (14) of the newly planted Iris have been severely water stressed and appear dead. Replacement is recommended.~~
		X	X	8	East median end: ~~Perennial peanut need additional fill in plants. (15) 1 gal. 'Golden Glory'~~	~~M&A 6/5/25: If this location was one where newly planted replacement plants were installed then they need to be reviewed for replacements.~~
Median #4		X	X	8	East median end: ~~Perennial peanut need additional fill in plants. (20) 1 gal. 'Golden Glory'~~	~~M&A 6/5/25: If this location was one where newly planted replacement plants were installed then they need to be reviewed for replacements.~~
Median #5		X	X	4	~~At address 152: Plumbago ok, 3-dead plants. Renovation to Yellow Iris would require (34) 3 gal. Yellow African Iris~~	~~M&A 6/5/25: (10) of the newly planted Iris have been severely water stressed and appear dead. Replacement is recommended.~~
		X	X	2	At address 161: ~~Plumbago ok, 1-dead plants. Renovation to Yellow Iris would require (34) 3 gal. Yellow African Iris (photo)~~	~~M&A 6/5/25: Plumbago bed was renovated.~~
Median #6		X	X	4	~~At address 255: Foxtail palm is in decline due to Ganoderma disease. Removal by excavation recommended. Replant opening with (1) dwarf Bougainvillea 'Helen Johnson' 3 gal. Also at this location a previous Foxtail was removed just west of this one. It is recommended a Queen's Crape myrtle be planted. Lagstroemia speciosa 'Queen's Crape Myrtle', 10'-12' ht., 2.5" cal., 5' spr., 32" B&B or 45 Gal. Single leader trunk. Lagerstroemia fauriei 'Muskogee' – Crape myrtle 30 gal., 2" cal, 8'-10' ht., 5'-6' spr. multi-stem (4 min.) was planted,~~	
Median #7		X			No major issues observed.	
Median #8	X	X	X	16	East end: Approximately (16) dwarf Bougainvillea 'Helen Johnson' are defoliated and half of them have heavy stem decline. Recommended considering renovation of this Bougainvillea planting area. (16) 3 gal. Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants.	
Median #8A		X	X		No major issues observed.	
Median #9		X			No major issues observed.	
Median #10		X	X	15	At address 379: (~~8~~ 14) Bougainvillea 'Helen Johnson' are missing or declined and need replacements. Replacement is recommended to occur in rainy season with 3 gal. size plants. (14) 3 gal. Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants. **Or, renovation:** (22) 3 gal. Dwarf Bougainvillea are recommended. (East) (15) 3 gal. Dwarf Bougainvillea are recommended. (West) (68) 1 gal. Orange Bulbine, 18" centers are recommended .vs. Perennial Peanut.	M&A 5/1/24: At the request of the Committee a review was performed on St. Andrews Blvd. median #10 and the following was forwarded to the project manager. East half of median needs (22) dwarf Bougainvillea 3 gal. replacements; on the west half (15) dwarf Bougainvillea 3 gal. replacements; On the east end the existing perennial peanut plantings contains large number of weeds that has resulted in, after the weeds are addressed, (35-40) 1 gal. size Golden Glory perennial peanut replacements will be needed to fill the bed. An alternate to peanut replacement would be to remove remaining peanut and install (68) 1 gal. Orange Bulbine on 18" centers.

McGee & Associates
Landscape Architecture

LELY GOLF ESTATES BEAUTIFICATION, M.S.T.U. **Report Date:** FY24-25 8/7/2025 **Observation Date:** 8/7/2025 **Report :** 10 (FY25)

LOCATION/WORK AREA	AC	S	C	R	OBSERVATION & RECOMMENDATIONS	ADDITIONAL COMMENTS
Forest Hills Blvd						
Median #11		X	X		No major issues observed.	
Median #12		X	X		Treat and monitor Torpedo grass in Bougainvillea at north end of median.	
		X	X	18	At address 407: Auto accident has occurred with the following damage. (2) double Alexander palms destroyed, (9) dwarf Bougainvillea and (4) dwarf Fire bush. **After cleanup:** another review will be performed to get final counts of shrub damage. (2) irrigation heads need review. (photo) M&A 6/5/25: Only one double Alexander was planted. One more is needed. **(1) Double Alexander palm is recommended.**	 
Forest Hills Cart Crossing & Lake		X	X	2	~~Cutback all Sand cordgrasses and treat for insects.~~	
Valley Stream Cr. Median #13		X	X		Two of the three Duckbill tree anchor cables have been cut or broke. Reinstall two new cables. When the new cables are installed hand, prune Bougainvillea away from the cables and maintain a one-foot clearance around all cables. Also treat the tree to kill the Carpenter ants in the lower main trunk branch.	
		X	X	9	Plumbago shrubs appear to have died. (5) 3 gal. Plumbago are recommended to fill-in missing plants.	
	X	X		29	The south purple Trumpet tree rolled over during the storm. It was observed that the trunk had rotated out of the root ball and may have broken some main roots. Based upon what was observed while the tree was down it is recommended this tree be replaced because it may no ever re-root properly and become secure. **(1) 65 gal. Handroanthus impetiginosis (Purple Trumpet tree) 11'-13' Ht., 3.5 Cal., 5'-6' Spr. (or, 36" dia. B&B)**	**M&A 04/3/25:** Contractor can contact SGB Plants, Steven at 1-954-554-4484 for Purple Trumpet tree.
Pebble Beach Blvd.						
Median #14		X	X	3	South median end: Perennial peanut need additional fill in plants. (10) 1 gal. Golden Glory are recommended to fill-in missing plants.	
Median #15		X	X	3	South median end: Perennial peanut need additional fill in plants. (30) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X	3	North median end: Perennial peanut need additional fill in plants. (10) 1 gal. Golden Glory are recommended to fill-in missing plants.	
		X	X		Address 16 thru 24: Median had minor flooding with mulch washed outside of median.	
Median #16		X	X	3	South median end: The Perennial peanut bed is full of tornedo grass weeds. The only solution to remove the torpedo grass is to totally kill all plants in the bed and then replant at some date after it is confirmed torpedo grass is gone. (50) 1 gal. Yellow Bulbine, 18" centers are recommended .vs. Perennial Peanut.	**M&A 08/07/25: M&A 08/07/25:** Spray to kill remaining perennial peanut, then install. First row to be two feet off back of curbing.
		X	X		Address 24 thru 32: Median had minor flooding with mulch washed outside of median.	

LELY GOLF ESTATES BEAUTIFICATION, M.S.T.U. **Report Date:** FY24-25 8/7/2025 **Observation Date:** 8/7/2025 **Report :** 10 (FY25)

LOCATION/WORK AREA	AC	S	C	R	OBSERVATION & RECOMMENDATIONS	ADDITIONAL COMMENTS
Median #17		X	X	3	At address 140: Dwarf Bougainvillea dead or missing. (15) 3 gal. Dwarf Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants.	
		X	X	6	Address 108: Previous Holly tree replacement has died. ~~Contractor needs to comment on reason if other than maintenance related issue and/or provide replacement.~~ **(1) 30 gal. Lagerstroemia fauriei 'Muskogee' Crape myrtle, 2" cal, 8'-10' ht., 5'-6' spr. standard single-leader trunk.**	
	X	X	X	6	The north and south ends of median have large areas of declined and/or dead dwarf Bougainvillea, which renovation is recommended at this time. A meeting discussion with the committee is recommended.	
		X	X		Address 132 thru 148: Median had minor flooding with mulch washed outside of median.	
		X	X	11	It is recommended that all the Bougainvillea in this median be fertilized in July with 8-0-10 fertilizer at a rate of 4 ounces per shrub applied directly around the main stem of the shrubs.	
Median #18				3	South median end: At pervious auto accident and light pole replacement site the Perennial peanut need additional fill in plants. (50) 1 gal. Yellow Bulbine, 18" centers are recommended .vs. Perennial Peanut.	**M&A 08/07/25:** Spray to kill remaining perennial peanut, then install. First row to be two feet off back of curbing.
		X	X		Address 151 thru 164: Median had minor flooding with mulch washed outside of median.	
		X	X	13	At address 156: Bougainvillea 'Helen Johnson' are missing or declined. (9) 3 gal. Dwarf Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants.	
Median #19		X	X	3	South median end: At pervious auto accident and light pole ~~replacement site the Perennial peanut need additional fill in plants. (35) 1 gal. 'Golden Glory'~~ (60) 1 gal. Yellow Bulbine, 18" centers are recommended .vs. Perennial Peanut.	**M&A 08/07/25: M&A 08/07/25:** Spray to kill remaining perennial peanut, then install. First row to be two feet off back of curbing.
		X			(5) L.F. of curbing was damaged by previous auto accident.	
Pebble Beach Blvd. Golf Cart Crossing		X	X	3	Southwest corner: Spider lily plants 3 gal. size need to be replaced. (20) 3 gal. Soider lilies are recommended to fill-in missing plants.	
		X	X	2	~~Northwest corner: Air potato vine needs to be removed from within Xanadu plants. Very invasive exotic vine~~	
Thorncrest Ln. cul-de-sac #20	X	X			Due to age and amount of decline it is recommended to renovate this cul-de-sac during this rainy season. (15) 3 gal. Dwarf Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants.	
Briarcliff Ln. Cu-de-sac #21	X	X			Due to age and amount decline it is recommended to renovate this cul-de-sac during this rainy season. (16) 3 gal. Dwarf Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants.	
Heather Grove Ln. Cul-de-sac #22		X			Bougainvillea plants on the eastern side have been run over and need to be reviewed for removal. Any replacements would need to wait until rainy season has started. (6) 3 gal. Dwarf Bougainvillea 'Helen Johnson' are recommended to fill-in missing plants.	
Baltusrol Signs		X	X		No major issues observed.	
Doral Cr. East R/W		X	X		No major issues observed.	
West R/W & Rattlesnake Hammock Rd.		X	X	3	All volunteer plants (e.g. snake plants, Mango trees) and others need to be removed from within or in front of Podocarpus hedge.	
		X	X	3	The western half of the Podocarpus hedge along the back of the sidewalk has not been mulched.	

McGee & Associates
Landscape Architecture

LELY GOLF ESTATES BEAUTIFICATION, M.S.T.U. **Report Date:** FY24-25 8/7/2025 **Observation Date:** 8/7/2025 **Report :** 10 (FY25)

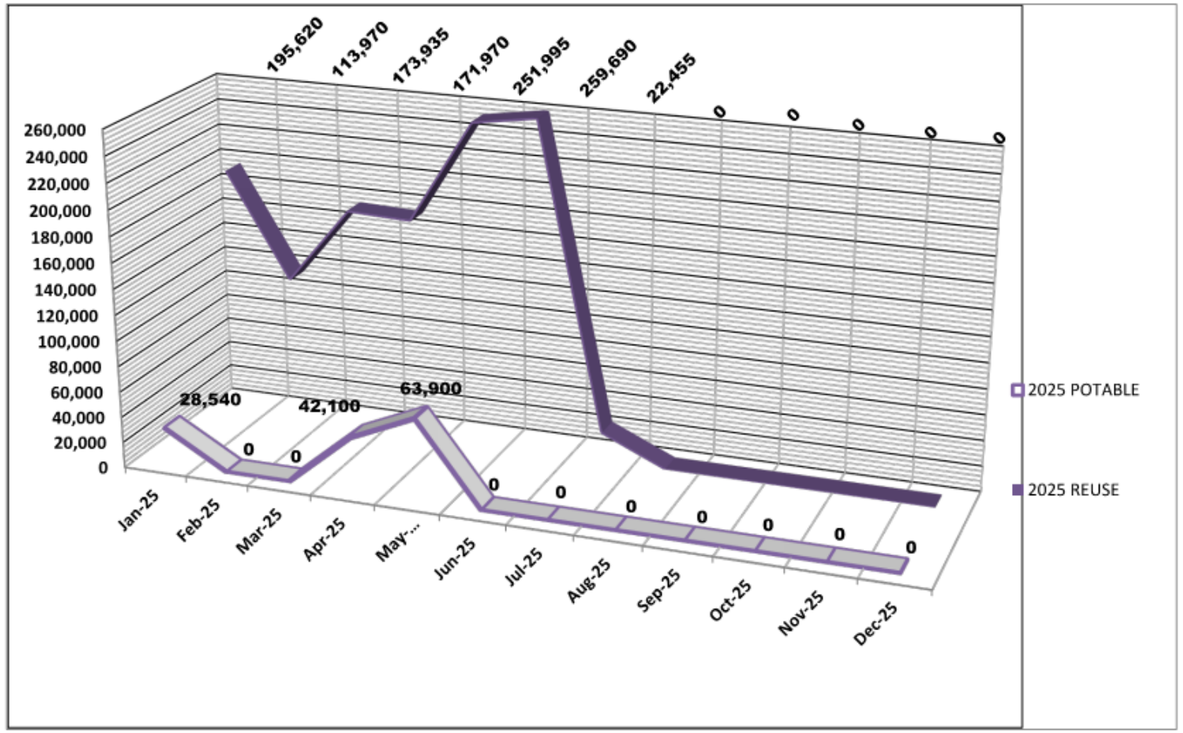
LOCATION/WORK AREA	AC	S	C	R	OBSERVATION & RECOMMENDATIONS	ADDITIONAL COMMENTS
		X	X	3	White African Iris plants are dead or missing (10) 3 gal. White African Irises are recommended to fill-in missing plants.	
Median #23				8	~~Two~~ ~~Three~~ Four Ixora 3 gal. shrubs have declined and need to be replaced. Based upon other plant growth if existing Ixora could be relocated that would be acceptable.	
		X	X	9	It is recommended (2) White Gieger trees be planted at variegated ginger locations to create shade for ginger. (2) 45 gal. Cordia boissieri White Geiger, ≥ 7' ht., 3" cal., > 4' spr, single-leader trunk. (or, 32" B&B)	**M&A 08/07/25:** Contractor can contact Becker Tree Farms at 772-546-3541 or Vida Verde Farms 19901 SW 232 Street, Miami, Fl 33170 M&A 7/3/25: Recommend planting the white Gieger trees even if the size must be reduced.
		X	X	12	Recommended replacement Tree for Golden Trumpet Tree in median #23. **(1) 65 gal. Bulnesia arborea 'Verawood Tree', 11'–13' ht., 3.5" cal., 5'-6' spr., single-leader trunk. (or, 32" B&B)**	
Median #24 Treasure Point Cul-de-sac		X	X	3	Remove volunteer Strangler fig vines from within Sabal palm trunks.	
Warren St. Pumping Station		X	X		No major issues observed. See water use schedule.	
Valley Stream Cr. Irrigation					No major issues observed. See water use schedule.	
Fertilization		X	X		See FY24-25 recommended schedule in report #8	

McGee & Associates
Landscape Architecture

LELY GOLF ESTATES BEAUTIFICATION, M.S.T.U. **Report Date:** FY24-25 8/7/2025 **Observation Date:** 8/7/2025 **Report :** 10 (FY25)

LOCATION/WORK AREA	AC	S	C	R	OBSERVATION & RECOMMENDATIONS	ADDITIONAL COMMENTS

Lely Golf Estates Beautification MSTU Reuse Mixing Chamber Annual Water Use thru 7/25



Notes: 2023 Total Water Use: Reuse 1,846,930 gallons, Potable 188,030 gallons
2024 Total Water Use: reuse 1,378,290 gallons, Potable 24,720.10 gallons

8/7/2025

Warren Street Mixing Chamber Water Use Data: 7/2025

DATE	REUSE PSI	POTABLE WATER METER (X 100)	POTABLE WATER USE GALLONS	REUSE WATER METER READING (X x 100)	REUSE WATER USE GALLONS	TOTAL WATER APPLIED
7/3/2025	80	191,500.80		86,685.30		-
7/22/2025	80	191,500.80	-	86,909.75	22,445.00	22,445.00
8/1/2025	80	191,500.80	-	86,909.85	10.00	10.00
		TOTALS:	**0.00**		**22,455.00**	**22,455.00**
		PERCENTAGE OF TOTAL VOLUME USED	**0.0%**		**100.0%**	

Valley Stream Circle Water Use Data: 7/2025

DATE	POTABLE WATER METER READING (X 1)	POTABLE WATER USE GALLONS
7/22/2025	797400.00	
8/1/2025	800240.09	2840
		2,840

LELY GOLF ESTATES M.S.T.U.
Fund 1620
August 21, 2025

	FY-25	Vendor	Item	PO#	Budget	Commitments	Expenditures	Available
1	MILLAGE COLLECTED & INTEREST		MSTU Revenues		$ (432,700.00)	$ -	$ (439,298.72)	$ 6,598.72
2	CARRY FORWARD		Unexpended Prior Year Funds		$ (394,545.72)	$ -	$ -	$ (394,545.72)
3	**ALL REVENUES**				**$ (827,245.72)**	**$ -**	**$ (439,298.72)**	**$ (387,947.00)**
		McGee & Associates	Landscape Architect (FY-25)	4500234203		$ 11,735.05	$ 9,639.95	
		McGee & Associates	Landscape Architect (FY-24)	4500228493			$ 886.75	
4	ENG. FEES & OTHERS				$ 32,595.20	$ 11,735.05	$ 10,526.70	$ 10,333.45
5	INDIRECT COST REIMBURSE	Collier County	Indirect Cost	Direct Pay	$ 6,900.00	$ -	$ 6,900.00	
		A&M Property Maint	Landscape Incidentals	4500234775	$ 45,000.00	$ 9,126.08	$ 35,873.92	
6	LANDSCAPE INCIDENTALS (634990)				$ 40,000.00	$ 9,126.08	$ 35,873.92	$ (5,000.00)
					$ 80,200.00	$ -	$ -	
		A&M Property Maint	Grounds Maintenance	4500234775	$ 60,000.00	$ 15,157.80	$ 84,842.20	
7	OTHER CONTRACTUAL (634999)				$ 140,200.00	$ 15,157.80	$ 84,842.20	$ 40,200.00
		Tree Scaping	Tree & Palm - Removal	4500235300	$ 5,000.00	$ 2,500.00	$ 2,500.00	
		Tree Scaping	Tree & Palm - Pruning	4500234131	$ 25,000.00	$ 9,369.00	$ 15,631.00	
		Naples Electric Motor Works	Pump Station Services	4500234618	$ 3,000.00	$ 3,000.00	$ -	
8	OTHER CONTRACTUAL (639990)				$ 25,000.00	$ 14,869.00	$ 18,131.00	$ (8,000.00)
9	ELECTRICITY	FPL	Electricity	4700005159	$ 5,200.00	$ 1,995.70	$ 3,204.30	
10	WATER AND SEWER	Collier County Public Utilities	Water - Irrigation	4700005160	$ 10,000.00	$ 4,029.72	$ 7,670.28	$ (1,700.00)
11	INSURANCE GENERAL	Collier County	Insurance	Direct Pay	$ 700.00	$ -	$ 700.00	
		SiteOne	Irrigation Parts & Pumps	4500234776		$ 1,517.99	$ 1,982.01	
		Agricultural Services International	Warran Street Pump Station	4500238658		$ 3,859.65	$ 1,140.35	
12	SPRINKLER SYSTEM				$ 5,000.00	$ 5,377.64	$ 3,122.36	$ (3,500.00)
13	MULCH	Southeast Spreading	Mulch	4500237826	$ 10,000.00	$ 4,347.50	$ 12,967.50	$ (7,315.00)
		Simmonds Electrical (FY24)	Electrical Services	4500227629		$ 8,885.69	$ 18,164.83	
		Simmonds Electrical (FY25)	Electrical Services	4500234130	$ 5,000.00	$ 12,247.17	$ 6,055.72	
14	LIGHTING MAINTENANCE				$ 57,050.52	$ 21,132.86	$ 24,220.55	$ 11,697.11
15	LICENSE & PERMITS				$ 2,000.00	$ -	$ -	$ 2,000.00
16	BUILDING RM	Facilities	Flags - US, State, County			$ -	$ 152.20	$ (152.20)
		Naples Award	To honor long time committee memb				$ 76.00	
		Naples Christmas Lighting	Holiday Decorations	4500235068	$ 4,600.00	$ -	$ 4,600.00	$ -
		Premier Staffing	Transcription	4500234230	$ 2,977.90	$ 1,388.95	$ 1,588.95	$ -
17	OTHER MISCELLANEOUS (649990)				$ 13,000.00	$ 1,388.95	$ 6,264.95	$ 5,346.10
18	OFFICE SUPPLIES				$ 100.00	$ -	$ -	$ 100.00
19	COPYING CHARGES	J.M. Todd	Copier CPC	4500234730	$ 200.00	$ 35.28	$ 114.72	$ 50.00
20	FERT HERB CHEM	Howard Fertilizer	Fertilizer	4500234348	$ 3,500.00	$ 291.20	$ 1,708.80	$ 1,500.00
21	COMPUTER SOFTWARE	TrafficLogix	Cloud Software License	4500237098	$ -	$ -	$ 1,700.00	$ (1,700.00)
22	OTHER OPERATING				$ 200.00	$ -	$ -	$ 200.00
23	TRAFFIC SIGNS				$ 15,000.00	$ -	$ -	$ 15,000.00
24	**OPERATING EXPENSES**				**$ 366,645.72**	**$ 89,486.78**	**$ 218,099.48**	**$ 59,059.46**
25	PTNE STAFF & DIVISION OVERHEAD				$ 66,700.00	$ -	$ 66,700.00	$ -
26	PROPERTY APPRAISER				$ 3,400.00	$ -	$ 3,198.26	$ 201.74
27	TAX COLLECTOR				$ 9,900.00	$ -	$ 9,297.69	$ 602.31
28	**COUNTY OVERHEAD**				**$ 80,000.00**	**$ -**	**$ 79,195.95**	**$ 804.05**
29	IMPROVEMENTS GENERAL				$ 230,600.00	$ -	$ -	$ 230,600.00
30	**CAPITAL PROJECTS**				**$ 230,600.00**	**$ -**	**$ -**	**$ 230,600.00**
31	RESERVES FOR INSURANCE				$ 150,000.00	$ -	$ -	$ 150,000.00
32	**CAPITAL RESERVES**				**$ 150,000.00**	**$ -**	**$ -**	**$ 150,000.00**
33	**ALL EXPENSES**				**$ 827,245.72**	**$ 89,486.78**	**$ 297,295.43**	**$ 440,463.51**
34	**FY-25 BUDGET GRAND TOTAL**		= ALL REVENUES - ALL EXPENSES		**$ -**	**$ 89,486.78**	**$ (142,003.29)**	**$ 52,516.51**

LELY GOLF ESTATES M.S.T.U.
Fund 1620
August 21, 2025

92,697,303	FY 13 Final Taxable Value	-3.3%		
95,718,423	FY 14 Final Taxable Value	3.3%		
99,596,489	FY 15 Final Taxable Value	4.1%		
106,888,467	FY 16 Final Taxable Value	7.3%		
116,823,687	FY 17 Final Taxable Value	9.3%		
127,802,080	FY 18 Final Taxable Value	9.4%		
135,136,761	FY 19 Final Taxable Value	5.7%		
142,494,654	FY 20 Final Taxable Value	5.4%		
152,194,183	FY 21 Final Taxable Value	6.8%		
156,289,928	FY 22 Final Taxable Value	2.7%		
180,384,272	FY 23 Final Taxable Value	##########	+6.3% Average	
203,796,660	FY 24 Final Taxable Value	##########		
$214,844,295	**FY 25 Gross Taxable Value**			
5.42%	**Adjustment FY 24 to FY 25**			
	FY 25 Gross MSTU Revenue	FY 24		
Millage	**2.0000**	2.0000	**2.0 mill cap**	
Tax Dollars	**$429,688.59**	$407,600	**$68,920**	**Increase**

Total Available Balance	**$**	**440,463.51**
Plus Commited And Not Spent	**$**	**89,486.78**
Estimated Cash	**$**	**529,950.29**

Prepared 08/13/25 MV

LELY MSTU LIGHTING INSPECTION			Inspection Date:	8/7/2025		
ST. ANDREWS ENTRANCE - FROM US-41						
TUBE		**A**	**B**	**C**	**D**	**E**
Sign - Enter	**1**	○	○	○		○
Sign - Exit	**2**		○	○		
SPOT		○	**A**	**B**	**Notes**	
Flagpole - US	**1**					
Flagpole - FL	**2**				▪ Current outages	
Flagpole - BCC	**3**				are sequenced	
LUMINAIRE		○	**A**	**B**	in **RED**.	
Single	**1**					
Single	**2**				▪ Outages repaired	
Single	**3**	○			in the past month	
Single	**4**				are sequenced	
Single	**5**				in **GRAY**.	
Single	**6**					
Single	**7**					
Single	**8**	○				
Single	**9**					
Single	**10**	○				
Single	**11**					
PEBBLE BEACH BLVD						
LUMINAIRE		○	**A**	**B**		
Double	**1**					
Double	**2**					
Double	**3**					
Double	**4**					
Double	**5**					
Double	**6**					
Double	**7**					
Double	**8**					
Double	**9**					
Double	**10**					
Double	**11**					
Double	**12**					
Double	**13**					
Double	**14**					
Double	**15**					
Double	**16**					
Double	**17**					
Double	**18**					
Double	**19**					
Double	**20**					
Double	**21**					
Single	**22**					
Single	**23**					1909

LELY MSTU LIGHTING INSPECTION			***8/7/2025***		
FOREST HILLS @ AUGUSTA					
'*LELY*' SIGN		O	**A**	**B**	
Solar Light	--				
DORAL CIRCLE					
TUBES		O	**A**	**B**	
Sign - Enter	**1**	O			
Sign - Exit	**2**	O			
LUMINAIRE		O	**A**	**B**	
Double	**1**				
Double	**2**				
Single	**3**				
Single	**4**				
Single	**5**				
Single	**6**				1909

Count by Speed Range Report

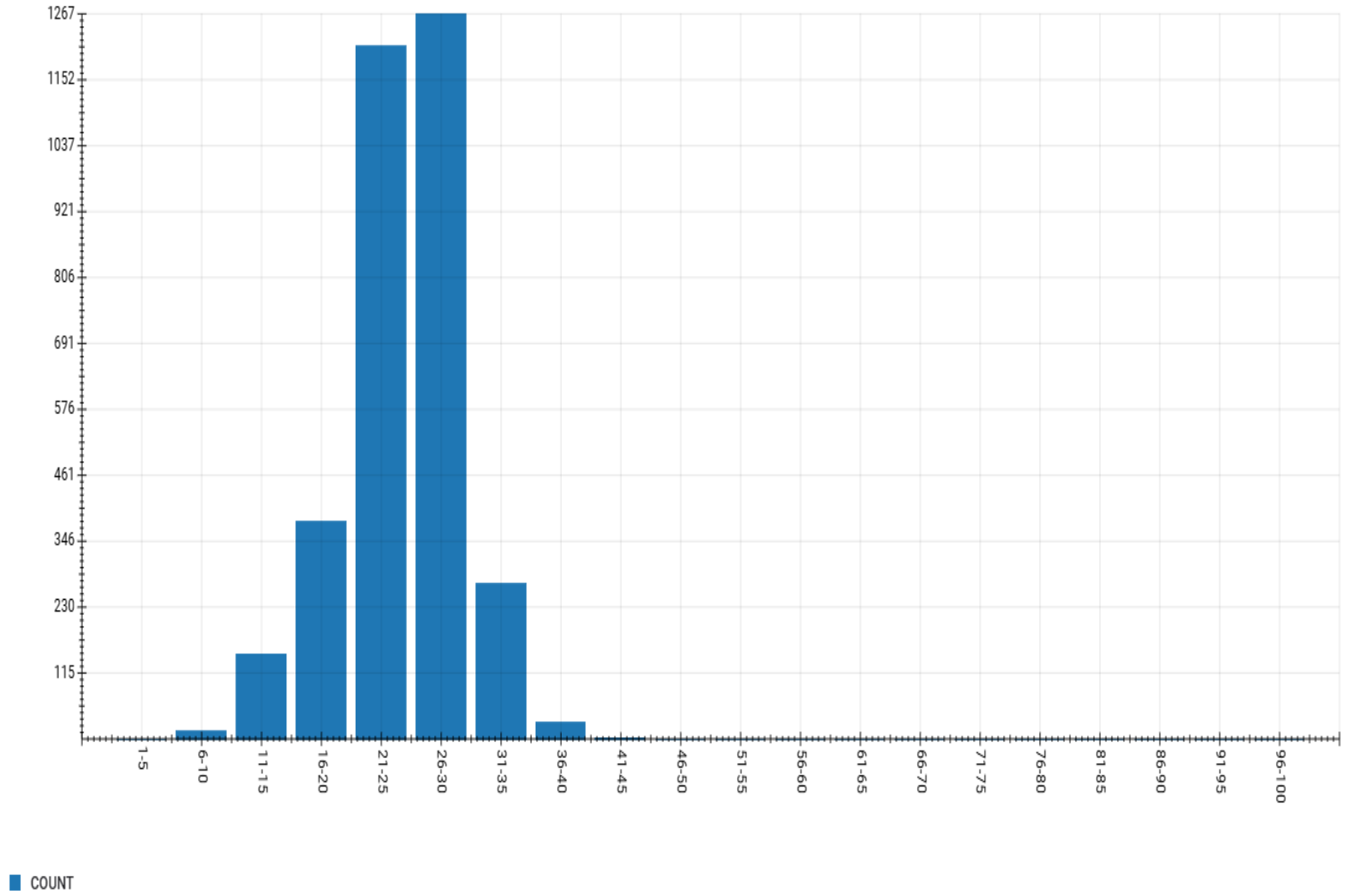
Location: Radar 1

Address: 110 Saint Andrews Blvd

Report period: 2025-07-17 to 2025-08-15

Count By Speed Range

Speed (mph)	Count
1-5	0
6-10	13
11-15	148
16-20	379
21-25	1211
26-30	1267
31-35	271
36-40	28
41-45	2
46-50	0
51-55	0
56-60	0
61-65	0
66-70	0
71-75	0
76-80	0
81-85	0
86-90	0
91-95	0
96-100	0
Total	3319



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Count by Speed Range Report

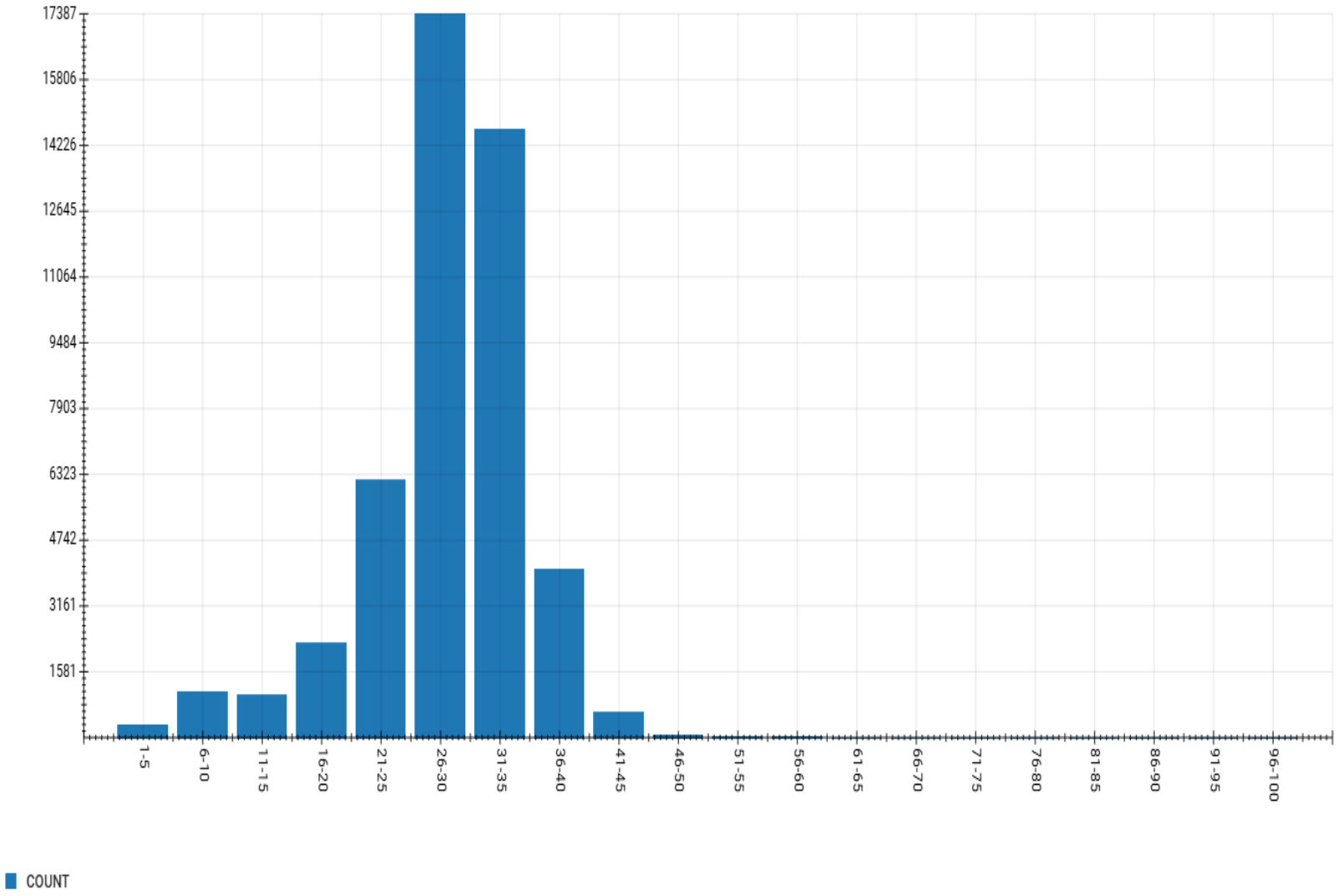
Location: Radar 2

Address: 255 Saint Andrews Blvd

Report period: 2025-07-17 to 2025-08-15

Count By Speed Range

Speed (mph)	Count
1-5	298
6-10	1094
11-15	1021
16-20	2261
21-25	6171
26-30	17387
31-35	14618
36-40	4040
41-45	594
46-50	62
51-55	8
56-60	4
61-65	0
66-70	0
71-75	0
76-80	0
81-85	0
86-90	0
91-95	0
96-100	0
Total	47558



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GOLF ESTATES BEAUTIFICATION MSTU

ADVISORY COMMITTEE

8300 Radio Road
Naples, FL 34104

Minutes

July 17, 2025

I. Call to Order

The meeting was called to order at 2:06 P.M. Roll call was taken, and a quorum of three was established.

Ms. McGarity motioned to allow Mr. Mann to participate in the meeting as a virtual participant due to extraordinary circumstances. Second by Vice Chair Dammert. Carried unanimously 3 – 0.

Mr. Mann joined the meeting. A quorum of four was present.

II. Attendance

Committee Members: Kathleen Dammert, Vice Chair; Linda Jorgensen (Excused), Michael Mann, Lisa McGarity, Dimitra Arneson
County Staff: Ellen Sheffey, Acting Director, PTNE (Excused); Dan Schumacher, Project Manager, PTNE Division; Rosio Garcia, Operations Analyst, PTNE Division; Keyla Castro, Operations Support Specialist, PTNE
Contractors: Mike McGee, Landscape Architect, McGee & Associates; Armando Yzaguirre, A&M Property Maintenance; Wendy Warren, Premier Staffing
Guests: Pat McCabe, Resident

III. Approval of Agenda

Ms. McGarity moved to approve the Agenda of the Lely Golf Estates Beautification MSTU Advisory Committee as presented. Second by Vice Chair Dammert. Carried unanimously 4 - 0.

IV. Approval of Minutes – May 15, 2025

Vice Chair Dammert moved to approve the Lely Golf Estates Beautification MSTU Advisory Committee meeting minutes of May 15, 2025, as presented. Second by Ms. McGarity. Carried unanimously 4 - 0.

V. Chair's Report

Chair reports will commence pending the election of a Committee Chairperson.

VI. Contractor Reports

A. Landscape Architect's Report – McGee & Associates (M&A)

Mr. McGee summarized the July 3, 2025, observation report.
(The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).

Maintenance Areas

1. St. Andrews Blvd.
2. Forest Hills Blvd. & Cart Crossing

3. Valley Stream Circle
4. Pebble Beach Blvd. & Cart Crossing
5. Thorncrest, Briarcliff, and Heather Grove Lanes (cul-de-sacs)
6. Baltusrol Drive & Cart Crossing
7. Doral Circle
8. Rattlesnake Hammock Rd.

Mr. McGee reported:

All Locations

Recommend herbicide spraying use a color tracer dye in the mix.

St. Andrews Blvd. & US 41

- Replace dead Pentas at community entrance.
- The third large Royal Palm within the shopping center plantings appears to have been struck by lightning. Recommend replacement with an 8-foot gray trunk palm.

St. Andrews Blvd.

- Median #1:
  - Prune Crinum Lilies and treat for leaf spot fungus.
  - Turf areas should be treated to remove sedge weeds.
  - Remove two Foxtail Palms with Ganoderma disease (inbound side) and backfill with clean native local topsoil.
- Median #2
  - Prune Crinum Lilies and treat for leaf spot fungus.
- Median #6:
  - Removal of Foxtail Palm with Ganoderma disease is recommended.

Forest Hills Boulevard

- Median #12
  - Recommend replacement of a missing tree and Ilex tree in decline with Queen Crape Mrytle's.
  - An auto accident damaged palm trees and shrubs. A replacement plant count will be provided after the area has been cleaned up.

Forest Hills Cart Crossing & Lake

- Cut back all Sand cordgrass and treat for insects.

Valley Stream Circle

- Recommend replacement of purple Trumpet tree damaged during a storm.

Pebble Beach Boulevard

- Medians #14 and #15
  - Perennial Peanuts replacements noted.
- Median #16
  - Remove Torpedo Grass and Perennial Peanut and replant bed later.
- Median #18 (south end) and #19 (north end)
  - Replant/replace seventy-five Perennial Peanut plants destroyed by an auto accident and light pole replacement.
  - Replace Bougainvillea 'Helen Johnson' at address 156.

Pebble Beach Boulevard Golf Cart Crossing

- Replace twenty Spider Lily plants.
- Remove the air potato vine within Xanadu plants.

Doral Circle

- West ROW & Rattlesnake Hammock Road: Remove snake plants and other plantings from Podocarpus hedge.
- Replace ten dead/missing white African Iris.
- Median#23:
  - Replace four Ixoras shrubs in decline.
  - Plant two white Geiger trees at variegated ginger locations.

Treasure Point Cul-de-sac

- Remove strangler fig vines from within Sabal Palm tree trunks.

Comments – Mr. Schumacher

Palm Tree Removal

A proposal was received from Tree Scaping of Naples for large palm tree removal. The work will be scheduled.

Mulch

- Mulch applications exceeded the 2025 budget.
- Additional spreading of mulch, funded by the FY-26 budget, will be undertaken in November/December.
- Consideration will be given to perimeter edging of the mulch with crushed shell, as suggested by Mr. McGee.

Irrigation

- Irrigation system frequency settings were modified (reduced) to accommodate the rainy season.

B. Landscape Maintenance Report – A & M Property Maintenance (A&M)

Mr. Yzaguirre reported:

- Routine maintenance is being performed as scheduled.
- Suggested planting Bulbine versus Perennial Peanut noting ease of maintenance.
- Requested alternative shrub for Holly tree replacement(s).
- Trumpet trees have been located. Photos will be sent to Mr. Schumacher and Mr. McGee for approval prior to purchase and installation due to smaller size specifications.

Comments – Mr. McGee

- A larger than normal pit should be excavated and new soil added when planting new trees.
- Utilize Tera Sorb in accordance with instructions when planting new landscape material.
- Bougainvillea shrub replacements for Medians #20, 21, and 22 should be planted four or five feet back from the curb to protect plants from vehicular damage.

VII. Project Manager's Report – Dan Schumacher

Mr. Schumacher reported:

A. Budget Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

Lely Golf Estates MSTU Fund 1620 Budget for July 17, 2025, prepared June 12, 2025.

Mr. Schumacher presented an overview of the budget highlighting:

Purchase Orders

1. A & M Property Maintenance (A&M)
   - Incidentals are for landscape refurbishment and miscellaneous.

- Grounds Maintenance is for regularly scheduled tasks and irrigation repairs.

2. Agricultural Services International – Irrigation services
3. Collier County PUD – Water
4. FPL – Electricity
5. Howard Fertilizer & Chemical Co.- Fertilizer
6. McGee & Associates – Landscape Architecture
7. Naples Electric Motor Works – Irrigation Pump Repairs
8. Premier Staffing – Transcription Services
9. Sight N Sound, dba Naples Christmas Lighting – Holiday Decorations
10. Simmonds Electrical – Electrical Maintenance and LED Fixtures
11. SiteOne Landscape Supply – Irrigation Parts & Pumps
12. Southeast Spreading - Mulch
13. Traffic Logix – Digital Solar Radar
14. Tree Scaping of Naples – Tree Pruning and Removal

- Budget Summary
  1. Line 1, Revenues and Interest – Of the $432,700 millage assessed, $432,628 has been collected, leaving an outstanding balance of $71.
  2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds total $394,545.
  3. All Revenues – Of the $827,245 budgeted (millage assessed and FY-24 Carry Forward Funds), $432,628 has been collected leaving an available balance of $394,617 (the sum of lines 1 and 2) minus Expenditures.
  4. Line 24, Operating Expense – Of the $366,645 budgeted, $102,486 is committed to existing Purchase Orders and $191,797 is expended, leaving the remainder of $72,362 available within budget for additional operating expenses as needed.
  5. Line 28, County Overhead – Of the $80,000 budgeted, $79,196 has been transferred, and a balance of $804 remains for transfer (PTNE Staff & Overhead, Property Appraiser, & Tax Collector).
  6. Line 30, Capital Projects – A balance of $230,600 remains for improvement projects.
  7. Line 32, Capital Reserves - $150,000 is reserved for catastrophic events.
  8. Line 33, All Expenses – Of the $827,245 budgeted, $102,486 is committed in existing Purchase Orders, $270,993 has been expended, leaving the remainder of $453,766 available for MSTU expenditures.
  9. Line 34, FY-25 Budget Grand Total – Budgeted Revenues (Line 3) and All Expenses (Line 33) are equal and cancel-out, $102,486 remains committed to existing Purchase Orders, collected Revenues exceed Expenses by $161,635 and $59,149 are Unexpended.

<u>General</u>

1. MSTU Tax Rate: 2.00 Mills is for beautification improvements and maintenance within the taxing district.
2. The Ad Valorem taxable value increased 5.42% for fiscal year 2025 over 2024 generating additional revenue of $68,920.
3. Tax millage collected and interest by the Lely Golf Estates Beautification MSTU may only be utilized by the MSTU and within the MSTU district boundary.

Mr. Schumacher noted:

- Uncommitted funds available within budget are eligible for transfer to other categories upon approval by the Committee.

- A & M Property Maintenance, Landscape Incidentals, for plant replacements has exceeded budget.
- The Naples Electric Motor Works Purchase Order has been closed out.
- AGRI Services completed some maintenance.
- Simmonds Electrical: The FY-25 Purchase Order will be increased and the FY-24 PO closed out.
- Quotes for Holiday Decorations will be solicited from three vendors.
- The Doral Sign renovation project will be debited from the Capital Projects category.

Fiscal Year 2026 Budget

- The FY-26 budget is effective October 1, 2025.
- Asset Management Plan assets and expenditure projections to fund maintenance will be updated for 2026.
- Funds not spent on FY-25 will be carried forward to FY-26.

B. Lighting Inspection Report

(*The full report is included in the distributed Agenda meeting packet, which is accessible at the link shown at the end of these Minutes).*

Mr. Schumacher reported:

July 3, 2025, Observation Report

- St. Andrews Blvd: eleven single luminaire, four entry and two exit sign lights are out.
- The US and State Flagpole light bulbs at the entrance were replaced.
- Doral Circle: two sign lights are out.
- All lamp poles are fitted with Lumec-brand LED replacements.

C. Radar Speed Report

Mr. Schumacher reported:

Radar Speed Sign Report

Two (2) Traffic Logix SafePace 100 speed monitoring signs are functioning on Saint Andrews Boulevard, eastbound by the Lely Presbyterian Church (*Radar 1*) and westbound at Pine Valley Circle (*Radar 2*).

Daily vehicle report statistics from June 11, 2025, to July 11, 2025:

- Radar 1 (110 St Andrews Blvd) recorded 21,999 vehicles averaging 1,734 vehicles per day. The maximum speed was sixty-six to seventy (66 - 70) mph.
- Radar 2 (255 Saint Andrews Blvd) recorded 48,824 vehicles for an average of 1,627 per day. The maximum speed was eighty-six to ninety (86-90) mph.
- The data indicated most vehicles were traveling between twenty-six (26) and thirty-five (35) mph. The speed limit is twenty-five (25).

D. Committee Terms Expiring and Reapplications

Mr. Schumacher reported:

Linda Rae Jorgensen and Lisa McGarity's Advisory Committee terms expire October 1, 2025.

The application form for reappointment to the Lely Golf Estate Beautification MSTU Advisory Committee is available on the County website.

Applications to the Committee received will be reviewed and voted on at the August 21, 2025 meeting of the MSTU.
Applications receiving a majority motion by the Advisory Committee will be recommended to the Board of County Commissioners for approval.

Ms. McGarity *informed Mr. Schumacher that she had submitted her application for reappointment.*

Mr. Schumacher *will contact Linda Jorgensen to confirm her interest in applying for membership.*

VIII. Ongoing Business

A. Traffic Signage

Mr. Schumacher reported:

- A Request for Quote was submitted to Lykins for street signs with two blades and decorative bases.
- The quote will be considered by the Committee at the next meeting.
- Upon quote approval, production and installation sequences will be discussed for FY-26, which commences October 1ST.

B. Sign Lights

Mr. Schumacher reported:

- A total of fourteen LED light fixtures is required to replace existing corroded sign lights, five for each of the two monuments at St. Andrews Blvd and two for each side of the two-sided sign at Doral Circle.
- Simmonds Electrical of Naples, Inc. submitted quote number 2516947 in the amount of $11,302.89 to furnish and install fourteen Dabmar bronze light fixtures with LED bulbs and PermaPosts to accommodate the new fixtures.

Committee Discussion

- Members requested research be conducted to ensure the fixture and related parts will be available in the future.
- Mr. Schumacher will consult the vendor and confirm the fixture is expected to be produced for the near future.

Ms. McGarity motioned to approve Simmonds Electrical of Naples, Inc.'s quote number 2516947, dated July 14, 2025, in the amount of $11,302.89 to furnish and install fourteen Dabmar light fixtures and permapost stands for signs at the entrances of St. Andrews Boulevard and Doral Circle. The motion is subject to a satisfactory response to Mr. Schumacher's inquiry regarding the fixtures historical use and anticipated longevity. Second by Mr. Mann. Carried unanimously 4 – 0.

C. Entryway Lighting Circuits

Mr. Schumacher reported:

- Simmonds Electrical determined the electrical circuit(s) damaged by blown fuses caused the multiple light outages on St. Andrews Boulevard.
- Twenty-two Fuse Holders were ordered for eleven poles.
- A subsequent lighting failure revealed a failed circuit breaker panel.
- A breaker panel has been ordered, and installation will be scheduled with Simmonds Electrical upon receipt.

IX. New Business

Forest Hills Radar Sign

Ms. McGarity reported residents had expressed interest in the installation of a speed deterrent device on Forest Hills Boulevard, the committee to investigate in the coming fiscal year.

X. Committee Member Comments

Doral Circle Sign Light Replacement

Mr. Schumacher thanked Mr. Mann for replacing the sign light on the entry side at **Pinehurst.**

Radar Sign

Mr. Schumacher noted the Rattlesnake Hammock Road location suggested by Ms. Arneson for installation of a Radar Speed Sign is under the authority of the Traffic Operations Division, not the MSTU.

XI. Public Comments

Mr. McGee informed Ms. McCabe that Trumpet trees proposed by A & M Property Maintenance for planting at the Doral Circle median, would be reviewed for approval with planting anticipated by the end of the summer.

XII. Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 3:07 P.M.

LELY GOLF ESTATES BEAUTIFICATION MSTU ADVISORY COMMITTEE

Kathleen K. Dammert

Kathleen Dammert, Vice Chair

These Minutes were approved by the Committee on August 21, 2025 as presented ___ or as amended ✓.

Lely Golf Estates Beautification MSTU/CollierPTNE

NEXT MEETING: **AUGUST 21, 2025 – 2:00 PM**
SOUTH REGIONAL LIBRARY
8065 LELY CULTURAL PARKWAY
NAPLES, FL 34113
239.252.7542

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

August 11, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Collier County Library Advisory Board
Collier County, Florida

August 20, 2025
10:30 a.m.

Notice is hereby given that the **Collier County Library Advisory Board** will meet on **Wednesday, August 20,** at **10:30 a.m.** This will be a Hybrid Remote meeting and it will be held at the Headquarters Library Sugden Theater located at 2385 Orange Blossom Drive, Naples. Some of the Board members may be appearing remotely, with staff present in person. The public may attend either remotely or in person.

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item. Individuals who would like to participate remotely must complete and submit the online speaker registration form prior to the beginning of the meeting.

Individuals who would like to participate remotely, should contact Karen Tibbetts via email at Karen.Tibbetts@colliercountyfl.gov by 1:00 p.m. on August 18.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting of those boards, councils or agencies.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Catherine Cowser at (239) 252-7311.

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Naples, Florida, June 11, 2025

LET IT BE KNOWN that the LIBRARY ADVISORY BOARD met on this date at 10:30 a.m. in the Immokalee Branch Library with the following members present:

CHAIR:	Vacant – District 3
VICE-CHAIR:	Joy White – District 4
SECRETARY:	Rebeca Seitz – District 1
	Marjorie H. Gagnon – District 5
	Jennifer Ashford – District 2

ALSO PRESENT:
Catherine Cowser, Library Director
Karen Tibbetts, Operations Support Specialist I
Silvia Puente, Branch Manager, Immokalee Branch Library
Kim Spina, Library Manager, Acquisitions/Technical Services
Andrew Meyers, Library Program Coordinator
Denise McMahon, Library Manager, South Regional Library
Julie Blatt, Library Manager, Naples Regional Library
Tanya Williams, Manager, Strategic Initiatives
Connie Kindsvater, FOL Board Member
Carla Grieve, Collier County Resident, Former LAB Board Member
Edward German, MD, Collier County Resident
Susan Zehnder, Collier County Resident
Ann Marie Dezio, Collier County Resident
Alene Johnson, Visitor
Annette Tillman, Visitor
June McCann, Visitor

NOTE: The original LAB meeting date of Wednesday, June 18 needed to be rescheduled due to schedule conflicts of some members.

CALL TO ORDER

1) **Grant LAB Member remote attendance** *(Motion & Approval)*
   - Quorum was met for this meeting and was directed by Ms. White. No motion or approval for remote attendance was necessary.

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

Ms. White asked for approval of the meeting minutes of May 22, 2025. Ms. White moved to approve the minutes as written. Mrs. Gagnon seconded, and the motion was carried unanimously.

Awards and Recognitions

1) **Library Division Cheers for Peers Recipients for May**
   - Copies of the May Cheers for Peers recipients were provided to LAB members.
2) **County Service Awards and VIP Certificates**
   i. Carolann Adams (AD) – 30 Years
   - Mrs. Cowser stated that Carolann Adams will be recognized for 30 years of service at the June 24 BCC meeting.

- She will be recognized before the LAB at the August 20 meeting.
- Mrs. Cowser stated that no VIPs were awarded this month.

BOARD REPORTS

1) **Report of Officers – None**
2) **Report of Committees – None**

PRESENTATIONS

1) **Report of the Friends of the Library (FOL)**
   - Mrs. Kindsvater stated that FOL Vice-President Arnie Rubin was unable to attend today's meeting; however, he sent her his report to present.
   - Mrs. Kindsvater reported that as of June 1, the FOL's membership is 1,911. Their goal is to increase the membership to 2,000.
   - Membership prices for annual dues will increase October 1, and current members are encouraged to renew membership now on the FOL website.
   - Mr. Rubin will become President of the FOL in the fall for a two-year term.
   - In his report, he stated that Cindy Ruddy has done a tremendous job as current President and hopes to continue to do so.
   - The FOL is set with the three-author series, and the signatures series is finalized with six programs. Rochelle Cohn is the new chair of the series.
   - The Nonfiction Author Series is sold out.
   - Michael Connelly is the main author for the Nick Linn Lecture Series.
   - People are signing up for the Nick Linn Lecture and Spotlight Series events.
   - The FOL is offering for the first time:
     - A package of all three Spotlight Series events for a discount.
     - Merchandise with the FOL logo
   - Also, for the first time, the FOL has joined the Naples Chamber of Commerce to get the word out about their organization to the Greater Naples community.
   - Annual branch enhancements are being delivered to the ten library locations. The FOL allocated over $25,000 to assist with funding.
   - The new FOL Board will be announced at their October 24 meeting which will be held at 2pm at Naples Regional Library in the Rees Room.
   - Mrs. Cowser reminded LAB members that there is a spot available for representation at the FOL meetings.

2) **Report of the Library Director**
   i. **General Operations**
      a) **Facilities & Projects Update**
         - Mrs. Cowser stated that the Immokalee Branch Library has had many recent improvements.
         - Ms. Puente reported that the parking lot project was done in phases and should be completed in a couple of weeks.
         - She stated that the Immokalee Library also had new landscaping installed.
         - Mrs. Cowser added that the irrigation pump will need to be replaced.
         - The Immokalee Library lost some handicap spaces as state laws determine the number of handicap parking spaces allowed.
         - Mrs. Cowser stated that the Immokalee Library's FOL funded branch enhancements included supplies, furniture, children's artwork and kids shelving.

- Mrs. Cowser stated that the East Naples Branch Library project involving the movement of shelving is coming along to create more open spaces.
- She added that the FOL provided $9,000 towards rejuvenating and standardizing the creative learning play centers at all library locations.

b) Operations Update

- Mrs. Cowser reported that she received a public request regarding operations at the Immokalee Branch Library, which will be discussed later in the meeting.

c) Programming

- Mrs. Cowser stated that the Summer Reading Program has begun and that some locations will be having their kickoff events this weekend.
- Mr. Meyer stated that the free admission to the Naples Botanical Garden for library cardholders began on June 9 and will end on June 15.
- He encouraged those planning to visit to bring bug spray.
- Ms. White stated that the Naples Botanical Garden is adding more kids' areas throughout the garden.
- Mrs. McMahon stated that various Library staff have donned a Froggy costume to visit the libraries during their SRP kickoffs, story times and arts & crafts programs
- Froggy is a kid-friendly character that the Froggy Series children's picture books are based on.
- Mrs. McMahon added that different programs have been scheduled across the Library system based on this year's Summer Reading Program theme "Color Our World".
- Headquarters featured creative art programs based on Van Gogh's art.
- Several locations are having tie-dye programs.
- Ms. Puente stated that the Immokalee Library will be having many Saturday theme-related events.
- Mrs. Ashford stated that she recently attended a lecture at the Headquarters Library presented by Nancy Maxwell featuring French painter Élisabeth Vigée Le Brun. She encouraged everyone to attend the next program scheduled for July 15 featuring French painter Jacques-Louis David.

d) Staffing Update

- Mrs. Cowser stated that there are currently four vacancies at the Library.
- Three of the positions posted and interviews will be scheduled soon.
- Recently two staff members retired, one who became a new mother, and the other who is moving to be closer to family.
- Mrs. Cowser reported that Bill DeJohn, a former Circulation Manager recently passed away.

Mrs. Cowser read an email that Dr. Edward German sent to her and Commissioner Bill McDaniel regarding restoring hours of operation to the pre-Covid schedule, specifically to include reopening on Mondays, at the Immokalee Branch Library.

In summary of his request, he shared the significant inconvenience posed to many members of the Immokalee community. Students in particular rely on the library to access academic resources, study spaces and internet connectivity. He added that working families and residents also depend on the library for vital services. The Immokalee community would greatly benefit from a return to consistent, six-day access, similar to other branches in the County (Naples Regional, South Regional, Estates, Headquarters Regional, Marco Island, and Golden Gate).

Mrs. Cowser reported that she has been working on a PowerPoint presentation in response to Dr. German's request. Library staff found that statistics for the Immokalee Library gathered over the last three (3) years support the following:

- A consistent stream of Library visitors via door counts
- A steady increase in computer usage

Mrs. Cowser stated that she contacted the nearby Parks and Recreation regarding the services they offer to the Immokalee community. They are open seven days a week; however, their Community Center is only accessible Monday-Friday for children enrolled in daycare, after school services, and summer camps. They do offer public access to their restrooms, but do not have any study space areas available to the public.

Mrs. Cowser addressed the geographic isolation of the Immokalee Library in the presentation, showing that the nearest Collier County library location is the Estates Branch, which is 26 miles away.

She added that to have staffing levels consistent to support a six-day week schedule following the other branch libraries' model, a full-time children's Librarian position would need to be added back to the Library.

Ms. Puente created a mock-up schedule with the addition of a Librarian to show staffing for a six-day week model. Mrs. Cowser read Ms. Puente's proposal which stated that adding a Librarian to the Immokalee team would significantly enhance their outreach capabilities enabling the Library to build stronger partnerships with other community organizations and expand services for events and targeted programs. This position would focus on literacy initiatives, technology training and advocacy for library services and resources. The Librarian would work closely with local schools in Immokalee and Ave Maria to develop programs tailored to each community's specific needs. Offsite story times for various age groups could be re-introduced or expanded, especially in response to prior community requests from Ave Maria and early childcare centers in Immokalee. Additionally, outreach programming for the Senior Center could provide valuable literacy and enrichment opportunities.
The Librarian would represent the Library at key community events in Immokalee and Ave Marie, sharing information about services and resources. Some of the events include health fairs, big bus events, Lipman's annual backpack event, cattle drive, Christmas around the world, and market days at Ave Maria. The "Book a Librarian" program offering valuable one-on-one technology training sessions to patrons could be reintroduced. This added position would not only strengthen community ties but also enhance access to essential library services for youth, families, and seniors in Immokalee.

Ms. White added that it is vital to the Immokalee community to have a Librarian available to assist with research and resources for applications to colleges, etc. She stated that it is important for the public and voters to be aware of these issues and the more people that contact the BCC, the greater the chances will be that they will listen. She added that each community is different, and each Library has its own unique needs.

Mrs. Cowser stated that the gathered information will be provided to Ms. Williams, Mr. Neiman and Commissioner McDaniel in response to Dr. German's email. She asked LAB members to let her know if there was anything to be added to the presentation.

Ms. Williams stated that the LAB would need to discuss this issue as a board and make/approve a motion for staff to proceed to advocate this request up the chain of command.

Mrs. Cowser recommended the LAB to hear any additional public comments before making a formal motion.

PUBLIC PETITIONS TO THE BOARD FOR FUTURE CONSIDERATION – None

PUBLIC COMMENTS ON GENERAL TOPICS RELATED TO THE LIBRARY DIVISION

Three Public Comment Request forms were submitted at today's meeting.

1) Ed German introduced himself as an Immokalee community member who relied on the assistance of the Immokalee Branch Library and its staff to help apply for and secure grants for his educational journey.
   He further explained that he began his career path at the Library and went on to earn a degree in Pharmacy. He came back to Immokalee and then went on to medical school. He again returned to the Immokalee community where he and his family currently reside. Dr. German stated that his daughter frequently visits and participates in activities and events at the Immokalee Library as he did while growing up in the community.
   He emphasized how amazing the Immokalee Library staff have been and that they are always available to help their patrons. Their genuine care and support of the residents echoes in the programs they offer, and the Library is a community connection for the Immokalee community. He added that many students have expressed to him their gratitude for the Immokalee Library and the vital services the staff provide.
   He appreciates the LAB's support of his request to bring back Monday hours of operation to the Immokalee Branch Library.

   Mrs. Seitz asked if the Library would only need one additional staff member to support adding another day of hours of operation to the Immokalee branch?
   Mrs. Cowser stated that the Immokalee branch currently has 4.5 FTEs (full-time employees) and the other branches that the additional day would model the Golden Gate, Estates and Marco Island branches which have 5.0-5.5 FTEs.
   Ms. Puente created a mock schedule with rotations similar to the other branches based on their staffing levels.
   Mrs. Cowser stated that years' ago, the Library would onboard approximately six new hires a year; however, the staff turnover rate has been high and routinely there are 4-5 positions posted She added that currently there are people interested in Librarian positions.
   Mrs. Grieve asked if a Master's degree would be required for a Librarian position. Mrs. Cowser stated that a Librarian I position does not require an MLIS; however, a Librarian II or Librarian III position does.
   Mrs. Seitz asked if a budget request would be needed and approved to add this position.
   Mrs. Cowser stated that positions that were taken from the Library to be put in the WorkForce pool can be brought back by providing a total rewards business case to support the request.
   Mrs. Ashford asked what the timeline would be for this request to be processed.
   Mrs. Cowser replied that it would need to be approved by the County Manager and HR would need to release the position from the WorkForce pool with additional budget. However, it is unknown how long the process would take to complete.

2) Ann Marie Dezio recently sent an email to LAB members with her updated library funding enhancement proposal and presentation.

One of the main components of her proposal was a "Buy a Book Sticker" initiative for patrons to show their appreciation of staff and support the Library.
Patrons could donate $1.00 and receive a sticker to give to a Library staff member for them to place in a book of their choice.
Mrs. Dezio suggested expanding the current book plate program to include special honor recognitions, such as Barbie Schulze's upcoming 25 years of service anniversary. She added that the recent 3,600 petitions for the Vanderbilt Beach branch would probably be interested in this program, since they cannot give gifts to staff.
Mrs. Dezio added that she could donate the stickers so that there would be no cost to the County for materials, and that Library staff already collect money for fees and book purchases.
Mrs. Cowser stated that she would need to get Ms. Schulze's approval.
Ms. White stated that it may be easier for the FOL to implement.
Mrs. Seitz asked if staff should be asked if this would be something they would want to implement.
Ms. Williams stated that these are great ideas, and it would behoove the LAB to create a subcommittee with one or two members, library staff and constituents to meet and vet all ideas to determine what recommendations would be feasible to move forward with implementing.
Mrs. Cowser suggested to add a member from the FOL to see what revenue generating ideas that they are working on or could take on.
Ms. Williams added that Library staff would need to be in compliance with County policies as well as the Clerk's for taking in money.
Mrs. Cowser stated that it would be difficult to account for these small, restricted donations. The current gift plate program provides accountability for how the money is logged in and allocated. The donor is sent a written acknowledgement of their donation which lists the book titles that were purchased and affixed with a gift plate.
Mrs. Seitz suggested that any ideas should be considered from a system-wide lens and not at an individual location.
Mrs. Cowser stated that the implementation can be on a smaller scale to test the idea, however, input would be needed from the committee.
Discussion ensued and the recommendation was to increase marketing to promote and continue the current gift plate program. Gift plates can be customized to represent the purpose of the donation.

3) Susan Zehnder did not speak at the meeting, as the questions she wanted to ask were answered during the meeting.

Discussion ensured regarding the public comments and requests.
Mrs. Seitz made a motion to recommend staff to move forward with adding a children's Librarian to the Immokalee Branch Library and enhancing the hours of operation to include Mondays from 10am-6pm, with staffing working 9am-6pm, similar to the model used at the Estates and Golden Gate Branches. Mrs. Ashford seconded, and the motion was carried unanimously.
Mrs. Seitz stated that as the LAB's Secretary, she will draft a formal letter and send it to Mrs. Cowser.

Discussion ensued regarding the creation of a subcommittee. Mrs. Seitz suggested having the meetings either during the weekend or evenings. Ms. Williams added that not all LAB members would need to be on the subcommittee. The committee should include a representative from the FOL, a Library staff member, and a public citizen.

Mrs. Seitz asked for clarification regarding public representation on the committee and if a public citizen would need to be a member of the committee. Mrs. Cowser stated that since the meetings are open to the public, public input would be open to all and would not necessarily be representation of an individual.
Mrs. Cowser will contact the FOL regarding a representative for the committee.
Mrs. Seitz recommended the first meeting to be held at the South Regional Library on a Saturday at 9:30am and will speak with Mrs. McMahon to determine an August meeting date.

Ms. White made a motion for the Library Advisory Board to create a subcommittee to review and investigate fundraising and creative ideas to support Library operations and nominated Mrs. Seitz to be the Chair of the subcommittee. Mrs. Ashford seconded, and the motion was carried unanimously.

UNFINISHED BUSINESS

1) **District 3 LAB Vacancy Update**
   - Mrs. Cowser announced that at the June 10, 2025, BCC meeting, Leyanis Muniz was appointed to the District 3 LAB seat.
   - Mrs. Cowser will contact Leyanis to confirm her acceptance and coordinate a date for her to receive her orientation manuals.
2) **LAB Report to the BCC**
   - Ms. Williams reviewed the report that Mrs. Seitz provided and after speaking with Mike Neiman and the County Manager, she clarified that the Budget Workshop is designed to be a workshop for the BCC to discuss reports and recommendations provided by County staff pertaining to the budget.
   - Ms. Williams stated that Mrs. Seitz would be welcome to present the LAB's report during the public comments portion of the agenda and would have three minutes to speak. She added that it needs to be documented in the records for her to state that a motion was made and approved by the LAB that she would be speaking on behalf of the LAB.
   - Ms. Williams reported that in the past, members of the Domestic Animal Services and Parks and Recreation Advisory Boards that spoke during Budget Workshops would speak to the BCC as individuals and not as an advisory board member.
   - Historically, advisory boards or committees do not present reports during the budget workshop meetings.
   - If the LAB wants to deviate from this, she recommends setting up an appointment to meet with the County Manager.
   - The County Manager is the one who would be able to add an agenda item of a report with staff or BCC recommendation.
   - Ms. Williams stated that this is not the venue for this type of report to be presented.
   - Mrs. Seitz asked for clarification as to what the venue would be.
   - Ms. Williams replied that it would be a regular BCC meeting that is publicly advertised.
   - Mrs. Seitz asked if the County Manager could put this item on the next BCC meeting agenda. Ms. Williams replied that she could ask.
   - Ms. Williams reiterated that all LAB members must agree to the report for the County Manager to put the item on a regular BCC meeting agenda.
   - Mrs. Seitz stated that she was following the recommendation made to her by Commissioner LoCastro to present the LAB report at the Budget Workshop, so that it would not get lost at a regular BCC meeting.
   - Ms. Williams suggested Mrs. Seitz contact the County Manager directly to address any questions or concerns.
   - Mrs. Seitz expressed that she would not want to speak to the BCC as an individual citizen but would be able to speak on behalf of the LAB as a board member or as a District 1 representative.

- She would be willing to contact the County Manager regarding the LAB's report as recommended as the LAB is mandated to provide advice to the BCC on Library matters.
- Ms. Williams reminded the LAB that by ordinance, they are to present in an advisory capacity.
- She added that Commissioner Hall brought up advisory boards and committees at a recent BCC meeting and stated that with all the executive summaries, resolutions and ordinances that they've lost track of them and per ResourceX's recommendation, they need to be reined in and reviewed for efficiencies.
- Ms. Williams recently spoke with the County Attorney regarding the best way for the LAB to move forward, and he recommended the LAB to follow the County's Ordinance Chapter 82 – Library.
- Mrs. Cowser will provide copies to LAB members of the email sent to Ms. Williams with the proposed executive summary and LAB report.
- Ms. Williams added that the County Manager is aware of her request for legal services on this matter.
- Ms. White made a motion to elect Mrs. Seitz to be the speaker on behalf of the Library Advisory Board. Mrs. Ashford seconded, and the motion passed unanimously.

NEW BUSINESS

- Mrs. Seitz wanted to publicly express her confusion regarding the methodology of their role to advise the BCC and how to get things done within the context of Sunshine Laws.
- Ms. Williams stated that she will contact the Assistant County Attorney, Colleen Greene, to attend the LAB's August meeting and provide more detailed information and legal guidance regarding how the County adheres to Sunshine Laws.
- Mrs. Cowser stated that since LAB meetings are public and recorded, members must only discuss LAB business during a publicly announced meeting.
- Ms. Williams stated that LAB members are able to individually talk with their "staff", which are all public servants that work for the County; however, if two or more members want to discuss a topic in the presence of each other, it must be done at a publicly advertised meeting.
- LAB members are able to speak with the Director individually to determine any issues that should be considered for discussion as a board during a scheduled meeting.
- The LAB can also create subcommittees to discuss matters and bring back to the board for further review and discussion. All meeting must be publicly announced and available for public attendance.

PUBLIC COMMENTS ON GENERAL TOPICS RELATED TO THE LIBRARY DIVISION – None

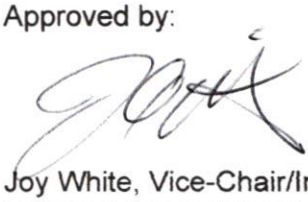
ADJOURNMENT

There being no further business to come before the Library Advisory Board, the meeting was adjourned at 12:00 pm.

LAB members toured the newly renovated Immokalee Branch Library and its recently completed parking lot project at today's meeting.

Mrs. Cowser will update LAB members as to the format of the Library Advisory Board meeting scheduled to be held on Wednesday, August 20, 2025, at the Headquarters Library, 2385 Orange Blossom Drive, Naples, FL 34109.
NOTE: The LAB does not meet in July.

Approved by:



Joy White, Vice-Chair/Interim Chair
Library Advisory Board

COLLIER COUNTY LIBRARY ADVISORY BOARD
Wednesday, August 20, 2025, 10:30 a.m.
Headquarters Library – Hybrid Meeting
AGENDA

NOTICE: The public is welcome to attend Library Advisory Board meetings. Visitors will be asked to sign in and briefly describe the purpose of their visit. If the visitor is attending to discover more about the workings of the Library Advisory Board, s/he is welcome to stay for the duration of the meeting. If the visitor has a specific purpose, the Chair will recognize the visitor during Public Comments to speak for up to three (3) minutes. Additional time may be granted to the speaker at the discretion of the Chair. Robert's Rules of Order prevails. Silence cell phones and digital devices.

Call to order

1. Grant LAB Member(s) remote attendance *(Motion & Approval)*
2. Introduction of New District 3 Member Leyanis Muniz

Pledge of Allegiance

Approval of Minutes

Awards and Recognitions

1. Library Division Cheers for Peers Recipients June/July
2. County Service Awards and VIP Certificates (May-July)
    i. Carolann Adams (AD) = 30 years (June)
    ii. VIP Certificates

Board Reports

1. Report of Officers
    i. ALA Conference – Rebeca Seitz
2. Report of Committees
    i. August 9 LAB Subcommittee Meeting – Rebeca Seitz

Presentations

1. Report of the Friends of the Library
2. Report of the Library Director
    i. General Operations
        a. Facilities & Projects Update
        b. Operations Update
        c. Programming
        d. Staffing Update
3. Reconsideration Request Received – Wesley Gunther-Administration

Public Petitions to the Board for Future Consideration

Public Comments on General Topics Related to the Library Division

Unfinished Business

New Business

1. Schedule Selection of Chair, Vice-Chair and Secretary

Public Comments on General Topics Related to the Library Division

Adjournment

Parks & Recreation Advisory Board

MEETING AGENDA

LOCATION:	**NORTH COLLIER REGIONAL PARK**
DATE:	Wednesday, **August 13**, 2025
ADDRESS:	15000 Livingston Road Naples, FL 34109
TIME:	**2:00 PM**

I. CALL TO ORDER

a) Welcome by the Director

b) Roll Call

c) Verification of Quorum

II. PLEDGE OF ALLEGIANCE AND INVOCATION

III. APPROVAL OF THE AGENDA

IV. APPROVAL OF PREVIOUS MEETING MINUTES

V. NEW BUSINESS

a) Legends Concert Series – Mike Randall

b) Fee Policy Study – James Hanrahan

c) Collier County Field Inventory – Said Gomez

d) Hunden Studies – Marissa Baker

(1) Paradise Coast Sports Complex

(2) Sun-N- Fun Lagoon

VI. BOARD / PUBLIC COMMENTS

VII. MANAGER UPDATES

VIII. DIRECTOR'S REPORT

IX. ADJOURNMENT

NOTE: THIS AGENDA IS SUBJECT TO CHANGE AND MAY BE MODIFIED BY THE DIRECTOR OR THE BOARD

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

colliercountyfl.gov
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facebook.com/CollierGov
youtube.com/CollierGov

August 5, 2025

FOR IMMEDIATE RELEASE

Notice of Public Meeting
Collier County Parks & Recreation Advisory Board
Collier County, Florida

August 13, 2025
2:00 p.m.

Notice is hereby given that the **Collier County Parks & Recreation Advisory Board** will meet on Wednesday, August 13, at **2:00 p.m.** This meeting will be held at the North Collier Regional Park, Conference Room A, 15000 Livingston Road, Naples, Florida.

About the public meeting:

Two or more members of the Board of County Commissioners may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting of that board.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call the Collier County Parks & Recreation Division at (239) 252-4000.

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Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

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August 13, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Public Transit Advisory Committee (PTAC)
Collier County, Florida

August 20, 2025
1:00 p.m.

Notice is hereby given that the **Public Transit Advisory Committee (PTAC)** will meet on **Wednesday, August 20,** at **1:00 p.m**. This will be a Hybrid Remote meeting and it will be held at the Collier County Museum, Lecture Hall, 3331 Tamiami Trail East, Naples, Florida. The public may attend either remotely or in person.

Individuals who would like to participate remotely should contact Alexander Showalter at Alexander.Showalter@colliercountyfl.gov or call (239) 252-5849 by **noon on August 20**.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

The agenda will be available on the Collier County Government website at https://www.ridecat.com/inside-cat/ptac/

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

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For more information, call Alexander Showalter at (239) 252-5849.

Public Transit Advisory Committee
Collier Area Transit
Hybrid Meeting
Collier County Government Center Human Resources Building "B"
HR Training Room
3303 Tamiami Trail East Naples, Florida
August 20th, 2025
1:00 p.m.

Agenda Packet

1) Call to Order
2) Roll Call
3) Approval of Agenda
4) Approval of Minutes
    a. March 19, 2025
    b. June 18, 2025
    c. July 16, 2025
5) Committee Action
    a. Membership Applications – Jake Wayne Bates & Meghan E Brown
6) Reports and Presentations
    a. Fare Study Update
7) Member Comments
8) Public Comments
9) Next Meeting Date – September 17th, 2025, Human Resources Building "B" HR Training Room
10) Adjournment

Two or more members of the Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future BCC meeting.

Collier Area Transit operates in compliance with Federal Transit Administration, (FTA) program requirements and ensures that transit services are made available and equitably distributed and provides equal access and mobility to any person without regard to race, color, or national origin, disability, gender or age. Title VI of the *Civil Rights Act of 1964*; FTA Circular 4702.1A, "Title VI and Title VI Dependent Guidelines for Federal Transit Administration Recipients.

Anyone who required an auxiliary aid or service for effective communication, or other reasonable accommodations in order to participate in this proceeding, should contact the Collier County Facilities Management Department

located at 3335 Tamiami Trail East, Naples, Florida 34112 or 239-252-8380 as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

NAPLES, FLORIDA

MARCH 19, 2025

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 1:00 P.M. in REGULAR SESSION at Collier County Museum Lecture Hall, 3331 Tamiami Trail E, Naples, Florida with the following members present:

Chair:	John DiMarco, III
Vice Chair:	Peter Berry
	Cliff Donenfeld
	Dewey Enderle
	Sonja Lee Samek (Virtual)
	Benita Staadecker
	Open Seat

ALSO PRESENT: Brian Wells, Director, Collier County PTNE
Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Leslie Barnes, General Manager, MV Transportation
Elena Ortiz-Rosado, Events, Sales and Marketing Coordinator, PTNE
Jacob Stauffer, Transit Planner, MV Transportation
Wally Blain, Consultant, Benesch

1. **Call to Order**
   Chair DiMarco called the meeting to order at 1:00 P.M.

2. **Roll Call**
   Roll call was taken, and a quorum of four was established.

3. **Approval of Agenda**
   Ms. Staadecker moved to approve the Agenda as presented. Second by Mr. Enderle. Carried unanimously 4 - 0.

4. **Approval of Minutes**
   Ms. Staadecker moved to approve the minutes of the January 15, 2024, Public Transit Advisory Committee meeting as presented. Second by Vice Chair Berry. Carried unanimously 4 - 0.

Ms. Samek joined the meeting at 1:04 P.M.

Ms. Staadecker motioned to allow Ms. Samek to participate in the meeting as a virtual participant. Second by Vice Chair Berry. Carried unanimously 4 – 0. A quorum of five was present.

5. **Committee Action**
   a. **Zero Emissions Vehicle Transition Plan**
      Wally Blain, of Benesch, presented the Executive Summary "*Zero Transmissions Vehicle Transition Plan"* to the Committee noting:
      - CAT Staff and the MPO retained consulting firm Benesch to complete a Zero Emissions Vehicle Transition Plan.
      - The study was completed as a prerequisite to apply for federal grant funding related to alternative fueled vehicles.
      - The Plan evaluates the implementation of battery electric and other alternative fueled vehicles into the CAT fleet.
      - The Plan proposes a three-phase implementation aligning with the purchase of CAT's latest electric bus and evaluating the usefulness of the technology for CAT's future fleet.
      - The goal is to provide a path forward to include these vehicles into CAT's everyday fleet in a cost-effective and operationally efficient manner.

        Market Trends and Service Expansion
        - CAT has 64 vehicles and 1 electric bus, 16 fixed routes servicing a population of 385K people.
        - The national trend over the past 15 years indicates that use of diesel fueled vehicles has declined from 70% to 45% - 50%.
        - Peer Agencies within Florida were interviewed to gain knowledge of their experience with alternative fuel vehicles.

Mr. Donenfeld joined the meeting at 1:13 P.M. A quorum of six was present.

Feasibility Analysis

The plan outlines four scenarios for Fixed Route performance and cost and three scenarios each for Demand Response and Support Vehicle performance:

Fixed route Vehicles

1. Least Harmful Emissions: Diesel, Battery Electric, Hybrid
2. Optimized Vehicle Function: Diesel, Battery Electric, Hybrid, Commpressed Natural Gas
3. Balanced Approach: Diesel, Battery Electric, Hybrid, Biodiesel
4. Lowest Capital Cost: Diesel, Biodiesel

Demand Response Vehicle

1. Balanced Emissions and Costs: 75% Gasoline, 25% Compressed Natural Gas
2. Lowest Capital Cost: Diesel, 75% Biodiesel
3. Strong CNG: 25% Biodiesel, 75 % Compressed Natural Gas

Support Vehicles

1. Lowest Emissions: 100% Electric Vehicle
2. Lowest Capital Cost: 33% Gasoline, 67% Electric Vehicles
3. Strong CNG: 67% Gasoline, 33% Electric Vehicles

Implementation Plan

Phase in with a pilot application.

- Phase I: BEB (Buy Electric Vehicle) Pilot Plan (2025-2029)
- Phase 2: BEB
- Phase 3: Hybrid Pilot (2032 – 2034)

Facility Assessment

- CAT Operations Maintenance Building.

Workforce Assessment

- Transition diesel mechanics into alternative fuels without displacing workers.

Stakeholder Input and Recommendations

Improve communication and underserved area access and focus on operational efficiency and connectivity.

Next Steps

- Develop UF/IFAS Lehigh Acres route.
- Expand Park and Ride and Trolley Services.
- Implement MOD and FMLM pilot projects.

Approval Dates

- April 11, 2025: Metropolitan Planning Organization (MPO) Advisory Committee presentation.
- April 22, 2025: Board of County Commissioners (BCC).

Responses to Committee Member Comments:

- The estimated life span for vehicle batteries is twelve years or a useful life of a bus.
- Two charging stations will be located at the CAT Administration Building.
- AI technology is not being utilized currently.
- Diesel vehicles should be available for use during emergencies/extreme weather conditions.

- Public input in the process included workshops and digital surveys.

Recommendation

Vice Chair Berry motioned to approve the Collier Area Transit Zero Emissions Vehicle Transition Plan to the Metropolitan Planning Organization Board and the Board of County Commissioner for approval. Second by Mr. Dewey. Carried unanimously 6 – 0.

6. Reports and Presentations

a. Paradise Beach Trolley

Mr. Showalter presented the Executive Summary *"Collier Area Transit Paradise Beach Trolley" to* the Committee. He noted:

- Service commenced on President's Day weekend, February 14th – 17th, and will last until April 27, 2025.
- The service consists of a free trolley traveling in a loop from Delnor-Wiggins Pass state Park to Vanderbilt Beach stopping at Conner Park in between.
- Operational hours are 8:00 a.m. to 3:00 p.m., then again from 4:30 p.m. to 7:00 p.m. Friday through Sunday with a twenty-minute frequency.
- Additionally, Paradise Beach Trolley service will run the week of spring break (March 10th – 14th) and the week leading up to Easter (April 14th – 18th.
- CAT plans to continue to provide this successful service annually.

Committee Comment Responses

- The first weekend of service was one of the biggest opening weekends.
- Spring break ridership declined 2025 over 2024 due to poor weather conditions.
- The 3:00 p.m. to 4:30 p.m. service break provides an opportunity for personnel to have lunch. Typically, there is a lull in passengers at this time.

b. Major TDP Update

Mr. Showalter presented the Executive Summary "*Update on Transit Development Plan (TDP) Process"* to the Committee. He noted:

- The TDP process identifies recommendations and implementation strategies to achieve the goals and objectives of Collier Area Transit.
- To receive State Block Grant Funds for system operations, each transit agency must develop a Transit Development Plan (TDP) Major Update every five (5) years.
- The TDP is a ten (10) year plan for transit needs, cost and revenue projections, community transit goals, objectives, and policies.
- The TDP serves as a planning, development and operational, guidance document.
- TDP Components include:
    - Mission, Goals, and Objectives – Overall purpose, specific, achievable targets, and actions to reach the goals.
    - Situational Appraisal – Identifying and addressing concerns.
    - Recommended Network Changes – Service Improvements and New Service.
    - Financial Element – Alternative funding sources required to implement initiatives.
    - Public Outreach – Public Surveys and Workshops, and Stakeholder interviews.
- The major update is developed in coordination with the Metropolitan Planning Organization's (MPO) long range transportation plan.

- Collier Area Transit staff have been working with the Consulting Team of Stantec and MPO Staff to update the plan.
- The consultant produced consistent updates to each section of the TDP and completed public engagement workshops and presentations.
- MPO and CAT Staff's feedback and comments have been incorporated into the documents.

Approval Process Key Dates 2025

- June 1 - Final Proposed TDP
- June 13 - Submission to MPO Board
- June/July - Submission to the Collier Board of County Commissioners

Comments

Mr. Showalter responded to queries:

- Venues to inform the public about proposed system changes include the County website, the County Commissioner newsletter, and Public Workshops. Additional Social Media venues will be researched.
- Suggested roadway network improvements such as integration of HOV lanes and lane restriction access for commercial trucks will be submitted to the MPO for evaluation.
- A light rail system (LRT) has not been considered for County transportation.

7. Member and Staff Comments

Mr. Showalter introduced Leslie Barnes, General Manager of MV Transportation. Ms. Barnes shared her credentials with the Committee.

8. Public Comments

None

9. Next Meeting Date April 16, 2025 - 1:00 P.M.
Collier County Museum Lecture Hall
3331 Tamiami Trail E
Naples, FL. 34104

10. Adjournment

There being no further business for the good of the County, the meeting was adjourned by the chair at 1:33 P.M.

Public Transit Advisory Committee

_____

John DiMarco III, Chair

These minutes approved by the Board/Committee on _____,2025 as presented_____ or as amended _____.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

NAPLES, FLORIDA

JUNE 18, 2025

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 1:00 P.M. in REGULAR SESSION at Collier County Museum Lecture Hall, 3331 Tamiami Trail E, Naples, Florida with the following members present:

Chair:	John DiMarco, III
Vice Chair:	Peter Berry (Virtual)
	Cliff Donenfeld (Virtual)
	Dewey Enderle
	Sonja Lee Samek (Excused)
	Benita Staadecker
	Open Seat

ALSO PRESENT: Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Elena Ortiz-Rosado, Events, Sales and Marketing Coordinator, PTNE
Keyla Castro, Operations Support Specialist, Collier County PTNE
Nolan Begley, Fixed Route Manager, MV Transportation
Jacob Stauffer, Transit Planner, MV Transportation

1. **Call to Order**
   Chair DiMarco called the meeting to order at 1:00 P.M.

2. **Roll Call**
   Roll call was taken, and a quorum was not established.

3. **Approval of Agenda**
   Staff noted that due to absence of a quorum the meeting would be held as an informational meeting in accordance with the Agenda.

4. **Approval of Minutes**
   The minutes of the March 19, 2025, Public Transit Advisory Committee meeting will be considered at the July 16, 2025, meeting.

5. **Committee Action**
   a. **Membership Application – John DiMarco III & Jake Wayne Bates**
   Mr. Showalter presented Executive Summary *"Membership Applications"* for John DiMarco III and Jake Bates.

   John DiMarco III
   The PTNE Staff endorses *"Renewal of Membership to the Public Transit Advisory Committee (PTAC)"* for John DiMarco III noting, as standing Chair, he has been an important contributor to the overall success of CAT over his time on the Committee, providing feedback and advice to staff and vendors on improving transit operations and efficiencies in Collier County.

   Jake Wayne Bates
   The PTNE Staff submitted for the committee's consideration an application from Jake Wayne Bates, to join PTAC.

   Due to absence of a quorum, the applications will be considered at the July 16, 2025, meeting.

   b. **FY2025 Program of Projects**
   Mr. DeLeon presented an Executive Summary "*Endorsement of the Federal Transit Administration (FTA)"* to inform the PTAC Advisory Committee of the Program of Projects for the Federal Transit Administration (FTA) Sections 5307 and 5339 grant application submittals for FY25-FY26.
   Section 5307
   - The Public Transit Neighborhood Enhancement (PTNE) Division receives federal grant funds for the management of the Collier Area Transit (CAT) system annually to be used for capital projects and operating assistance as defined by the FTA.
   - Collier County is located within the Bonita Springs/Naples Census Urbanized Area.
   - A portion of the Section 5307 funding received is shared with Lee County.
   - The total amount allocated to the Urbanized Area Formula Program is $7,119,688 of which $5,470,056 is awarded to Collier County, $113,915 to FDOT, and $1,561,200 distributed to Lee County.

- The FDOT portion of $113,915 is split between Lee and Collier Counties. Lee County will receive $25,483 and Collier County will receive $88,432.
- With the FDOT funds, Collier County will receive $5,558,488 and Lee County $1,561,200 of grant funds.
- Projects proposed for the appropriated funding may include, as funding permits:
    1. Transit Improvement Projects which may include Bus Stops Improvements (shelters) and Bus Wraps.
    2. Safety and Security Equipment Badge access and camera system enhancement.
    3. Replacing Intelligent Transportation Equipment.
    4. Provision of operational expenses for the Americans with Disabilities Act (ADA) Paratransit services.
    5. Funding for the maintenance and operations facility, contingent on availability of funds.
    6. Fleet preventative maintenance.
    7. Fixed Route and Paratransit operational expenses.

Section 5339

- The program provides capital assistance to states and transit agencies to replace, rehabilitate and purchase buses and related equipment and to construct bus-related facilities.
- Collier County is the designated recipient for the urbanized area.
- $502,127 is allocated to the Bonita Springs/Naples Urbanized Area for USC Section 5339 for the Maintenance and Operation Facilities Urbanized Area Formula program.

Next Steps

- Public Comment Period – thirty days (completed)
- PTAC Endorsement
- Board of County Commissioners' Approval
- FTA Submission and Approval

In response to Committee member comments Mr. DeLeon noted:

- The Public Comment process focused on funding allocation.
- The proposal is for the FTA application approval. Funding allocation will be submitted to the FTA for finalization on approval.

Recommendation

The Committee endorsed the Collier Area Transit 5307 FY25-26 Program of Projects in the amount of $5,558,488.00, financed by Federal Grant Funds, and 5339 FY25-26 Program of Projects in the amount of $502,127.00 for transit capital projects and operating assistance to the Collier Area Transit (CAT) system.

c. DBE Goal Update FY26 to FY28

Mr. Showalter presented the Disadvantage Business Enterprise (DBE) Goal for Collier Area Transit (CAT). He noted:

- The Collier County Board of Commissioners (BCC) receives Federal financial assistance from the Federal Transit Administration (FTA) and the Florida Department of Transportation (FDOT).

- The Board must comply with Title 49 of the Code of Federal Regulations (C.F.R.), part 26, to qualify for assistance.
- The Board is required to have a DBE program in accordance with regulations of the United State Department of Transportation, as provided in Title 49 of the C.F.R.
- The program ensures that DBE's have an equal opportunity to receive and participate in FTA and DOT assisted contracts by ensuring non-discrimination in award and administration of the State and Federal contracts.
- Every three years a goal is established as part of CAT's DBE Program, a requirement of Title 49 C.F.R., part 26.
- Collier Area Transit is re-establishing its goal effective for FY26, FY27, and FY28.
- The goal setting method included Census data and the DBE directory (businesses in the area), approved by the United States Department of Transportation (USDOT).
- The DBE FY 2026-2027-2028 Goal Worksheet totals $12,096,983.00 ($4,032,328.00 per year).

Outreach Process

- CAT will host a workshop to discuss the DBE Program, the methodology for establishing the goal, and information on the solicitation process, including how to register and bid on projects.
- The goal will be published and available for public comments for thirty days.

Committee Discussion

Mr. Showalter noted that businesses are not precluded from reapplying to the program based on previous participation.

Recommendation

The Committee endorsed the established Disadvantage Business Enterprise (DBE) Goal for Fiscal Year 2026 through Fiscal Year 2028 for the Collier Area Transit (CAT).

6. Reports and Presentations

a. Off-Season Schedule Change

Mr. Stauffer presented the Executive Summary *"November Route Changes"* to update the Committee on service modifications implemented with the off-season schedule changes in effect since April 27, 2025. He noted:

- Changes across multiple Collier Area Transit (CAT) routes were implemented due to changes in traffic and travel patterns.
- The proposed schedule modifications were distributed throughout the community and posted on social media, and the RideCAT.com websites.
- Many off-season changes aim to improve the On-Time Performance of the fixed route service.
- Data collected on the run times and feedback from the drivers resulted in adjustments to the timepoint providing riders with a more accurate estimation of bus arrival at their stop. The data also enables time for the driver to remain on schedule.
- The only significant route changes are related to Route 24 and Route 27.
- Route 24 now terminates at Charlee Estates allowing more frequency along US-41.
- The Livingston Park and Ride location was removed from Route 27 due to extremely low ridership.

- Changes have been published with the updated paper schedule, on RideCAT.com, and through the app.

Committee Comment Responses

- Ridership has declined by approximately two thousand per month.

7. Member and Staff Comments

Mr. Showalter informed the Committee the Museum Lecture Hall meeting location is not available for future meetings.

The new meeting location effective July 2025 will be:

Collier County Government Center
Human Resources Building "B"
HR Training Room
3303 Tamiami Trail E.
Naples, FL 34112

8. Public Comments

None

9. Next Meeting Date

July 16, 2025 - 1:00 P.M.
Collier County Government Center
Human Resources Building "B"
3303 Tamiami Trail E
Naples, FL. 34112

10. Adjournment

There being no further business for the good of the County, the meeting was adjourned by the chair at 1:39 P.M.

Public Transit Advisory Committee

_____

John DiMarco III, Chair

These minutes approved by the Board/Committee on _____,2025 as presented_____ or as amended _____.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

NAPLES, FLORIDA

JULY 16, 2025

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 1:00 P.M. in REGULAR SESSION at Collier County Government Center, Human Resources Building B, 3303 Tamiami Trail E, Naples, Florida 34112 with the following members present:

Chair:	John DiMarco, III
Vice Chair:	Peter Berry
	Cliff Donenfeld
	Dewey Enderle (Virtual)
	Sonja Lee Samek (Excused)
	Benita Staadecker
	Open Seat

ALSO PRESENT: Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Liz Soriano, Project Manager, Collier County PTNE
Keyla Castro, Operations Support Specialist, Collier County PTNE
Jacob Stauffer, Transit Planner, MV Transportation

1. **Call to Order**
   Chair DiMarco called the meeting to order at 1:00 P.M.

2. **Roll Call**
   Roll call was taken, and a quorum of four was established.

   Ms. Staadecker motioned to allow Mr. Enderle to participate in the meeting as a virtual participant due to extraordinary circumstances. Second by Vice Chair Berry. Carried unanimously 4 – 0.

   Mr. Enderle joined the meeting. A quorum of five was present.

3. **Approval of Agenda**
   Vice Chair Berry moved to approve the Agenda as presented. Second by Mr. Donenfeld. Carried unanimously 5 - 0.

4. **Approval of Minutes**
   a. **March 19, 2025**
      Vice Chair Berry moved to approve the minutes of the March 19, 2025, Public Transit Advisory Committee meeting as presented. Second by Ms. Staadecker. Carried unanimously 5 - 0.

   b. **June 18, 2025**
      Vice Chair Berry moved to approve the minutes of the June 18, 2025, Public Transit Advisory Committee meeting as presented. Second by Mr. Donenfeld. Carried unanimously 5 – 0.

5. **Committee Action**
   a. **Membership Application – John DiMarco III & Jake Wayne Bates**
      Mr. Showalter presented Executive Summary *"Membership Applications"* for John DiMarco III and Jake Bates.

      John DiMarco III
      The PTNE Staff endorses *"Renewal of Membership to the Public Transit Advisory Committee (PTAC)"* for John DiMarco III noting, as standing Chair, he has been an important contributor to the overall success of CAT over his time on the Committee, providing feedback and advice to staff and vendors on improving transit operations and efficiencies in Collier County.

      Vice Chair Berry moved to recommend the Board of County Commissioners reappoint John DiMarco III to the Public Transit Advisory Committee for a three-year term. Second by Ms. Staadecker. Carried unanimously 5 – 0.

      The Committee's recommendation will be placed on the Board of County Commissioner's *Consent Agenda* at the next available meeting.

      Jake Wayne Bates
      The PTNE Staff submitted for the Committee's consideration an application from Jake Wayne Bates, to join PTAC.

Mr. Bates application will be considered by the Committee at the next meeting of the PTAC.

6. Reports and Presentations
None

7. Member and Staff Comments

Grant Funding

Mr. Showalter noted there has been no immediate operational impact on the PTNE's federal grant funding.

Collier Area Transit Operations & Maintenance Facility

Ms. Soriano provided an update to the Committee on facilities projects and enhancements noting:

- The Radio Road Administrative and Maintenance facilities will include operational offices, a drive-through maintenance area for the buses, secure fleet parking, solar panels, and air conditioning for the maintenance shop.
- Jacobs Engineering Group, Inc., was selected to design the facility.
- Construction Invitations to Bid are expected to be distributed in 2026.

8. Public Comments
None

9. Next Meeting Date August 20, 2025 - 1:00 P.M.
Collier County Government Center
Human Resources Building "B"
3303 Tamiami Trail E
Naples, FL. 34112

10. Adjournment
There being no further business for the good of the County, the meeting was adjourned by the chair at 1:16 P.M.

Public Transit Advisory Committee

_____

John DiMarco III, Chair

These minutes approved by the Board/Committee on _____,2025 as presented_____ or as amended _____.

EXECUTIVE SUMMARY
Committee Action
Item 5a
Membership Applications – Jake Bates, Meghan Brown

Objective:
To obtain recommendation for Jake Wayne Bates or Meghan Brown to join the Public Transit Advisory Committee (PTAC).

Considerations:
PTNE staff submits for the Public Transit Advisory Committee consideration, an application from Jake Wayne Bates to join PTAC. Mr. Bates is a UCF graduate with a bachelor's in both economics and anthropology. Mr. Bates has a history of community service, positioned as the Community Service Chair for 3 years for Alpha Tau Omega Eta Rho Chapter at UCF.

PTNE staff also submits for the committee's consideration, an application from Meghan Brown to join PTAC. Ms. Brown is a user of the CAT system and holds a Bachelors and Masters from Trinity College Dublin.

Applicant	Affiliation	Term	Status
Jake Wayne Bates	None Specified	3 years	Resident
Meghan Brown	System Rider	3 years	Resident

Recommendation:
That the PTAC recommend that the Board of County Commissioners approve the membership of Jake Wayne Bates or Meghan Brown to PTAC at their next available Board meeting.

Attachments:
PTAC Applications

Prepared by: _____ **Date:** 8/13/2025
Alexander Showalter, Planner II

Approved by: _____ **Date:** 8/13/25
Omar DeLeon, PTNE Transit Manager

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 05/16/2025 04:13:50 PM

Name: Jake Wayne Bates

Email Address: jakewaynebates@gmail.com

Home Address: 2021 River Reach Dr 330

City/Zip Code: Naples, 34104

Primary Phone: 386-288-8744

Secondary Phone:

Board or Committee: Public Transit Advisory Committee

Category (if Applicable):

Place of Employment? Sus Hi Eatstation

Do you or your employer do business with the County? No

How many years have you lived in Collier County? 1-2

Home many months out of the year do you reside in Collier County? I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Please list your community activities and positions held: 3 Years Community Service Chair Alpha Tau Omega Eta Rho Chapter (UCF)

Education: UCF Economics B.S. 22' Anthropology B.A. 24'

Experience / Background: UCF Economics B.S. 22' Anthropology B.A. 24'

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 07/25/2025 11:23:38 PM

Name: Meghan E Brown

Email Address: brownme@tcd.ie

Home Address: 871 Meadowland Dr, Unit C, Naples, FL 34108

City/Zip Code: Naples, 34108

Primary Phone: 716-866-4137

Secondary Phone:

Board or Committee: Public Transit Advisory Committee

Category (if Applicable):

Place of Employment? Business Owner; Self-Employed

Do you or your employer do business with the County? No

How many years have you lived in Collier County? 5-10

Home many months out of the year do you reside in Collier County? I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? Yes

If yes, Please Explain: I am a user of the CAT system and therefore any decisions from the committee may impact me directly, although I suppose in a limited capacity since I often use other means of transport.

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Please list your community activities and positions held: Associate Leadership Collier - Class of 2025

Education: Trinity College Dublin, BA / MA

Experience / Background: Trinity College Dublin, BA / MA

EXECUTIVE SUMMARY
Reports and Presentations
Item 6a
Collier Area Transit Fare Study

Objective:
To present an update on the Collier Area Transit Fare Study.

Considerations:
As part of our 2015 Major Transit Development Plan, and again in 2020, it was determined that it is appropriate for CAT to periodically review and evaluate its fare structure to ensure the fares are fair and equitable, while also generating revenue needed to operate the services. Federal regulations outlined by FTA in Circular 4702.1B require that all service modifications and fare changes be fair and equitable to all citizens, regardless of race color, or national origin, and to complete an analysis of all proposed changes or modifications. To accomplish the above, CAT, in partnership with consultants Johnson Engineering and Benesch, is undertaking this study to evaluate its fixed-route and paratransit fare structures.

Collier County has the responsibility to ensure that a financially-sound and fiscally-accountable transit system is available to citizens and visitors. Although fixed-route and paratransit fares only fund a portion of CAT's services, they are a critical component of the budget. CAT last modified its fixed-route and paratransit fares in 2018. The major update of the County's Transit Development Plan (TDP), completed in 2015, recommends that CAT's fare structure be evaluated every five years, starting in 2017. This will help Collier County ensure that it is maximizing potential farebox recovery in a fair and equitable manner and that passenger fares are consistent with "peer" transit agencies similar to services provided in Collier County.

Preliminary scenarios have been developed for potential fare modifications and CAT will be conducting two public workshops for passengers to evaluate the scenarios. On August 26th and August 27th, two Public Meetings will occur; one at the North Collier Regional Park and the second at the Immokalee Community Park.

Recommendation: None

Attachments:
Draft Fare Adjustment Proposals

Prepared by: _____ **Date:** 8/13/2025
Alexander Showalter, Planner II

Approved by: _____ **Date:** 8/13/25
Omar DeLeon, Transit Manager

Conceptual Fare Alternatives

FR Fare Category	Current	Scenario 1	Scenario 2	Scenario 3*	Scenario 4
Full Fixed Route Fare	$2.00	$2.00	$2.00	$2.00	**$2.25**
Children	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free
Day Pass Full/Reduced	$3.00/$1.50	**$4.00/$2.00**	**Fare cap at $4/$2**	**$4.00/$2.00**	**$4.00/$2.00**
15 Day Pass Full/Reduced	$20.00/$10.00	$20.00/$10.00	**Fare cap at $20/$10**	$20.00/$10.00	**$24.00/$12.00**
30 Day Pass Full/Reduced	$40.00/$20.00	$40.00/$20.00	**Fare cap at $40/$20**	**Perk Pass change**	**$44.00/$22.00**

* Reduce perk pass requirement from 250+ to 100+ staff. Pilot employer-sponsored Marco Express pass at $60

Conceptual Fare Alternatives

PT Scenario	Fare Type	Changes
1	ADA Fare	3-->3.25
	Reduced ADA Fare	Keep
2	ADA Fare	3-->3.50
	Reduced ADA Fare	Keep
3	ADA Fare	3-->4.00
	Reduced ADA Fare	Keep

TD Scenario	Fare Type	Changes
1 (Flat Fare Approach)	TD at or under PL	Replace income tiers with one flat fare of 2.50
	101% to 150% of PL	
	151% to 225% of PL	
	226% to 337% of PL	
	Over 337% of PL	
2 (Two Tier Simplification)	TD at or under PL	Keep
	101% to 150% of PL	3-->1
	151% to 225% of PL	4-->3
	226% to 337% of PL	4-->3
	Over 337% of PL	4-->3
3 (Adjustment of current tiers)	TD at or under PL	Keep
	101% to 150% of PL	3-->1
	151% to 225% of PL	Increase upper threshold to 250% 4-->2.5
	226% to 337% of PL	Increase lower threshold to 250%. 4-->3.50 for all above new threshold
	Over 337% of PL	
4 (Fixed Route Focus)	TD at or under PL	Replace income tiers with one flat fare of 2.50 for on demand. Make Fixed Route free for TD users
	101% to 150% of PL	
	151% to 225% of PL	
	226% to 337% of PL	
	Over 337% of PL	
5 (Two Tier Capped at 250%)	TD at or under PL	Keep
	101% to 150% of PL	3-->1
	151% to 250% of PL	4-->3

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

NAPLES, FLORIDA

JULY 16, 2025

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 1:00 P.M. in REGULAR SESSION at Collier County Government Center, Human Resources Building B, 3303 Tamiami Trail E, Naples, Florida 34112 with the following members present:

Chair:	John DiMarco, III
Vice Chair:	Peter Berry
	Cliff Donenfeld
	Dewey Enderle (Virtual)
	Sonja Lee Samek (Excused)
	Benita Staadecker
	Open Seat

ALSO PRESENT: Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Liz Soriano, Project Manager, Collier County PTNE
Keyla Castro, Operations Support Specialist, Collier County PTNE
Leslie Barnes, General Manager, MV Transportation
Nolen Begley, Fixed Route Manager, MV Transportation
Jacob Stauffer, Transit Planner, MV Transportation

1. **Call to Order**
   Chair DiMarco called the meeting to order at 1:00 P.M.

2. **Roll Call**
   Roll call was taken, and a quorum of four was established.

   Ms. Staadecker motioned to allow Mr. Enderle to participate in the meeting as a virtual participant due to extraordinary circumstances. Second by Vice Chair Berry. Carried unanimously 4 – 0.

   Mr. Enderle joined the meeting. A quorum of five was present.

3. **Approval of Agenda**
   Vice Chair Berry moved to approve the Agenda as presented. Second by Mr. Donenfeld. Carried unanimously 5 - 0.

4. **Approval of Minutes**
   a. **March 19, 2025**
      Vice Chair Berry moved to approve the minutes of the March 19, 2025, Public Transit Advisory Committee meeting as presented. Second by Ms. Staadecker. Carried unanimously 5 - 0.

   b. **June 18, 2025**
      Vice Chair Berry moved to approve the minutes of the June 18, 2025, Public Transit Advisory Committee meeting as presented. Second by Mr. Donenfeld. Carried unanimously 5 – 0.

5. **Committee Action**
   a. **Membership Application – John DiMarco III & Jake Wayne Bates**
      Mr. Showalter presented Executive Summary *"Membership Applications"* for John DiMarco III and Jake Bates.

      John DiMarco III
      The PTNE Staff endorses *"Renewal of Membership to the Public Transit Advisory Committee (PTAC)"* for John DiMarco III noting, as standing Chair, he has been an important contributor to the overall success of CAT over his time on the Committee, providing feedback and advice to staff and vendors on improving transit operations and efficiencies in Collier County.

      Vice Chair Berry moved to recommend the Board of County Commissioners reappoint John DiMarco III to the Public Transit Advisory Committee for a three-year term. Second by Ms. Staadecker. Carried unanimously 5 – 0.

      The Committee's recommendation will be placed on the Board of County Commissioner's *Consent Agenda* at the next available meeting.

      Jake Wayne Bates
      The PTNE Staff submitted for the Committee's consideration an application from Jake Wayne Bates, to join PTAC.

Mr. Bates application will be considered by the Committee at the next meeting of the PTAC.

6. **Reports and Presentations**
   None

7. **Member and Staff Comments**
   Grant Funding
   Mr. Showalter noted there has been no immediate operational impact on the PTNE's federal grant funding.

   Collier Area Transit Operations & Maintenance Facility
   Ms. Soriano provided an update to the Committee on facilities projects and enhancements noting:
   - The Radio Road Administrative and Maintenance facilities will include operational offices, a drive-through maintenance area for the buses, secure fleet parking, solar panels, and air conditioning for the maintenance shop.
   - Jacobs Engineering Group, Inc., was selected to design the facility.
   - Construction Invitations to Bid are expected to be distributed in 2026.

8. **Public Comments**
   None

9. **Next Meeting Date** August 20, 2025 - 1:00 P.M.
   Collier County Government Center
   Human Resources Building "B"
   3303 Tamiami Trail E
   Naples, FL. 34112

10. **Adjournment**
    There being no further business for the good of the County, the meeting was adjourned by the chair at 1:16 P.M.

Public Transit Advisory Committee

_____

John DiMarco III, Chair

These minutes approved by the Board/Committee on August 20, 2025 as presented X or as amended _____.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

NAPLES, FLORIDA

JUNE 18, 2025

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 1:00 P.M. in REGULAR SESSION at Collier County Museum Lecture Hall, 3331 Tamiami Trail E, Naples, Florida with the following members present:

Chair:	John DiMarco, III
Vice Chair:	Peter Berry (Virtual)
	Cliff Donenfeld (Virtual)
	Dewey Enderle
	Sonja Lee Samek (Excused)
	Benita Staadecker
	Open Seat

ALSO PRESENT: Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Elena Ortiz-Rosado, Events, Sales and Marketing Coordinator, PTNE
Keyla Castro, Operations Support Specialist, Collier County PTNE
Nolan Begley, Fixed Route Manager, MV Transportation
Jacob Stauffer, Transit Planner, MV Transportation

1. **Call to Order**
   Chair DiMarco called the meeting to order at 1:00 P.M.

2. **Roll Call**
   Roll call was taken, and a quorum was not established.

3. **Approval of Agenda**
   Staff noted that due to absence of a quorum the meeting would be held as an informational meeting in accordance with the Agenda.

4. **Approval of Minutes**
   The minutes of the March 19, 2025, Public Transit Advisory Committee meeting will be considered at the July 16, 2025, meeting.

5. **Committee Action**
   a. **Membership Application – John DiMarco III & Jake Wayne Bates**
   Mr. Showalter presented Executive Summary *"Membership Applications"* for John DiMarco III and Jake Bates.

   John DiMarco III
   The PTNE Staff endorses *"Renewal of Membership to the Public Transit Advisory Committee (PTAC)"* for John DiMarco III noting, as standing Chair, he has been an important contributor to the overall success of CAT over his time on the Committee, providing feedback and advice to staff and vendors on improving transit operations and efficiencies in Collier County.

   Jake Wayne Bates
   The PTNE Staff submitted for the committee's consideration an application from Jake Wayne Bates, to join PTAC.

   Due to absence of a quorum, the applications will be considered at the July 16, 2025, meeting.

   b. **FY2025 Program of Projects**
   Mr. DeLeon presented an Executive Summary "*Endorsement of the Federal Transit Administration (FTA)*" to inform the PTAC Advisory Committee of the Program of Projects for the Federal Transit Administration (FTA) Sections 5307 and 5339 grant application submittals for FY25-FY26.
   Section 5307
   - The Public Transit Neighborhood Enhancement (PTNE) Division receives federal grant funds for the management of the Collier Area Transit (CAT) system annually to be used for capital projects and operating assistance as defined by the FTA.
   - Collier County is located within the Bonita Springs/Naples Census Urbanized Area.
   - A portion of the Section 5307 funding received is shared with Lee County.
   - The total amount allocated to the Urbanized Area Formula Program is $7,119,688 of which $5,470,056 is awarded to Collier County, $113,915 to FDOT, and $1,561,200 distributed to Lee County.

- The FDOT portion of $113,915 is split between Lee and Collier Counties. Lee County will receive $25,483 and Collier County will receive $88,432.
- With the FDOT funds, Collier County will receive $5,558,488 and Lee County $1,561,200 of grant funds.
- Projects proposed for the appropriated funding may include, as funding permits:
    1. Transit Improvement Projects which may include Bus Stops Improvements (shelters) and Bus Wraps.
    2. Safety and Security Equipment Badge access and camera system enhancement.
    3. Replacing Intelligent Transportation Equipment.
    4. Provision of operational expenses for the Americans with Disabilities Act (ADA) Paratransit services.
    5. Funding for the maintenance and operations facility, contingent on availability of funds.
    6. Fleet preventative maintenance.
    7. Fixed Route and Paratransit operational expenses.

Section 5339

- The program provides capital assistance to states and transit agencies to replace, rehabilitate and purchase buses and related equipment and to construct bus-related facilities.
- Collier County is the designated recipient for the urbanized area.
- $502,127 is allocated to the Bonita Springs/Naples Urbanized Area for USC Section 5339 for the Maintenance and Operation Facilities Urbanized Area Formula program.

Next Steps

- Public Comment Period – thirty days (completed)
- PTAC Endorsement
- Board of County Commissioners' Approval
- FTA Submission and Approval

In response to Committee member comments Mr. DeLeon noted:

- The Public Comment process focused on funding allocation.
- The proposal is for the FTA application approval. Funding allocation will be submitted to the FTA for finalization on approval.

Recommendation

The Committee endorsed the Collier Area Transit 5307 FY25-26 Program of Projects in the amount of $5,558,488.00, financed by Federal Grant Funds, and 5339 FY25-26 Program of Projects in the amount of $502,127.00 for transit capital projects and operating assistance to the Collier Area Transit (CAT) system.

c. DBE Goal Update FY26 to FY28

Mr. Showalter presented the Disadvantage Business Enterprise (DBE) Goal for Collier Area Transit (CAT). He noted:

- The Collier County Board of Commissioners (BCC) receives Federal financial assistance from the Federal Transit Administration (FTA) and the Florida Department of Transportation (FDOT).

- The Board must comply with Title 49 of the Code of Federal Regulations (C.F.R.), part 26, to qualify for assistance.
- The Board is required to have a DBE program in accordance with regulations of the United State Department of Transportation, as provided in Title 49 of the C.F.R.
- The program ensures that DBE's have an equal opportunity to receive and participate in FTA and DOT assisted contracts by ensuring non-discrimination in award and administration of the State and Federal contracts.
- Every three years a goal is established as part of CAT's DBE Program, a requirement of Title 49 C.F.R., part 26.
- Collier Area Transit is re-establishing its goal effective for FY26, FY27, and FY28.
- The goal setting method included Census data and the DBE directory (businesses in the area), approved by the United States Department of Transportation (USDOT).
- The DBE FY 2026-2027-2028 Goal Worksheet totals $12,096,983.00 ($4,032,328.00 per year).

Outreach Process

- CAT will host a workshop to discuss the DBE Program, the methodology for establishing the goal, and information on the solicitation process, including how to register and bid on projects.
- The goal will be published and available for public comments for thirty days.

Committee Discussion

Mr. Showalter noted that businesses are not precluded from reapplying to the program based on previous participation.

Recommendation

The Committee endorsed the established Disadvantage Business Enterprise (DBE) Goal for Fiscal Year 2026 through Fiscal Year 2028 for the Collier Area Transit (CAT).

6. Reports and Presentations

a. Off-Season Schedule Change

Mr. Stauffer presented the Executive Summary *"November Route Changes"* to update the Committee on service modifications implemented with the off-season schedule changes in effect since April 27, 2025. He noted:

- Changes across multiple Collier Area Transit (CAT) routes were implemented due to changes in traffic and travel patterns.
- The proposed schedule modifications were distributed throughout the community and posted on social media, and the RideCAT.com websites.
- Many off-season changes aim to improve the On-Time Performance of the fixed route service.
- Data collected on the run times and feedback from the drivers resulted in adjustments to the timepoint providing riders with a more accurate estimation of bus arrival at their stop. The data also enables time for the driver to remain on schedule.
- The only significant route changes are related to Route 24 and Route 27.
- Route 24 now terminates at Charlee Estates allowing more frequency along US-41.
- The Livingston Park and Ride location was removed from Route 27 due to extremely low ridership.

- Changes have been published with the updated paper schedule, on RideCAT.com, and through the app.

Committee Comment Responses

- Ridership has declined by approximately two thousand per month.

7. **Member and Staff Comments**

Mr. Showalter informed the Committee the Museum Lecture Hall meeting location is not available for future meetings.

The new meeting location effective July 2025 will be:

Collier County Government Center
Human Resources Building "B"
HR Training Room
3303 Tamiami Trail E.
Naples, FL 34112

8. **Public Comments**

None

9. **Next Meeting Date**

July 16, 2025 - 1:00 P.M.
Collier County Government Center
Human Resources Building "B"
3303 Tamiami Trail E
Naples, FL. 34112

10. **Adjournment**

There being no further business for the good of the County, the meeting was adjourned by the chair at 1:39 P.M.

Public Transit Advisory Committee

_____

John DiMarco III, Chair

These minutes approved by the Board/Committee on August 20,2025 as presented X or as amended _____.

MINUTES OF THE PUBLIC TRANSIT ADVISORY COMMITTEE MEETING

NAPLES, FLORIDA

MARCH 19, 2025

LET IT BE REMEMBERED, the Public Transit Advisory Committee in and for the County of Collier, having conducted business herein, met on this date at 1:00 P.M. in REGULAR SESSION at Collier County Museum Lecture Hall, 3331 Tamiami Trail E, Naples, Florida with the following members present:

Chair:	John DiMarco, III
Vice Chair:	Peter Berry
	Cliff Donenfeld
	Dewey Enderle
	Sonja Lee Samek (Virtual)
	Benita Staadecker
	Open Seat

ALSO PRESENT: Brian Wells, Director, Collier County PTNE
Omar DeLeon, Public Transit Manager, Collier County PTNE
Alexander Showalter, Senior Planner, Collier County PTNE
Leslie Barnes, General Manager, MV Transportation
Elena Ortiz-Rosado, Events, Sales and Marketing Coordinator, PTNE
Jacob Stauffer, Transit Planner, MV Transportation
Wally Blain, Consultant, Benesch

1. **Call to Order**
   Chair DiMarco called the meeting to order at 1:00 P.M.

2. **Roll Call**
   Roll call was taken, and a quorum of four was established.

3. **Approval of Agenda**
   Ms. Staadecker moved to approve the Agenda as presented. Second by Mr. Enderle. Carried unanimously 4 - 0.

4. **Approval of Minutes**
   Ms. Staadecker moved to approve the minutes of the January 15, 2024, Public Transit Advisory Committee meeting as presented. Second by Vice Chair Berry. Carried unanimously 4 - 0.

Ms. Samek joined the meeting at 1:04 P.M.

Ms. Staadecker motioned to allow Ms. Samek to participate in the meeting as a virtual participant. Second by Vice Chair Berry. Carried unanimously 4 – 0. A quorum of five was present.

5. **Committee Action**
   a. **Zero Emissions Vehicle Transition Plan**
      Wally Blain, of Benesch, presented the Executive Summary "*Zero Transmissions Vehicle Transition Plan*" to the Committee noting:
      - CAT Staff and the MPO retained consulting firm Benesch to complete a Zero Emissions Vehicle Transition Plan.
      - The study was completed as a prerequisite to apply for federal grant funding related to alternative fueled vehicles.
      - The Plan evaluates the implementation of battery electric and other alternative fueled vehicles into the CAT fleet.
      - The Plan proposes a three-phase implementation aligning with the purchase of CAT's latest electric bus and evaluating the usefulness of the technology for CAT's future fleet.
      - The goal is to provide a path forward to include these vehicles into CAT's everyday fleet in a cost-effective and operationally efficient manner.

        Market Trends and Service Expansion
        - CAT has 64 vehicles and 1 electric bus, 16 fixed routes servicing a population of 385K people.
        - The national trend over the past 15 years indicates that use of diesel fueled vehicles has declined from 70% to 45% - 50%.
        - Peer Agencies within Florida were interviewed to gain knowledge of their experience with alternative fuel vehicles.

Mr. Donenfeld joined the meeting at 1:13 P.M. A quorum of six was present.

Feasibility Analysis

The plan outlines four scenarios for Fixed Route performance and cost and three scenarios each for Demand Response and Support Vehicle performance:

Fixed route Vehicles

1. Least Harmful Emissions: Diesel, Battery Electric, Hybrid
2. Optimized Vehicle Function: Diesel, Battery Electric, Hybrid, Commpressed Natural Gas
3. Balanced Approach: Diesel, Battery Electric, Hybrid, Biodiesel
4. Lowest Capital Cost: Diesel, Biodiesel

Demand Response Vehicle

1. Balanced Emissions and Costs: 75% Gasoline, 25% Compressed Natural Gas
2. Lowest Capital Cost: Diesel, 75% Biodiesel
3. Strong CNG: 25% Biodiesel, 75 % Compressed Natural Gas

Support Vehicles

1. Lowest Emissions: 100% Electric Vehicle
2. Lowest Capital Cost: 33% Gasoline, 67% Electric Vehicles
3. Strong CNG: 67% Gasoline, 33% Electric Vehicles

Implementation Plan

Phase in with a pilot application.

- Phase I: BEB (Buy Electric Vehicle) Pilot Plan (2025-2029)
- Phase 2: BEB
- Phase 3: Hybrid Pilot (2032 – 2034)

Facility Assessment

- CAT Operations Maintenance Building.

Workforce Assessment

- Transition diesel mechanics into alternative fuels without displacing workers.

Stakeholder Input and Recommendations

Improve communication and underserved area access and focus on operational efficiency and connectivity.

Next Steps

- Develop UF/IFAS Lehigh Acres route.
- Expand Park and Ride and Trolley Services.
- Implement MOD and FMLM pilot projects.

Approval Dates

- April 11, 2025: Metropolitan Planning Organization (MPO) Advisory Committee presentation.
- April 22, 2025: Board of County Commissioners (BCC).

Responses to Committee Member Comments:

- The estimated life span for vehicle batteries is twelve years or a useful life of a bus.
- Two charging stations will be located at the CAT Administration Building.
- AI technology is not being utilized currently.
- Diesel vehicles should be available for use during emergencies/extreme weather conditions.

- Public input in the process included workshops and digital surveys.

Recommendation

Vice Chair Berry motioned to approve the Collier Area Transit Zero Emissions Vehicle Transition Plan to the Metropolitan Planning Organization Board and the Board of County Commissioner for approval. Second by Mr. Dewey. Carried unanimously 6 – 0.

6. Reports and Presentations

a. Paradise Beach Trolley

Mr. Showalter presented the Executive Summary *"Collier Area Transit Paradise Beach Trolley" to* the Committee. He noted:

- Service commenced on President's Day weekend, February 14th – 17th, and will last until April 27, 2025.
- The service consists of a free trolley traveling in a loop from Delnor-Wiggins Pass state Park to Vanderbilt Beach stopping at Conner Park in between.
- Operational hours are 8:00 a.m. to 3:00 p.m., then again from 4:30 p.m. to 7:00 p.m. Friday through Sunday with a twenty-minute frequency.
- Additionally, Paradise Beach Trolley service will run the week of spring break (March 10th – 14th) and the week leading up to Easter (April 14th – 18th.)
- CAT plans to continue to provide this successful service annually.

Committee Comment Responses

- The first weekend of service was one of the biggest opening weekends.
- Spring break ridership declined 2025 over 2024 due to poor weather conditions.
- The 3:00 p.m. to 4:30 p.m. service break provides an opportunity for personnel to have lunch. Typically a lull in passengers at this time.

b. Major TDP Update

Mr. Showalter presented the Executive Summary *"Update on Transit Development Plan (TDP) Process"* to the Committee. He noted:

- The TDP process identifies recommendations and implementation strategies to achieve the goals and objectives of Collier Area Transit.
- To receive State Block Grant Funds for system operations, each transit agency must develop a Transit Development Plan (TDP) Major Update every five (5) years.
- The TDP is a ten (10) year plan for transit needs, cost and revenue projections, community transit goals, objectives, and policies.
- The TDP serves as a planning, development and operational, guidance document.
- TDP Components include:
    - Mission, Goals, and Objectives – Overall purpose, specific, achievable targets, and actions to reach the goals.
    - Situational Appraisal – Identifying and addressing concerns.
    - Recommended Network Changes – Service Improvements and New Service.
    - Financial Element – Alternative funding sources required to implement initiatives.
    - Public Outreach – Public Surveys and Workshops, and Stakeholder interviews.
- The major update is developed in coordination with the Metropolitan Planning Organization's (MPO) long range transportation plan.

- Collier Area Transit staff have been working with the Consulting Team of Stantec and MPO Staff to update the plan.
- The consultant produced consistent updates to each section of the TDP and completed public engagement workshops and presentations.
- MPO and CAT Staff's feedback and comments have been incorporated into the documents.

Approval Process Key Dates 2025

- June 1 - Final Proposed TDP
- June 13 - Submission to MPO Board
- June/July - Submission to the Collier Board of County Commissioners

Comments

Mr. Showalter responded to queries:

- Venues to inform the public about proposed system changes include the County website, the County Commissioner newsletter, and Public Workshops. Additional Social Media venues will be researched.
- Suggested roadway network improvements such as integration of HOV lanes and lane restriction access for commercial trucks will be submitted to the MPO for evaluation.
- A light rail system (LRT) has not been considered for County transportation.

7. **Member and Staff Comments**

Mr. Showalter introduced Leslie Barnes, General Manager of MV Transportation. Ms. Barnes shared her credentials with the Committee.

8. **Public Comments**

None

9. **Next Meeting Date** April 16, 2025 - 1:00 P.M.
Collier County Museum Lecture Hall
3331 Tamiami Trail E
Naples, FL. 34104

10. **Adjournment**

There being no further business for the good of the County, the meeting was adjourned by the chair at 1:33 P.M.

Public Transit Advisory Committee

John DiMarco III, Chair

These minutes approved by the Board/Committee on August 20, 2025 as presented X or as amended _____.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

August 6, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Radio Road Beautification MSTU Advisory Committee
Collier County, Florida

August 11, 2025
3:00 p.m.

Notice is hereby given that the **Radio Road Beautification Municipal Service Taxing Unit (MSTU) Advisory Committee** will meet on **Monday, August 11,** at **3:00 p.m.** This will be a Hybrid Remote meeting and it will be held at the Collier Area Transit Conference Room at 8300 Radio Road, Naples, Florida. Some of the Board members may be appearing remotely, with staff present in person. The public may attend either remotely or in person.

Individuals who would like to participate remotely should contact Rosio Garcia at Rosio.Garcia@colliercountyfl.gov by noon on August 11.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

The agenda will be available on the Collier County Government website at Radio Road Beautification Advisory Committee | Collier PTNE Collier PTNE

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Judy Sizensky at (239) 252-4980.

###

Radio Road Beautification M.S.T.U.

Advisory Committee
8300 Radio Road
Naples Florida 34104

August 11, 2025
3:00 PM

AT **CAT CONFERENCE ROOM-8300 RADIO ROAD, NAPLES 34104**

Others are encouraged to attend via Zoom video conference

AGENDA

I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

II. ATTENDANCE

Advisory Committee
Harry Wilson - Chairperson (3/3/29)
Michael Cashman-Vice Chairman (3/3/26)
Jason Zullo (3/3/29)
-Vacant-
-Vacant-

Staff — Judy Sizensky - Project Manager
Rosio Garcia - Operations Analyst
Joan Cruz-Supervisor-Superior Landscaping

Transcriptionist — Wendy Warren

III. APPROVAL OF AGENDA

IV. APPROVAL OF MINUTES – June 16, 2025

V. LANDSCAPE – SUPERIOR LANDSCAPE, JOAN CRUZ

VI. PROJECT MANAGER REPORT- JUDY SIZENSKY

A. Review of **Current Budget FY25 – August 2025**
B. Review status for new plantings.

VII. OLD BUSINESS

VIII. NEW BUSINESS

IX. COMMITTEE MEMBER COMMENTS

X. PUBLIC COMMENTS

XI. ADJOURNMENT

NEXT MEETING:
TBD
CAT TRANSFER STATION – CAT CONFERENCE ROOM

Radio Road Beautification M.S.T.U.
Advisory Committee
8300 Radio Road
Naples, Florida 34104

June 16, 2025

I. CALL TO ORDER

Vice Chair Wilson called the meeting to order at 3:32 P.M. A quorum of three established.

II. ATTENDANCE

Advisory Committee:	Harry Wilson, Chair
	Michael Cashman, Vice Chair
	Jason Zullo
	(Open Seat)
	(Open Seat)
County Staff:	Judith Sizensky, Project Manager, PTNE Division
	Rosio Garcia, Operations Coordinator, PTNE Division
	Keyla Castro, Operations Support Specialist, PTNE Division
Landscape:	Joan Cruz, Superior Landscaping and Lawn Service (Excused)
Transcriptionist	Wendy Warren, Premier Staffing

III. APPROVAL OF AGENDA

Chair Wilson moved to approve the Agenda of the Radio Road Beautification MSTU Advisory Committee as presented. Second by Mr. Zullo. Carried unanimously 3 – 0.

IV. APPROVAL OF MINUTES – April 21, 2025

Chair Wilson moved to approve the minutes of the April 21, 2025, Radio Road Beautification MSTU Advisory Committee meeting as presented. Second by Mr. Zullo. Carried unanimously 3 – 0.

V. LANDSCAPE MAINTENANCE REPORT

Ms. Sizensky reported:

Devonshire Boulevard Median Landscaping

- She met Mr. Zullo and Mr. Cruz on site to review landscaping ideas for the medians.
- Mr. Zullo developed plans to incorporate plants suggested during the walk through and removing the Juniper.
- Trees in the medians obstructing line of sight were removed.
- Irrigation system communication access has been requested from the County to improve operational reliability, a key component to ensure new plantings will thrive.

VI. PROJECT MANAGER REPORT – Judy Sizensky

A. Budget Report

Radio Road MSTU Fund 1625 Budget for June 9, 2025, prepared June 2, 2025.

Ms. Sizensky provided an overview of the budget highlighting:

- **Purchase Orders**
  1. FPL – Electricity.
  2. Forestry Resources – Mulch.
  3. Contemporary Controls & Communications, Inc. – Motorola Irrigation Central Control Systems Parts and Services.
  4. Premier Staffing – Transcription Services.
  5. SiteOne Landscape Supply – Irrigation Parts & Pumps.
  6. Superior Landscaping Services –
     - Incidentals are for landscape refurbishment and miscellaneous.
     - Grounds Maintenance includes irrigation repairs.

- **Budget**
  1. Line 5 – Estimated Ad Valorem Tax Revenue and Interest is $199,100.
  2. Line 2, Carry Forward – Unexpended Prior Year (2024) Funds total $45,000.
  3. All Revenues – Of the $234,100 budgeted, $193,120 has been collected leaving a balance of $40,979 (including taxes, interest, carry forward funds and a 5% estimated negative revenue) to be collected.
  4. Line 33, Operating Expense – Of the $163,600 budgeted, $53,359 is committed to existing Purchase Orders and $69,671 is expended, leaving the remainder of $40,569 available within budget for additional operating expenses as needed.
  5. Lines 37 and 39, County Overhead – Of the $50,500 budgeted, $50,455 has been transferred, and a balance of $44 remains for transfer (PTNE Staff & Overhead, Property Appraiser, & Tax Collector).
  6. Line 42, All Expenses – Of the $234,100 budgeted, $53,359 is committed in existing Purchase Orders, $120,126 has been expended, leaving the remainder of $60,613 available for MSTU expenditures.

- **General**
  1. MSTU tax rate 0.0001 mills is for beautification and maintenance within the taxing district.
  2. Funds not spent in Fiscal Year 2025 will be carried forward into Fiscal Year 2026.
  3. Tax millage collected by the Radio Road Beautification MSTU may only be utilized by the MSTU and within the MSTU district boundary.
  4. The FY-26 Budget is effective October 1, 2025.

Ms. Sizensky noted:

1. The Ad Valorem property tax value increased 0.91% for fiscal year 2025 over 2024 generating additional revenue of $17,981.
2. Uncommitted funds available within budget are eligible for transfer to other categories upon approval by the Committee.
3. Contemporary Controls & Communications, Inc. invoice in the amount of $24,339, for conversion to Motorola™, was paid.
4. The irrigation pump is nearing the end of its useful life; replacement cost could be significant.
5. The Road Maintenance Division will submit an invoice for FY-25 irrigation expenses.
6. The 2023 Purchase Order for Preferred Materials will be removed.

B. Review Quotes for Devonshire Boulevard Medians

Ms. Sizensky reported:

- Superior Landscaping submitted a proposal dated May 17, 2025, in the amount of $12,056.05 to remove deteriorating landscaping and install new plants in Devonshire Boulevard Median #4 and one-half of Median #3.
- Plant selection includes Variegated Shell Ginger, Liriope, Green Island Ficus, Red Congo, Yellow African Iris, and Panama Rose.
- Irrigation will be adjusted to accommodate new plantings.
- The available balance in the FY-25 budget for MSTU improvements is $60,613.

Committee discussion:

- All landscaping work for the medians should be undertaken during the rainy season.

Mr. Cashman motioned to approve Superior Landscaping installing new plants on all of Devonshire Boulevards, consistent with the plant list submitted on the May 17, 2025, proposal, for an amount not to exceed $40,000.00. Second by Chair Wilson. Carried unanimously 3 – 0.

Rich King Memorial Greenway

Ms. Sizensky reported:

- The grass buffer abutting the power line was damaged by a Florida Power & Light (FPL) contractor during maintenance.
- Sod or small white stones can be installed to refurbish the area.
- Deteriorating plants should be replaced.

Recommendation

The Committee agreed to refurbish the buffer area with small white stones and replace plants/shrubs, as necessary.

VII. OLD BUSINESS

Ms. Sizensky reported:

- Berkshire Commons is responsible for the irrigation lines on the south side of Devonshire Boulevard. Plants in the area died because of system malfunction.
- A Code Complaint has been filed with the County against Berkshire Commons for non-compliance with landscaping requirements for the area.
- Mr. Zullo will meet with County Code Enforcement Officials, Tuesday, June 17th to review the areas for which Berkshire Commons is responsible and suggest plants or shrubs to be placed which are appropriate for the area.

VIII. NEW BUSINESS

Next Meeting

The Committee agreed to schedule a meeting of the MSTU Advisory Committee for August 11, 2025, at 3:00 P.M.

IX. COMMITTEE MEMBER COMMENTS

None

X. PUBLIC COMMENTS

None

XI. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned by the Chair at 4:03 P.M.

NEXT MEETING **August 11, 2025 - 3:00 PM**
CAT Transfer Station – CAT Conference Room
8300 Radio Road
Naples, Florida 34104

RADIO ROAD MSTU ADVISORY COMMITTEE

_____

Harry Wilson, Chair

The Minutes were approved by the Committee on _____,2025 as presented ____or as amended ___.

RADIO ROAD MSTU
FUND 1625000000
August 11, 2025

			Vendor	Item	FY 25 PO#	Amended Budget	Commitments	Expenditures	Total
1		OVERNIGHT INTEREST				$ -	$ -	$ (2,138.58)	$ 2,138.58
2		INVESTMENT INTEREST				$ (1,500.00)	$ -	$ (1,637.26)	$ 137.26
3		DEL AD VALOREM				$ (197,600.00)		$ (193,465.32)	$ (4,134.68)
4		INTEREST TAX COLLECTOR						$ (182.70)	$ 182.70
5		**REVENUE STRUCTURE**				**$ (199,100.00)**	**$ -**	**$ (197,423.86)**	**$ (1,676.14)**
6		TRANSFERS FROM PROP APP				$ -	$ -	$ -	$ -
7		TRANSFERS FROM TAX COLL				$ -	$ -		$ -
8		CARRY FORWARD GEN				$ (45,000.00)	$ -	$ -	$ (45,000.00)
9		CARRY FORWARD OF ENCUMB					$ -	$ -	$ -
10		NEG 5% EST REV				$ 10,000.00	$ -	$ -	$ 10,000.00
11		**TRANSFERS & CONTRIB**				**$ (35,000.00)**	**$ -**		**$ (35,000.00)**
12		**TOTAL REVENUE**				**$ (234,100.00)**	**$ -**	**$ (197,423.86)**	**$ (36,676.14)**
13	631403	ENGINEERING FEES				$ 2,500.00	$ -	$ -	$ 2,500.00
14	634970	INDIRECT COST	Collier County			$ 2,600.00	$ -	$ 2,600.00	$ -
15	634980	INTERDEPT PAYMENT				$ 4,000.00	$ -	$ -	$ 4,000.00
16			All Sod Nursery	Sod	P-Card			$ 12.39	
17			Superior Landscaping	Landscape Incidentals	4500233510		$ 56,660.00	$ 1,340.00	
18		**LANDSCAPE INCIDENTALS**				**$ 30,000.00**	**$ 56,660.00**	**$ 1,352.39**	**$ (28,012.39)**
21			CONTEMPORARY CONTROLS & COMM INC		4500235430		$ 5,091.07	$ 24,339.37	
22			Superior Landscaping		4500233510		$ 17,968.47	$ 45,151.53	
23	634999	**OTHER CONTRACTUAL**				**$ 111,500.00**	**$ 23,059.54**	**$ 69,490.90**	**$ 18,949.56**
24	643100	ELECTRICITY	FP&L	Electricity	4700005092	$ 2,500.00	$ 602.23	$ 1,257.77	$ 640.00
25	645100	INSURANCE GENERAL	Collier County	Insurance	Direct Pay	$ 300.00	$ 75.00	$ 225.00	$ -
							$ 677.23	**$ 1,482.77**	**$ 640.00**
26				P-card Sprinkler Works	TXN#6241-4			$ 190.00	
			SP Weize	P-card	TXN#6166-12			$ 161.49	
			SiteOne		4500233509		$ 1,749.01	$ 4,250.99	
	646311	SPRINKLER MAINTENANCE				$ 5,500.00	**$ 1,749.01**	**$ 4,602.48**	**$ (851.49)**
27	646318	MULCH	Forestry Resources			$ 1,500.00		$ -	$ 1,500.00
28	649100	LEGAL ADVERTISING	Gannett Media NDN			$ 500.00		$ -	$ 500.00
29	649990	OTHER MISCELLANEOUS	Premier Staffing	Transcriptionist Services		$ 2,500.00	$ 1,200.00	$ 6.60	$ 1,293.40
30	651210	COPY CHARGES	JM TODD	Monthly CPC (Shared)	4500234730	$ 200.00	$ 40.29	$ 109.71	$ 50.00
31	652310	FERT HERB CHEM				$ -	$ -	$ -	$ -
32	652990	OTHER OPERATING SUPPLIES				$ -	$ -	$ -	$ -
33		**OPERATING EXPENSE**				**$ 163,600.00**	**$ 83,386.07**	**$ 79,644.85**	**$ 569.08**
34	763100	IMPROVEMENTS GENERAL	Prefered Materials		4500224693	$ 19,500.00		$ -	$ 19,500.00
35		**CAPITAL OUTLAY**				**$ 19,500.00**	**$ -**	**$ -**	**$ 19,500.00**
36		911011 TRANS to 1011				$ 46,600.00	$ -	$ 46,600.00	$ -
37		**TRANSFERS**				**$ 46,600.00**	$ -	$ 46,600.00	**$ -**
		930700 TC BUDGET TRANS				**$ 4,400.00**		**$ 3,919.31**	$ 480.69
39		**TRANSFERS CONST**				**$ 4,400.00**	**$ -**	**$ 3,919.31**	**$ 480.69**
42		**TOTAL BUDGET**				**$ 234,100.00**	**$ 83,386.07**	**$ 130,164.16**	**$ 20,549.77**

Taxable Value	Fiscal Year	% from prior fiscal year
984,103,688	FY 12 Final Taxable Value	
955,918,992	FY 13 Final Taxable Value	-2.86%
967,155,849	FY 14 Final Taxable Value	1.18%
996,994,678	FY 15 Final Taxable Value	3.09%

Total Available Ba	$ 20,549.77
Plus Commited A	$ 83,386.07
Estimated Cash	**$ 103,935.84**

RADIO ROAD MSTU
FUND 1625000000
August 11, 2025
25

1,066,174,009	FY 16 July Taxable Value	6.94%
1,145,697,249	FY 17 July Taxable Value	7.46%
1,242,647,732	FY 18 July Taxable Value	8.46%
1,304,336,542	FY 19 July Taxable Value	4.96%
1,359,693,426	FY 20 July Taxable Value	4.24%
1,414,713,178	FY 21 July Taxable Value	4.05%
1,492,545,736	FY 22 July Taxable Value	5.50%
1,752,181,904	FY 23 July Taxable Value	17.40%
1,958,171,593	FY 24 July Taxable Value	11.76%
1,975,936,056	FY 25 July Taxable Value	0.91%

Prepared 08/6/25 MV

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

Aug 11, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Collier County Tourist Development Council
Collier County, Florida

August 19, 2025
9:00 a.m.

Notice is hereby given that the **Collier County Tourist Development Council** will meet on **Tuesday, August 19,** at **9:00 a.m.** This will be a Hybrid Remote meeting and it will be held at the Board of County Commissioners Chambers, third floor, Collier County Government Center, 3299 Tamiami Trail E., Naples, Florida. Some of the Council members may be appearing remotely, with staff present in person. The public may participate either remotely or in person.

Individuals who would like to participate in person must complete and submit a speaker form prior to the beginning of the discussion about the item.

Individuals who would like to participate remotely should register at:

https://us02web.zoom.us/meeting/register/jKZWm4b9RW6zTLwDQAIUhA

The deadline to participate remotely is August 18th. After registering, you will receive a confirmation email containing information about joining the meeting.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

About the public meeting:

Two or more members of the Board of County Commissioners, Coastal Advisory Committee, City of Naples City Council, and City of Marco Island City Council may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at future meetings of these Boards.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management

Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Buzzy Ford at (239) 252-2383.

###

COLLIER COUNTY
Tourist Development Council

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AGENDA

Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112

August 19, 2025
9:00 AM

Commissioner Chris Hall, Chair
Clark Hill, Vice-Chair
Susan Becker
Laura Radler
Nancy Kerns
Michael McComas
Edward (Ski) Olesky
Council Member Bill Kramer
Councilor Darrin Palumbo

All interested parties are invited to attend and to register to speak and to submit their objections, if any, in writing to the Council prior to the meeting if applicable. For more information, please contact Jay Tusa at (239) 252-4040. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380. Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time. Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

About the public meeting:

Two or more members of the Board of County Commissioners, Coastal Advisory Committee, City of Naples City Council, and City of Marco Island City Council may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at future meetings of these Boards.

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

4. **Agenda and Minutes**

   Approval of today's Regular, Consent, and Summary agenda as amended (ex-parte disclosure provided by Commission members for Consent agenda.)

   4.A. July 15, 2025 Meeting Minutes *(2025-2686)*

5. **Public Comments**

6. **Presentations**

7. **Tourism Director Report**

   7.A. Tourism Director Update and TDT Tax Report *(2025-2520)*

8. **Consent Agenda**

   All Matters listed under this agenda item are considered to be routine and action will be taken by one motion without separate discussion of each item. If discussion is desired by a member of the Council, that item will be moved from the Consent Agenda and considered separately under New Business or Old Business.

   8.A. Recommendation to approve the use of Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 Legends Southeast Invitational Lacrosse tournament up to $3,000 and make a finding that these expenditures promote tourism. *(2025-2564)*

9. **New Business**

   9.A. Recommendation to approve a Category A Grant Application for the City of Naples Stormwater Outfall Pipe Removal and Water Quality Project as a reimbursable grant not to exceed $10,000,000, and make a finding that this project promotes tourism. *(2025-2568)*

   9.B. Recommendation to the Board of County Commissioners to approve an Ordinance for the purpose of levying and imposing the 6th percent Tourist Development Tax, subject to approval by the voters of Collier County at the general election on November 3, 2026. *(2025-2643)*

   9.C. Recommendation to approve a Sponsorship Agreement with 3 STEP SPORTS LLC ("3 STEP SPORTS") for $2,325,000 to host and promote youth and amateur sporting events, including Football University National Championships and Top Gun Showcase, from 2025 through 2030, and make a finding that this action promotes

tourism. *(2025-2694)*

9.D. Recommendation to approve Tourist Development Tax Grant Applications for FY 2025-2026 (FY 25-26) Marketing Grants (Category B) ($84,000) and Non-County Owned/Operated Museums (Category C-2) ($674,000), for a total of $758,000, and make a finding that these expenditures promote tourism. *(2025-2541)*

9.E. Recommendation to approve the FY 2025-2026 Destination Marketing Plan and make a finding that this action promotes tourism. *(2025-2667)*

9.F. Recommendation to review proposals up to $5,000,000 for FY 2025-2026 Supplemental Tourism Marketing efforts, determine a final recommendation to send to the Board of County Commissioners, and make a finding that this action promotes tourism. *(2025-2668)*

10. Old Business

11. Ten Minute Break

12. Agency Partner Reports

12.A. Agency Partner Report *(2025-2538)*

13. Tourism Staff Reports

13.A. Tourism Staff Report *(2025-2555)*

14. Council Member Discussion

15. Next Meeting Date

15.A. Next Meeting Date - September 16, 2025 *(2025-2521)*

16. Adjourn

MINUTES OF THE COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL MEETING
Tuesday, July 15, 2025 – 9:00 a.m.

LET IT BE REMEMBERED the Collier County Tourist Development Council, in and for the County of Collier, having conducted business herein, met on this date 9:00 a.m. in REGULAR SESSION at 33299 Tamiami Trail East, 3rd floor, Naples, FL 34112 with the following members present:

Commissioner Chris Hall, Chair
Clark Hill, Vice-Chair
Susan Becker
Laura Radler
Nancy Kerns
Michael McComas (Zoom)
Edward (Ski) Olesky (excused)
Bill Kramer (arrvd: 9:04am)
Councilor Darrin Palumbo

ALSO PRESENT:

Jay Tusa, CVB Tourism Director
Sandra Rios, CVB Public Relations Manager
Colleen Greene, County Attorney's Office
Buzzy Ford, Digital and Social Media Coordinator
Andy Miller – Coastal Zone Manager

Any person who decides to appeal a decision of the Tourist Development Council will need a record of the proceedings pertaining thereto, and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, Neither Collier County nor the Tourist Development Council shall be responsible for providing this record.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

A. Roll was taken by staff. A quorum was present with 7 in person, 1 via Zoom. Motion to approve Michael McComas to participate via Zoom approved 7-0.

4. AGENDA and MINUTES

A. Clark Hill requested approval of the meeting agenda. Seconded by Nancy Kerns. Motion to approve the agenda and the minutes of the June 17, 2025, meeting
Moved by Chairman Hall; Seconded by Clark Hill
Motion passed 7-0

B. PUBLIC COMMENTS - none

5. PRESENTATIONS

A. Paradise Advertising Presentation - Barbara Karasak and Ashley Cannon (in person) presented supplemental budget campaign and expanded projects. Market demands and market efforts and long-term growth. Strengthening presence and broadening effectiveness. Domestic trips are on trend for luxury market. Shorter booking window. Delta Airlines announced Florida is a top destination in travel. Majority of marketing campaigns have been executed. Preparing for Sizzle Dining in September. Expanded marketing in: Milwaukee, Cincinnati, Columbus, Dallas-Fort Worth. Right now, we have 40 over 1 return on ad spend in expanded markets. Dallas-Fort Worth and Milwaukee have been a nice surprise market area.

6. TOURISM DIRECTOR REPORT

A. Tourism Director Update & TDT Tax Report (2025) - *Tourism Director Jay Tusa reported the following and key items included:*

1) Occupancy increased by 0.7% year-over year to 59.1%
2) The destination ranked second in the competitive set behind only the Florida Keys
3) International visitation decreased 32.2%
4) Visitor days and room nights grew by 7.1% and 3.1%

7. CONSENT AGENDA

A. There were no items on the Consent Agenda for this meeting.

8. NEW BUSINESS

A. Recommendation to authorize expenditure of Tourist Development Tax funds for 2025 Clam Pass maintenance dredging and sand reclamation at Clam Pass Park in the amount of $434,758.50 for construction, engineering services and surveying, and environmental monitoring services and oversight, and make finding that this item promotes tourism. - Presented in-person by Chad Coleman
Motion to approve by Clark Hill; Seconded by Nancy Kerns
Motion passed 8-0

B. Recommendation to approve the FY26 Proposed Tourist Development Tax (TDT) funded budgets and make a finding that this action promotes tourism. Presented in-person by: John Melleky. Other speakers: Barbara Karasek, Jennifer Reynolds & John Mullins

Discussion:

1) FY26 Net operating budget- $11,061,800 with $6 million of that for the advertising budget.

2) Mr. Hill mentioned his concerned that group business is down and is $6 mill enough for next year's marketing? We are facing a challenging economy and specifically the tourism markets. We have to move and pivot right away, and we cannot do that if we have to wait 60 to 90 days for the funding.

3) Ms. Radler said that stopping the marketing in the immerging markets now would be a waste of money already spent. We should review the comp-set market slide to see what other markets are spending. It is important to remember these dollars are not taxpayer dollars.

4) Jennifer Reynolds reported that there is a 5% increase in projected budget for next year, and did ask division to maintain a flat expenditure. There will be $21 mill. in reserves for supplemental funding for next year- requesting it will require an additional vote. There is additional funding in the operating budget that can be utilized immediately.

5) Commissioner Hall said let's see how things pan out and if we need the extra expenditure, we can always set that in motion. Will support/approve budget policy.

6) Mr. Kramer stated that we would lose the advertising on the immerging markets without supplemental dollars? We could roll back something - would like to see that game plan.

7) Mr. Tusa suggest that approval of the budget today and let us work with the agency as far as if you want to see supplement spend and examine where we are with the current markets and let us bring that back to you. We can bring you back a plan with varying amounts so you can make a decision if you want a supplemental adjustment.
Motion to approve by Commissioner Hall; Seconded by: Darrin Palumbo
Motion passed: 6-2 (dissenting Clark Hill & Michael McComas)

Public Comment on 8B by Chris Lopez, Elysia Dawn, Meg Stephanian & Daniel High

C. Recommendation to approve a request for reimbursement from the City of Marco Island in the amount of $647,873 using tourist development tax funds for costs to restore the beach sand berm of the Tigertail/Sand Dollar Island spit in Northwestern Marco Island resulting from impacts of Tropical Storm Debby and Hurricanes Helene and Milton, authorize the necessary budget amendment and make a finding that this expenditure promotes tourism. Presented in-person by: Justin Martin
Motion to approve by Darrin Palumbo; Seconded by Nancy Kerns
Motion passed 8-0

Public comment - Richard Blowing & Daniel High

9. OLD BUSINESS

A. Recommendation to approve an increase in Tourist Development Tax funding for an urgent beach fill project on Vanderbilt Beach from $200,000 to $214,712.50; and make a finding that this expenditure promotes tourism (Project #90066).
Presented by: Andy Miller
Motion to approve by Clark Hill; Seconded by Nancy Kerns
Motion passed: 8-0

10. TEN MINUTE BREAK – None

11. AGENCY PARTNER REPORTS

A. Downs & St. Germain Research - Presented by James Brendle (Zoom)
Slight dip in May visitation, but visitor days increased RevPAR and ADR both slightly down social media was the most recalled source of travel stories, advertising or promotions.

1) Paradise Advertising – Marketing Performance, Presented by Brandon Faust (Zoom)
- **a)** Website sessions increased 60%
- **b)** Views increased 70%
- **c)** New content and photography rollout
- **d)** Texas 2nd in top region
- **e)** Deals views increased 60% YoY

2) Lou Hammond Group – Public Relations, Presented by Erin Murphy (Zoom)
- **a)** Coverage in: Travel Weekly, Meetings Today, Scuttlebutt magazine, Southern Living
- **b)** Influencer and journalist visits planned for fall
- **c)** Garden & Gun Event at Sails Restaurant

3) **Collier County Museums** – Presented by Amanda Townsend (in-person)
- **a)** Visitation increased in May
- **b)** Ongoing exhibit: "Restaurants of Naples"
- **c)** Over 8,000 volunteer hours logged

12. TOURISM STAFF REPORTS

13. COUNCIL MEMBER DISCUSSION

1) Susan Becker stated that no doubt of certain value of Tourism in Collier County

2) Commissioner Hall stated that simplified TDC reporting maybe present once a quarter to focus our time.

3) Jay Tusa mentioned he will meet with each of you to see what you want presented each month or quarterly.

4) Bill Kramer stated that he do not like website numbers in the red

14. NEXT MEETING

A. The next meeting of the Tourist Development Council is scheduled for August 19, 2025

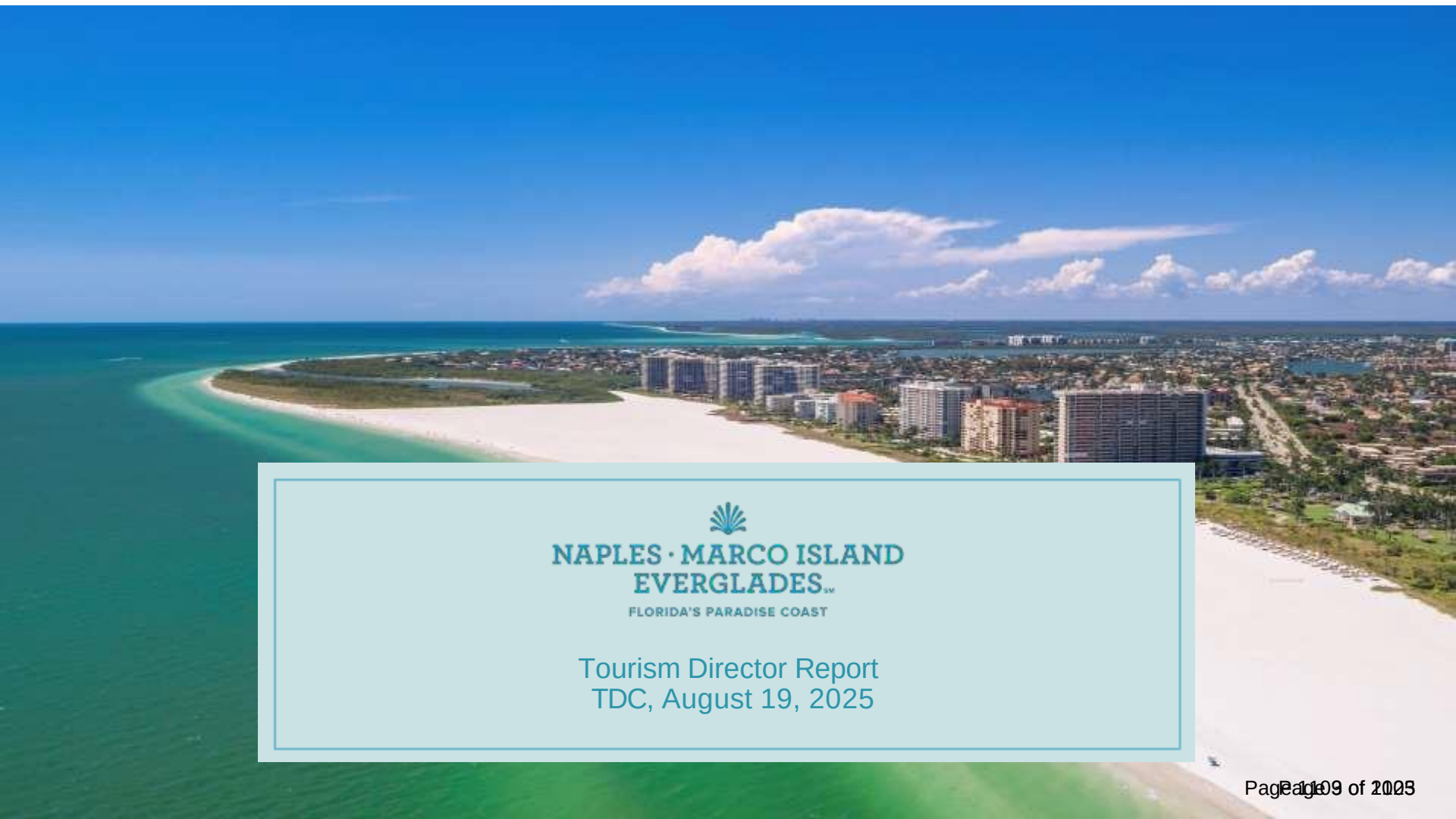
15. ADJOURNED

The meeting was adjourned at approximately 11:29 AM.

COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL

_____
Chairman Chris Hall

The Minutes were approved on _____, as presented _____
(date of approval)
or as amended _____.



Tourism Director Report
TDC, August 19, 2025

Tourism Director Report

June 2025 TDT Collection Report

- Tourist Development Tax Revenue for June 2025 was $3,285,486, resulting in a year-to-date total of $40,127,443.

June 2025 Monthly Highlights

- **Team Update** – Welcome **Tom Albrecht,** the CVB's new Tourism Sales Manager.
- **Lodging Performance** – Occupancy increased **3.5% YOY** to **53.5%**; despite a **1.2%** decline in ADR to **$289.64**, RevPAR rose **2.3%** due to higher occupancy.
- **New Tourism Website Launch** – On **July 31, 2025**, the CVB launched its redesigned tourism website on the County's centralized Granicus platform, part of a countywide web consolidation initiative.
- **RSW Passenger Growth** – Southwest Florida International Airport recorded **554,688 passenger arrivals** in June (**+10.7% YOY**) and **1,773,132** arrivals for April–June (**+9.3% YOY**).
- **Meetings & Group Sales** – Distributed **65 RFPs**, resulting in **10 definite bookings** with an estimated **$91,700 economic impact**; strengthened planner relationships via GMITE and Prevue Meetings & Incentive Summit.

Tourism Director Report

June 2025 Monthly Highlights

- **Digital Campaign ROI** – Eight June campaigns delivered **63.7M impressions**, **145,915 site clicks**, and **2.6M video views**, driving **$3.5M** in trackable lodging revenue with a **5.31X ROAS**.
- **Social Media Engagement** – Added **550 new followers** in June across Facebook and Instagram; leveraged live streams, event coverage, and timely reels to sustain engagement despite seasonal slowdowns.
- **Expedia Partnership Impact** – Expedia campaigns generated **4,300+ room nights**, **$3.26M+ in gross bookings**, and **5,000+ airline ticket sales** from exposed audiences.
- **High-Value Media Coverage** – Lou Hammond Group secured **13 earned media placements** in outlets such as *Condé Nast Traveler*, *USA Today*, *Meetings Today*, and *Southern Living*, delivering nearly **$200M in media value**.
- **UK Market Activation** – Hosted **four UK journalists** on assignment for publications including *The Scottish Sun*, *Irish Daily Star*, and *The Sunday Post*, advancing international visitation efforts.
- **European Luxury & Trade Initiatives** – Secured September–October 2025 trade FAMs for 16 agents from Switzerland and the Netherlands; planned a **September 13 luxury B2C event** targeting 100–150 high-end travelers; scheduled a **December luxury tour operator FAM** for 4 top-tier clients.

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

JULY 2025
FOR THE MONTH OF JUNE 2025 VENDOR TAX COLLECTIONS

BREAKDOWN	FISCAL 2023-2024	FISCAL 2024-2025	DIFFERENCE	%
OVERALL COLLECTIONS (includes minor categories not shown below)				
Current Month	$3,143,665	$3,285,486	$141,821	4.51 %
Year to Date	$41,312,777	$42,108,042	$795,265	1.92 %
HOTEL / MOTEL				
Current Month	$2,183,494	$2,320,757	$137,263	6.29 %
Year to Date	$24,186,592	$25,392,481	$1,205,889	4.99 %
REALTORS				
Current Month	$79,669	$85,892	$6,223	7.81 %
Year to Date	$3,992,637	$3,408,435	- $584,202	- 14.63 %
INDIVIDUALS (APTS/CONDOS S F HOMES)				
Current Month	$846,649	$848,937	$2,288	0.27 %
Year to Date	$12,665,052	$12,882,938	$217,886	1.72 %

FY 25 TDT Collections Report

30-Jun-2025

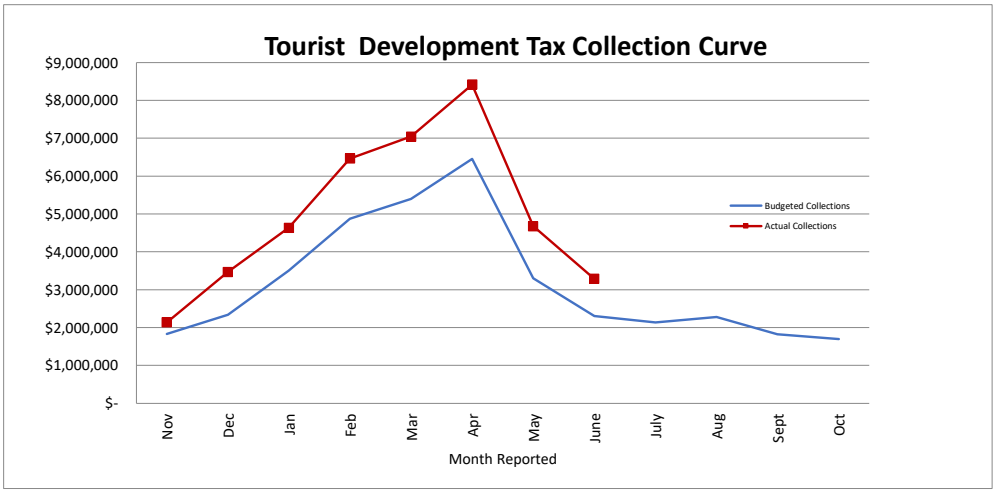
Fund Reporting	Fund	Adopted Budget	Updated Annual Forecast	Budgeted YTD	YTD Actual	Variance to Budgeted YTD
Beach Park Facilities	1100	1,357,700	1,720,361	1,073,924	1,436,857	362,933
TDC Promotion	1101	13,643,700	17,822,351	10,791,997	14,553,013	3,761,015
Non-County Museums	1103	724,300	917,771	572,912	764,813	191,901
TDC Admin	1104	-	-	0	-	-
Beach Renourishment	1105	14,782,800	18,731,492	11,693,011	15,640,425	3,947,413
Disaster Recovery	1106	-	-	0	-	-
County Museums	1107	2,000,000	2,000,000	1,581,975	2,000,000	418,025
TDC Capital	1108	5,415,500	6,862,056	4,283,593	5,732,336	1,448,742
	Gross Budget	**37,924,000**	**48,054,030**	**29,997,413**	**40,127,443**	**10,130,030**
	Less 5% Rev Res	(1,896,200)	26.71%		% Over/(Under) Bud	33.8%
	Net Budget	36,027,800				

Collections

Month Reported	Actual	Cum YTD	% Budget Collected to Date	% Variance FY24 Collections	% Variance FY23 Collections	% Variance FY22 Collections
Nov	2,137,562	2,137,562	5.64%	-16.72%	-9.20%	-5.03%
Dec	3,465,253	5,602,815	14.77%	5.83%	30.93%	19.12%
Jan	4,632,754	10,235,570	26.99%	5.02%	24.82%	3.04%
Feb	6,466,174	16,701,744	44.04%	-1.10%	19.50%	8.28%
Mar	7,042,625	23,744,369	62.61%	2.54%	10.66%	8.83%
Apr	8,422,508	32,166,877	84.82%	3.48%	15.42%	0.80%
May	4,675,081	36,841,958	97.15%	9.54%	15.55%	-3.29%
June	3,285,486	40,127,443	105.81%	4.51%	20.07%	6.22%
July	-	40,127,443	105.81%	n/a	n/a	n/a
Aug	-	40,127,443	105.81%	n/a	n/a	n/a
Sept	-	40,127,443	105.81%	n/a	n/a	n/a
Oct	-	40,127,443	105.81%	n/a	n/a	n/a
Total	**40,127,443**	**40,127,443**	**YTD**	**2.34%**	**16.08%**	**4.55%**
				48,054,030		

Budget Comparison

	5 Yr History-Cum	5 Yr History-Monthly	Budgeted Collections	Actual Collections	Budget to Actual Variance	Updated Forecast
Nov	4.8%	4.8%	1,827,211	2,137,562	310,352	2,137,562
Dec	11.0%	6.2%	2,338,559	3,465,253	1,126,694	3,465,253
Jan	20.2%	9.2%	3,502,227	4,632,754	1,130,527	4,632,754
Feb	33.1%	12.8%	4,869,752	6,466,174	1,596,422	6,466,174
Mar	47.3%	14.2%	5,397,019	7,042,625	1,645,606	7,042,625
Apr	64.3%	17.0%	6,460,316	8,422,508	1,962,192	8,422,508
May	73.0%	8.7%	3,303,306	4,675,081	1,371,774	4,675,081
June	79.1%	6.1%	2,299,023	3,285,486	986,462	3,285,486
July	84.7%	5.6%	2,134,934	-	-	2,134,934
Aug	90.7%	6.0%	2,277,930	-	-	2,277,930
Sept	95.5%	4.8%	1,816,973	-	-	1,816,973
Oct	100.0%	4.5%	1,696,749	-	-	1,696,749
Total	100.0%	100.0%	**37,924,000**	**40,127,443**	**10,130,030**	**48,054,030**
			% over/(under) budget		33.8%	26.71%



FY 25 TDT Collections Report

31-May-2025

Fund Reporting	Fund	Adopted Budget	Updated Annual Forecast	Budgeted YTD	YTD Actual	Variance to Budgeted YTD
Beach Park Facilities	1100	1,357,700	1,685,045	991,618	1,319,199	327,582
TDC Promotion	1101	13,643,700	17,415,433	9,964,891	13,197,694	3,232,803
Non-County Museums	1103	724,300	898,930	529,004	702,266	173,262
TDC Admin	1104	-	-	0	-	-
Beach Renourishment	1105	14,782,800	18,346,968	10,796,851	14,359,901	3,563,051
Disaster Recovery	1106	-	-	0	-	-
County Museums	1107	2,000,000	2,000,000	1,460,731	2,000,000	539,269
TDC Capital	1108	5,415,500	6,721,190	3,955,296	5,262,897	1,307,602
	Gross Budget	**37,924,000**	**47,067,567**	**27,698,390**	**36,841,958**	**9,143,568**
	Less 5% Rev Res	(1,896,200)	24.11%		% Over/(Under) Bud	33.0%
	Net Budget	36,027,800				

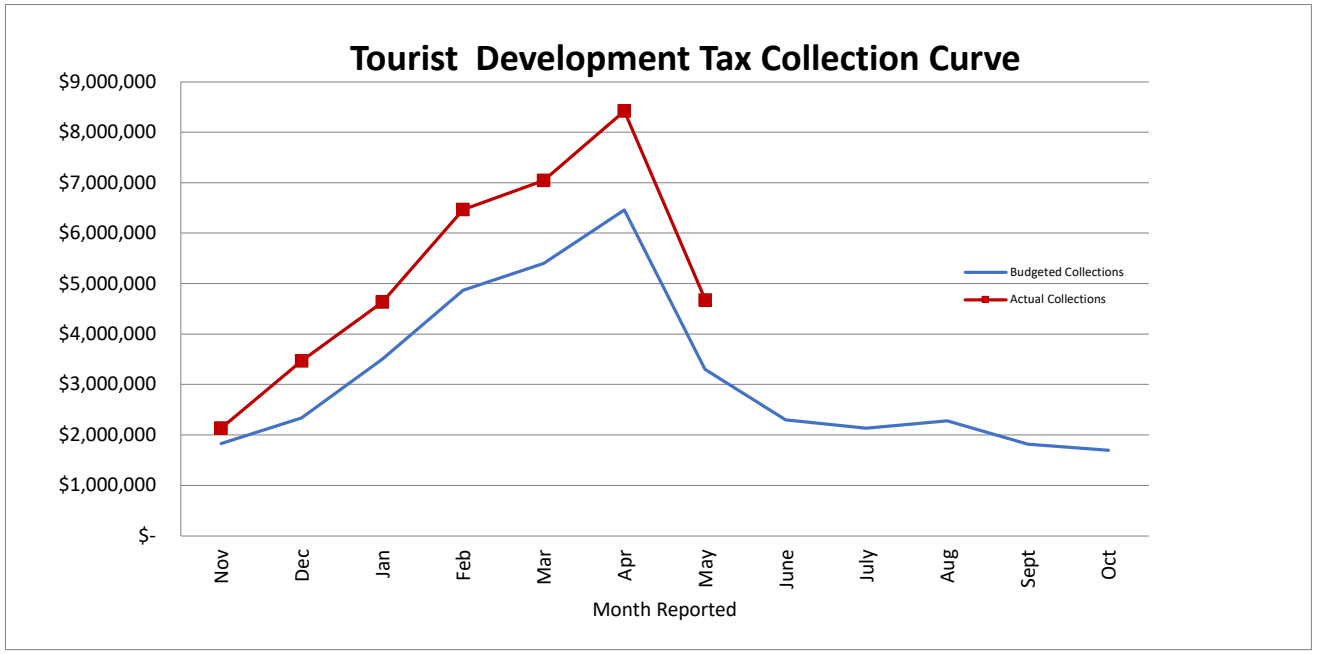
Collections

Month Reported	Actual	Cum YTD	% Budget Collected to Date	% Variance FY24 Collections	% Variance FY23 Collections	% Variance FY22 Collections
Nov	2,137,562	2,137,562	5.64%	-16.72%	-9.20%	-5.03%
Dec	3,465,253	5,602,815	14.77%	5.83%	30.93%	19.12%
Jan	4,632,754	10,235,570	26.99%	5.02%	24.82%	3.04%
Feb	6,466,174	16,701,744	44.04%	-1.10%	19.50%	8.28%
Mar	7,042,625	23,744,369	62.61%	2.54%	10.66%	8.83%
Apr	8,422,508	32,166,877	84.82%	3.48%	15.42%	0.80%
May	4,675,081	36,841,958	97.15%	9.54%	15.55%	-3.29%
June	-	36,841,958	97.15%	n/a	n/a	n/a
July	-	36,841,958	97.15%	n/a	n/a	n/a
Aug	-	36,841,958	97.15%	n/a	n/a	n/a
Sept	-	36,841,958	97.15%	n/a	n/a	n/a
Oct	-	36,841,958	97.15%	n/a	n/a	n/a
Total	**36,841,958**	**36,841,958**	**YTD**	**2.15%**	**15.74%**	**4.40%**

47,067,567

Budget Comparison

	5 Yr History-Cum	5 Yr History-Monthly	Budgeted Collections	Actual Collections	Budget to Actual Variance	Updated Forecast
Nov	4.8%	4.8%	1,827,211	2,137,562	310,352	2,137,562
Dec	11.0%	6.2%	2,338,559	3,465,253	1,126,694	3,465,253
Jan	20.2%	9.2%	3,502,227	4,632,754	1,130,527	4,632,754
Feb	33.1%	12.8%	4,869,752	6,466,174	1,596,422	6,466,174
Mar	47.3%	14.2%	5,397,019	7,042,625	1,645,606	7,042,625
Apr	64.3%	17.0%	6,460,316	8,422,508	1,962,192	8,422,508
May	73.0%	8.7%	3,303,306	4,675,081	1,371,774	4,675,081
June	79.1%	6.1%	2,299,023	-	-	2,299,023
July	84.7%	5.6%	2,134,934	-	-	2,134,934
Aug	90.7%	6.0%	2,277,930	-	-	2,277,930
Sept	95.5%	4.8%	1,816,973	-	-	1,816,973
Oct	100.0%	4.5%	1,696,749	-	-	1,696,749
Total	100.0%	100.0%	**37,924,000**	**36,841,958**	**9,143,568**	**47,067,567**
			% over/(under) budget		33.0%	24.11%



Collier County Tax Collector - Tourist BOCC - Zone - TAX-53800 Report (Detailed Distribution Data) - Run 07/10/2025 08:58AM

Tourist Zone	Allocation Date (Year)	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
-- Any --		*-- June --*			*-- Tourist Tax --*	*-- 06/01/2025-06/30/202 5 --*
CC - Collier County - Unincorporated	**2025**	**June**	**1,936,967.03**	**1,936,967.03**	**Tourist Tax**	
EC - Everglades City	**2025**	**June**	**10,930.98**	**10,930.98**	**Tourist Tax**	
IM - Immokalee	**2025**	**June**	**3,178.09**	**3,178.09**	**Tourist Tax**	
MI - Marco Island	**2025**	**June**	**856,438.38**	**856,438.38**	**Tourist Tax**	
NA - Naples	**2025**	**June**	**477,971.38**	**477,971.38**	**Tourist Tax**	
CC - Collier County - Unincorporated, EC - Everglades City, IM - Immokalee, MI - Marco Island, NA - Naples	***2025***	***June***	***3,285,485.86***	***3,285,485.86***	***Tourist Tax***	***Grand Total***

Collier County Tax Collector - Tourist BOCC - Zone - TAX-53800 Report (Detailed Distribution Data) - Run 07/10/2025 09:04AM

Tourist Zone	Allocation Date (Year)	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
-- Any --		*-- Any --*			*-- Tourist Tax --*	*-- 10/01/2024-06/30/202 5 --*
CC - Collier County - Unincorporated	2024	October	1,251,054.38	1,251,054.38	Tourist Tax	
CC - Collier County - Unincorporated	2024	November	1,329,812.49	1,329,812.49	Tourist Tax	
CC - Collier County - Unincorporated	2024	December	2,077,169.22	2,077,169.22	Tourist Tax	
CC - Collier County - Unincorporated	**2024**	**December, November, October**	**4,658,036.09**	**4,658,036.09**	**Tourist Tax**	
CC - Collier County - Unincorporated	2025	January	2,693,732.79	2,693,732.79	Tourist Tax	
CC - Collier County - Unincorporated	2025	February	3,954,600.47	3,954,600.47	Tourist Tax	
CC - Collier County - Unincorporated	2025	March	4,052,196.58	4,052,196.58	Tourist Tax	
CC - Collier County - Unincorporated	2025	April	4,808,304.74	4,808,304.74	Tourist Tax	
CC - Collier County - Unincorporated	2025	May	2,544,201.31	2,544,201.31	Tourist Tax	
CC - Collier County - Unincorporated	2025	June	1,936,967.03	1,936,967.03	Tourist Tax	
CC - Collier County - Unincorporated	**2025**	**April, February, January, June, March, May**	**19,990,002.92**	**19,990,002.92**	**Tourist Tax**	
CC - Collier County - Unincorporated		**April, December, February, January, June, March, May, November, October**	**24,648,039.01**	**24,648,039.01**	**Tourist Tax**	
EC - Everglades City	2024	October	4,757.68	4,757.68	Tourist Tax	
EC - Everglades City	2024	November	7,360.57	7,360.57	Tourist Tax	
EC - Everglades City	2024	December	11,077.57	11,077.57	Tourist Tax	
EC - Everglades City	**2024**	**December, November, October**	**23,195.82**	**23,195.82**	**Tourist Tax**	
EC - Everglades City	2025	January	16,457.44	16,457.44	Tourist Tax	
EC - Everglades City	2025	February	21,187.66	21,187.66	Tourist Tax	
EC - Everglades City	2025	March	27,301.01	27,301.01	Tourist Tax	
EC - Everglades City	2025	April	52,602.42	52,602.42	Tourist Tax	

Collier County Tax Collector - Tourist BOCC - Zone - TAX-53800 Report (Detailed Distribution Data) - Run 07/10/2025 09:04AM

Tourist Zone	Allocation Date (Year)	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
EC - Everglades City	2025	May	20,186.41	20,186.41	Tourist Tax	
EC - Everglades City	2025	June	10,930.98	10,930.98	Tourist Tax	
EC - Everglades City	**2025**	**April, February, January, June, March, May**	**148,665.92**	**148,665.92**	**Tourist Tax**	
EC - Everglades City		**April, December, February, January, June, March, May, November, October**	**171,861.74**	**171,861.74**	**Tourist Tax**	
IM - Immokalee	2024	October	2,657.82	2,657.82	Tourist Tax	
IM - Immokalee	2024	November	2,938.49	2,938.49	Tourist Tax	
IM - Immokalee	2024	December	4,398.84	4,398.84	Tourist Tax	
IM - Immokalee	**2024**	**December, November, October**	**9,995.15**	**9,995.15**	**Tourist Tax**	
IM - Immokalee	2025	January	3,312.24	3,312.24	Tourist Tax	
IM - Immokalee	2025	February	3,884.47	3,884.47	Tourist Tax	
IM - Immokalee	2025	March	3,820.36	3,820.36	Tourist Tax	
IM - Immokalee	2025	April	5,177.34	5,177.34	Tourist Tax	
IM - Immokalee	2025	May	3,471.27	3,471.27	Tourist Tax	
IM - Immokalee	2025	June	3,178.09	3,178.09	Tourist Tax	
IM - Immokalee	**2025**	**April, February, January, June, March, May**	**22,843.77**	**22,843.77**	**Tourist Tax**	
IM - Immokalee		**April, December, February, January, June, March, May, November, October**	**32,838.92**	**32,838.92**	**Tourist Tax**	
MI - Marco Island	2024	October	495,411.75	495,411.75	Tourist Tax	
MI - Marco Island	2024	November	461,052.08	461,052.08	Tourist Tax	
MI - Marco Island	2024	December	819,306.83	819,306.83	Tourist Tax	
MI - Marco Island	**2024**	**December, November, October**	**1,775,770.66**	**1,775,770.66**	**Tourist Tax**	

Collier County Tax Collector - Tourist BOCC - Zone - TAX-53800 Report (Detailed Distribution Data) - Run 07/10/2025 09:04AM

Tourist Zone	Allocation Date (Year)	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
MI - Marco Island	2025	January	1,073,819.81	1,073,819.81	Tourist Tax	
MI - Marco Island	2025	February	1,230,292.65	1,230,292.65	Tourist Tax	
MI - Marco Island	2025	March	1,626,233.15	1,626,233.15	Tourist Tax	
MI - Marco Island	2025	April	2,212,741.29	2,212,741.29	Tourist Tax	
MI - Marco Island	2025	May	1,301,480.94	1,301,480.94	Tourist Tax	
MI - Marco Island	2025	June	856,438.38	856,438.38	Tourist Tax	
MI - Marco Island	**2025**	**April, February, January, June, March, May**	**8,301,006.22**	**8,301,006.22**	**Tourist Tax**	
MI - Marco Island		**April, December, February, January, June, March, May, November, October**	**10,076,776.88**	**10,076,776.88**	**Tourist Tax**	
NA - Naples	2024	October	226,478.94	226,478.94	Tourist Tax	
NA - Naples	2024	November	336,398.69	336,398.69	Tourist Tax	
NA - Naples	2024	December	553,325.46	553,325.46	Tourist Tax	
NA - Naples	**2024**	**December, November, October**	**1,116,203.09**	**1,116,203.09**	**Tourist Tax**	
NA - Naples	2025	January	845,457.07	845,457.07	Tourist Tax	
NA - Naples	2025	February	1,256,209.16	1,256,209.16	Tourist Tax	
NA - Naples	2025	March	1,333,098.80	1,333,098.80	Tourist Tax	
NA - Naples	2025	April	1,343,782.26	1,343,782.26	Tourist Tax	
NA - Naples	2025	May	805,740.75	805,740.75	Tourist Tax	
NA - Naples	2025	June	477,971.38	477,971.38	Tourist Tax	
NA - Naples	**2025**	**April, February, January, June, March, May**	**6,062,259.42**	**6,062,259.42**	**Tourist Tax**	
NA - Naples		**April, December, February, January, June, March, May, November, October**	**7,178,462.51**	**7,178,462.51**	**Tourist Tax**	

Collier County Tax Collector - Tourist BOCC - Zone - TAX-53800 Report (Detailed Distribution Data) - Run 07/10/2025 09:04AM

Tourist Zone	Allocation Date (Year)	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
CC - Collier County - Unincorporated, EC - Everglades City, IM - Immokalee, MI - Marco Island, NA - Naples	***Grand Total***	***April, December, February, January, June, March, May, November, October***	***42,107,979.06***	***42,107,979.06***	***Tourist Tax***	

Collier County Tax Collector - Tourist BOCC - Rental Type Report (Detailed Distribution Data) - Run 07/10/2025 08:53AM

Tourist Rental Type	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
-- Any --	*-- Any of: June --*			*-- Tourist Tax --*	*-- 06/01/2025-06/30/202 5 --*
02 - CONDOMINIUM	**June**	**117,651.65**	**117,651.65**	**Tourist Tax**	
05 - HOTEL	**June**	**2,320,757.17**	**2,320,757.17**	**Tourist Tax**	
06 - INTERVAL OWNER	**June**	**20,081.68**	**20,081.68**	**Tourist Tax**	
07 - MOBILE HM PARK	**June**	**1,822.60**	**1,822.60**	**Tourist Tax**	
09 - PROPERTY MANAGEMENT COMPANY	**June**	**85,891.62**	**85,891.62**	**Tourist Tax**	
12 - RV PARK /CAMPGD	**June**	**7,995.83**	**7,995.83**	**Tourist Tax**	
13 - SINGLE FAMILY	**June**	**731,285.31**	**731,285.31**	**Tourist Tax**	
02 - CONDOMINIUM, 05 - HOTEL, 06 - INTERVAL OWNER, 07 - MOBILE HM PARK, 09 - PROPERTY MANAGEMENT COMPANY, 12 - RV PARK /CAMPGD, 13 - SINGLE FAMILY	***June***	***3,285,485.86***	***3,285,485.86***	***Tourist Tax***	***Grand Total***

Collier County Tax Collector - Tourist BOCC - Rental Type Report (Detailed Distribution Data) - Run 07/10/2025 09:01AM

Tourist Rental Type	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
-- Any --	*-- Any of: --*			*-- Tourist Tax --*	*-- 10/01/2024-06/30/202 5 --*
01 - APARTMENTS	**October**	**113.17**	**113.17**	**Tourist Tax**	**10/11/2024**
02 - CONDOMINIUM	January	287,321.98	287,321.98	Tourist Tax	
02 - CONDOMINIUM	February	394,658.64	394,658.64	Tourist Tax	
02 - CONDOMINIUM	March	668,529.77	668,529.77	Tourist Tax	
02 - CONDOMINIUM	April	1,325,967.85	1,325,967.85	Tourist Tax	
02 - CONDOMINIUM	May	196,994.98	196,994.98	Tourist Tax	
02 - CONDOMINIUM	June	117,651.65	117,651.65	Tourist Tax	
02 - CONDOMINIUM	October	81,224.40	81,224.40	Tourist Tax	
02 - CONDOMINIUM	November	57,047.69	57,047.69	Tourist Tax	
02 - CONDOMINIUM	December	123,047.99	123,047.99	Tourist Tax	
02 - CONDOMINIUM	**April, December, February, January, June, March, May, November, October**	**3,252,444.95**	**3,252,444.95**	**Tourist Tax**	
05 - HOTEL	January	2,855,575.15	2,855,575.15	Tourist Tax	
05 - HOTEL	February	3,244,834.45	3,244,834.45	Tourist Tax	
05 - HOTEL	March	4,068,078.93	4,068,078.93	Tourist Tax	
05 - HOTEL	April	4,553,649.01	4,553,649.01	Tourist Tax	
05 - HOTEL	May	3,452,777.60	3,452,777.60	Tourist Tax	
05 - HOTEL	June	2,320,757.17	2,320,757.17	Tourist Tax	
05 - HOTEL	October	1,090,686.73	1,090,686.73	Tourist Tax	
05 - HOTEL	November	1,405,067.56	1,405,067.56	Tourist Tax	
05 - HOTEL	December	2,401,054.30	2,401,054.30	Tourist Tax	
05 - HOTEL	**April, December, February, January,**	**25,392,480.90**	**25,392,480.90**	**Tourist Tax**	

Collier County Tax Collector - Tourist BOCC - Rental Type Report (Detailed Distribution Data) - Run 07/10/2025 09:01AM

Tourist Rental Type	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
-	**June, March, May, November, October**	**-**	**-**	**-**	**-**
06 - INTERVAL OWNER	January	24,469.69	24,469.69	Tourist Tax	
06 - INTERVAL OWNER	February	23,485.94	23,485.94	Tourist Tax	
06 - INTERVAL OWNER	March	19,151.62	19,151.62	Tourist Tax	
06 - INTERVAL OWNER	April	21,634.77	21,634.77	Tourist Tax	
06 - INTERVAL OWNER	May	33,397.88	33,397.88	Tourist Tax	
06 - INTERVAL OWNER	June	20,081.68	20,081.68	Tourist Tax	
06 - INTERVAL OWNER	October	16,647.27	16,647.27	Tourist Tax	
06 - INTERVAL OWNER	November	14,377.09	14,377.09	Tourist Tax	
06 - INTERVAL OWNER	December	25,418.42	25,418.42	Tourist Tax	
06 - INTERVAL OWNER	**April, December, February, January, June, March, May, November, October**	**198,664.36**	**198,664.36**	**Tourist Tax**	
07 - MOBILE HM PARK	January	2,821.70	2,821.70	Tourist Tax	
07 - MOBILE HM PARK	February	4,702.74	4,702.74	Tourist Tax	
07 - MOBILE HM PARK	March	5,396.38	5,396.38	Tourist Tax	
07 - MOBILE HM PARK	April	7,113.17	7,113.17	Tourist Tax	
07 - MOBILE HM PARK	May	3,546.00	3,546.00	Tourist Tax	
07 - MOBILE HM PARK	June	1,822.60	1,822.60	Tourist Tax	
07 - MOBILE HM PARK	October	580.49	580.49	Tourist Tax	
07 - MOBILE HM PARK	November	1,087.15	1,087.15	Tourist Tax	
07 - MOBILE HM PARK	December	1,636.88	1,636.88	Tourist Tax	
07 - MOBILE HM PARK	**April, December, February, January, June, March, May, November, October**	**28,707.11**	**28,707.11**	**Tourist Tax**	
09 - PROPERTY MANAGEMENT COMPANY	January	434,145.63	434,145.63	Tourist Tax	

Collier County Tax Collector - Tourist BOCC - Rental Type Report (Detailed Distribution Data) - Run 07/10/2025 09:01AM

Tourist Rental Type	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
09 - PROPERTY MANAGEMENT COMPANY	February	1,179,273.11	1,179,273.11	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	March	733,790.10	733,790.10	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	April	616,757.63	616,757.63	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	May	162,642.04	162,642.04	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	June	85,891.62	85,891.62	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	October	35,604.14	35,604.14	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	November	57,918.16	57,918.16	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	December	102,412.59	102,412.59	Tourist Tax	
09 - PROPERTY MANAGEMENT COMPANY	**April, December, February, January, June, March, May, November, October**	**3,408,435.02**	**3,408,435.02**	**Tourist Tax**	
12 - RV PARK /CAMPGD	January	22,679.38	22,679.38	Tourist Tax	
12 - RV PARK /CAMPGD	February	36,345.98	36,345.98	Tourist Tax	
12 - RV PARK /CAMPGD	March	43,310.97	43,310.97	Tourist Tax	
12 - RV PARK /CAMPGD	April	59,616.64	59,616.64	Tourist Tax	
12 - RV PARK /CAMPGD	May	14,000.69	14,000.69	Tourist Tax	
12 - RV PARK /CAMPGD	June	7,995.83	7,995.83	Tourist Tax	
12 - RV PARK /CAMPGD	October	3,739.68	3,739.68	Tourist Tax	
12 - RV PARK /CAMPGD	November	2,072.30	2,072.30	Tourist Tax	
12 - RV PARK /CAMPGD	December	6,817.01	6,817.01	Tourist Tax	
12 - RV PARK /CAMPGD	**April, December, February, January, June, March, May, November, October**	**196,578.48**	**196,578.48**	**Tourist Tax**	
13 - SINGLE FAMILY	January	1,005,765.82	1,005,765.82	Tourist Tax	
13 - SINGLE FAMILY	February	1,582,873.55	1,582,873.55	Tourist Tax	
13 - SINGLE FAMILY	March	1,504,392.13	1,504,392.13	Tourist Tax	

Collier County Tax Collector - Tourist BOCC - Rental Type Report (Detailed Distribution Data) - Run 07/10/2025 09:01AM

Tourist Rental Type	Allocation Date (Month)	Allocated	Distributed Amt	Distribution Category	Allocation Date
13 - SINGLE FAMILY	April	1,837,868.98	1,837,868.98	Tourist Tax	
13 - SINGLE FAMILY	May	811,721.49	811,721.49	Tourist Tax	
13 - SINGLE FAMILY	June	731,285.31	731,285.31	Tourist Tax	
13 - SINGLE FAMILY	October	751,764.69	751,764.69	Tourist Tax	
13 - SINGLE FAMILY	November	599,992.37	599,992.37	Tourist Tax	
13 - SINGLE FAMILY	December	804,890.73	804,890.73	Tourist Tax	
13 - SINGLE FAMILY	**April, December, February, January, June, March, May, November, October**	**9,630,555.07**	**9,630,555.07**	**Tourist Tax**	
01 - APARTMENTS, 02 - CONDOMINIUM, 05 - HOTEL, 06 - INTERVAL OWNER, 07 - MOBILE HM PARK, 09 - PROPERTY MANAGEMENT COMPANY, 12 - RV PARK /CAMPGD, 13 - SINGLE FAMILY	***April, December, February, January, June, March, May, November, October***	***42,107,979.06***	***42,107,979.06***	***Tourist Tax***	***Grand Total***

Executive Summary

Recommendation to approve the use of Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 Legends Southeast Invitational Lacrosse tournament up to $3,000 and make a finding that these expenditures promote tourism.

OBJECTIVE: To support the hosting costs for the 2025 Legends Southeast Invitational Lacrosse tournament from November 1-2, 2025, at the Paradise Coast Sports Complex.

CONSIDERATIONS: The Legends Southeast Invitational Lacrosse Tournament is scheduled to take place from November 1-2, 2025, at the Paradise Coast Sports Complex. This event, hosted by SA Legends Lacrosse, is now in its second year and taking place at the Paradise Coast Sports Complex. Nine fields are being utilized to host 70 teams of males aged 10-17. This is their first request for a sports grant for this tournament.

The tournament is expected to include up to 1,500 participants with 4,000 – 5,000 spectators. The tournament producers are expecting 500 room nights. Local participants are estimated at 100 individuals.

Staff recommends funding up to $3,000 for the 2025 event. This support will help offset costs associated with venue rentals and other logistics, ensuring the success of the event.

The CVB uses the Destinations International Economic Impact Calculator, used by over 300 destination organizations, for all events to ensure consistent reporting. For this event, the calculator estimates direct spending at $364,111 and a total economic impact of $506,750. The event is projected to generate $9,592 in bed tax revenue, providing a clear return on investment for Collier County. When combined with the $8,800 spent on field rentals at Paradise Coast Sports Complex, this event provides a strong return relative to the County's investment. The presence of varying County-reported and tournament-reported economic figures reflects differences in methodology and scope.

Staff utilize the Board-approved Athletic Event & Tournament Application to evaluate whether the organization qualifies for funding. In making this determination, several key factors are considered, including the seasonality of the event, its potential for future iterations, projected economic impact through direct spending and bed tax revenue, and the level of marketing value.

Tournament organizers provide lodging counts, which the County uses as inputs, but the organizers' figures mainly reflect the event's own revenue and do not include the broader community spending that the DI model captures.

Tournament Organizer Event Impact Summary:

- **Direct Impact**: $957,444
- **Total Impact (Direct and Indirect)**: $1,345,255
- **Projected Room Nights**: 500
- **TDT Revenue**: $16,331
- **Rental Revenue**: $8,800

The allocation of sports sponsorship dollars serves as a tool in attracting, retaining, and cultivating partnerships with event organizers, contributing to the sustained growth and success of the destination's tourism sector. Financial incentives help offset the costs associated with organizing large-scale events, such as venue rentals, logistics, and marketing expenses, positioning Collier County as a premier location within this highly competitive sector. By investing in the growth of sports events, the CVB attracts participants, spectators, and media attention that enhances the overall economic impact and visibility of a destination.

Sports Tourism events, supported in part by Tourist Development Tax (TDT) funds, are used to promote future overnight visitation to the destination. The objective is to secure events that have a history of attracting overnight visitors who utilize hotels and lodging in Collier County over multiple days, throughout the duration of an event.

FISCAL IMPACT: Funding up to $3,000 for this event is included within the Tentative FY 2026 Tourism budget allocation for sports event support through the TDC Promotion fund (1101). The total funding included for FY 2026 sports grants is $75,000.

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

RECOMMENDATIONS: Recommendation to approve the use of Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 Legends South East Invitational Lacrosse tournament up to $3,000 and make a finding that these expenditures promote tourism.

PREPARED BY: John Melleky, Arts and Culture Manager, Tom Albrecht, Sales Manager II, Tourism.

ATTACHMENTS:
1. Legends Naples 2025 Funding Application
2. Legends Lax Tournament - 2025 Agreement - signed
3. Legends LAX Tournament Economic Impact Report

Athletic Event & Tournament Application

Application must be received via email 90 days prior to the first day of the event.

Organization Name: SA Legends Lacrosse

Organization Address: 1011 Rancho Conejo Blvd

City: Thousand Oaks **State:** CA **Zip:** 91320

Organization Phone: 858-405-8953

Organization Website: https://legendslax.com/

Organization Email: Info@legendslax.com

Non-Profit Tax ID No.:

Federal Tax ID No.: 38-4028314

Event Director Full Name: Rory Doucette **D.O.B.:** 2/12/1984

Event Director will be the first point of contact in the event of any issues during the event (i.e. medical, safety, altercations etc.). Collier County Parks and Recreation site-lead representative will consult on appropriate facility protocols, but it is the responsibility of the Event Director to regulate the situation. Once the situation has been mediated, the Collier County Parks and Recreation site-lead representative will discuss the appropriate recourse with the Event Director. (Altercations or violations may result in ejecting teams and/or individuals from facility etc.)

The below contact information will be used to contact the Event Director during the event.

Event Director Email: Paden Stokes

Event Director Cell Phone: 435-213-7838

Event Director Home/Business Address: 1267 Caminito Septimo

City: Cardiff **State:** CA **Zip:** 92007

Event Name: Legends South East Invitational

Sport(s): Lacrosse

Dates requested for event: Nov 1-2 2025

Will you require load-in dates in addition to the above requested dates? ***Please list schedule of load-in and tear down (Date, Start, & End Time) and details on what will be loaded-in/torn down: (Please note, load-in days may require additional facility rental fees.) Yes*** X_____ ***No***_____

Load in Oct 31- Tear down Nov 2

Vendors

Will you be securing any vendors at this event? ***YES*** _____ ***NO*** _____

Please list the name of the vendor(s), dates, times, and dimensions of set-up.

TBD

****Please note, a fee may be required for vendors to utilize venue space during the event.***

1. ***Vendors are required to supply their own power.***
2. ***Vendors are required to be fully set-up at least (1) hour prior to competition.***
3. ***No outside food and/or beverage vendors are allowed at Collier County Parks & Recreation as there is an exclusive concessionaire on-site.***
4. ***All vendors must provide a current business license and proof of insurance of at least $1,000,000 in coverage.***

Facility(s) Type Requesting:

(Include number of fields, courts, lake, beach, etc. and type Example – North Collier Regional Park – (1) 9 v 9 Soccer Field)

(1) Paradise Coast Sports Complex (9) Full sized Lacrosse Fields

(2) _____

(3) _____

(4) _____

Please, list any other logistical needs (i.e. number of tables, bleachers, chairs, stage, etc.). Please note, a cost may be associated with these requests at the expense of the event organizer, unless agreed upon in writing and excused as an expense by the CVB.

All Tables, Chairs, Golf Carts Rented from Paradise Coast Sports Complex

Will you require food any on-site concessions? YES

***If yes, please ensure an accurate event schedule is provided to Collier County Parks and Recreation upon request to ensure ample preparation time.**

Estimated # of Spectators per day of event: 4000-5000

Estimated # of Teams: 70

If using multiple facilities, please provide the information below.

Site Directors must be at least 21 years of age and remain on premises for the duration of the event.

Site Director Name & Cell Phone (1): _____

Site Location: _____

Site Director Name & Cell Phone (2): _____

Site Location: _____

Site Director Name & Cell Phone (3): _____

Site Location: _____

Insurance Policy

Please provide the appropriate Certificate of Insurance per the guidelines below. Documentation of coverage *must* be supplied to Collier County Parks and Recreation Staff (15) business days prior to event. The event organizer is subject to a late fee if this documentation is received after (15) business days. Reservation will not be honored without appropriate insurance on file.

Please refer to the below for additionally insurance and coverage requirements.

Collier County Board of County Commissioners
3299 East Tamiami Trail, Suite 303 Naples, FL. 34112-5746

- Agree to provide certificate(s) of insurance 15 business days prior to event start date "Collier County Board of County Commissioners is an additional insured". This coverage must remain in effect for the entirety of the event including the following coverages:
- General liability requirements as follows: Provide Collier County with proof of a comprehensive General Liability Policy. Limits: $1,000,000.00 Bodily Injury and property damage. $1,000,000.00 Auto, bodily injury, property damage, workers comp, employer's liability (minimum $100,000)
- Agree that Collier County assumes no liability for the recruitment, selection, background screening of non-county special event management, staff, volunteers, coaches, youth leaders, and others.

PS _____**(Please, initial to verify your compliance with the above Insurance Policy)**

Facility Rental Deposit Policy

A deposit of 15% of the total rental fees and charges associated with the event *must be paid* to Collier County Parks and Recreation within 7 business days of Collier County Parks & Recreation approval. Any event that has not paid the deposit is not considered approved until paid. Collier County Parks and Recreation will apply the deposit towards the event balance, provided the facilities utilized for the event are returned in the same condition as prior to the event. Should any damages or monetary obligations be incurred by the facility (i.e. excessive damage, vandalism etc.), the 15% deposit shall be retained by Collier County Parks and Recreation.

PS _____**(Please, initial to verify your compliance with the Facility Rental Deposit Policy)**

Event Cancellation Policy

Please note, if the event is canceled 90 or more days prior to the first requested date of reservation, a full refund will be issued. All event cancellations must be in writing and sent to Marissa.Baker@colliercountyfl.gov.

In the event the reservation is canceled less than 90 days prior to the first requested date of reservation, a 20% cancellation fee will be retained by Collier County Parks and Recreation and no refund of the deposit will be issued.

In the event the reservation is canceled less than 45 days prior to the first requested date of reservation, a 30% cancellation fee will be retained by Collier County Parks and Recreation and no refund of the deposit will be issued.

In the event the reservation is canceled less than 15 days prior to the first requested date of reservation, a 50% cancellation fee will be retained by Collier County Parks and Recreation and no refund of the deposit will be issued.

If the event is not able to be hosted due to Acts of God (i.e. hurricane), the 15% deposit will be refunded by Collier County Parks and Recreation.

Regarding inclement weather, if competition begins on any day, rental fees and event expenses will not be refundable. If the rented areas are deemed unplayable by Parks and Recreation Lead Supervisor and/or weather does not allow for the event to begin, rental fees and expenses associated with the date of cancellation will be refunded.

Collier County reserves the right to terminate this Event for any reason with 30 days' notice to the Event Organizer. Deposit will be refunded in full. No other refunds will be made.

PS _____**(Please, initial to verify your compliance with the Event Cancellation Policy)**

Facility Parking Policy

Please note, all cars parking on Collier County Park property must park within the designated parking areas. This DOES NOT include any grass area, berm, median, or area not conducive with the safety of park users. In addition, destruction of landscaping and/or signs prohibiting parking in certain areas is strictly prohibited. Failure to comply with the above policy and/or failing to comply with the proper parking guidelines as set forth by Collier County Parks and Recreation may result in parking violations being issued to the party in violation and/or towing of vehicles. Please, communicate this policy to individuals associated with the event (i.e. teams, coaches, spectators, vendors etc.) prior to the first event day via email.

PS _____**(Please, initial to verify your compliance with the Facility Parking Policy)**

Venue Rental Request & Approval Policy

Venue rental request and/or approved venue requests are subject to relocation to another County facility or cancelled in the event of maintenance, safety issues, scheduling, facility capacity, non- compliance with Collier County guidelines, rules, and laws. This also includes any Acts of God (i.e. hurricane). Any of the above adversities will be communicated to the renter by Collier County staff. Please note after capacity limits are reached on any County venues, multiple facilities must be reserved, paid for and used. Event organizers may also be asked to supply port-o-lets and additional dumpsters at their expense for large events.

PS _____**(Please, initial to verify your compliance with the Venue Rental Request & Approval Policy)**

Rental Fees & Payment Policy

All fees and expenses related with the event are the responsibility of the event organizer to pay. In addition, any field, equipment, and/or facility usage in excess of the approved number of fields, venues, and/or equipment is subject to additional charges at the expense of the event organizer. In the event, it is determined that the event will require more event fields/space after funding assistance has been approved for the event, the additional cost will be the responsibility of the event organizer to remit. Payment of all rental fees and expenses associated with the event are due 7 days prior to the first day of the event. If all fees are not paid then the event will not be honored and will be cancelled.

PS _____**(Please, initial to verify your compliance with the Rental Fees Policy)**

Weather Policy

Inclement weather and/or field conditions will be assessed by the Collier County Parks & Recreation Event Supervisor in accordance with the protocol approved by Collier County.

PS _____**(Please, initial to verify your compliance with the Weather Policy)**

Event Approval Policy

I understand that submitting an application is NOT a guarantee of availability or approval. Approval will be indicated once all signatures below are completed and the County confirms the requested facilities are available in compliance with Parks and Recreation requirements. However, Collier County reserves the right to deny or cancel rental request if the required documentation is not provided and/or if guidelines are not followed as requested by Collier County. This also includes those guidelines set forth in the above application and the Collier County Parks and Recreation Rules & Regulations form.

PS _____**(Please, initial to verify your compliance with Event Approval Policy)**

INDEMNIFICATION

To the maximum extent permitted by Florida law, the EVENT SPONSOR shall indemnify and hold harmless Collier County, its officers and employees from any and all liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees and paralegals' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the EVENT ORGANIZER or anyone employed or utilized by the EVENT ORGANIZER in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of Collier County. The foregoing indemnification shall not constitute a waiver of sovereign immunity beyond the limits set forth in section 768.28, Florida Statutes.

PS
_____ **(Please, initial to verify your compliance with required Indemnification language)**

Collier County Sports Tourism Event Funding Application

Funding Eligibility

Sports Tourism events supported in part by Tourist Development Tax (TDT) funds should promote future overnight visitors to the designation or have a history of attracting overnight visitors who utilize hotels and lodging in Collier County over multiple days throughout the duration of the event.

Funding for Sports Tourism events are required to comply with Section 125.0104, Fla. Stat., which states:

"To promote and advertise tourism in this state and nationally, and internationally, however, if tax revenues area expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists."

The following criteria are required for TDT funding support:

Funding Eligibility

1. **Fully completed Application must be received 90 days prior to the first day of the event.**
2. **All applications must be submitted online or via email. No handwritten Applications will be accepted.**
3. **Event must be more than (1) day in duration.**
4. **Event must generate a minimum (250) or more room nights within Collier County.**
5. **Events with national television exposure may be considered for additional funding reimbursement.**
6. **Event must have a history of attracting significant out-of-county visitors and/or the potential to attract out-of-county visitors. Collier County reserves the right to request proof of room nights, host, and/or hotel references from previous events.**
7. **Must comply with all Collier County guidelines, rules, safety protocols, and laws.**

Pre-Event Requirements

1. **Applicant must provide proof of insurance coverage as required by Collier County at least 15 days prior to the =first date of the event.**
2. **Collier County hotels and lodging must be the primary event accommodations. Collier County hotel or other Collier County paid lodging accommodations must be advertised to participants and spectators prior to the event, on the event website and/or via email blasts.**
3. **Must provide documentation of marketing promotions outside of Collier County for the event that will attract overnight visitors and spectators to Collier County. Naples, Marco Island, Everglades Convention and Visitors Bureau logo and/or website (sportsinparadise.com) must be used in all marketing and/or promotional items as it relates to the event.**

Post-Event Requirements

1. **Events that exceed the estimated room nights will receive the maximum amount of reimbursement previously approved. A higher production of room nights than projected will not qualify for additional refund amount but will be considered as part of future funding requests.**
2. **All expenses (i.e. facility rental) will be paid on a reimbursement basis. The event organizer is responsible for all expenses associated with the event and must provide an invoice from all entities that charged the event organizer for said expenses. Event organizers are subject to Collier County Finance audit prior to payment.**
3. **Proof of payment (i.e. front and back of cleared check, or credit card receipts and statements will be used as proof of payment, proofs of advertisement, radio scripts, etc.) must be accompanied by an invoice from the entity charging the event organizer for each expense as proof of performance, proof of room night pick-up reports, and an invoice to the CVB for the amount of reimbursement based on actual expenses and room night production. Only the items approved by the Collier County Board of Commissioners on the event application are eligible to be reimbursed.**
4. **Room night pick-up must be tracked and reported with the submission of a post-event report to Collier County within (10) calendar days after the last day of the event to remain eligible for funding reimbursement.**
5. **The event must achieve a minimum of 250 room nights within Collier County to receive funding reimbursement. If the room nights generated from the event within Collier County are less than 250 room nights, then the event will not receive event expenses reimbursement.**

Allowable Expenses

1. **Promotional, marketing, and advertising expenses in target markets outside of Collier County.**
2. **Field rental fees, site rental fees, contracted labor to assist with event (i.e. set-up, breakdown, operational assistance), official/referee fees, equipment rental (i.e. golf carts). Please note, any facility rental, equipment or third-party rental and/or vendor will need to be procured and rented by the event organizer. Event organizers may request reimbursement for such expenses. The Naples, Marco Island, Everglades Convention and Visitors Bureau will not honor reimbursement of any rental or vendor directly affiliated with the event organizer. In certain instances, the BCC may agree to pay an internal Collier County entity directly (i.e. Collier County Sheriff, EMS Naples Police Department, Collier County Parks and Recreation etc.).**
3. **Sanctioning and/or bid fees directly related to the event**

Non-Allowable Expenses

1. **Food, Beverages, Refreshments.**
2. **Administrative or general expenses. (i.e. office supplies, copies etc.)**
3. **Building projects or permanent equipment expenses.**
4. **Fundraising cost and/or functions. Prize money or purses.**
5. **Expenses and debts not related to event.**

Review Process by Tourism Division, Tourist Development Council (TDC) and Board of County Commissioners (BCC)

1. **Applications will be reviewed to evaluate the impact of the event to Collier County.**
2. **All proposed funding must be recommended by the Collier County Tourist Development Council and the Collier County Board of Commissioners. Expenses will not be reimbursed unless all elements of the Event Application are strictly adhered to.**

Event Summary

How many years has this event been held?

This is the Second year.

What previous locations have hosted this event?

Paradise Coast Sports Complex

How many participants does this event host historically?

1400-1500

How many room nights has this event attracted historically?

500

How many spectators has this event attracted historically?

4000-5000

Please, provide a breakdown of the projected number of participants, team, staff, and media and related hotel room nights for each category.

Out- of- Area Youth Participants	1400-1500	**Local Youth Participants**	>100
Out-of-Area Adult Participants	0	**Local Adult Participants**	0
Out-of-Area Staff & Media	65	**Local Staff & Media**	20
Gender of Participants	Male	**Number of Teams**	70
Age Ranges of Participants	10-17	**Total Projected Room Nights**	500

All events seeking CVB funding must be sanctioned in advance by a governing body in Florida or by a National governing body. Documentation of sanctioning must accompany the application. (Ex: COI through governing body for documentation.)

Which organization will be sanctioning this event?

Paradise Coast Sports Complex

How will you be securing Collier County hotel accommodations? If you are contracting with a housing company, please list below.

Athletes Hospitality

Marketing Plan

Please, describe in detail the marketing outlets that will be used to promote this event to participants, visitors, and entities outside of Collier County. **Please note, Media Plans must be submitted at the time of application and can be emended up to 60 days prior to the first day of the event with the application.**

All marketing and sales efforts will be executed by the full time staff for this event.

PROJECTED EVENT EXPENSES:

Please refer to the allowable and non-allowable expenses on page 8 of this document to indicate the intended use of Tourist Development Tax (TDT) Funds below. Please, provide (1) item per line. If an item is not outlined below, it will not be considered for funding reimbursement. Allowable expenses will be reimbursed up to the amount approved by the BCC if room night projection is met or exceeded.

Allowable Expense	Amount
Field Rental Fees	$8,800 Plus Tax
Contracted Labor	$20,000 Plus Tax
Official/Referee Fees	$13,000 Plus Tax
Equipment Rental	$3,000 Plus Tax
Total Amount Requested:	

OTHER EVENT EXPENSES NOT REIMBURSABLE:

Post-Event Material Deadline Policy

Post-event forms and proof of room nights in Collier County must be submitted within (10) calendar days from the last day of the event. Failure to submit the proper documentation provided by Collier County, may result in forfeiture of County approved funding reimbursement and/or future event dates.

PS **(Please, initial to verify your compliance with the Post-Event Material Deadline Policy)**

Evaluation of Event for Future Dates Policy

Upon submission of the post-event and room night materials, Collier County will evaluate the impact of the event in Collier County based on the deliverables outlined by the event organizer in the funding application. Collier County will determine based on said evaluation, the extent of which Collier County will be involved with the event in future years, in terms of event dates and funding. If an event fails to meet the assured impact to Collier County, Collier County reserves the right to cancel future requested and/or approved dates. In addition, if there are any activities, violations, or infractions (i.e. altercations, law enforcement/security detail required, violation of park regulations, county laws, etc.) that are deemed unfavorable to Collier County, Collier County reserves the right to cancel future requested and/or approved dates.

PS **(Please, initial to verify your compliance with the Evaluation of Event for Future Dates Policy)**

Hotel & Room Night Guidelines Policy

Event organizers are required to provide actual room night pick-up reports from hotels, which housed event patrons in Collier County to Collier County staff within (10) calendar days of the last day of the event. These reports must come from hotel representatives and be printed on official hotel stationery Written emails, excel sheets etc., will not be accepted as valid proof of room nights). In the event a third-party booking agency is used; the same procedure as above applies. Third-party booking agencies must also verify in writing, the accuracy of the reports. Room nights that are not accounted for on pick-up reports as outlined above, will not be considered for inclusion into the room night total for the event.

PS **(Please, initial to verify your compliance with the Hotel & Room Night Guidelines Policy)**

Compliance

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures outlined in the Collier County Sports Tourism Event Funding Application. I will abide by all legal, financial, and reporting requirements as a condition of receiving funds from Collier County.

PS **(Please, initial to verify your compliance)**

Collier County Use Only
Rental Fees and Charges

Approved facility: _____

Number of fields approved: _____

Field type: _____

Venue Rental Cost (including load-in dates): _____

Additional Rental Cost (i.e. stage, tables, etc.): _____

_____

Total Cost: _____

Expenses to be reimbursed by Tourist Development Tax funds: _____

Expenses to be paid by Event Organization: _____

Event Director

Printed Name: Paden Stokes

Title: Event Director

Signature: PADEN STOKES

Date: 7/24/25

Collier County/CVB Representative

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Parks & Recreation Representative

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Applications must be sent electronically to be eligible for review.

Please send application via email to:
Marissa Baker
Naples, Marco Island, Everglades Convention and Visitors Bureau
239-227-9441
Marissa.Baker@colliercountyfl.gov

USE LICENSE AGREEMENT

THIS USE LICENSE AGREEMENT ("Agreement"), made and entered into as of Date5/15/2025, by and between Legends Lacrosse of 1011 Rancho Conejo Blvd Thousand Oaks CA 91320 ("Licensee") and PARA SFM, LLC of 3940 City Gate Blvd. North, Naples, Florida 34117 ("Licensor").

WHEREAS, Paradise Coast Sports Complex (the "Facility"), is owned by Collier County, Florida and operated and managed by Licensor. Licensor desires to grant to Licensee, and Licensee hereby accepts from Licensor, a license to use certain areas of the Facility in accordance with the terms and conditions set forth herein.

NOW, THEREFORE, inconsideration of the foregoing and the mutual promises, covenants, and agreements herein contained, the parties hereto, intending to be legally bound, hereby agree as follows.

1. **Use of the Facility.**
Licensor hereby grants to Licensee, upon the terms and conditions hereinafter expressed, a license to use sports fields at Paradise Coast Sports Complex for the purpose of a Lacrosse Tournament as outlined in Exhibit B (the "Event").

2. **License Fee.** In consideration of the grant of the license described above, Licensee shall pay to Licensor fees as outlined in Exhibit B. Except as may be otherwise provided herein, the license fee is non-refundable.

3. **Advance Deposit Fee and Payment Terms.** Licensee will pay to Licensor as per the Payment Terms and Schedule as outlined in Exhibit B.

4. **Additional Fees and Charges.** Licensee understands that the above fees are for use of the specific areas of the Facility described above and do not include charges for parking lot exhibits or any additionally requested services or materials, including but not limited to equipment, personnel, utilities, security, catering, and communications. Licensee shall refer to this Agreement and any exhibit attached hereto, and which are incorporated herein by reference, regarding other services and their attendant fees and charges. See addendum for Licensor's additionally requested services fee structure.

5. **Term of License**. The license granted herein is effective upon the signature of Licensor. Agreement must be returned fully executed by an authorized officer of Licensee accompanied by the appropriate advance fee(s) on or before the deadline date set forth in Exhibit B. Failure of Licensee to ensure delivery of an executed Agreement to Licensor by May 16th, 2025 may result in Licensee's loss of scheduled event dates.

6. **Event Coordination**. Licensee shall, as required by Licensor, complete an event resume. This event planning and coordination document sets forth Licensee's requirements regarding space layout and set-up, event hours and dates, attendees, seating, equipment needs, parking, security, loading/unloading needs, utilities, telecommunications, catering, and audio/visual equipment. Upon completion and signature of the event resume by Licensee and approval and acceptance by Licensor, Licensee's event resume shall become an amendment to this Agreement.

7. **Catering/Novelty Sales**. Food and beverage services shall be provided exclusively by the Facility's food service contractor. Except as approved by Licensor in writing, Licensee shall not bring any food or beverages, alcoholic or non-alcoholic, onto Facility premises. Licensee further understands that Licensor reserves the right to conduct non-competing retail novelty sales (merchandise, photos, apparel, souvenirs) on Facility premises during Licensee's event. Such sales may, in the sole discretion of Licensor, be accomplished through Licensor's staff or by third parties of Licensor's choice.

8. **Parking**. Except as set forth in Licensee's event resume, Licensor hereby expressly reserves all parking rights to itself.

9. **Security**. Licensee is responsible for all security, and the costs thereof, for the licensed premises. Licensee will present an event security plan to Licensor no later than thirty (30) days prior to the Event. If Licensee fails to timely present an adequate event security plan to Licensor as determined in the sole discretion of Licensor, Licensor reserves the right to arrange for event security on Licensee's behalf and Licensee agrees to pay all costs associated with that arranged service.

10. **Common Areas/Other Uses**. Licensee understands and agrees that common areas of the Facility including but not limited to any exterior and loading docks are not included in the licensed premises. Licensor may, at its sole discretion allow others: (1) access to and use of the common areas and (2) use the facilities and equipment of the Facility not currently being used by Licensee. Licensee shall not unreasonably interfere with or disrupt any other authorized access or use and shall comply with Licensor's directives issued for the purpose of ensuring the concurrent uses of the Facility by Licensee and others.

11. **Maximum Attendance**. Licensee shall not admit to the premises a larger number of persons than the maximum number of persons allowed by the local and state laws and regulations. The decision of Licensor with respect to safe occupancy and capacity of the Facility shall be final.

12. **Lost Property**. Licensor reserves exclusive right to collect and have custody of articles left or lost at the Facility or on the premises, including the licensed premises, by persons attending Licensee's event. Licensee shall not collect or interfere with the collection or custody of such articles.

13. **Evacuation**. Licensor reserves the right, in its sole discretion, to order the evacuation of the Facility, or any portion thereof, when deemed necessary to preserve the safety, health, and welfare of the public.

14. **Restrictions**. Common areas of the Facility, including but not limited to entrances, passages, halls, corridors, stairways, elevators, escalator, walkways and exits shall not be obstructed by Licensee, its officers, agents, employees, sub-contractors or invitees, nor used by them for any purpose other than ingress or egress, or that which is specifically authorized in writing by Licensor. Licensee shall not use, nor permit the licensed premises to be used, for any purpose in violation of any law or ordinance or in any manner that will constitute a nuisance, nor for any hazardous purpose.

15. **Rules and Regulations**. Licensee shall abide by and conform to all Facility rules and regulations, including, but not limited to, those attached hereto as "Exhibit A."

16. **Compliance with Law**. Licensee shall comply with all applicable federal and state statutes and regulations and local ordinances, and all rules and regulations of the police and fire departments or other departments of Collier County and the State of Florida and agrees to obtain and pay for all necessary permits and licenses which may be required for the promotion and presentation of the event or program described in Numerical Paragraph 1 herein. Licensee will not do, nor suffer to be done, anything on the Facility premises during the term of this Agreement in violation of any such laws, ordinances, rules, or regulations. Upon notice thereof, Licensee hereby agrees to desist and to cause such violation to be immediately corrected.

17. **Defacement**. Licensee shall not do, cause, or permit anything to be done that may injure or deface the Facility, the premises, or any equipment or furnishings therein. Licensee will not attach nails, hooks, tacks, screws, tape, or any other device to any part of the Facility or premises and will not make or allow to be made any alteration of any kind to the premises without the expressed written consent of Licensor.

18. **Damage to Premises**. In the event the premises or any portion of the Facility or any equipment or material contained therein is damaged by Licensee, its officers, agents, employees, sub-contractors,

invitees, or any other person admitted to the premises by Licensee, Licensee shall pay to Licensor upon demand such sum as shall be necessary to restore same to its pre-license condition. Further, Licensee hereby assumes full responsibility for the character, acts, and conduct of all persons admitted to the licensed premises or any portion of the Facility by the consent of Licensee or by or with consent of any person acting for or on behalf of Licensee.

19. **Force Majeure**. If the Facility is damaged from any cause whatsoever or if any casualty or unforeseeable cause beyond the control of Licensor including, without limitation, acts of God, fires, floods, epidemics, quarantine restrictions, strikes, failure of public utilities, or unusually severe weather, prevents occupancy and use, or either, as granted in this Agreement, Licensor is hereby released by Licensee from any damage so caused thereby.

20. **Relocation**. In the event of circumstances beyond Licensor's control, and if comparable space is available, Licensor reserves the right to relocate Licensee's event from the licensed premises to another space within the Facility that will allow Licensor to fulfill its obligations hereunder.

21. **Limitation of Liability**. In no event shall Licensor incur any liability for special, incidental, or consequential damages.

22. **Insurance**.

(a) Licensee shall, at its own expense, secure and deliver to Licensor not less than thirty (30) days prior to the beginning date of Facility use by Licensee as set forth in Numerical Paragraph 1 herein commencement of this Agreement and shall keep in force at all times during the term of this Agreement:

(i) Commercial general liability insurance on an occurrence-based policy in form acceptable to Licensor, including public liability and property damage, covering its activities hereunder, in an amount not less than One Million Dollars ($1,000,000) for bodily injury and One Million Dollars ($1,000,000) for property damage, Three Million Dollars ($3,000,000) aggregate, including blanket contractual liability, independent contractors, and broad form property damage. All insurance companies providing coverage under this Agreement, shall be licensed to do business in the State of Florida and have an A.M. Best "A" rating." The coverage must be primary and non-contributory. If the event described in Numerical Paragraph 1 of this Agreement includes athletic or recreational activities, then the policy coverage must include "Participant Liability" or other otherwise state that coverage applies to liability claims made by athletic participants (this must be made clear on the certificate provided). The coverage may not exclude any of the event activities described in Numerical Paragraph 1.

(ii) Commercial automotive bodily injury and property damage insurance in form acceptable to Licensor use covering all vehicles operated by Licensee, its officers, directors, agents, and employees in connection with its activities hereunder, whether owned by Licensee, Licensor, or otherwise with a single limit of not less than One Million Dollars ($1,000,000.00) (including an extension of hired and non-owned coverage); and

(iii) Applicable workers compensation insurance for all of Licensee's employees, as required by applicable state and federal laws.

(b) The following shall apply to the insurance policies described in clauses (a)(i) and (ii) above:

(i) "PARA SFM, LLC," "Sports Facilities Management, LLC", and "Collier County Board of County Commissioners" shall be named as additional insureds thereunder, not less than thirty (30) days prior to the beginning date of Facility use by Licensee as set forth in Numerical Paragraph 1 herein, Licensee shall deliver to Licensor certificates of insurance evidencing the existence thereof,

all in such form as Licensor may reasonably require. Each such policy or certificate shall contain a provision or endorsement stating, "The policy will not be canceled or materially changed or altered without consent of Licensor nor without first giving thirty days' written notice thereof to Paradise Coast Sports Complex, General Manager, 3940 City Gate Blvd. North, Naples, Florida 34117." If any of the insurance policies covered by the forgoing certificates of insurance will expire prior to or during the time of an Event, Licensee shall deliver to Licensor at least thirty (30) days prior to such expiration a certificate of insurance evidencing the renewal of such policy or policies.

(ii) Licensee hereby acknowledges that the coverage limits contained in any policy no way limit the liabilities or obligations of Licensee under this Agreement, including, without limitation, Licensee's indemnification obligations under Numerical Paragraph 32 below.

(c) In response to changing circumstances of loss exposures, Licensor reserves the right to modify the insurance coverage, limits of liability, policy endorsements and policy terms required in this or any contract. Licensor will provide written notice to Licensee, which outlines such changes and allow Licensee a reasonable period of time in which to comply with the new requirements. However, in no event shall any compliance period be longer than thirty (30) days.

(d) If at any time any of the foregoing policies shall be or become unsatisfactory to Licensor, as to form or substance, or if a company issuing any such policy shall be or become unsatisfactory to Licensor, Licensee shall, upon notice to that effect from Licensor, promptly obtain a new policy and submit the same to Licensor approval. Upon failure of Licensee to furnish, deliver and maintain the insurance coverages required herein, this Agreement, at the sole discretion of Licensor, may be forthwith declared suspended, discontinued or terminated. Failure of Licensee to take out and/or maintain any required insurance shall not relieve Licensee from any liability under this Agreement, nor shall the insurance requirements be construed to conflict with or otherwise limit the obligations of Licensee concerning indemnification.

23. **Copyright Liability**. Licensee represents and warrants that all copyrighted or trademarked material to be displayed or performed at the Facility by Licensee has been duly licensed or authorized by the copyright or trademark owner(s) or authorized representative(s) of the owner(s), that all applicable royalties have been or will be paid. Licensee shall supply, within ten (10) days of Licensor's written request, written documentation as evidence of Licensee's lawful right to display or perform copyrighted or trademarked material.

24. **Broadcast Rights.** Licensor hereby reserves and shall have exclusive and complete control of, title to, and right of copyright to all television, radio, cable, and satellite broadcasts originating from the licensed premises during the term hereof. In the event Licensee at any time during the term of this Agreement, desires to enter into any arrangement by which any portion of the event would be broadcast on either television, radio, cable, or satellite broadcasts, Licensee shall provide Licensor at least sixty (60) days prior written notice of its intention, along with a complete description of the nature and timing of the proposed broadcast. The parties shall negotiate in good faith to arrive at mutually agreeable terms and conditions governing the proposed broadcast. However, should the parties fail to reach agreement, the proposed broadcast shall not be permitted. Nothing in this Numerical Paragraph 24 shall be construed to prevent either Licensee or any of its vendors from the incidental use of audio or visual media in the promotion of the event without the consent of or payment of compensation to Licensor.

25. **Admission Taxes and Fees**. Licensee understands that the State of Florida and Collier County may require hospitality fees on any and all ticketed events and, if required, any said taxes and fees must be collected and remitted to the appropriate entity as prescribed by law.

26. **Default and Remedies**.

Licensee shall be declared to be in default if Licensee:

(a) Fails to perform or comply with any of the terms and conditions of this license;

(b) Fails to use the premises in the manner and for the purpose set forth in Numerical Paragraph 1 herein;

(c) Except as authorized by Licensor in a written amendment to this license, postpones, reschedules, or changes the nature or type of event, before or during the license period;

(d) Is adjudged bankrupt or insolvent, files or consents to the filing of a petition in bankruptcy under federal or state law, applies for or consents to the appointment of a receiver for its assets, makes a general assignment for the benefit of creditors, fails to pay its debts as they become due, or does anything which, under the applicable provisions of the federal bankruptcy code would permit a petition to be filed by or against Licensee.

Upon Licensee's default, Licensor may take any or all of the following actions:

1. Provide written notice to Licensee of the default and afford Licensee an opportunity to cure said default within the time period set forth in the notice. However, Licensor's failure to provide such notice or opportunity to cure shall not impair the rights of Licensor;

2. Require Licensee to provide reasonable security for its obligations;

3. Revoke this license and terminate the license period;

4. Take exclusive possession of the licensed premises;

5. Retain all fees paid by Licensee;

6. Apply any sums held by Licensor for Licensee to satisfy Licensee's obligation;

7. Sue Licensee to recover any fees due and damages sustained by Licensor;

8. And, exercise such other remedies as may be available to Licensor, whether in law, equity, or otherwise set forth in this license.

27. **Property Interest**. Licensee understands and agrees that this license does not confer any right, title, or interest in the licensed premises, its facilities, or equipment, but merely grants licensee a personal privilege revocable on the terms outlined herein.

28. **Inclement Weather**. Should inclement weather prevent an event from occurring on the scheduled date, Licensor will reschedule the date and all fees, as well as, cancellation policies will apply. Your event will be rescheduled, not cancelled. Thus, we can't process refunds for events that must be rescheduled due to weather. We pre-purchase materials for your event based on preregistrations and thus, refunds cannot be offered. Events will be rescheduled based on the availability of our schedule and the host's schedule. We will give you the highest priority for rescheduling as possible. We cannot guarantee the reschedule date

will work with every one of your attendees. We do not give refunds or reschedule for no-shows, cancellations or misses due to illness or any other reason.

29. **Cancellation by Licensee**. Should Licensee cancel its event or fail to perform its obligations hereunder, the measure of damages shall be Licensee's advance deposit fee, the license fee and any other fees or charges that are due at the time of cancellation. Licensor shall have no duty to mitigate Licensee's damages by re-licensing the premises. However, if in the normal course of business Licensor is able to re-license the premises for the cancelled term, fees generated therefrom will be used by Licensor to offset Licensee's damages.

30. **Surrender of Premises**. Licensee shall quit and surrender the licensed premises and all equipment contained therein to Licensor on or before the end date in the same condition as on the start date, normal wear and tear excepted.

31. **Assignment**. Licensee shall not assign this Agreement or any part thereof, without the prior consent in writing of Licensor. Any attempt to assign or otherwise transfer this Agreement, or any part herein, without Licensor's consent, shall be void. If Licensee does, with approval, assign this Agreement or any part thereof, it shall require that its assignee be bound to it and to assume toward Licensee all of the obligations and responsibilities that Licensee has assumed toward Licensor. Licensor has the right to assign all of its rights and obligations under this Agreement to Collier County, Florida (or to any successor management company retained by the County for management of the Paradise Coast Sports Complex).

32. **Mutual Indemnification**: Each Party shall be liable for their own actions and negligence (whether of omission or commission) arising out of, related to, or in connection with this Agreement to the extent permitted by law. The Licensee shall indemnify, defend and hold harmless Para SFM, LLC and Collier County against all actions, claims or damages arising out of Licensee's negligence in connection with this Agreement, and Para SFM, LLC shall indemnify, defend and hold harmless Licensee against all actions, claims or damages arising out of Para SFM, LLC's negligence in connection with this Agreement. As to Licensee and Collier County, the foregoing indemnification shall not constitute a waiver of sovereign immunity beyond the limits set forth in Florida Statutes, Section 768.28, nor shall the same be construed to constitute agreement by any Party to indemnify another Party for such other Party's negligent, willful or intentional acts or omissions arising out of, related to, or in connection with this Agreement.

33. **Binding Effect**. All negotiations, considerations, representations, and understandings between the parties with respect to this Agreement have been reduced to writing and are incorporated herein, shall be binding on the parties, their respective heirs, successors, and assigns, and cannot be waived by any oral representations unless the same be reduced to writing, signed by the parties or their duly authorized agent(s) and incorporated herein.

34. **Waiver**. No waiver by Licensor of any default shall operate as a waiver of any other default, or of the same default on a future occasion. No delay or omission by Licensor in exercising any right or remedy shall operate as a waiver thereof, and no partial exercise of a right or remedy shall preclude any other or future exercise thereof, or the exercise of any other right or remedy.

35. **Severability**. If any provision contained in this Agreement is held invalid, illegal, or unenforceable, all remaining provisions shall continue in full force and effect.

36. **Headings**. The headings of the section contained herein are for convenience only and do not define, limit, or construe the contents of such sections or this Agreement.

37. **Governing Law**. The parties agree that this Agreement shall be construed under the laws of the State of Florida. An acceptance shall occur when both parties are in possession of an original Agreement and attachments, of any, or conformed copies, signed by the other party. If a fax transmittal issued by either party, then a conformed fax copy shall subsequently exchange signed copies of this Agreement and

attachment(s), if any, in duplicate original so that each party shall have a signed document, either of which shall be deemed an original.

38. Licensee's personnel and management to be utilized for the Event shall be knowledgeable in their areas of expertise. Licensee shall require all of its personnel, present at the Facility at the Event, to complete a criminal background check. Licensee agrees that it will share with Licensor prior to the Event any criminal background history of Licensee's personnel prior to that personnel coming on to the Facility premises.

IN WITNESS WHEREOF, THE PARTIES HAVE EXECUTED THIS USE LICENSE AGREEMENT BY THEIR DULY AUTHORIZED REPRESENTATIVE, OF THIS DAY 05/15/2025.

LICENSEE: Legends Lacrosse

BY: Rory (May 15, 2025 12:21 PDT)
(AUTHORIZED SIGNATURE - LICENSEE)

PRINTED NAME: Rory Doucette

WITNESS: _____
(REQUIRED)

LICENSOR: PARA SFM LLC

BY: Adrian Moses (May 15, 2025 15:29 EDT)
as

WITNESS: Jason Baumgardner
Jason Baumgardner (May 31, 2025 07:05 EDT)
(REQUIRED)

COLLIER COUNTY APPROVAL

BY: James Hanrahan
as

WITNESS: Marissa Baker
(REQUIRED)

EXHIBIT A

PARADISE COAST SPORTS COMPLEX RULES AND REGULATIONS

1. Any person or persons violating the established Rules and Regulations or constituting a public nuisance at minimum will be asked to leave the Facility.
2. Misuse of the Facility or failure to abide by rules and regulations shall constitute refusal for future use.
3. Licensor has the right to terminate a tournament/event at any time due to violations of rules.
4. Everyone is reminded to show proper respect to all others. This includes umpires, referees, players, spectators, and all tournament officials.
5. Handicap parking must be respected. Vehicles parked illegally will be towed at owner's expense.
6. Parents are never to leave children unattended. Children must be under adult supervision at all times. Do not send children to the concession, restroom, or parking lot without supervision.
7. Illegally parked vehicles will be towed at the owner's expense.
8. Parking lot speed limit is 5 mph.
9. All cars should be locked. Licensor is not responsible for lost or stolen items or for damage occurred by hit, thrown, or moving objects.
10. The following activities are prohibited on Facility premises:
    - Smoking and chewing tobacco products of any kind including cigarettes and cigars.
    - Smoking equipment and paraphernalia including pipes.
    - Illegal narcotics and drugs of any kind.
    - Illegal drug paraphernalia.
    - Pets of any kind with the exception of animals trained and used for handicap assistance.
    - Glass bottles and containers.
    - Inappropriate language, actions, comments, sportsmanship, or gestures of any kind, including chanting or cheers deemed inappropriate.
    - Violent or threatening language, actions, or behavior.
    - Littering.

RD
rd

EXHIBIT B

Legends Lacrosse Tournament - November 1&2, 2025

Paradise Coast Sports Complex – Access to 8 fields at the following rates:

- $550 per field, per day
    - Includes goals, field painting, and lights

Field cancellations must be made at least 30 days outside of event date, or Licensee is responsible for field costs.

Estimated rental cost: $8,800.00 + applicable taxes, per event

Team Fee
Team/entry fee waived for event. Legends has option to split team fees 50/50.

Food and Beverage
PCSC will operate a no outside Food and Beverage policy with PCSC retaining all royalties. Legends agrees to communicate and assist that this policy is observed. Adequate food and beverage services will be provided.

Athletic Training Services
Legends is responsible for providing adequate Athletic Training coverage during all competition. First right of refusal for Athletic Training service must be offered to PCSC Athletic Training partner.

Security
Legends is responsible for creating a security plan in conjunction with PCSC that meets the policies in place by Collier County Risk Management. Legends is responsible for all associated costs.

Hotel/Lodging
Lodging rights waived by Licensor.

Retail/Vendors
PCSC retains all royalties on own branded merchandise.
PCSC will assess a fee of $250.00 per sponsor and/or vendor, per day for the event; additional locations for each sponsor/vendor will be assessed a fee of $100 per day. Auto sponsors may place two cars per fee. Any on-site sales by a sponsor/vendor must be pre-approved in writing by PCSC prior to the event. No sponsor may conflict with PCSC exclusive sponsors, including but not limited to Pepsi and Dolphin Transportation, without express written permission from PCSC. A sponsor/vendor fulfillment plan must be submitted in writing to and approved by PCSC, including but not limited to a plan and location for tent(s) or other structure(s), signage, retail, sampling, audio/visual, and/or marketing. No complex signage, including PCSC sponsor or partner signage, may be covered, removed, or otherwise obscured by Licensee or an approved sponsor/vendor. All Licensee and sponsor/vendor signage installed for the event must be removed at the conclusion of the event. If Licensee's or sponsor/vendor signage is not disposed of neatly, a cleaning fee may be assessed to Licensee by PCSC. Sponsor/vendor must provide its own supplies, including but not limited to tents, tables, chairs, weights, and generators. Tents, tables, chairs, weights, and generators are available for rent; pricing provided upon request and rental must be coordinated a minimum of one week prior to event. Licensee and sponsor/vendor use of PCSC electricity must be requested and approved in advance. No stakes, flags, signs, or other implements may be sunk into the ground on complex property.

Legends agrees to use PCSC as exclusive tournament merchandise provider for 30% of net revenue shared back.

Other Considerations
If Legends requires golf carts, rental of PCSC vehicles must be rented.
If Legends requires transportation services, PCSC preferred partner will have first right of refusal.

Deposit/Payment Schedule
Upon signing, $4,400.00 is due as a deposit and is immediately non-refundable to secure event dates. Final balance will be invoiced and owed following event within 14 days. All outside parties must be paid in full within 14 days of invoice receival.



EXHIBIT C

INSURANCE DOCUMENTATION REQUIRED

Please refer to the below for additionally insured and coverage requirements.

Sports Facilities Companies, LLC
17755 US Highway 19
Suite #300
Clearwater, FL 34764

PARA SFM, LLC.
17755 US Highway 19
Suite #300
Clearwater, FL 34764

Collier County Board of County Commissioners
3299 East Tamiami Trail
Suite 303
Naples, FL. 34112-5746

Licensee Agrees to provide certificate(s) of insurance prior to event starting as additional insured for the entirety of the event including the following language:
General liability requirements as follows: Provide PCSC with proof of a comprehensive General Liability Policy. Limits:
$1,000,000.00 Bodily Injury and property damage. $1,000,000.00 Auto, bodily injury, property damage, worker's comp, employer's liability (minimum $100,000)

Legends Lax Tournament - 2025 Agreement

Final Audit Report 2025-05-31

Created:	2025-05-09
By:	Jason Baumgardner (jbaumgardner@playparadisecoast.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAJF95ceS7gjuCkHzx2ALx7STzv025InXI

"Legends Lax Tournament - 2025 Agreement" History

Document created by Jason Baumgardner (jbaumgardner@playparadisecoast.com)
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2025-05-09 - 9:10:41 PM GMT

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2025-05-15 - 7:17:21 PM GMT

Signer rory@legendslax.com entered name at signing as Rory
2025-05-15 - 7:21:30 PM GMT

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2025-05-30 - 11:09:29 PM GMT

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Signature Date: 2025-05-31 - 11:05:56 AM GMT - Time Source: server

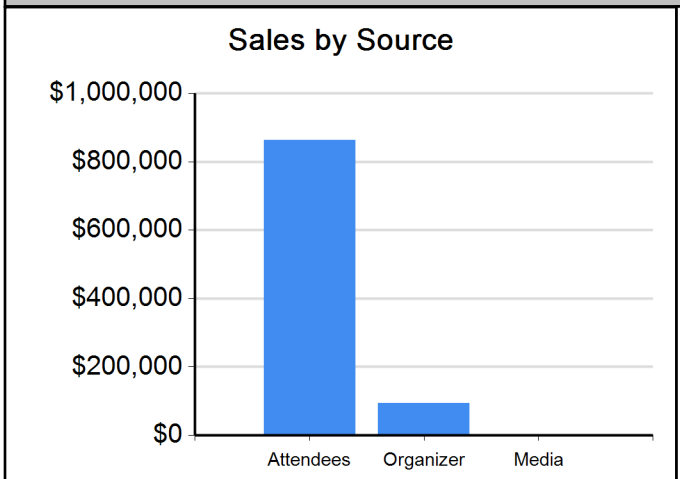
Agreement completed.
2025-05-31 - 11:05:56 AM GMT

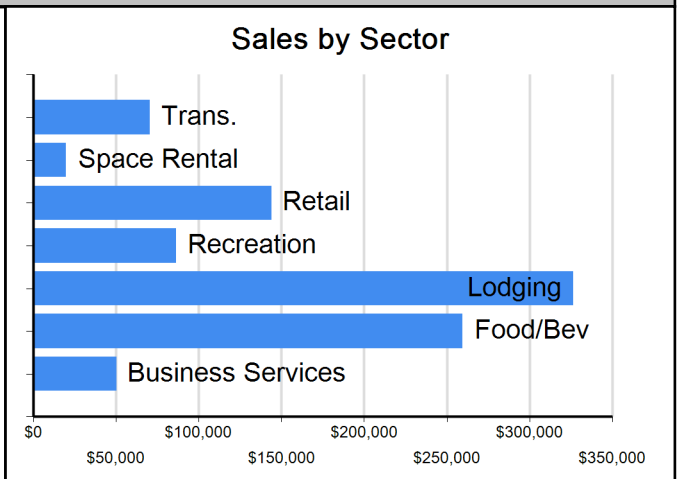
Event Impact Summary

Destination: Naples, Marco Island, Everglades Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	SA Legends Lacrosse	Business Sales (Direct):	$957,544
Organization:	Legends South East Invitational	Business Sales (Total):	$1,345,255
Event Type:	Youth Amateur	Jobs Supported (Direct):	473
Start Date:	11/1/2025	Jobs Supported (Total):	544
End Date:	11/2/2025	Local Taxes (Total):	$38,041
Overnight Attendees:	1400	Net Direct Tax ROI:	$33,497
Day Attendees:	200	Estimated Room Demand:	1,149

Direct Business Sales





Industry	Attendees	Organizer/Exhibitor	Total
Lodging	$326,629	$0	$326,629
Transportation	$69,997	$641	$70,639
Food & Beverage	$236,860	$22,499	$259,359
Retail	$144,094	$0	$144,094
Recreation	$86,580	$0	$86,580
Space Rental	$0	$20,000	$20,000
Business Services	$0	$50,243	$50,243
TOTAL	$864,160	$93,384	$957,544

Event Impact Details

Destination: Naples, Marco Island, Everglades Convention & Visitors Bureau

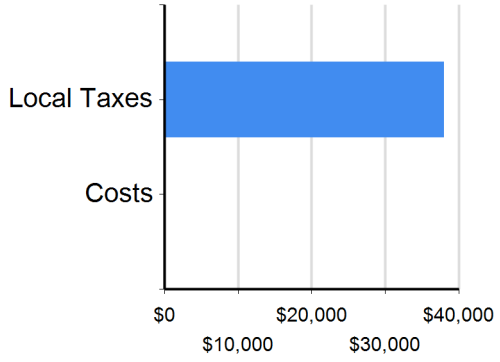
Event Name: SA Legends Lacrosse 2025
Organization: Legends South East Invitational

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	$957,544	$387,712	$1,345,255
Personal Income	$336,036	$110,707	$446,743
Jobs Supported			
Persons	473	71	544
Annual FTEs	8	1	9
Taxes and Assessments			
Federal Total	$88,388	$32,898	$121,286
State Total	$66,109	$12,329	$78,438
sales	$50,022	$5,816	$55,838
income	$0	$0	$0
bed	$0	-	$0
other	$16,087	$6,514	$22,600
Local Total (excl. property)	$33,497	$4,544	$38,041
sales	$8,337	$969	$9,306
income	$0	$0	$0
bed	$16,331	-	$16,331
per room charge	$0	-	$0
tourism district	$0	-	$0
restaurant	$0	$0	$0
other	$8,829	$3,575	$12,404
property tax	$17,371	$4,322	$21,693

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)	
Direct Tax Receipts	$33,497
DMO Hosting Costs	$0
Direct ROI	$33,497
Net Present Value	$33,497
Direct ROI (%)	-
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	$38,041
Total ROI	$38,041
Net Present Value	$38,041
Total ROI (%)	-



Estimated Room Demand Metrics

Room Nights (total)	1,149
Room Pickup (block only)	0
Peak Rooms	519
Total Visitor Days	3,253

Executive Summary

Recommendation to approve a Category A Grant Application for the City of Naples Stormwater Outfall Pipe Removal and Water Quality Project as a reimbursable grant not to exceed $10,000,000, and make a finding that this project promotes tourism.

OBJECTIVE: To approve a reimbursable grant for the City of Naples Stormwater Outfall Pipe Removal and Water Quality Project, not to exceed $10,000,000.

CONSIDERATIONS: The Tourist Development Council (TDC) provides recommendations on the usage of tourist development tax funds, including Beach Renourishment Projects (Fund 1105). The City of Naples has proposed using tourist development taxes for its stormwater outfall pipe removal and water quality project. This type of project may be defined as a "public facility" as set forth in Section 125.0104(5)(a)6, Fla. Stat. which, prior to the expenditure of tourist development tax funds, requires that "an independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county."

At the May 21, 2024, TDC meeting (Agenda item 7.A.2.), the TDC approved a tourist development tax grant funding request from the City of Naples for professional services provided by Adept Public Relations, LLC, to conduct a "Tourism Impact Study for the Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal and Water Quality (Stormwater) Project" in the amount of $44,879. At the July 9, 2024, BCC meeting (Agenda item 16.B.5), the Board approved the reimbursement request of $44,879 for the study by Adept Public Relations, LLC.

The study notes that the Stormwater Project has perceived economic, environmental, and tourism benefits by improving water quality, aesthetics of the beaches, and the area's drainage basin. These elements are important to the businesses in the area that rely on tourism traffic, as well as the rental properties and hotels in the vicinity. This project complements other projects in the area that will attract and support tourism, such as the Miracle Mile Project, Naples Pier Renovation, and the Naples Beach Club, a Four Seasons Resort redevelopment.

The Coastal Advisory Committee, Tourist Development Council, and Board of County Commissioners all voted to accept the results of this independent study.

The City is presenting today to seek complete funding approval. The Stormwater Outfall Pipe Removal and Water Quality Project is designed to improve water quality, flood protection, and the City's resiliency to climate change. As part of this project, the beach outfall portion will replace the existing gravity flow system at the north and south ends of the beach and include two pump stations that will pump treated stormwater 1,500 feet into the Gulf, eliminating the need for the existing beach outfall pipes. From the Grant Application, the total budget is $32,622,945. This request includes a detailed budget for the Outfall Pipes that provides for $10,469,049.03 for directional drilling at the north and south locations, and $262,562 for the removal of the 8 Beach Outfall pipes, totaling $10,731,611.03. The proposed Grant Agreement is for the reimbursable amount of $10 million.

ADVISORY BOARD RECOMMENDATION: The Coastal Advisory Committee will review this item at its meeting on August 14, 2025.

FISCAL IMPACT: Funding for this reimbursable grant in the amount of $10,000,000 is available within the TDT Beach Renourishment Fund (Fund 1105) reserves.

LEGAL CONSIDERATIONS: Section 125.0104, Fla. Stat., provides the authority for this expenditure and includes the following stringent requirements:

Section 125.0104(5)(a)6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be

used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:
a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least $10 million in tourist development tax revenue was received;
b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

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

RECOMMENDATIONS: To approve a Grant Agreement with the City of Naples for the City's Stormwater Outfall Pipe Removal and Water Quality Project as a reimbursable grant not to exceed $10,000,000 and make a finding that this project promotes tourism.

PREPARED BY: John Melleky, Arts and Culture Manager, Tourism; Jay Tusa, Director, Tourism

ATTACHMENTS:
1. City of Naples TDC Funding Request Stormwater 2025
2. City of Naples Grant Agreement Tourist Development Tax Grant A Stormwater10M

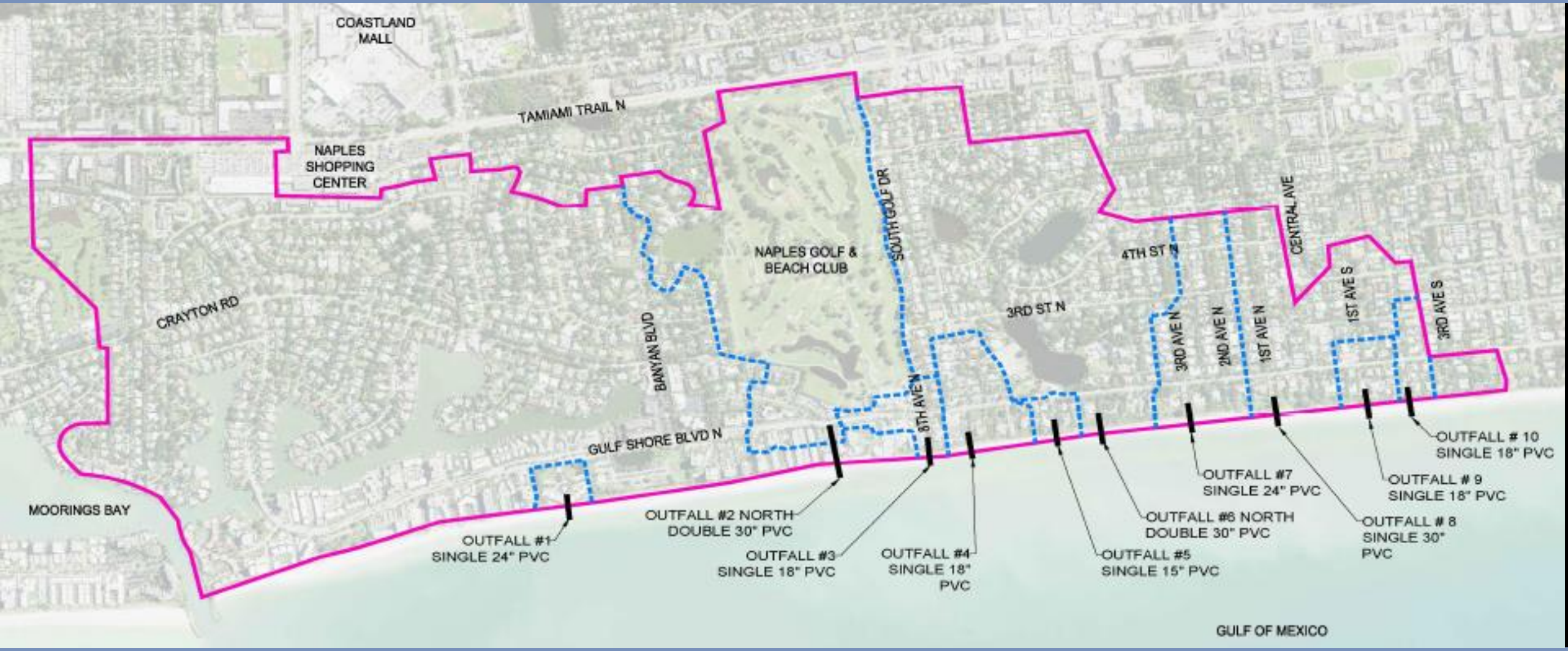


City of Naples

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

Tourist Development Council Funding Request

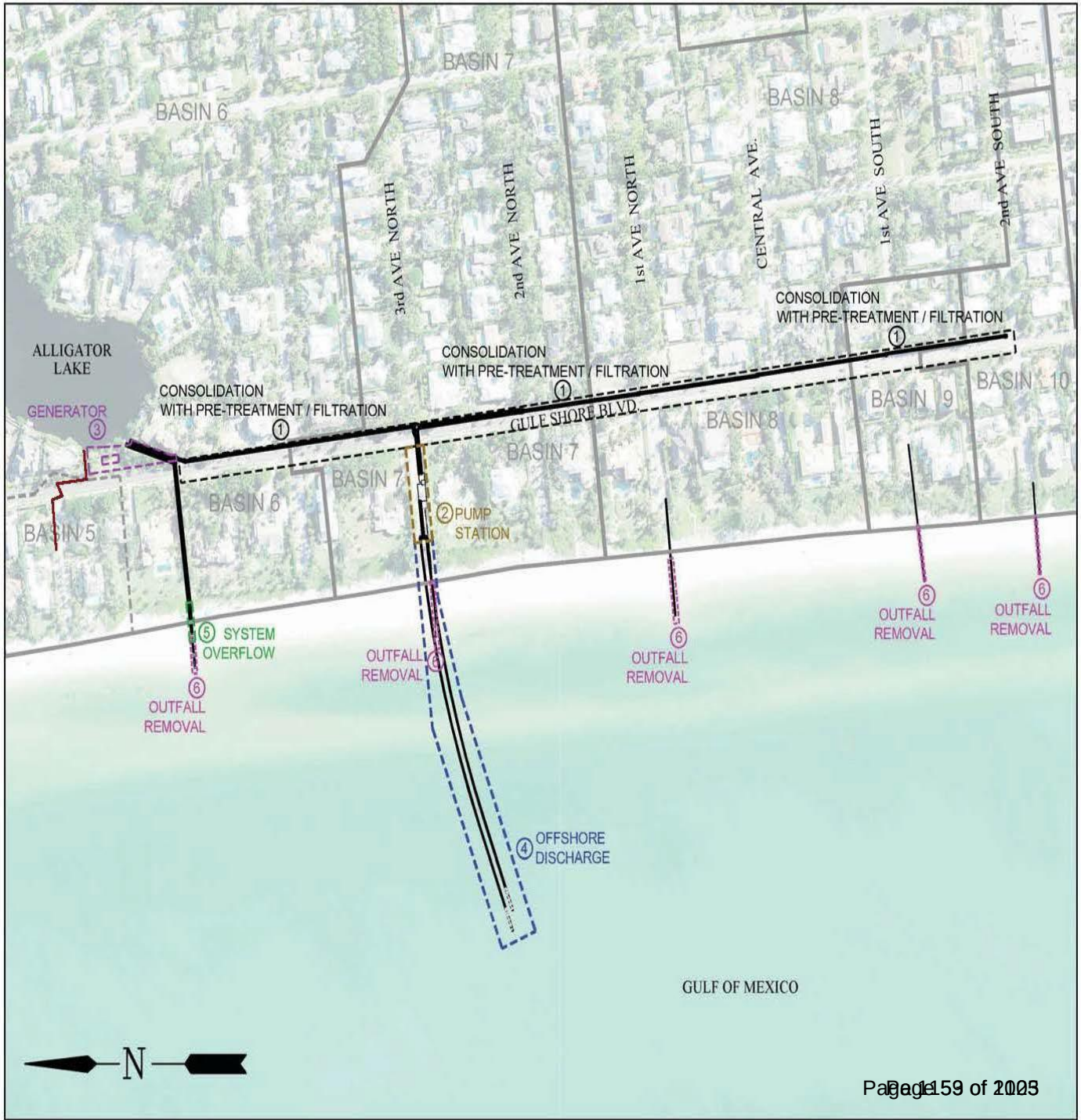
Stormwater Outfalls on Naples Beach



Outfalls: North Basin #2, #3, #4, South Basin #6, #7, #8, #9, #10 (City-8)

System Description

- Two (2) Pump Stations located at 8th Ave. N. and 3rd Ave. N. with (2) offshore directional drilled discharge lines per location reaching 1,500 feet offshore into the Gulf of Mexico
- Two (2) Diffusion System(s)
- Approx. (78) New Curb Inlet Catch Basins
- Installation of approx. 6,000 feet of Stormwater Pipe varying in size from 24 to 54 inches
- Treatment through Stormwater BMP's





Stormwater Project Benefits/Tourism Impacts Include:

- Removing all (8) unsafe and deteriorating Outfalls from the Naples Beaches (aesthetically pleasing)
- Improve Water Quality that exceeds the State's Minimum Standards (attract more beach goers)
- Provide Flood Protection (increase foot traffic)
- Increase the City's Resiliency within the work area of GSBN
- Increase the Storm Event level of Service from a 5-year storm event to a 25-year storm event (positive economic growth and stability)

Positive Impacts on Tourist Activities

- Attract more foot traffic to City beaches, parks, roads, and sidewalks within the project area.
- Boost to the local Naples economy from additional tourism spending.
- The removal of the outfalls will remedy the concern of many not knowing what is coming out of the outfalls and attract more beach goers/tourism within Naples.
- Perception of clean, safe and aesthetically pleasing beaches will increase the marketability of Naples and Collier County.
- Findings support that improving water quality, flood protection and increased resiliency will promote tourism in the Naples footprint.
- Overall, this project will have a positive impact on tourism and tourism related business/activities.
- On March 11, 2025, BBC approved the Tourism Study.













In closing, the City's Tourism Impact Study reveals that the project will not only improve Water Quality but boost tourism. The City of Naples respectfully requests the Coastal Advisory Council to approve funding in the amount of $10M for the Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project.





FY 25-26 TOURIST DEVELOPMENT TAX
GRANT AGREEMENT BETWEEN
COLLIER COUNTY AND THE CITY OF NAPLES

Naples Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project

THIS AGREEMENT is made and entered into this ___ day of _____, 2025, by and between the City of Naples, ("City" or "GRANTEE") and Collier County, a political subdivision of the State of Florida, ("County" or "GRANTOR").

RECITALS:

WHEREAS, the City of Naples has submitted a grant application for Tourist Development Tax Funds in the aggregate amount of Ten Million Dollars ($10 million) for the City of Naples' Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project for fiscal year 2025-2026 as described in Exhibit "A," Grant Applications, to this Agreement (the "Projects"); and

WHEREAS, Collier County will use tourist development tax funds as authorized in Section 125.0104(5)(a)6.a-e., Fla. Stat. 2025, for the "public facilities" proposed which required the City to complete a Tourism Impact Study which was completed in Summer 2024 (Exhibit "B"); and

WHEREAS, the Tourism Impact Study found that the City's project will have a positive impact on visitation to the project area, beaches and parks within the City of Naples and Collier County. The findings were reviewed and accepted by the Coastal Advisory Committee (CAC), Tourist Development County (TDC), and the Board of County Commissioners (the Board or BCC); and

WHEREAS, the Coastal Advisory Committee and the Tourist Development Council have reviewed the City's Grant Application and made recommendations to approve funding these

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expenditures and have also made recommended findings that these expenditures promote tourism; and

WHEREAS, the Board of County Commissioners desires to fund the Project with Tourist Development Tax and finds that these expenditures promote tourism.

NOW, THEREFORE, BASED UPON THE MUTUAL COVENANTS AND PREMISES PROVIDED HEREIN AND OTHER VALUABLE CONSIDERATION, IT IS MUTUALLY AGREED AS FOLLOWS:

1. SCOPE OF WORK. GRANTEE prepared a detailed application outlining the City of Naples' Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project, along with a project budget, as part of the grant application process, attached as Exhibit "A" (Tourism Impact Study included herein). GRANTEE shall provide the project activities outlined in the Grant Application within the budgeted amounts provided in the Grant Application. This is a reimbursable grant. GRANTEE shall not be reimbursed for any expenditures incurred prior to the effective date of this Agreement, expenditures not included in the Grant Application, nor be reimbursed for amounts more than those provided in the Grant Application unless an amendment to this Agreement is entered into by GRANTEE and COUNTY.

2. The Project is eligible for funding pursuant to Section 125.0104(5)(a)6.e., Fla. Stat. and complies with definition of "public facility" which means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities.

3. PAYMENT AND REIMBURSEMENT. The aggregate maximum reimbursement under this Agreement shall be Ten Million Dollars ($10 million). GRANTEE shall be paid in accordance

with the fiscal procedures of COUNTY upon submittal of an invoice and upon verification that the services described in the invoice are completed or that goods have been received.

3.1 GRANTEE shall determine that the goods and services have been properly provided and completed and shall submit invoices to the County Manager or his designee. The County Manager, or designee, shall determine that the invoice payments are authorized, and the goods or services covered by such invoice have been provided or performed in accordance with such authorization. The budget for each project, attached as Exhibit "C" shall constitute authorization of the expenditure described in the invoices provided that such expenditure is made in accordance with this Agreement.

3.2 Each invoice submitted by GRANTEE shall be itemized in sufficient detail for audit thereof and shall be supported by copies of corresponding vendor invoices and proof of receipt of goods or performance of the services invoiced. GRANTEE shall certify in writing that all subcontractors and vendors have been paid for work and materials from previous payments received prior to receipt of any further payments. COUNTY shall not pay GRANTEE until the Clerk to the Board of County Commissioners pre-audits payment invoices in accordance with the law.

3.3 GRANTEE shall be reimbursed for its actual costs not to exceed the maximum amount budgeted pursuant to the attached Exhibit "C".

4. ELIGIBLE EXPENDITURES. Only eligible expenditures described in Proposal will be paid by COUNTY. Any expenditures paid by COUNTY which are later deemed to be ineligible expenditures shall be repaid to COUNTY within thirty (30) days of COUNTY'S written request to repay said funds. COUNTY may request repayment of funds for a period of up to two (2) years after termination of this Agreement or any extension or renewal thereof.

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5. PAYMENT REQUESTS. Payment requests for interim draws and final payment must be submitted to the County in the form of the Request for Funds form attached to this Agreement as Exhibit "D". All payments are on a reimbursement basis only after proof of paid invoices are presented to the County. County may withhold any interim draw for failure to provide the interim status report, and County shall withhold final payment until receipt of the final status report or other final report acceptable to County. All invoices and requests for payment including the final payment must be received within ninety (90) days of termination of this Agreement. Any invoices and requests for payment not received in this time frame shall be returned to the Grantee and rejected for payment.

6. INSURANCE. GRANTEE is required to submit a Certificate of Insurance naming Collier County, and its Board of County Commissioners and the Tourist Development Council as additional insured parties. The insurance coverages identified in the Certificate of Insurance shall be maintained without interruption from the date of commencement of the Project until the date of final completion required hereunder or as specified in this Agreement, whichever is longer. The Certificate of Insurance shall be issued by a company licensed in the State of Florida, with a current A.M. Best Financial rating of "Class VI" or higher, and provide General Liability Insurance for no less than the following amount:

Bodily Injury Liability - $300,000 each claim per person
Property Damage Liability - $300,000 each claim per person
Personal Injury Liability - $300,000 each claim per person
Worker's Compensation and Employer's Liability – Statutory

The Certificate of Insurance must be delivered to the County Manager, or designee, within ten (10) days of execution of this Agreement by COUNTY. GRANTEE shall not commence activities

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which are to be funded pursuant to this Agreement until COUNTY has received the Certificate of Insurance.

7. CHOICE OF VENDORS AND FAIR DEALING. GRANTEE may select vendors or subcontractors to provide services as described in Proposal. COUNTY shall not be responsible for paying vendors and shall not be involved in the selection of subcontractors or vendors. GRANTEE agrees to disclose any relationship between GRANTEE and subcontractors and/or vendors, including, but not limited to, similar or related employees, agents, officers, directors and/or shareholders. COUNTY may, in its discretion, object to the reasonableness of the expenditures and require repayment if invoices have been paid under this Agreement for unreasonable expenditures. The reasonableness of the expenditures shall be based on industry standards.

8. INDEMNIFICATION. To the extent permitted by law, GRANTEE shall hold harmless and defend COUNTY, and its agents and employees, from any and all suits and actions including attorney's fees and all costs of litigation and judgments of any name and description arising out of or incidental to the performance of this Agreement or work performed thereunder. This provision shall also pertain to any claims brought against the COUNTY by any employee of the named GRANTEE, any subcontractor, or anyone directly or indirectly employed or authorized to perform work by any of them. Nothing herein shall be construed as a waiver of sovereign immunity afforded to GRANTEE pursuant to Florda Statutes 768.28.

9. NOTICES. All notices from COUNTY to GRANTEE shall be in writing and deemed duly served if mailed by registered or certified mail to GRANTEE at the following address:

Bob Middleton, Public Works Director
City of Naples
295 Riverside Circle
Naples, Florida 34102

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bmiddleton@naplesgov.com

All notices from GRANTEE to COUNTY shall be in writing and deemed duly served if mailed by registered or certified mail to COUNTY at the following address:

John R. Melleky
Arts and Culture Manager
Naples, Marco Island, Everglades Convention & Visitors Bureau
2660 Horseshoe Drive N. #105
Naples, Florida 34104
John.melleky@colliercountyfl.gov

GRANTEE and COUNTY may change their above mailing address at any time upon giving the other party written notification pursuant to this section.

10. NO PARTNERSHIP. Nothing herein contained shall be construed as creating a partnership between COUNTY and GRANTEE, or its vendor or subcontractor, or to constitute GRANTEE, or its vendor or subcontractor, as an agent or employee of COUNTY.

11. TERMINATION. COUNTY or GRANTEE may cancel this Agreement with or without cause by giving one hundred eighty (180) days advance written notice of such termination pursuant to Section 9 and specifying the effective date of termination. If COUNTY terminates this Agreement, COUNTY will pay GRANTEE for all expenditures incurred, or contractual obligations incurred with subcontractors and vendors, by GRANTEE up to the effective date of the termination so long as such expenses are eligible.

12. GENERAL ACCOUNTING. GRANTEE is required to maintain complete and accurate accounting records and keep tourist development tax funds in a separate checking account. All revenue related to the Agreement should be recorded, and all expenditures must be incurred within the terms of this Agreement.

13. AVAILABILITY OF RECORDS. GRANTEE shall maintain records, books, documents, papers and financial information pertaining to work performed under this Agreement. GRANTEE

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agrees that COUNTY, or any of its duly authorized representatives, shall, until the expiration of three (3) years after final payment under this Agreement, have access to, and the right to examine and photocopy any pertinent books, documents, papers, and records of GRANTEE involving transactions related to this Agreement.

14. PUBLIC RECORDS COMPLIANCE.

IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (PublicRecordRequest@colliercountyfl.gov).

A provision that requires the contractor to comply with public records laws, specifically to:

1. Keep and maintain public records required by the public agency to perform the service.

2. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.

3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the public agency.

4. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of the contractor or keep and maintain public records required by the public agency to perform the service. If the contractor transfers all public records to the

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public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the contractor keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

15. AVAILABILITY OF FUNDS: This Agreement is subject to the availability of Tourist Development Tax revenues. If for any reason tourist tax funds are not available to fund all or part of this Agreement, the COUNTY may upon written notice, at any time during the terms of this Agreement, and at its sole discretion, reduce or eliminate funding under this Agreement.

16. PROHIBITION OF ASSIGNMENT. GRANTEE shall not assign, convey, or transfer in whole or in part its interest in this Agreement without the prior written consent of COUNTY.

17. TERM. This Agreement shall become effective on October 1, 2025, and shall remain effective until sixty (60) days after completion of the Project described in Exhibit "A", but no later than November 30, 2027.

18. AMENDMENTS. This Agreement may only be amended in writing by mutual agreement of the parties and after recommendation by the Tourist Development Council if appropriate, i.e. pertaining to the expenditure of Tourist Development Tax.

19. REQUEST FOR EXTENSION. Any request for additional time to complete the Project(s) described herein, or any request for additional Tourist Development Tax funds, must be made in writing and received by the County Manager or designee at least thirty (30) days prior to the end date of this Agreement as provided in Section 17, TERM.

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IN WITNESS WHEREOF, GRANTEE and COUNTY have each respectively, by an authorized person or agent, hereunder set their hands and seals on the date and year first above written.

DATED:
ATTEST:
Crystal Kinzel, Clerk

_____
, Deputy Clerk

BOARD OF COUNTY COMMISSIONERS
COLLIER COUNTY, FLORIDA

By:_____
Burt Saunders, Chairman

Approved as to form and
legality:

CMG
8/1/25
_____
Colleen M. Greene
Managing Assistant County Attorney

ATTEST:

_____
Patricia Rambosk, City Clerk

(corporate seal)
CITY OF NAPLES

Approved as to form and
legal sufficiency:

_____
Matthew McConnell, City Attorney

By: _____
Teresa Heitmann, Mayor

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EXHIBIT "A"

Naples Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project Grant Application



EXHIBIT "A"

Naples Gulf of Mexico Stormwater Outfall Pipe Removal and Water Quality Project Grant Application

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COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

CATEGORY "A" GRANT APPLICATION

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

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

   City of Naples
   735 8th Street South
   Naples, Florida 34102

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

   Name: Bob Middleton, Public Works Director

   Address: 295 Riverside Circle
   Naples, Florida 34102

   Phone: 239.213.5003

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

   Jay Boodheshwar, City Manager

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

   In accordance with FDEP's directive to remove stormwater outfall pipes from the Naples beaches, the City has designed, permitted, and awarded a Contract Manager at Risk (CMAR) contract for the Beach Outfall Stormwater project that improves water quality, flood protection, and the City's resiliency to climate change. After significant planning, design, and engineering, work on the City's beach outfall removal project is planned to begin in 2024. Stormwater quality will be improved beyond the State's minimum standards through a state-of-the-art stormwater treatment train. Clean stormwater will then be pumped 1,000 feet offshore via new pump stations. The Beach Outfall project will replace the existing gravity flow system with a mechanical pumping system that will include two (2) pump stations with water quality features and backup emergency generators that will pump treated stormwater 1,500 feet into the Gulf of Mexico thereby eliminating the need for the eight (8) existing beach outfall pipes. This project exceeds FDEP's directive to improve stormwater quality, reduce beach erosion, protect environmental species, and remove large, unsightly, and obstructive stormwater pipes from the beautiful beaches of Naples.

   On June 21, 2023, the City entered into a Construction Manager at Risk (CMAR) agreement with a contractor to provide an initial phase of the CMAR to provide a Guaranteed Maximum Price (GMP) then move to the construction phase. The GPM came back at $86 million which does not include the $11 million expenditures made to date including $4.4 million directly attributable to the beach outfall removal, beach protection, and water quality aspect of the project. The

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$4.4 spent to date coupled with $28.2 included in the pending GMP results in an estimated $32.6 million applicable to the beach outfall removal, beach protection, and water quality aspect of the project. The City has obtained $25 million from the State Legislature during the 2024 legislative session as a Line-Item Appropriation awaiting the Governor's approval. It would be reasonable to prorate the portion of the State's funding to this portion of the overall project, resulting in an allocation of the State's pending $25 million award of 38% or $9.5 million for the applicable portion of the project consistent with this TDC request.

The project budget below includes only the portions of the project that are required to remove the eight (8) existing beach outfall pipes, as directed by the FDEP. They are the north and south pump stations and emergency generators, the horizontal directional drilled outfall pipes from the pump stations that are 1,500 into the Gulf, and the removal of the eight (8) beach outfall pipes.

The City respectfully requests consideration for $10 million in TDC funding for this portion of the overall project. As you know, pristine and safe beaches are critical to the economy of Collier County, as is clean water. The recent incidents with Red Tide are events we hope this project will help to minimize in the future, leading to a more robust tourism economy and appreciating property values which are so critical to funding high-quality services provided by the City and County to our residents.

Documents available are the Executive Summaries of the Consultant's Water Quality reports.

Location: Gulf Shore Boulevard North between 2nd Avenue South and Oleander Drive located in the city limits of Naples.

5. **Estimated project start date:** July 1, 2024

6. **Estimated project duration:** 24 Months

7. **Total TDC Tax Funds Requested:** $10,000,000

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

Yes ( ) **No (X)**

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Collier County Tourist Development Council
Category "A" Grant Application (Page 2)

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

PROJECT BUDGET

PROGRAM ELEMENT	AMOUNT
TDC Funds Requested	$ 10,000,000
City/Taxing District Share	$ 13,122,945 (this portion of project)
State of Florida Share	$ 9,500,000 (prorated)
Federal Share	$ 0
TOTAL	$ **32,622,945**

PROJECT EXPENSES:
(Engineering, Mobilization, Contractor, Monitoring etc)

North and South Pump Stations & Generators	$ 22,482,984
Removal of 8 existing beach outfall pipes	$ 223,805
Directional Drill new Outfall pipes	$ 9,916,156
_____	$ _____
_____	$ _____
TOTAL	$ **32,622,945**

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 **Date**

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EXHIBIT "B"

Tourism Impact Study
(Place behind this page)

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Independent Tourism Impact Study

Naples Beach Restoration & Water Quality Improvements Project

PO: 02400576

Prepared for:

City of Naples, Florida
295 Riverside Circle | Naples, FL 34102

Prepared by:

ADEPT
Strategy & Public Relations

Independent Tourism Impact Study

Naples Beach Restoration & Water Quality Improvements Project

P.O.: 02400576

Prepared for:

City of Naples, Florida
295 Riverside Circle | Naples, FL 34102

Prepared by:

ADEPT PUBLIC RELATIONS, LLC

ADEPT
Strategy & Public Relations

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EXECUTIVE SUMMARY

TOURISM IMPACT STUDY FOR THE NAPLES BEACH RESTORATION & WATER QUALITY IMPROVEMENTS PROJECT

This Independent Professional Tourism Impact Study analyzes how the Naples Beach Restoration & Water Quality Improvements Project and its North and South Basin Outfalls removal process will drastically enhance the beach aesthetically along the entire project area, increase water quality along the beach shoreline, and reduce flooding, with a particular focus on positive impacts on tourism-related business stemming from the project.

This study is a requirement of Florida Statute 125.014(5)(a)(6)(e) for Grant Agreements between the Collier County Tourist Development Council (TDC) and the City of Naples. The Collier County TDC is a nine member council that meets monthly to make recommendations to the Collier County Board of County Commissioners regarding a proposed plan of uses for tourist development tax revenues, for the effective operation of the special projects or uses of the tourist development tax revenues, and to review all expenditures of revenues from the tourist development trust fund. Segment #1 of the Naples Beach Restoration & Water Quality Improvements Project includes the materials, equipment, and labor required to perform an independent professional tourism impact study, which will be completed in May 2024. It is our understanding that Segment #2 will move forward if the independent professional tourism impact analysis (Segment #1) shows that the project would have a positive impact on tourism-related businesses.

This report serves as proof that the aforementioned independent analysis of the impacts of this project on tourist related businesses has been conducted, with our professional opinion being that the Naples Beach Restoration & Quality Improvements Project and its North and South Basin Outfalls removal process would have a positive impact on tourism-related business in Naples, Florida.

Sincerely,

ADEPT Public Relations, LLC

Dana Pollitt
President

Stephanie Rosendorf-Diaz, Esq.
Senior Strategist

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INTRODUCTION

PREFACE



There have been long-standing concerns from the State of Florida's regulatory agencies, City of Naples officials and staff, environmental groups, property owners, residents and visitors that outfalls at Naples Beach adversely impact beach erosion, lateral beach access, sea turtle nesting habitats, water quality and beach aesthetics. In addition, the City has experienced significant flooding of Gulf Shore Blvd and other locations within the project area during high frequency rainfall events.

In order to address these concerns, the Naples City Council voted to move forward with the Beach Restoration and Water Quality Improvement Project, also referred to as the Naples Beach Outfalls Project. This project is a critical step for comprehensive water quality planning for the Naples community.

Stormwater is currently collected and routed, untreated, through aging infrastructure and discharges to the Gulf of Mexico through 10 outfalls along the beach. In 2005, the Florida Department of Environmental Protection (FDEP) instructed Collier County and the City of Naples to address the beach outfalls, and the City has worked for over a decade to get to this point. The project would consolidate the system and re-route stormwater for much-needed treatment before discharging offshore to the Gulf through north and south pump stations.

The Beach Outfalls Project is essential to ensuring the continued protection of regional water resources, the coastal environment, and wildlife, along with the area's residents and visitors by providing the City of Naples with a comprehensive approach to address pollutant sources before that water reaches the stormwater system and the Gulf.





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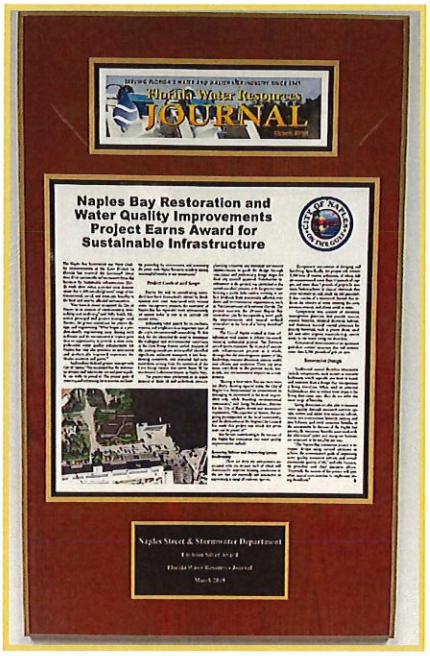
PROJECT BACKGROUND AND HISTORY



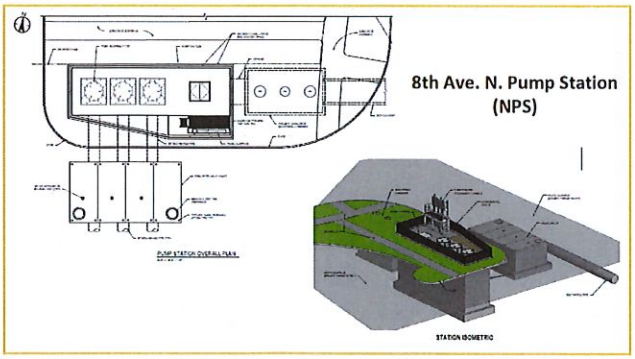
In October of 2009, City of Naples staff began working with Collier County and the Florida Department of Environmental Protection (FDEP) to develop and identify funding sources for a mandated long-range management plan to remove the Beach Outfalls. On January 18, 2012, the City's Master Plan was amended to satisfy the FDEP permit condition requiring the removal of the Beach Outfalls.

The City selected the consulting engineering firm AECOM to evaluate and develop management alternatives for the Beach Outfalls on May 16, 2012, followed by the selection of Erickson Consulting Engineers (hereinafter "ECE") on August 19, 2015 to provide professional engineering services associated with improving flooding, water quality, and erosion for the Beach Outfall project.

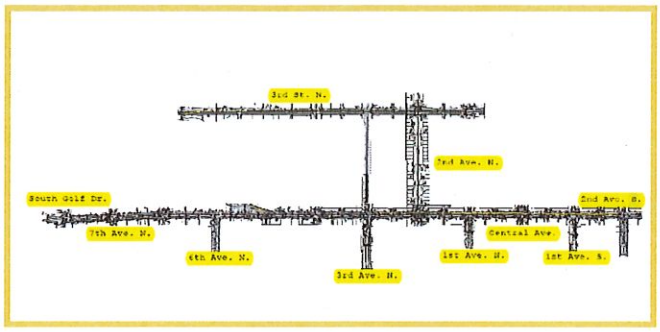
The City Council approved a first Amendment with ECE on November 16, 2016 to conduct a Technical Analysis assessing the feasibility of and provide a 30% Design to consolidate the (9) outfalls to a stormwater pump station, following by approval of the 2nd Amendment on June 12, 2019 with ECE to provide a Feasibility/Alternative Assessment from SGD to 2nd Ave. S. and 60% Design Review for the North/South Drainage and Treatment Train.

Further, the Naples City Council approved the third Amendment on June 17, 2020 with ECE to provide a supplemental report to evaluate the project structure to consolidate and discharge stormwater flow from sub-basins 2-10 and Water Quality Report. Finally, Amendment 4 was approved on November 4, 2020 in order to provide project structure alternatives for the North/South Drainage and Treatment Systems.

Approval of Amendment 5 on November 19, 2021 allowed consultants (ECE to provide site layout and generator for access and Infrastructure for both PS/HDD. City Council approved Amendment 6 on December 15, 2021, for ECE to amend scope and provide preliminary engineering and seek alternative site layouts for NPS, generator, and HDD.



On February 16, 2022, the Naples City Council approved Amendment 7-A for ECE to shift the SPS components and drive aisles to modify and develop a different alternative. The City Council then approved the agreement with DBE Utility Services on February 28, 2022 to perform the Horizontal Directional Drill (HDD) off 3rd Ave. N.



Amendment 7-B was approved by the City Council on February 28, 2022 for ECE to provide CEI Services for the HDD with DBE Utility Services. Moreover, on June 15, 2022, the City Council approved Amendment 8 for ECE to move the NPS from Oleander Dr. to 8th Ave. N. with modifications to permit applications and SPS to develop a back-up generator at Alligator Lake (AL). The City of Naples has also received $5 million in grant funding from the Florida Department of Environmental Protection (FDEP) on July 1, 2022 and later received an additional $10 million from FDEP on July 1, 2023.



Currently, the City of Naples Drainage Basin II system collects stormwater and discharges through ten (10) beach outfalls located within the intertidal beach "swash" zone. These outfalls serve a drainage area of approximately 395 acres. The City has undertaken a proactive stormwater management program to implement projects and sustainable programs to improve water quality, flooding, and coastal resiliency.

In 2007, the City updated its Stormwater Master Plan to establish numerous goals and objectives and identified over $70-million in projects and programs aimed at managing stormwater as a resource, maximizing the treatment of water prior to discharge and improving flooding.

In 2012, the City of Naples amended their stormwater master plan to require the removal of the City's stormwater beach outfalls. These actions were taken in response to a Florida Department of Environmental Protection (FDEP) mandate to remove the outfalls as a condition of the County's beach renourishment projects.

In 2013, an assessment was conducted to identify alternatives to reduce the impacts of the outfalls on the beach while maintaining the same level of service as compared to the existing conditions. These alternatives included the following:

- Integration of beach outfalls with planned beach renourishment

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- Integration of beach outfalls with Aquifer Storage and Recovery (ASR) system
- Consolidation of beach outfall pipes with discharge through two beach outfalls
- Redirection of beach outfall flows via pump station to the Bay
- Consolidation and extension of beach outfalls deeper and further into the Gulf of Mexico (subaqueous outfalls)



Based on a combination of design, permitting and environmental considerations, and in consideration of nearby Sarasota County's recent success in the treatment of water quality and reduction in flooding by consolidating, treating and conveying stormwater discharge offshore through a pump station to an 18-inch offshore pipeline (Erickson, 2015), the Naples City Council directed staff to pursue the subaqueous, Gulf outfall alternative.

STUDY METHODOLOGY

This Tourism Impact Study was conducted as required by Florida Statute 125.014(5)(a)(6)(e). Relevant sections of the statute are included here, as follows::



6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least $10 million in tourist development tax revenue was received;

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;

d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and

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e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

As part of this study, two site visits were conducted, the initial site visit for this study took place on May 6, 2024, with an additional site visit on May 14, 2024. In addition, numerous telephone interviews were conducted and email communications were sent and received beginning in April 2024 and taking place throughout May 2024 to engage project stakeholders and community activists to gauge the project's impacts on tourism and tourism related businesses. For example, our first in-person interview was conducted with the City of Naples Public Works Project Manager, Miguel Flores, at the City of Naples Public Works Department offices located at 295 Riverside Circle, Naples, FL 34102, and by telephone and email communication on multiple occasions during the months of April and May 2024. Mr. Flores has worked for the City of Naples on this project for over two years. Additional interview information may be found in the Communications/ Interviews sections of this study.



We met and surveyed visitors from various states across the United States including Kansas, Missouri, Illinois, New York, Massachusetts, Louisiana, and California. Our stakeholders' interviews brought forth that many foreign tourists visit Naples Beach from countries like Italy, Germany, England, and Ireland, among others.

All tourists interviewed stated that they believed the project would promote further tourism business and that they were happy to hear that water quality would be improved. Several indicated that awareness of this project was helpful for their future plans to return to Naples for vacation.

Photos were taken within the entire project area. Additionally, we reviewed numerous reports, studies, plans, schematics, historic photos, community engagement and association-related documents in order to evaluate past project and site characteristics and resident and tourist sentiment, among other variables. We also evaluated estimates of direct and indirect economic impacts resulting from the project. Finally, we evaluated the existing conditions while considering the benefits of the project for the project area and the greater community when making final conclusions for this study.

PROJECT LOCATION AND EXISTING PROJECT CONDITIONS

Located at roughly 26.1566334 N and -81.8082898 W, the center point of the project area lies within the beach located adjacent to the Naples Golf and Beach Club, a Four Seasons Resort.

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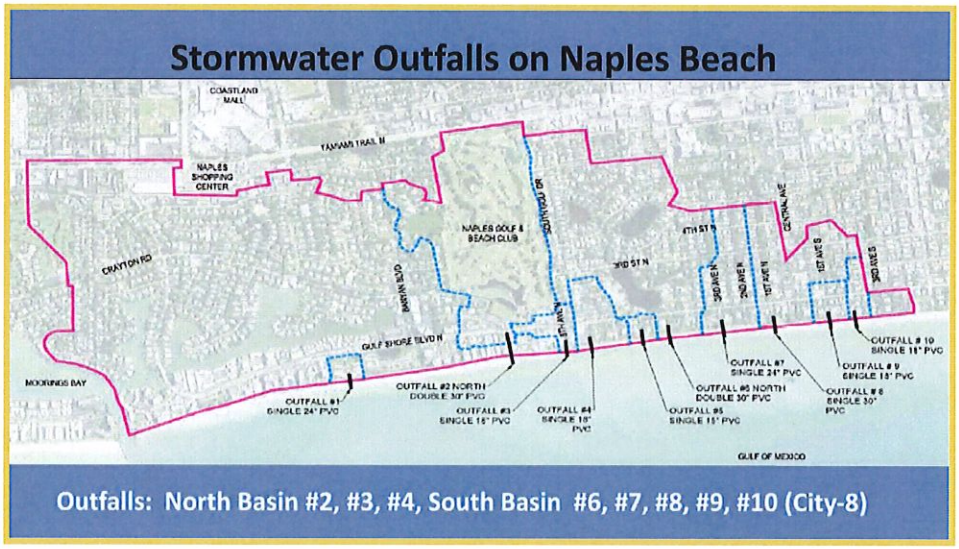
As part of Florida's Paradise Coast, the City of Naples has a coastline that spans nearly nine miles.[1] With an impressive 40 beach accesses, a prominent highlight is the historic Naples Pier (located south of the project area), an iconic landmark that juts out 1,000-feet into the Gulf of Mexico. It not only offers a prime fishing spot but also serves as a gathering place to watch sunsets and soak in the beautiful atmosphere. Additionally, the City of Naples is blessed with two notable passes: Doctors Pass and Gordon Pass, which provide opportunities for boating, kayaking, and exploring fascinating marine life that thrives in these waters. Whether one is seeking relaxation, adventure, or a mix of both, the beaches of the City of Naples are a true treasure for residents and visitors.

Specific to this project is the City of Naples North and South Drainage Basin system. These systems collect stormwater and discharges through ten (10) beach outfalls located within the intertidal beach "swash" zone. These outfalls serve the project drainage area of approximately 395 acres, as seen in the following image.



Unfortunately, Hurricane Ian caused significant destruction within and South of the project area to the beloved Naples Pier and numerous beach accesses, including Lowdermilk Park located in the project area. The aftermath required dedicated crews of City of Naples employees to work tirelessly to clean up and repair the damages at several beach accesses.[2]

With Collier County, Florida experiencing a 20% decline in visitors in March 2023 compared to March 2022, there are ample opportunities to increase tourism numbers, and the completion of the Naples Beach Restoration & Water Quality Improvements Project, the Naples Pier Redesign and Construction, the Miracle Mile Project and the new Naples Beach Club, a Four Seasons Resort, will help contribute

[1] Naples Beach, https://www.paradisecoast.com/beaches/naples-beach
[2] City of Naples, Florida, https://Naplesgov.com

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to that objective and to the TDC's mission of promoting distinctive world class vacation and group meeting experiences, which result in positive economic growth and stability for Collier County.[3]

FINISHED PROJECT AND FUTURE ACTIVITIES/ AMENITIES



The project consists of the Beach Outfall Stormwater project that improves water quality, flood protection, and the City's resilience to climate change. After significant planning, design, and engineering work the City's beach outfall removal project is planned to begin in 2024. Stormwater quality will be improved beyond the State's minimum standards through a state-of-the-art stormwater treatment train. Clean stormwater will then be pumped 1,000 feet offshore via new pump stations.

The Beach Outfall project will replace the existing gravity flow system with a mechanical pumping system that will include two (2) pump stations with water quality features and backup emergency generators that will pump treated stormwater 1,500 feet into the Gulf of Mexico thereby eliminating the need for the eight (8) existing beach outfall pipes. This project exceeds FDEP's directive to improve stormwater quality, reduce beach erosion, protect environmental species, and remove large, unsightly, and obstructive stormwater pipes from the beautiful beaches of Naples. The project area is situated along Naples Beach. The existing outfalls show signs of deteriorating and unsafe infrastructure, poor water quality and extreme flooding during rain events at numerous points within the project area. In addition to the outfalls being unappealing to tourists, residents and the general public, the existing conditions may be considered unsafe or hazardous for visiting pedestrians. The proposed Naples Beach Restoration & Water Quality Improvements Project would complement Naples Beach providing an upgraded natural pedestrian amenity for visiting tourists and local residents alike.[4]

Please see Appendix A for details on the City of Naples Beach Restoration and Water Quality Improvement Project (Beach Outfall Removal) project updates presented to the Naples City Council on April 3, 2024.

Once completed, the Naples Beach Restoration & Water Quality Improvements Project would complement the nearby Naples Pier redesign and construction project, the Miracle Mile project and Naples Beach Club/a Four Seasons Resort development projects and improvements. These

[3] Tourist Development Council, https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/tourist-development-council
[4] City of Naples, Collier County Tourist Development Council Category "A" Grant Application

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improvements offer tourists, residents and members of the general public with improved water quality, flood mitigation, safe, visually appealing, and a charming natural beachfront.

Naples Beach offers a wide variety of activities that are fun for the whole family, like shelling and birdwatching, kayaking, swimming, cycling, tours, among many other activities. In addition to outdoor activities, Naples Beach is close to the popular upscale 5th Avenue shopping, entertainment and dining establishments as well as the Coastland Center Shopping Mall and the Naples Zoo..

The tourism industry is responsible for over 38,500 jobs in Collier County, with over two million visitors in 2018 spent over $1.5 billion dollars, resulting in a total economic impact of over $2.1 billion to Collier County.[4]



These improvements will have a positive impact on visitation, resulting in a boost to the local economy from additional tourism spending. The improvements from the Naples Beach Restoration & Water Quality Improvements Project will make the area a more attractive and desirable vacation destination, thus boosting visitors and generating additional revenue for the community. With recent data showing a 15% increase in year-over-year visitation and direct spending in November 2023 compared to November 2022, Collier County tourism is bouncing back from the negative impacts of Hurricane Ian, and these project improvements will increase the overall marketability of Naples, in turn increasing tourism and tourist-related business.

With ample opportunities to continue to increase tourism numbers, the completion of the Naples Beach Restoration & Water Quality Improvements Project, the Naples Pier Redesign and Construction, the Miracle Mile Project and the new Naples Beach Club, a Four Seasons Resort, will help contribute to that objective and to the TDC's mission of promoting distinctive world class vacation and group meeting experiences, which result in positive economic growth and stability for Collier County.[5]

Local residents benefit from the tourism industry through enhanced amenities in the community and through tax savings. Specifically, tourist development taxes pay for extensive beach renourishment, inlet management and beach park facilities programs in Collier County, among other important programs.

Additionally, foot traffic should not present any negative impacts during the short construction schedule, nor should construction negatively impact tourism or commercial bookings in an adverse way. Stormwater Project Benefits Include:

[4] Collier County Tourist Development Council, https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/tourist-development-council
[5] https://www.colliercountyfl.gov/government/advisory-boards-and-authorities/tourist-development-council

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- Removing all (8) City Stormwater Beach Outfall Pipes from the Naples Beaches
    - North Basin Outfalls (To be Removed):
        - #2 (2) 30" PVC at 122 LF located directly east of the NBC (To be removed by the NBC noted in the Infrastructure Agreement)
        - #3 (1) 18" PVC LF not disclosed located off 8th Ave. N.
        - #4 (1) 24" PVC at 150 LF located off 7th Ave N.

    - South Basin Outfalls (To be Removed):
        - #6 (2) 30" PVC at 179 LF located between 525/455 GSBN. (Alligator Lake Outfall/Rebuild Only)
        - #7 (1) 24" PVC at 165 LF located off 3rd Ave. N.
        - #8 (1) 30" PVC at 193 LF located off 1st Ave. N.
        - #9 (1) 18" PVC at 173 LF located off 1st Ave. S.
        - #10 (1) 18" PVC at 168 LF located off 2nd Ave. S.

- Improve Water Quality that exceeds the State's Minimum Standards
- Provide Flood Protection
- Increase the City's Resilience to Climate Change within the work area of GSBN
- Increase the Storm Event level of Service from a 5-year storm event to a 25-year storm event

SITE VISITS, COMMUNICATIONS AND INTERVIEWS

Site visits, email communications and telephone and in-person interviews were conducted throughout April and May, 2024. Communications and/or interviews were conducted with community and project stakeholders. Communications and/or interviews were made with, but not limited to, the following individuals:

1. Miguel Flores
   Project Manager, Public Works Department, City of Naples
   Interview and/or Communications: April 16, 17, 18, and 30, 2024; May 3, 5, 6, and 7, 8, 9, 10, 13, 14, 15, 16, 17, 2024

2. Mary Hayes
   Committee Chair, The Naples Miracle Mile Project
   Interview and/or Communications: May 7, 10, 13, 2024

3. Laura Radler
   General Manager, Edgewater Beach Hotel and Downtown Capri Hotel
   Interview and/or Communications: May 7, 8, 14, 2024

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4. Jay Newman
   Chief Operating Officer, Athens Development, Naples Beach Club/a Four Seasons Resort
   Interview and/or Communications: May 7, 9, 13, 14, 2024

5. Michael Stratton
   Director of Construction, Athens Development, Naples Beach Club/a Four Seasons Resort
   Interview and/or Communications: May 7, 9, 13, 14, 2024

6. Sloan Nagy
   Director, Business & Economic Research, Greater Naples Chamber
   Interview and/or Communications: May 3, 7, 8, 13, 14, 2024

7. James Bono
   Owner/Concessionaire, Flip Flops Beach Grill and Concessions at Lowdermilk Park
   Interview and/or Communications: May 8, 13, 2024

8. Robin King
   Director of Community Relations/Communications/Naples Airport Authority
   Interview and/or Communications: May 10, 2024

9. Brandon & Kyle
   Trike Tours USA
   Interview and/or Communications: May 10, 2024

10. Chad Merritt
    Director, City of Naples Parks, Recreation & Facilities Department
    Interview and/or Communications: May 13, 15, 16, 2024

11. Lisa M. Douglass
    City of Naples, Billing and Collections Manager, Parking & Finance Department
    Interview and/or Communications: May 10, 13, 14, 2024

12. Stefan Massol
    Deputy Finance Director, Finance Department, City of Naples
    Interview and/or Communications: May 13, 15, 16, 2024

13. Brandon Williamson
    Lowdermilk Park Beach Concessions
    Interview and/or Communications: May 14, 2024

14. Corbin Cartwright
    Lowdermilk Park Beach Concessions
    Interview and/or Communications: May 14, 2024

15. Mark Flint
    Beach Patrol, City of Naples
    Interview and/or Communications: May 14, 2024

16. Maegan Evans
    President, Coquina Sands Association
    Interview and/or Communications: May 13, 2024

17. Sarah Harrington
    Program Manager, Collier County Economic Development Office
    Interview and/or Communications: May 8, 15, 16, 2024

18. Kristina Park
    CEO, Naples Chamber of Commerce
    Interview and/or Communications: May 8, 10, 13, 14, 15, 2024

19. Doug Stewart
    President, Gulf Shore Property Owners Association
    Interview and/or Communications: May 10, 16, 2024

20. Tim Tetzlaff
    Naples Zoo, Director of Conservation
    Interview and/or Communications: May 10, 2024

21. Courtney Jolly
    Naples Zoo, Director of Marketing and Public Relations
    Interview and/or Communications: May 10, 16, 17, 18 2024

22. Coastland Center
    Public Relations Team for BP Retail
    Interview and/or Communications: May 18, 2024

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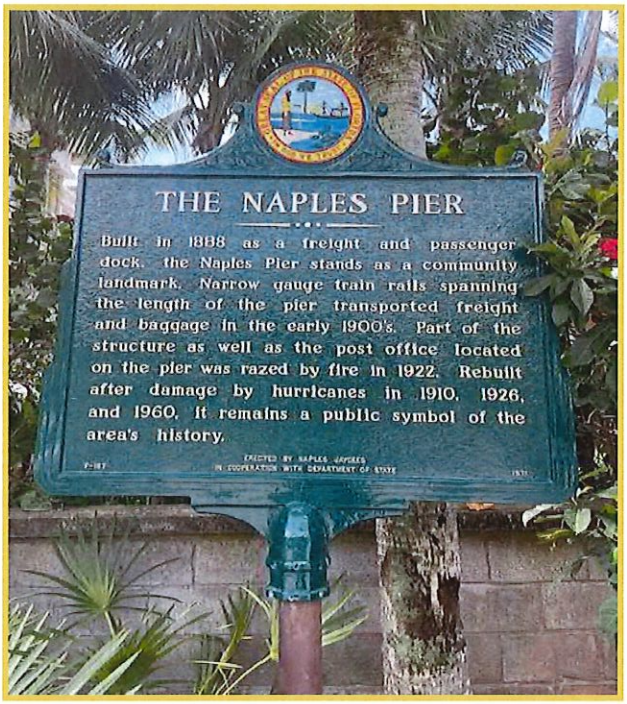
FUTURE PLANS ALONG NAPLES BEACH NEAR THE PROJECT AREA

NAPLES PIER REDESIGN & CONSTRUCTION PROJECT (Located South of Project Basin Areas)



The Naples Pier (located immediately South of the project area) is an iconic landmark in Naples that was originally built in 1888. Since this time, the pier has been rebuilt after hurricanes in 1910, 1926, 1944, and 1960. In 2015 the pier was reconstructed, and then soon after in 2017 Hurricane Irma damaged the structure.

Since then, the City of Naples has been working to extend the life of the pilings by installing modern pile jackets. The current pilings have been in place since the 90's and are showing signs of age. The Naples Pier is visited by over one million visitors annually. Visitors come to fish, socialize, view wildlife, use the concession, exercise, and a variety of other activities. Before the recent damage, the City of Naples was testing a pilot program that prohibited fishing on Sundays in efforts to reduce Brown Pelican injuries and to allow a chance for non-fishermen to use the pier without conflicting fishing activities.



In September 2022, Hurricane Ian caused catastrophic damage to the Naples Pier. Approximately 460 feet of the pier was damaged significantly, with about 140 feet of the end sitting at the bottom of the Gulf. The shelter at the end of the pier and over 30+ pilings make up the 140 feet of pier that is missing, with the concession, shelter, and storage structures located at the midpoint of the pier being completely "gutted" by the waves. Additionally, wave energy lifted the framing and decking at the public shower area.

To that end, the City of Naples has decided to replace the pier with a new pier structure based on modern insights and practices meeting the current federal, state, and local standards and criteria for design and construction. The project's scope of work includes a conceptual design process with analysis of alternatives. Steps shall be taken during the design development process of the replacement structure to minimize the effect of the new pier structure to the adjacent shorelines by reducing the number of piles and increasing the spacing between piles.

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The Naples Pier is anticipated to continue to be a landmark structure with unique architectural features that gives it an iconic flare. During this rebuild, the City of Naples is seeking to pursue mitigation opportunities with the design and provide an improved structure that has more versatility regarding its users.

Current timeline of project:

- September 28, 2022 – Hurricane Ian caused catastrophic damage to the Naples Pier. 30+ pilings collapsed, approximately 50% of the pier is missing, and all but 100ft is unusable.
- October 18, 2022 – Engineers assessed the damage to the Naples Pier and started putting together a report to present. They also worked to determine how much of the pier we could open to the public.
- November 9, 2022 – Naples Pier reopened, limited to the area approved by the engineer. Engineers provided a letter approving the current portion open, to open.
- November 30, 2022 – Received the Army Corps Engineers permit.
- December 7, 2023 – Damage assessment presented to City Council, with options. Rebuild was determined to be the best option.
- January 9, 2023 - RFP was posted/advertised for the Naples Pier Design.
- February 3, 2023 - RFP due date, which resulted in 3 companies submitting.
- February 28, 2023 – Evaluation Committee met; it was determined to proceed to presentations due to the high quality of the submissions.
- March 13, 2023 – Presentations were made by 2 of 3 firms, the other firm withdrew. The Evaluation Committee selected THA as the firm to recommend to the City Council.
- April 19, 2023 – City Council approved to pursue a contract with Turrell, Hall & Associates (THA) for the Naples Pier Design.
- June 7, 2023 – The Naples Pier conceptual (30% Plans) was presented to City Council, and City Council selected Option 1 for the design of the pier.
- August 16, 2023 - Naples Pier Update to City Council. Due to Federal and State permitting guidelines, it was determined Option 2 was the only attainable design.
- October 16, 2023 - The Naples Pier 90% Design Plans were approved by City Council.
- March 5, 2024 - The Naples Pier Project opened for construction bids and remained open for 60 days, with the next step being selection of a construction firm for the construction phase of the project.





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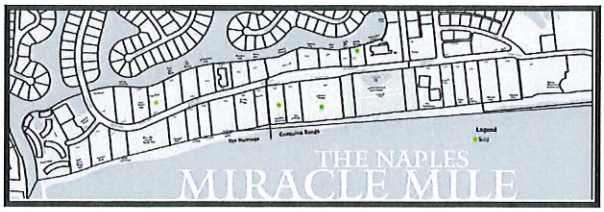
THE NAPLES MIRACLE MILE PROJECT



The Miracle Mile project is a resident-led initiative started a year ago after the destruction of Hurricane Ian. It is a collaboration of residents and developers along the boulevard, Lowdermilk Park, neighborhood community associations, the Edgewater Hotel, and the Naples Beach Club, the future home of the Four Seasons Hotel. It is the stretch of Gulf Shore Boulevard North (GSBN) that runs from the Naples Beach Club to the Mooring Line Drive Bridge. This stretch of GSBN serves as a gateway to the entire city where many residents and tourists bike and walk along our beautiful beaches. The mission of the Miracle Mile project is to engage stakeholders in a collaborative approach to redevelop a key area in the city in a thoughtful and coordinated manner. The plan is to create and implement a streetscape that includes the following:

1. Retains and builds upon the unique character of Naples.
2. Implements improvements to resiliency/stormwater and underground utilities while remaining environmentally responsible.
3. Creates a cohesive and beautiful landscape in the public realm that residents value while enhancing the neighborhood and city.

More Than 90% of residents ranked the following as the ten most important features:[6]

- Underground utilities
- Sidewalks
- Traffic density
- Low building heights
- Lush landscaping on private property
- Stormwater flooding on the road
- Views to the gulf and bay
- Building setbacks
- Pedestrian crosswalks
- Green space
- Verdant landscaping on public property

NAPLES BEACH CLUB, A FOUR SEASONS RESORT

The Naples Beach Club, A Four Seasons Resort is a world class resort that consists of 216 hotel rooms, 4 food and beverage outlets and campus of amenities. Construction is estimated to generate over 500 direct and indirect jobs including prime and subcontractors, trades, suppliers and vendors. Upon

[6] Source: Mary Hayes

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completion of the resort it is estimated that the Beach Club will generate in excess of 500 full time employees. Total construction and development costs are estimated at $1.5 - 2.0 Billion Dollars.



Planning, a Commitment to the Watkins Legacy

Through extensive research – including numerous meetings with the Watkins family, neighbors, and stakeholders in the Naples community – The Athens Group (the Developer of Naples Beach Club, a Four Seasons Resort) embraced a number of the existing resort's beloved features as the foundational core of its proposed plan, including:

- Maintaining the family's tradition of hospitality by the inclusion of a 216-room luxury hotel;
- Preserving in perpetuity 104 acres of the property's 125 acres as recreation and open space; and
- Maintaining the tradition of the Sunset Beach Bar and HB's on the Gulf as gathering places for guests of all ages throughout the year.

Environmental Planning and Sustainability

According to the Naples Beach Club website the Athens Group has a history of environmentally responsible and sustainable development practices. Bringing their award-winning approach to the Naples Beach Club, a Four Seasons Resort, Athens intends to create a resort that embraces the natural attributes of this unique beachfront setting. As part of this history, Athens will grant a restrictive easement on 104 acres of the property that requires this area to remain recreation and open space in perpetuity. In addition, 70 acres of the 104 acres of recreation and open space will remain as permeable open space in order for the entire City to receive preferential flood insurance premiums.

Gulf Shore Garden

The Gulf Shore Garden plan will transform the section of Gulf Shore Boulevard North that bisects the property into a lushly landscaped corridor that will further beautify this section of the City. In addition

to landscaping and sidewalks, the plan preserves existing bike lanes and enhances the street to improve pedestrian safety, including a reduction in crossing points, a landscaped center pedestrian median, and an improved pedestrian "Coconut Connector" crossing with added safety features, including lighting.

Project Entitlements

The Athens Group has received the required City of Naples discretionary entitlements from the Planning Advisory Board and the City Council for the development of the Naples Beach Club, a Four Seasons Resort. The Athens Group continues to process the required development and building permits to ensure the property's responsible development.

The City of Naples has a multi-step review and approval process that includes City planning staff and many City departments, such as Streets and Stormwater, FEMA and Naples Fire-Rescue, as well as the Design Review Board, the Planning Advisory Board, and the Naples City Council. In addition, key components of the project have been and will be thoroughly reviewed and approved by the state, such as its stormwater runoff and water quality plans.



There is a tremendous amount of project activity in the basin areas. Each of the aforementioned projects and their associated businesses will attract tourism to the Beach Restoration & Water Quality Improvements Project area and associated North and South Basins. The completion of these projects that are currently underway should enhance the marketability of the beach, the City of Naples and the region. Each of these projects appear to be compatible and complementary to each other, sure to drive revenue to the local economy while attracting additional tourism and associated business to the area.

LOCAL BUSINESSES IN THE PROJECT AREA

LOWDERMILK PARK

Lowdermilk Park is one of Naples' premier beachfront parks. Lowdermilk park has parking spaces, sand volleyball courts, one children's playground, two gazebos, picnic tables, benches, restroom and shower facilities, two gazebos for rent, and ADA beach access mats. Lowdermilk park offers event rental including corporate events, birthdays, weddings and family reunions, among others. Lowdermilk has 213 paid revenue generating parking spaces. Lowdermilk park has recently



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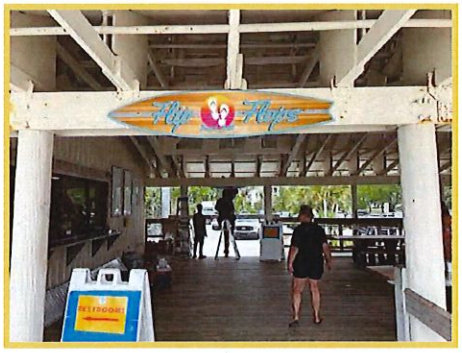
undergone tremendous renovations following Hurricane Ian. Construction and repairs included but not limited to new decking, walls, equipment, electrical, HVAC system, showers, restrooms and the concession areas. In addition the City Naples Lowdermilk Park Landscaping, Irrigation and Median Restoration Project which has an estimated construction cost of $318,459.09 and the FEMA-reimbursable repair costs from Hurricane Ian renovations total roughly $212,000. As part of this study we interviewed the City of Naples Parks Department and the Committee Chair for The Naples Miracle Mile Project who both verified the vast number of tourists that use the Lowdermilk park, parking and concessions amenities. Both were supportive of the project and felt strongly that the outfall removal project, associated water quality improvements and flood control aspects would enhance and promote tourism in the project area.

FLIP FLOPS BEACH GRILL



The Flip Flops Beach Grill and Lowdermilk Park concession stand is located beach side in the middle of the park. Service includes: hamburgers, hot dogs, sausage, sandwiches, salads, coffee, sodas, and sundries. Beach umbrellas, kayaks, chairs, cabanas, wheelchairs and other items are also available for rental at the concession stand. In our discussion with the Owner/Concessionaire and staff members of Flip Flop Beach Grill and Concessions they indicated that they felt the Beach Outfall project would benefit the area businesses with increased tourists and the overall marketability of Naples Beach. In our discussion with the City of Naples Parks Department the concessions area at Lowdermilk recently underwent renovations post Hurricane Ian. Repairs and improvements included decking, walls, equipment, electrical, HVAC system, showers, restrooms and the concession areas. To date the City of Naples has identified FEMA-reimbursable repair costs from Hurricane Ian totaling roughly $212,000. This number does not include costs related to landscaping and irrigation repairs for the park. As mentioned previously the total cost for the landscaping, irrigation and median restoration at Lowdermilk has an estimated construction cost of $318,459.09.



NAPLES PIER (Located South of Project Basin Areas)

The historic Naples Pier is located on the Gulf of Mexico at the west end of 12th Avenue South. While the pier is not located within the basin area it is located in the immediate project vicinity. The Naples Pier is a favorite location for visiting tourists and sightseers. The Pier features restrooms, showers,

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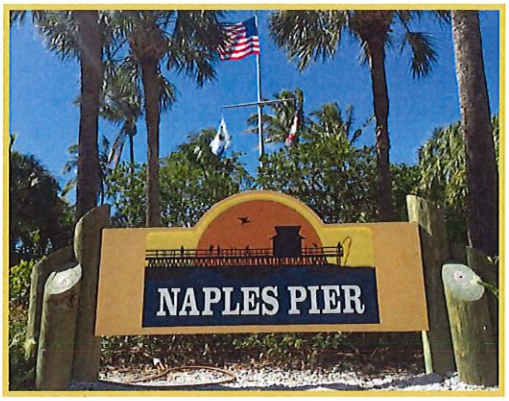
ADA beach access mat, and a concession stand with covered eating area and beach supplies.

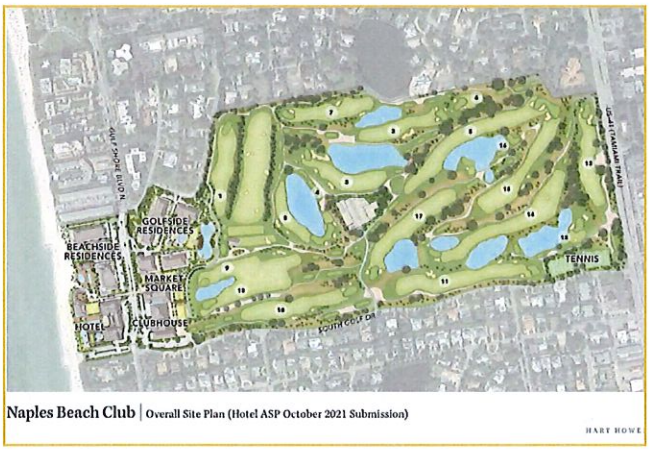


Due to damage from Hurricane Ian, only a portion of the pier is open to the public, and no fishing is currently allowed on the pier at this time. The Concession area is also currently closed, though the Naples Pier itself is open daily 24 hours, 7 days a week, 365 days per year.

Parking at the Pier: Parking for beach access in the City of Naples requires the resident or visitor to have a beach parking permit or pay-by-space. This is enforced year round. The pier parking lot is closed from 11:00 pm - 5:00 am.[7]

During our site visit to the Naples Pier and along the beach we interviewed several visiting tourists who indicated that they were pleased to hear that the Outfalls were being removed and that they felt positive about the opportunity to return to Naples Beach in the future knowing that water quality would be improved and the large diameter pipes would be removed. We witnessed more than one tour group located at the Pier and the parking facilities across the street from the pier.

NAPLES BEACH CLUB, A FOUR SEASONS RESORT



Naples Beach Club | Overall Site Plan (Hotel ASP October 2021 Submission)

HART HOWE

Open for nearly 75 years, the Naples Beach Hotel & Golf Club guests enjoyed the Gulf of Mexico's morning breezes and majestic sunsets along an expansive white sand stretch of beachfront in the heart of Naples. The Athens Group, a world-class developer and curator of authentic destination resorts and residences, has envisioned a redevelopment plan that continues the property's hospitality tradition and improves the resort's golf course and beach bar, while thoughtfully planning the future of this special place for generations to come. As part of Athens' redevelopment of this storied property, the resort will be renamed the Naples Beach Club, a Four Seasons Resort.

This coveted address of approximately 150 residences within a 125-acre walkable coastal village:

- 1,000+ feet of beachfront
- 216-room Four Seasons Hotel
- Private Residents' Club and amenities

[7] Source: naplesgov.com

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- 18-hole Fazio-designed golf course
- Market Square town center
- Spa and wellbeing center
- Racquet sports
- Destination dining

Market Square at the Beach Club will boast a vibrant town center, which will be open to owners, hotel guests and local residents.[8]

- General Store boutique market with beer & wine, grab-and-go foods and sundries
- Market Square Bar & Grill with game room & 3-lane bowling alley
- "Kids For All Seasons" kids' club
- Indoor movie screenings
- Gathering spaces with firepits
- Lawn recreation

EDGEWATER BEACH HOTEL

The Edgewater Beach
Hotel is an all-suite beachfront hotel featuring over 100 elegantly appointed accommodations. Each of the Hotels spacious suites blend resort-style amenities with the comforts of home. The hotel's accommodations boast beautiful views of the sugar-white sand beach and the Gulf of Mexico or the City of Naples. The Edgewater Hotel boasts an average of about 70,000 guests per year. The hotel has approximately 120 employees and hosts an estimated thirty (30) events throughout the year; ranging from a combination of weddings, meetings, and business conferences.



As part of this Tourism Impact Study we spoke with leadership from the Edgewater Hotel who expressed their support for the project stating that water quality and flooding were their personal priorities as related to the overall project. They stated further that hotel employees have experienced first hand issues during rain and storm events and their ability to access work due to stormwater flooding in the project area. Finally, from a personal level the Hotel representative stated that when they take their family to the beach they avoid the outfall areas due to water quality issues and simply not knowing what is coming from the large diameter outfalls located along the beach. *Photo Credit: https://www.opalcollection.com/*

[8] Source: https://naplesbeachclub.com/

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VACATION RENTALS

There are dozens of vacation rentals within the entire project area as can be seen in the images below. These properties generate millions of dollars in annual revenue to private landowners who pay property tax within the City of Naples and Collier County. These 'heads in beds' are visiting tourists that use the beaches, restaurants, grocery stores and other amenities that can be found in the Naples Beach area within and near the project limits.





Vacation rentals attract tourists and visitors, generating direct revenue for the City and County as well as drive traffic to the beaches and revenue for local businesses when tourists spend money at local retail, shops, and institutions.

Short-term rentals bring in tourism dollars that support natural amenities like parks and beaches, local businesses such as restaurants, shops, and activity providers. They also create jobs for cleaning crews, property managers, landscapers and other service providers in the area. The following is an abbreviated list of how vacation rentals benefit local communities:

- Driving economic and tax benefits.
- Helping homeowners earn extra income.
- Creating and supporting good jobs.
- Supporting and increasing traffic to small businesses.
- Spread the benefits of tourism.

As part of this Independent Study we identified numerous vacation rental providers whose listings contained descriptions of proximity to Naples Beach as part of their advertising of the property. The beach improvements from the Naples Beach Restoration & Water Quality Improvements Project are likely to lead to additional tourists visiting the beach area. With this additional tourist activity will come additional revenue for resident homeowners renting their properties, as well as the City of Naples and Collier County, Florida.[9]

[9] Sources: https://vrbo.com, https://airbnb.com, https://hostaway.com, https://vacationcompany.com

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PRIVATE TOURS & TOUR COMPANIES



Regular tours can be seen taking place daily along Naples Beach. From Segways to bicycles, trikes, electric mopeds, scooters and more. These tours appear to be a perfect way for tourists to tour the city for riders of all ages. The customizable tours seem to be a comfortable way for both kids and adults to enjoy the tours making it a true family friendly activity. These tours appear to be a fun way for people of all ages to try something new while getting to tour the city accompanied by one of the tour company's local guides. The local tour company's pride themselves on knowledgeable local guides who are experts on the area and are sure to give tourists the best tour of the city. These local guides have a proven track record of providing tourists a glimpse of the hidden gems amongst the iconic sights the city has to offer. Ask questions, get recommendations, and truly get a feel for what the City of Naples has to offer. As part of this study we spoke with one tour company who favored the Beach Outfall Removal Project and indicated the project would be a benefit to their tourism related business. Because this project will help alleviate flooding in the area, the local tour company and other local businesses could be able to operate more hours and days and provide more services that they would otherwise be unable to do without the flood mitigation that will result from the project's completion. Overall, tourism will be positively impacted because visitors will have increased access to the area and anticipated revenue generated based on these activities.



REGIONAL ECONOMIC ENGINE

NAPLES MUNICIPAL AIRPORT (Located Outside of Project Area)

Connecting people to the Paradise Coast of Naples Beach, Marco Island and the Everglades through an exceptional airport experience, Naples Airport (APF) accommodates more than 100,000 general aviation takeoffs and landings each year.

Minutes from the Gulf of Mexico, downtown Naples, Naples Beach and I-75, the airport provides friendly services focused on the needs of pilots and passengers, including U.S. Customs clearing for international arrivals. The airport is also home to sightseeing tours, air charter operators, flight schools and other businesses here to meet the needs of its clientele.

Information obtained from the Naples Airport Authority shows that while overall travel activity has only grown modestly, the Naples Airport has seen an increase in jet activity, particularly since the onset of the COVID-19 pandemic. The COVID-19 pandemic caused a worldwide increase in the demand for private air travel. This change in consumer patterns coupled with Naples' demographics,

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high end development and the airline's struggles in recovering from the pandemic is expected to drive demand for private air travel for the foreseeable future. Over 360 aircraft call the airport home. 80% of the clientele of NAA own homes in Naples signifying that roughly 20% of travel through Naples Airport Authority could potentially be from business and tourism related travel to the region.

An interview was conducted with leadership from the Naples Airport Authority and follow up communications were received from the Authority indicating that since the Naples Airport isn't involved in promoting tourism – and that the majority of their clientele are homeowners – the Authority doesn't have a strong statement on behalf of tourism. The Airport Authority was kind enough to provide details of their operation, certain statistics, and their most recent annual report and other FAQs. As part of this Independent Tourism Impact Study we appreciated the opportunity to speak with leadership from the Airport. We recognize that the Airport is one of the region's economic engines and a gateway for visitors entering Naples, its beaches, neighborhoods and Greater Collier County and Southwest Florida.

PARKING AT NAPLES BEACH (PROJECT AREA)

The City of Naples currently has approximately 1,039 parking spaces within the project area. Of those spaces approximately 642 are Visitor Paid revenue generating parking spots and 397 are Resident Only spots. The two paid, revenue generating parking areas within the project basin areas and the past twelve months of revenue from 5/13/2023 to 5/13/2024 are as follows:

- 8th Ave N- $35,589.67
- Lowdermilk Park- $892,537.84

Nearly $1M in annual non-resident visitor paid revenue generating parking spots was created in the past twelve months. Reduction in flooding should contribute to more non resident visitor paid revenue in the future due to accessibility alone. Increased use of non resident visitor paid parking based on Improved water quality and marketability of outfall free beaches could be anticipated. Below is a list of the Beach Parking Visitor Paid and Resident Only parking spaces by Street within the project basin areas:

Visitor Paid /Resident	Beach End/Location	# of Parking Spaces
Visitor Paid	Seagate	26
Visitor Paid	Horizon Way	38
Visitor Paid	Vedado	39
Visitor Paid	Via Miramar	41
Visitor Paid	Lowdermilk	213
Visitor Paid	8th Ave N	21
Visitor Paid	5th Ave S	20

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Visitor Paid	8th Ave S	12
Visitor Paid	Broad Ave-100 Block	29
Visitor Paid	Broad Ave 200 Block	26
Visitor Paid	The Pier	117
Visitor Paid	13th Ave S	21
Visitor Paid	13th Ave S-100 Block	9
Visitor Paid	14th Ave S	30
Resident Only	7th Ave N	13
Resident Only	North Lake Dr	39
Resident Only	6th Ave North	10
Resident Only	4th Ave N	15
Resident Only	3rd Ave N	14
Resident Only	2nd Ave N	16
Resident Only	1st Ave N	17
Resident Only	Central Ave	12
Resident Only	1st Ave S	15
Resident Only	2nd Ave S	11
Resident Only	3rd Ave S	14
Resident Only	4th Ave S	15
Resident Only	6th Ave S	12
Resident Only	7th Ave S	16
Resident Only	9th Ave S	15
Resident Only	10th Ave S	15
Resident Only	11th Ave S	13
Resident Only	Broad Ave S	21
Resident Only	15th Ave S	17
Resident Only	16th Ave S	30
Resident Only	17th Ave S	10
Resident Only	18th Ave S	25
Resident Only	33rd Ave S	17
Resident Only	32nd Ave S	15
		1039

PLANNED CONSTRUCTION SPENDING AT PROJECT SITE

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On June 21, 2023, the City entered into a Construction Manager at Risk (CMAR) agreement with a contractor to provide an initial phase of the CMAR to provide a Guaranteed Maximum Price (GMP) then move to the construction phase. The GPM came back at $86 million which does not include the $11 million expenditures made to date including $4.4 million directly attributable to the beach outfall removal, beach protection, and water quality aspect of the project. The $4.4 spent to date coupled with $28.2 included in the pending GMP results in an estimated $32.6 million applicable to the beach outfall removal, beach protection, and water quality aspect of the project. The City of Naples has obtained $25 million from the State Legislature during the 2024 legislative session as a Line-Item Appropriation awaiting the Governor's approval. If the portion of the State's funding to this portion of the overall project was prorated, it could result in an allocation of the State's pending $25 million award of 38% or $9.5 million for the applicable portion of the project consistent with this TDC request.

ECONOMIC IMPACTS OF CONSTRUCTION SPENDING

It is estimated that the Naples Beach Restoration and Water Quality Improvement Project is anticipated to employ and create forty-five (45) direct (prime contractor and staff) construction jobs and over sixty (60) indirect (subs, trades, suppliers) construction jobs. The bidding of this work will take place using standard City contracts and procurement methods.

ADDITIONAL IMPACTS

Projects such as the Naples Beach Restoration and Water Quality Improvement Project can produce additional economic impacts, as well as broader social and community benefits. In addition to the positive economic impacts of project construction, further revenue may be generated from spending by both residents and visitors.

INFRASTRUCTURE SPENDING

Infrastructure spending includes expenditures associated with construction facilities, materials, labor, and equipment. It is important to note that the economic impacts that arise from infrastructure spending can be significant.

EMPLOYMENT AND PERSONAL SPENDING BY NON-RESIDENT LABOR

While working in Naples Beach, non-residents may spend a portion of their salaries and wages while working on the project. This spending may include meals, lodging, fuel, entertainment, hardware, supplies, recreational activities or other personal purchases.

It is worth noting that construction projects can also generate additional economic, community and social benefits. These may include the creation of opportunities for trainees or interns, the development of business partnerships, the creation of spin-off projects and contributions to the overall aesthetics, safety, security and walkability to an area.

The Naples Beach Restoration & Water Quality Improvements Project is anticipated to employ and create forty-five (45) direct (prime contractor and staff) construction jobs and over sixty (60) indirect (subs, trades, suppliers) construction jobs. The project is estimated to have a duration of approximately 24 months.

WALK SCORE AND BIKE SCORE



An area's Walk Score or Walkability measures the walkability of an address based on the distance to nearby places and pedestrian friendliness. Factors influencing walkability include the presence and/ or absence in quality of footpaths, sidewalks or other pedestrian right-of-ways.

Walk Score for the City of Naples: The Naples Beach Restoration & Water Quality Improvements Project Site is located in the City of Naples, Florida, which has an average Walk Score of 35 out of 100 and has 19,537 residents.[10] Photo Credit: Exporenaples.com



Similarly, an area's Bike Score measures the suitability of an area for biking based on bike lanes and trails, hills, road connectivity, and destinations. Accordingly, Naples has an average Bike Score of 45 out of 100. Photo Credit: Naplesnews.com

Existing beach outfall structures have been determined to have an impact on lateral beach access. As a result of the beach outfall removal project it could be determined that walk scores may be positively impacted. Furthermore, with the ongoing projects in the area like the Miracle Mile project, the Naples Pier and the Naples Beach Club, once completed the entire basin should be more walkable and bikeable for residents and visitors alike, given the improved conditions and alleviation of flooding that will result from the project.

[10] *Living in Naples*, https://www.walkscore.com/FL/Naples

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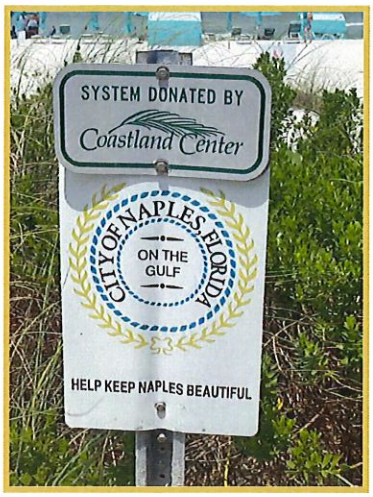
ENVIRONMENTAL IMPACT

Stormwater project environmental benefits include the removal of eight (8) City Stormwater Beach Outfall Pipes from the Naples Beaches, which will improve water quality that exceeds the state's minimum standards, provide flood protection, increase the City's resilience to climate change within the work area of GSBN, and increase the Storm Event Level of Service from a 5-year storm event to a 25-year storm event. Furthermore, it has been stated that the existing beach outfalls adversely impact beach erosion, lateral beach access, sea turtle nesting habitats, water quality and beach aesthetics. In addition, the City has experienced significant flooding of streets and other public and private infrastructure during high frequency rainfall events.



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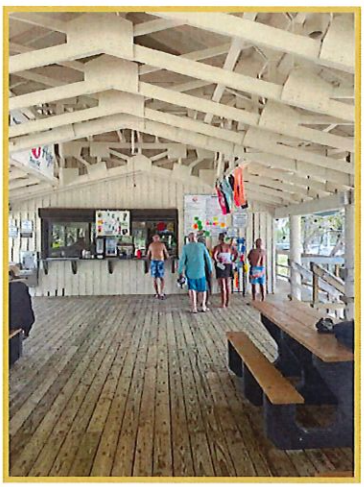
CONCLUSION AND RECOMMENDATIONS

POSITIVE IMPACT ON TOURIST ACTIVITIES

The Naples Beach Restoration & Water Quality Improvement Project is anticipated to generate positive economic activity for the City of Naples. These improvements will have a positive impact on visitation to the project area, beaches and parks within the City of Naples and Collier County, Florida. We anticipate that this project along with the other projects mentioned in this study that are currently taking place as well as those planned will be complementary to each other and the entire project area resulting in a boost to the local Naples economy from additional tourism spending. Existing pedestrian traffic should not present any negative impacts during the construction schedule, nor will construction activities affect tourism or commercial bookings (lodging, vacation rentals, tours or events) in an adverse way. Once completed the water quality, flood control and resiliency project is anticipated to promote the marketability of the area and attract more foot traffic to City Beaches, parks, roads and sidewalks within the project area. The construction phase of the Beach Outfall Removal project is expected to have minimal impact on tourism. Maintenance of Traffic (MOT) plans along with sequencing and phasing will take place during construction to minimize any impacts on residential traffic and local businesses.

In our discussions with stakeholders, of utmost importance was the water quality issue associated with stormwater, followed by flooding during rain and hurricanes and the aesthetics of the unsightly, unsafe and deteriorating outfalls. Many surveyed indicated that they do not take their families to sit near the outfalls along the beach because they do not know what is coming out of the outfalls. The removal of the outfalls will indeed remedy that concern and should attract more beach goers within the project area. Furthermore, lateral beach access and turtle nesting impacts have also come up in discussions with stakeholders, and that issue will also be addressed by the beach outfall removal.

Our findings support that improving water quality, providing flood protection, and increased resiliency will promote tourism in the future. Each of these factors was found to also have the potential to dramatically increase the marketability of Naples and Collier County for future visitors seeking a clean, safe and aesthetically pleasing Naples Beach.



Each and every stakeholder or individual we communicated with on behalf of this independent study was in support of improved water quality and flood protection and each expressed support and concurred that these would be a benefit to tourism related business in the area.

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Moreover, with the most recent data[11] showing record tourism numbers in Florida for the first quarter of 2024, the completion of the Naples Beach Restoration & Water Quality Improvements Project is anticipated to help contribute to tourism-related business and positive economic growth and stability for Collier County as more and more visitors come to the region.

The City of Naples has repeatedly advocated for improving water quality and preventing flooding during heavy rain events. We strongly concur that pristine and safe beaches are critical to the economy of Collier County, as is clean water. Furthermore, Red Tide are events that the City of Naples anticipates the Naples Beach Restoration & Water Quality Project will help to minimize in the future, leading to a more robust tourism economy and appreciating property values which are so critical to funding high-quality services provided by the City and County to its residents.

In conclusion, it is our professional opinion that the Naples Beach Restoration & Water Quality Improvements Project will have a positive impact on tourism and tourist related business activities in the City of Naples and Collier County, Florida.

[11] Governor Ron DeSantis announces record breaking tourism numbers. (2024, May 16). https://www.flgov.com/2024/05/16/governor-ron-desantis-announces-record-breaking-tourism-numbers/#:~:text=The%20total%20visitation%20for%20Q1,and%20CEO%20of%20VISIT%20FLORIDA.

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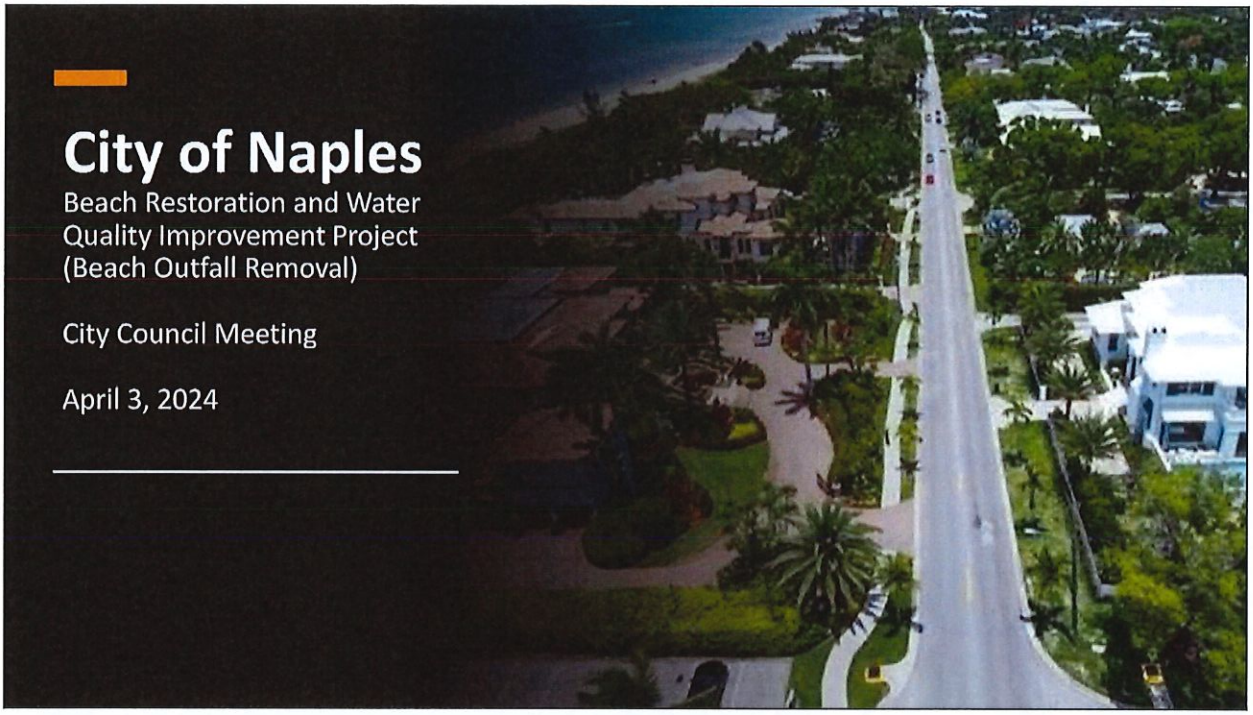
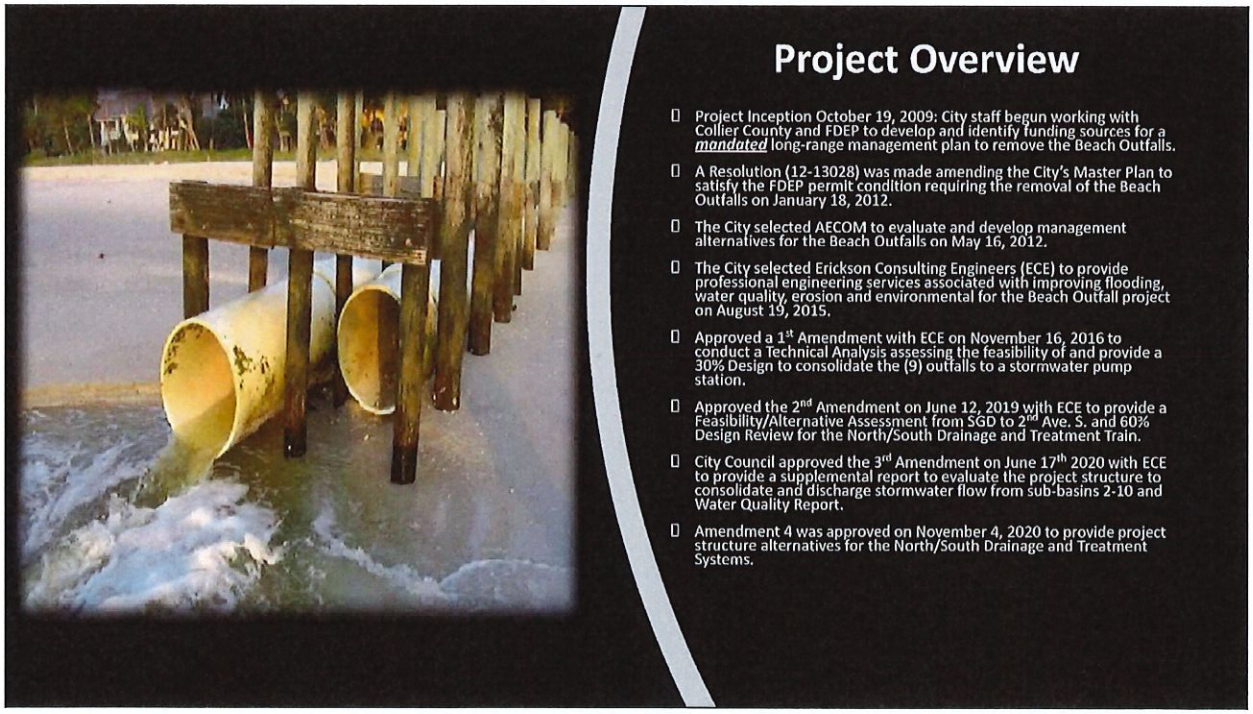

City of Naples
Beach Restoration and Water Quality Improvement Project (Beach Outfall Removal)
City Council Meeting
April 3, 2024


Project Overview
Project Inception October 19, 2009: City staff begun working with Collier County and FDEP to develop and identify funding sources for a mandated long-range management plan to remove the Beach Outfalls.
A Resolution (12-13028) was made amending the City's Master Plan to satisfy the FDEP permit condition requiring the removal of the Beach Outfalls on January 18, 2012.
The City selected AECOM to evaluate and develop management alternatives for the Beach Outfalls on May 16, 2012.
The City selected Erickson Consulting Engineers (ECE) to provide professional engineering services associated with improving flooding, water quality, erosion and environmental for the Beach Outfall project on August 19, 2015.
Approved a 1st Amendment with ECE on November 16, 2016 to conduct a Technical Analysis assessing the feasibility of and provide a 30% Design to consolidate the (9) outfalls to a stormwater pump station.
Approved the 2nd Amendment on June 12, 2019 with ECE to provide a Feasibility/Alternative Assessment from SGD to 2nd Ave. S. and 60% Design Review for the North/South Drainage and Treatment Train.
City Council approved the 3rd Amendment on June 17th 2020 with ECE to provide a supplemental report to evaluate the project structure to consolidate and discharge stormwater flow from sub-basins 2-10 and Water Quality Report.
Amendment 4 was approved on November 4, 2020 to provide project structure alternatives for the North/South Drainage and Treatment Systems.

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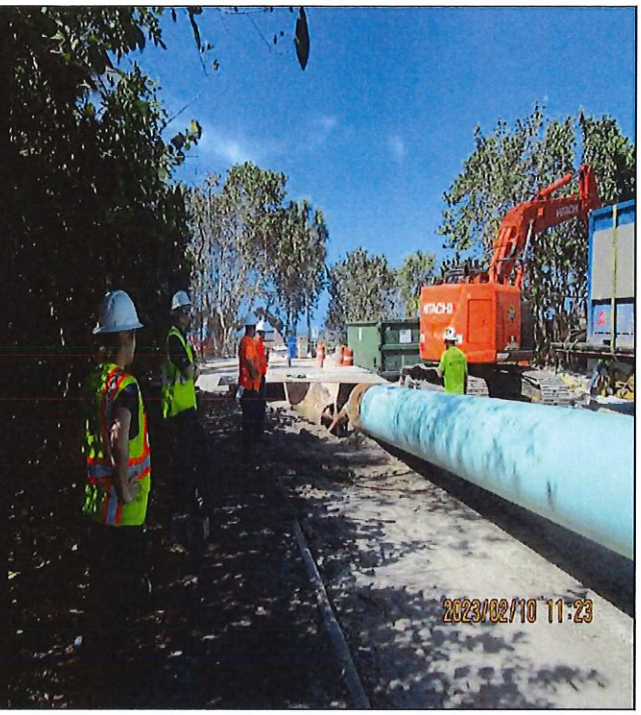
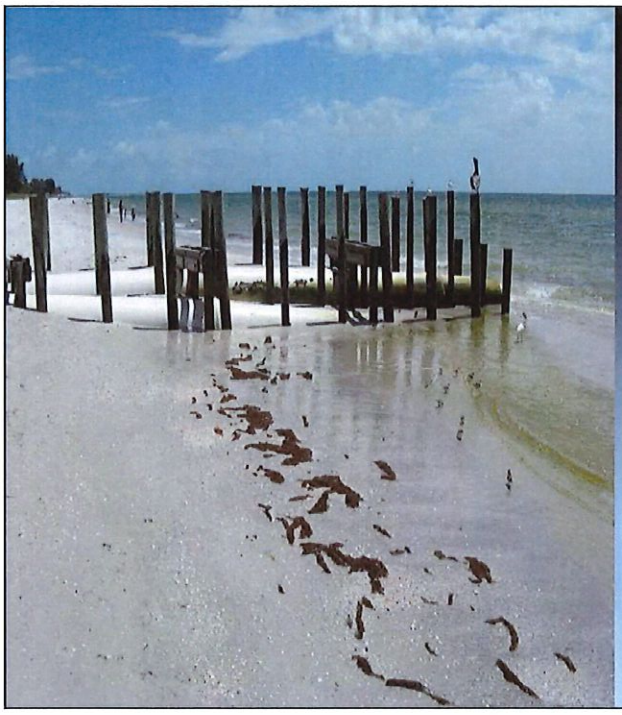
Overview (Continue)

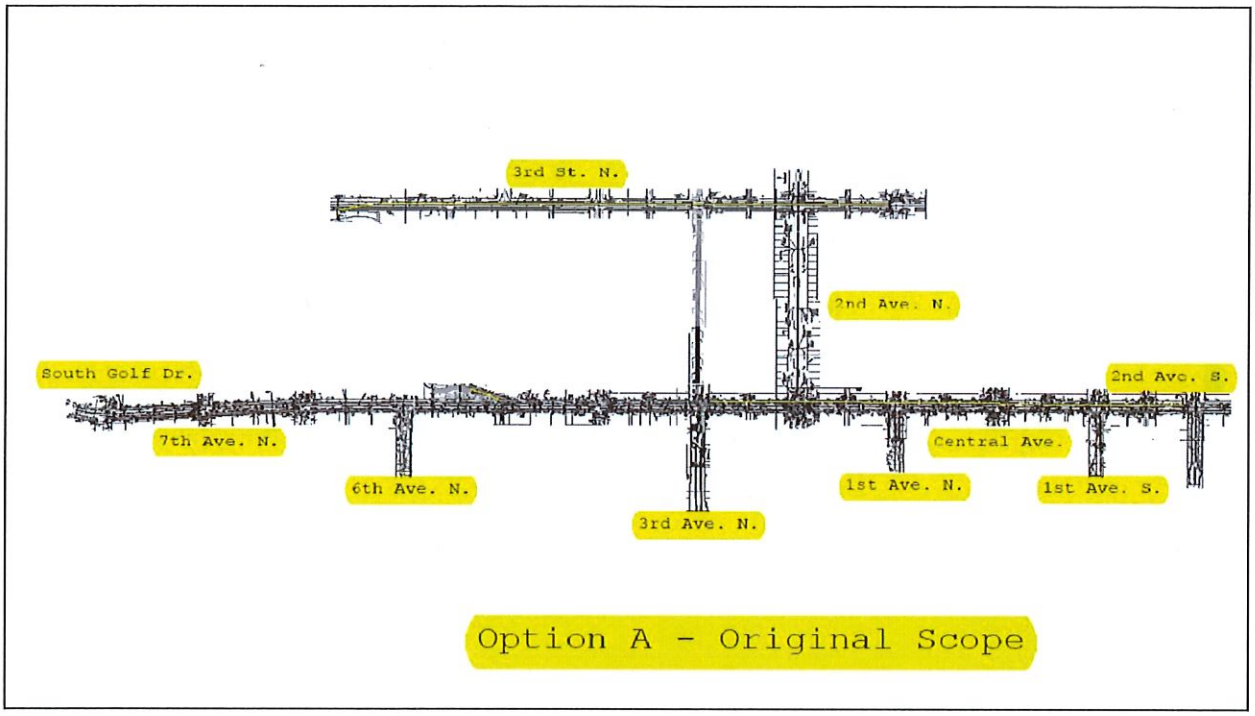
- Amendment 5 was approved on November 19th 2021 for ECE to provide site layout/generator for access and Infrastructure for both PS/HDD.
- City Council approved Amendment 6 on December 15th 2021 for ECE to amend scope and provide preliminary engineering and seek alternative site layouts for NPS, generator, and HDD.
- On February 16th 2022 City Council approved Amendment 7-A for ECE to shift the SPS components and drive aisles to modify and develop a different alternative.
- City Council approved the agreement with DBE Utility Services on February 28th 2022 to perform the Horizontal Directional Drill (HDD) off 3rd Ave. N.
- Amendment 7-B was approved by City Council on February 28th 2022 for ECE to provide CEI Services for the HDD with DBE Utility Services.
- On June 15th 2022 City Council approved Amendment 8 for ECE to move the NPS from Oleander Dr. to 8th Ave. N. with modifications to permit applications and SPS to develop back-up generator at Alligator Lake (AL).
- The City received $5 million in grant funding from FDEP on July 1, 2022 and later received an additional $10 million from FDEP on July 1, 2023.

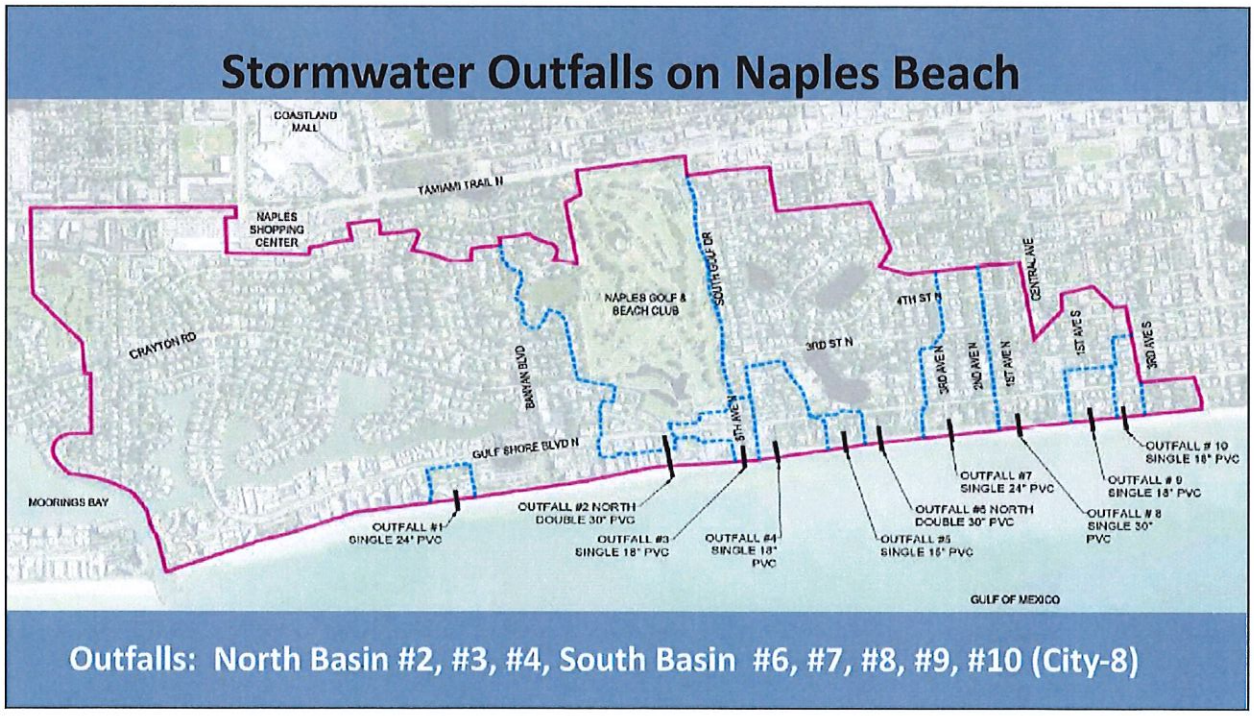




Stormwater Project Benefits Include:

- Removing all (8) City Stormwater Beach Outfall Pipes from the Naples Beaches
- Improve Water Quality that exceeds the State's Minimum Standards
- Provide Flood Protection
- Increase the City's Resiliency to Climate Change within the work area of GSBN
- Increase the Storm Event level of Service from a 5-year storm event to a 25-year storm event


3rd St. N.
2nd Ave. N.
South Golf Dr.
2nd Ave. S.
7th Ave. N.
Central Ave.
6th Ave. N.
1st Ave. N.
1st Ave. S.
3rd Ave. N.
Option A - Original Scope


Stormwater Outfalls on Naples Beach
COASTLAND MALL
TAMIAMI TRAIL N
NAPLES SHOPPING CENTER
CRAYTON RD
NAPLES GOLF & BEACH CLUB
SOUTH GOLF DR
BAYVIEW BLVD
4TH ST N
3RD ST N
CENTRAL AVE
3RD AVE N
2ND AVE N
1ST AVE N
1ST AVE S
3RD AVE S
5TH AVE N
GULF SHORE BLVD N
MOORINGS BAY
OUTFALL #1 SINGLE 24" PVC
OUTFALL #2 NORTH DOUBLE 30" PVC
OUTFALL #3 SINGLE 18" PVC
OUTFALL #4 SINGLE 18" PVC
OUTFALL #5 SINGLE 18" PVC
OUTFALL #6 NORTH DOUBLE 30" PVC
OUTFALL #7 SINGLE 24" PVC
OUTFALL #8 SINGLE 30" PVC
OUTFALL # 9 SINGLE 18" PVC
OUTFALL # 10 SINGLE 18" PVC
GULF OF MEXICO
Outfalls: North Basin #2, #3, #4, South Basin #6, #7, #8, #9, #10 (City-8)

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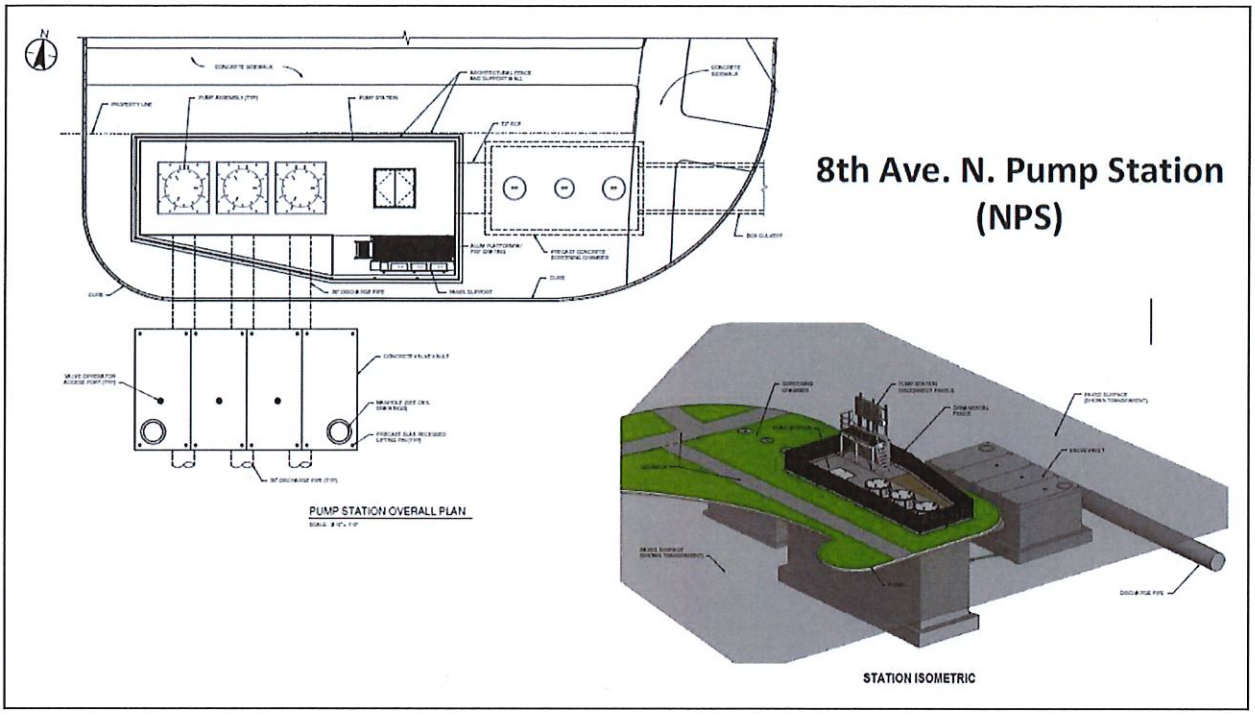
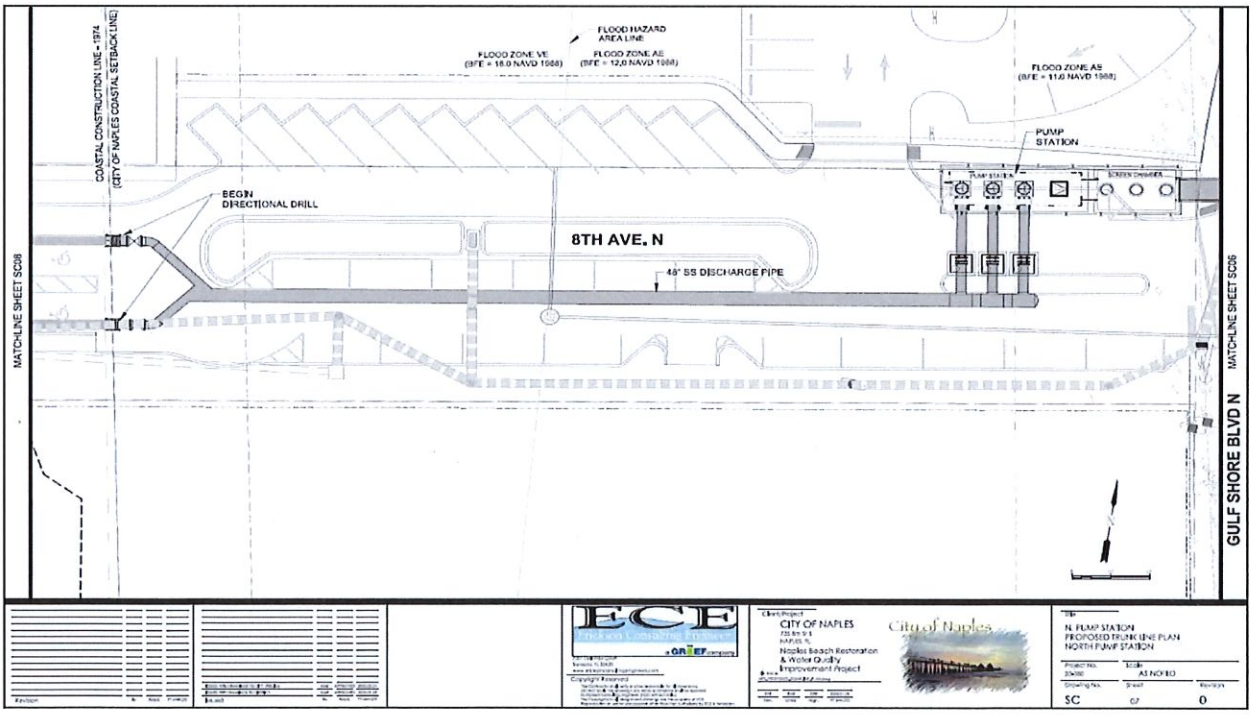
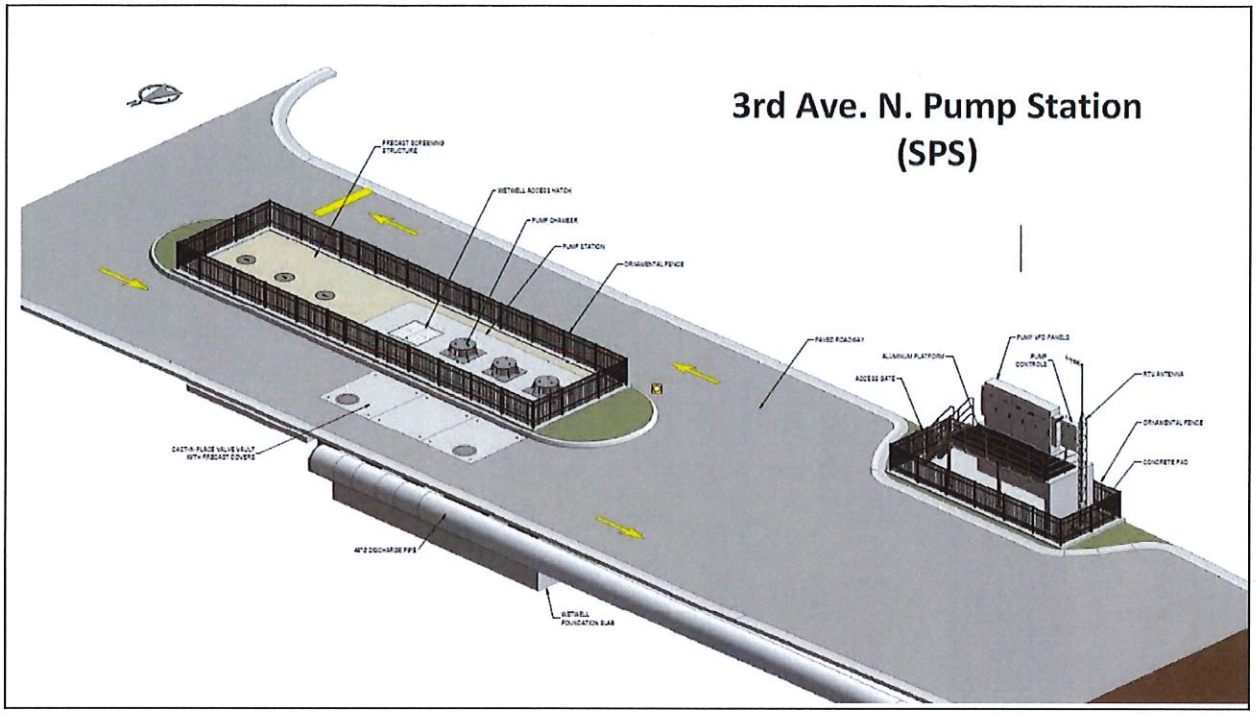
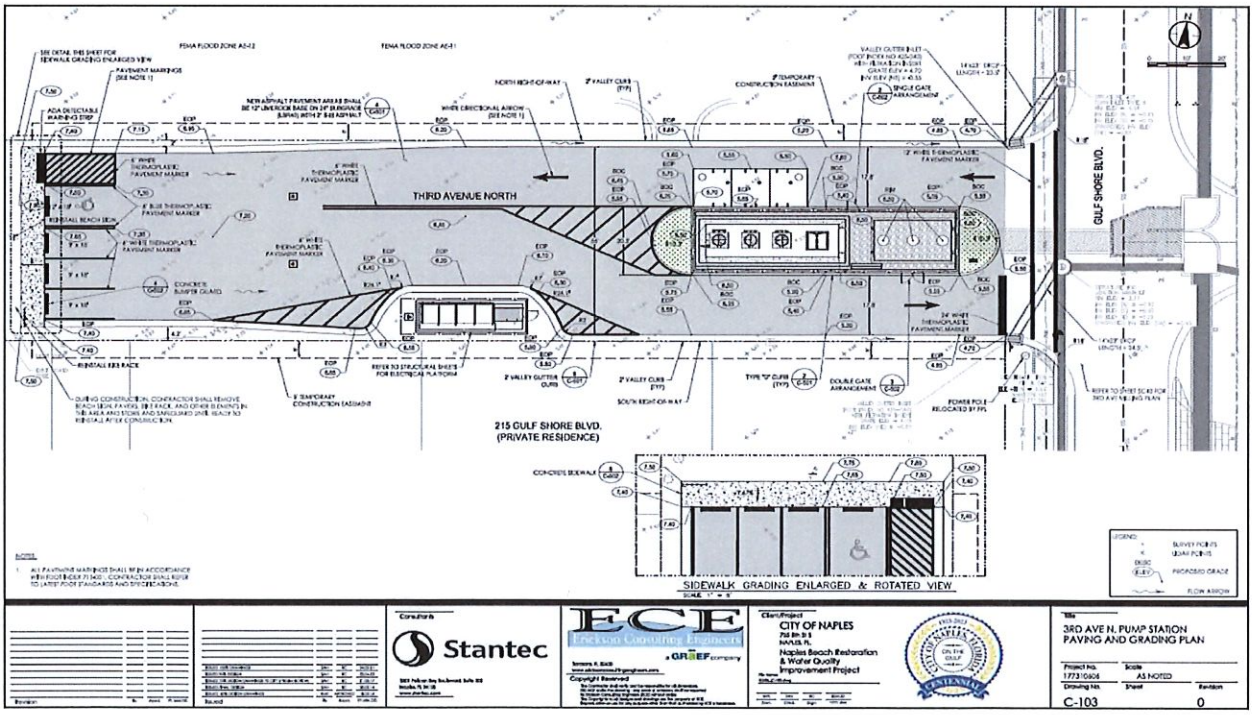

8th Ave. N. Pump Station
(NPS)
PUMP STATION OVERALL PLAN
STATION ISOMETRIC


COASTAL CONSTRUCTION LINE - 1974
(CITY OF NAPLES COASTAL SETBACK LINE)
FLOOD HAZARD AREA LINE
FLOOD ZONE VE (BFE = 18.0 NAVD 1988)
FLOOD ZONE AE (BFE = 12.0 NAVD 1988)
FLOOD ZONE AE (BFE = 11.0 NAVD 1988)
PUMP STATION
BEGIN DIRECTIONAL DRILL
8TH AVE. N
48" SS DISCHARGE PIPE
MATCHLINE SHEET SC08
MATCHLINE SHEET SC08
GULF SHORE BLVD N
ECE
CITY OF NAPLES
Naples Beach Restoration & Water Quality Improvement Project
City of Naples
N. PUMP STATION
PROPOSED TRUNK LINE PLAN
NORTH PUMP STATION
AS NOTED
SC
07
0

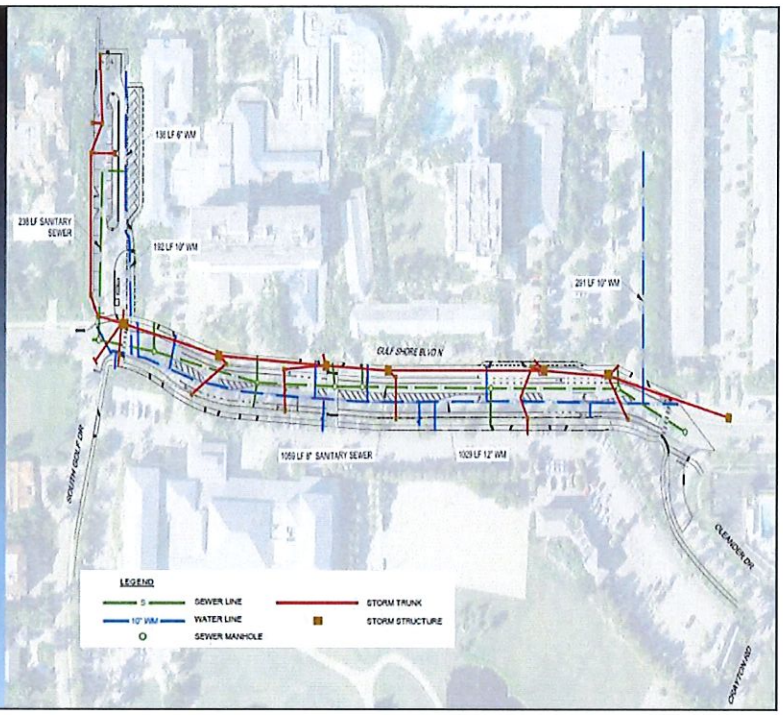

3rd Ave. N. Pump Station
(SPS)

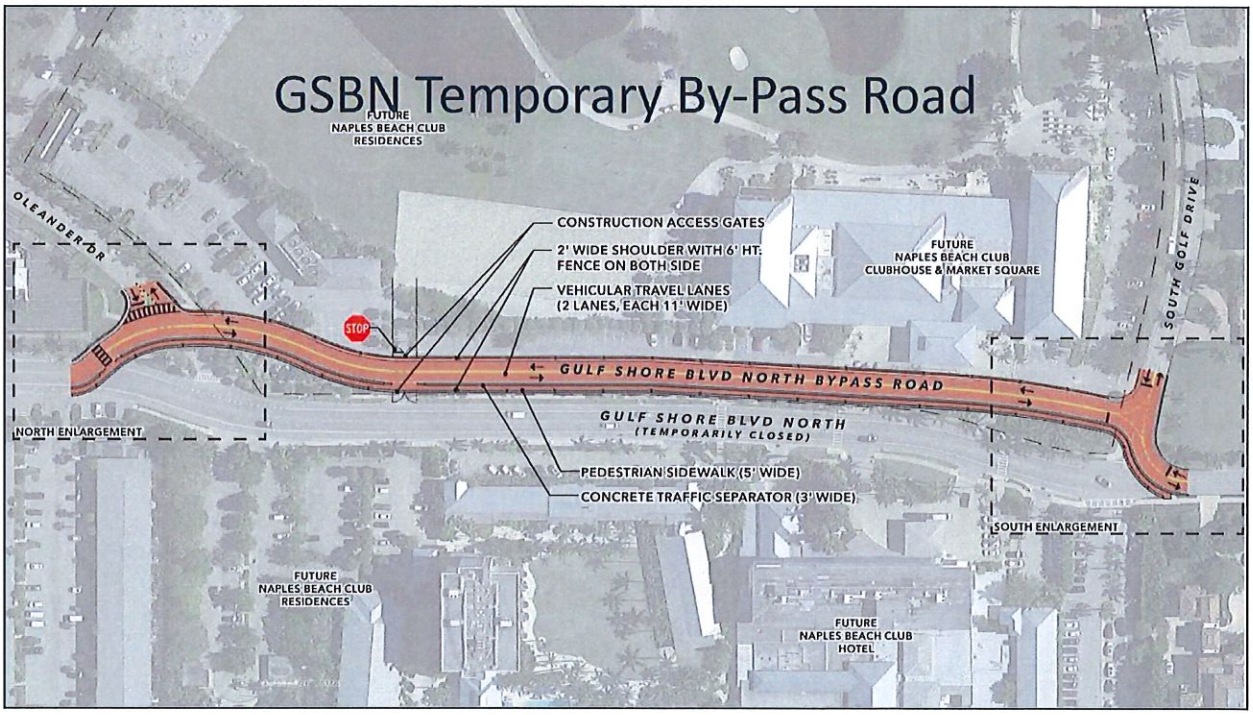

THIRD AVENUE NORTH
GULF SHORE BLVD.
215 GULF SHORE BLVD.
(PRIVATE RESIDENCE)
SIDEWALK GRADING ENLARGED & ROTATED VIEW
Stantec
ECE
Ericksen Consulting Engineers
CITY OF NAPLES
Naples Beach Restoration & Water Quality Improvement Project
3RD AVE N. PUMP STATION
PAVING AND GRADING PLAN
C-103

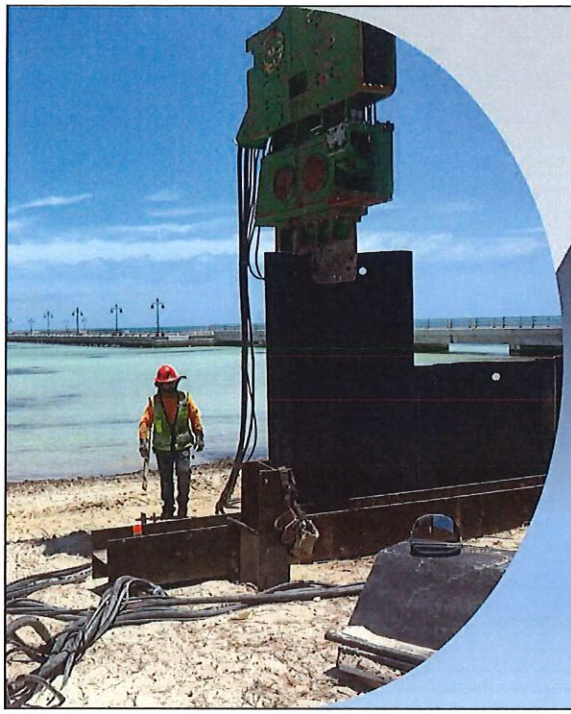
Naples Beach Club Infrastructure Agreement

Special City Council Meeting March 20, 2023 (Follow-up from the February 27, 2023 Meeting)

- As part of this MOU, NBC would construct at its sole cost and expense a temporary bypass road (Bypass Road) from South Golf Drive to Oleander Drive that will be parallel to GSBN in order to provide for vehicular, bicycle and pedestrian access during the performance of the infrastructure work.
- NBC will design and install a temporary storm water outfall line that functions at the existing level of service, at its cost, to facilitate the gravity flow of storm water from GSBN to an existing outfall into Gulf of Mexico until such time as the City's North Outfall Pump Station becomes operational.
- The construction work set forth in this MOU is contemplated to commence no later than July 2023 and is contemplated to be completed no later than January 2024 but, in all events, this work will need to be completed prior to the contemplated opening of the NBC hotel in the first quarter of 2025.





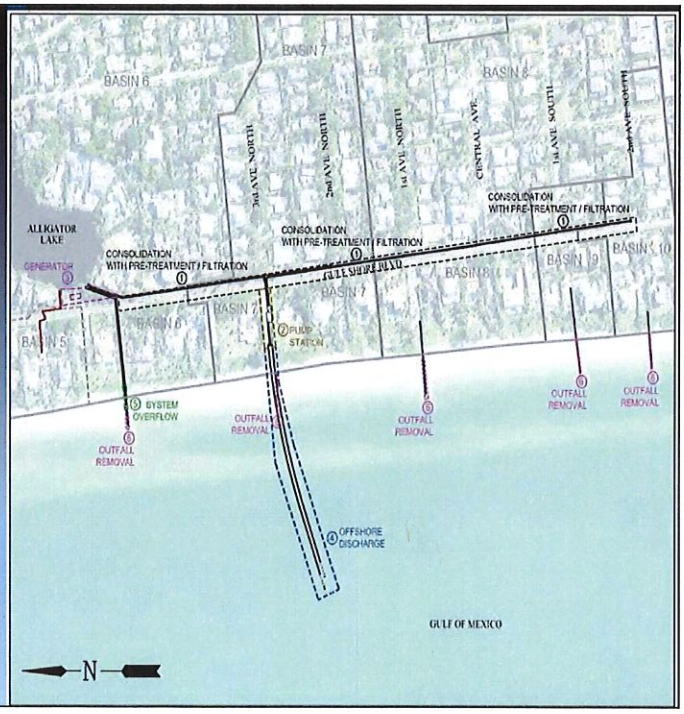


Kiewit Infrastructure South Co. – Construction Manager at Risk (CMAR)

- On March 8, 2023, the City of Naples Evaluation Committee ranked Kiewit Infrastructure South Co. as the highest-ranking firm from a Request for Qualifications advertisement that was sent out November 18, 2022.
- On June 21, 2023, City Council approved the CMAR agreement resulting in a fee of $1,566,468 for Pre-construction Phase Services and a 12% Guaranteed Maximum Price (GMP) that would be delivered December 2023.
- As part of the Pre-construction phase of the CMAR, Kiewit reviewed the Beach Outfall design and provided an evaluation of the Water Quality improvements expected from the design of the new system.
- City staff received a revised GMP of approximately $86,202,407 in January 2024 from Kiewit that significantly exceeded the Engineer's Opinion of Probable Cost (OPC) of $32 million.
- On January 16, 2024, staff presented three (3) options for the construction of the stormwater beach outfall project. During discussions with City Council, it was recommended to obtain pricing for a fourth option that provides the construction of the South phase.
- At the February 20, 2024, Council Meeting Kiewit presented a fourth option along with Constructability Analysis, Value Engineering, and Water Quality assessment. City staff reviewed the financial impact and investigating additional/alternative funding possibilities.

System Description

- Two (2) Pump Stations located at 8th Ave. N. and 3rd Ave. N. with (2) offshore directional drilled discharge lines per location reaching 1,500 feet offshore into the Gulf of Mexico
- Two (2) Diffusion System(s)
- Approx. (78) New Curb Inlet Catch Basins
- Installation of approx. 6,000 feet of Stormwater Pipe varying in size from 24 to 54 inches
- Treatment through Stormwater BMP's



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COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

CATEGORY "A" GRANT APPLICATION

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

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

   City of Naples
   735 8th Street South
   Naples, Florida 34102

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

   Name: Bob Middleton, Public Works Director

   Address: 295 Riverside Circle
   Naples, Florida 34102

   Phone: 239.213.5003

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

   Jay Boodheshwar, City Manager

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

   In accordance with FDEP's directive to remove stormwater outfall pipes from the Naples beaches, the City has designed, permitted, and awarded a Contract Manager at Risk (CMAR) contract for the Beach Outfall Stormwater project that improves water quality, flood protection, and the City's resiliency to climate change. After significant planning, design, and engineering, work on the City's beach outfall removal project is planned to begin in 2024. Stormwater quality will be improved beyond the State's minimum standards through a state-of-the-art stormwater treatment train. Clean stormwater will then be pumped 1,000 feet offshore via new pump stations. The Beach Outfall project will replace the existing gravity flow system with a mechanical pumping system that will include two (2) pump stations with water quality features and backup emergency generators that will pump treated stormwater 1,500 feet into the Gulf of Mexico thereby eliminating the need for the eight (8) existing beach outfall pipes. This project exceeds FDEP's directive to improve stormwater quality, reduce beach erosion, protect environmental species, and remove large, unsightly, and obstructive stormwater pipes from the beautiful beaches of Naples.

   On June 21, 2023, the City entered into a Construction Manager at Risk (CMAR) agreement with a contractor to provide an initial phase of the CMAR to provide a Guaranteed Maximum Price (GMP) then move to the construction phase. The GPM came back at $86 million which does not include the $11 million expenditures made to date including $4.4 million directly attributable to the beach outfall removal, beach protection, and water quality aspect of the project. The

CAO
Page 217 of 2023

$4.4 spent to date coupled with $28.2 included in the pending GMP results in an estimated $32.6 million applicable to the beach outfall removal, beach protection, and water quality aspect of the project. The City has obtained $25 million from the State Legislature during the 2024 legislative session as a Line-Item Appropriation awaiting the Governor's approval. It would be reasonable to prorate the portion of the State's funding to this portion of the overall project, resulting in an allocation of the State's pending $25 million award of 38% or $9.5 million for the applicable portion of the project consistent with this TDC request.

The project budget below includes only the portions of the project that are required to remove the eight (8) existing beach outfall pipes, as directed by the FDEP. They are the north and south pump stations and emergency generators, the horizontal directional drilled outfall pipes from the pump stations that are 1,500 into the Gulf, and the removal of the eight (8) beach outfall pipes.

The City respectfully requests consideration for $10 million in TDC funding for this portion of the overall project. As you know, pristine and safe beaches are critical to the economy of Collier County, as is clean water. The recent incidents with Red Tide are events we hope this project will help to minimize in the future, leading to a more robust tourism economy and appreciating property values which are so critical to funding high-quality services provided by the City and County to our residents.

Documents available are the Executive Summaries of the Consultant's Water Quality reports.

Location: Gulf Shore Boulevard North between 2nd Avenue South and Oleander Drive located in the city limits of Naples.

5. **Estimated project start date:** July 1, 2024

6. **Estimated project duration:** 24 Months

7. **Total TDC Tax Funds Requested:** $10,000,000

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

Yes ( ) No (X)

DRAFT

Collier County Tourist Development Council
Category "A" Grant Application (Page 2)

Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project

PROJECT BUDGET

PROGRAM ELEMENT	AMOUNT
TDC Funds Requested	$ 10,000,000
City/Taxing District Share	$ 13,122,945 (this portion of project)
State of Florida Share	$ 9,500,000 (prorated)
Federal Share	$ 0
TOTAL	$ 32,622,945

PROJECT EXPENSES:
(Engineering, Mobilization, Contractor, Monitoring etc)

North and South Pump Stations & Generators	$ 22,482,984
Removal of 8 existing beach outfall pipes	$ 223,805
Directional Drill new Outfall pipes	$ 9,916,156
_____	$ _____
_____	$ _____
TOTAL	$ 32,622,945

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.

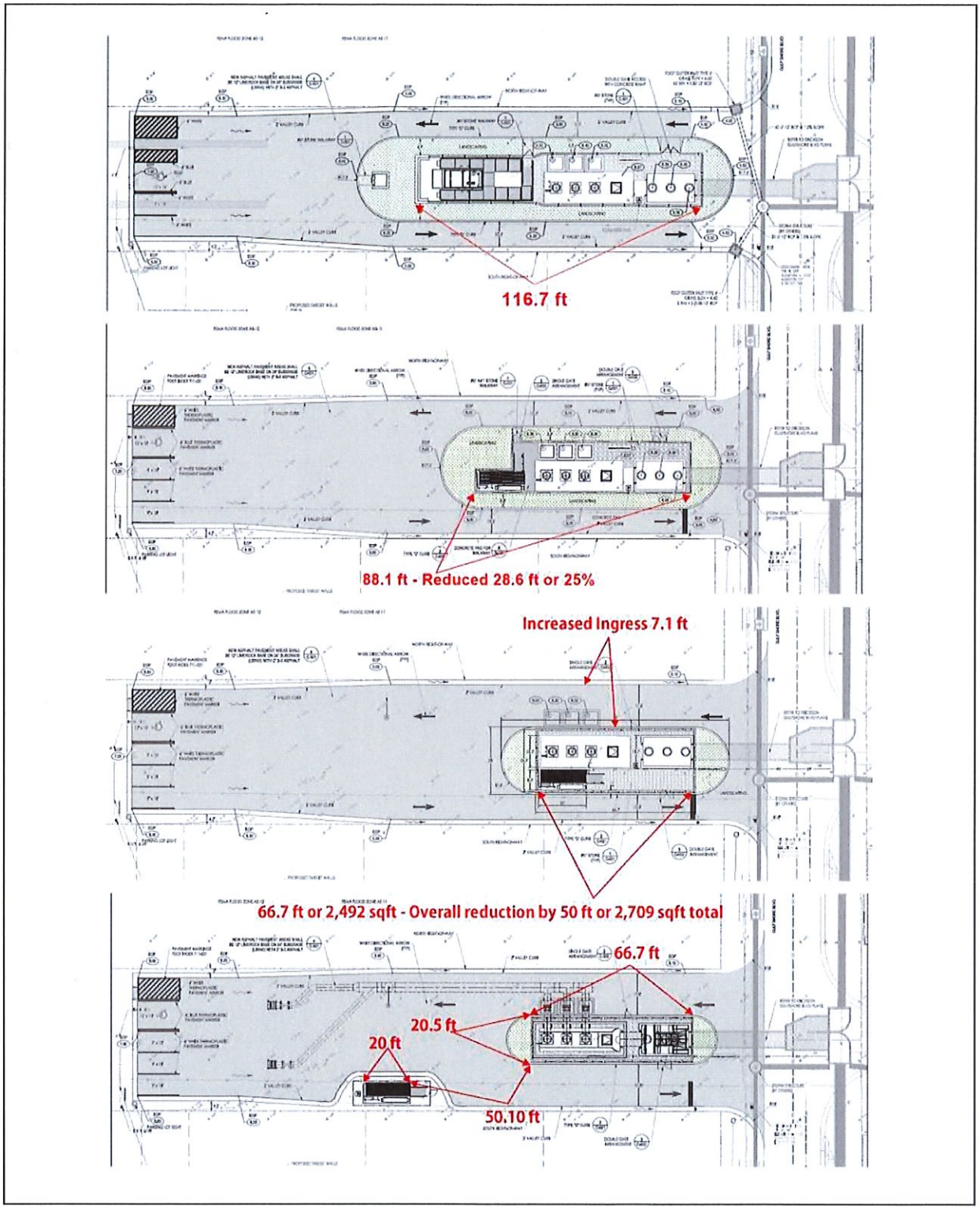
Jay Boodheshwar Digitally signed by Jay Boodheshwar
Date: 2024.03.20 17:37:34 -04'00'

Signature of Sponsor Organization's Chief Official **Date**

DRAFT

CAO

APPENDIX C - BEACH OUTFALL PS MODIFICATIONS - OCTOBER 2022 - R2



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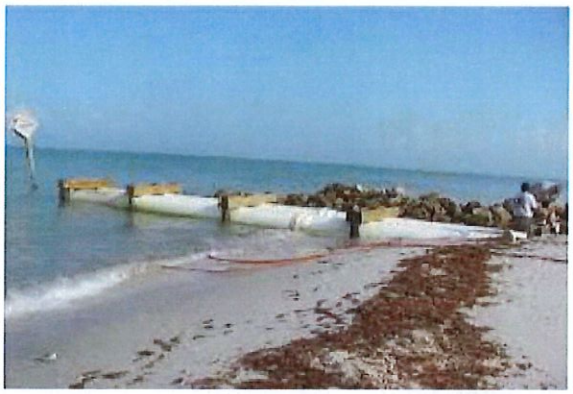
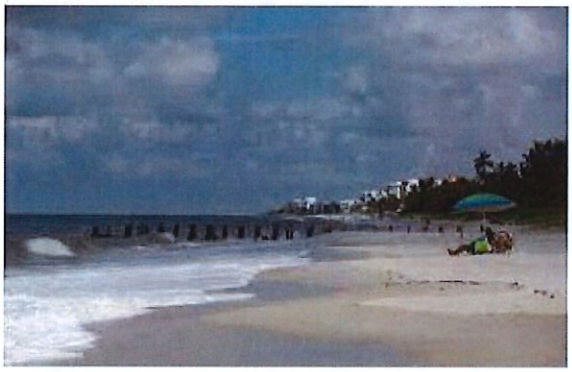
APPENDIX D - NAPLES BEACH OUTFALL & PROJECT AREA FLOODING PHOTOS













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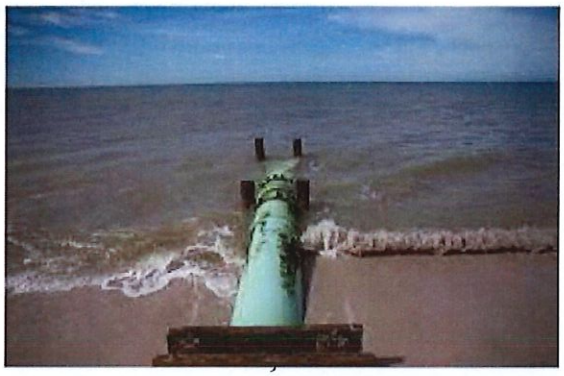



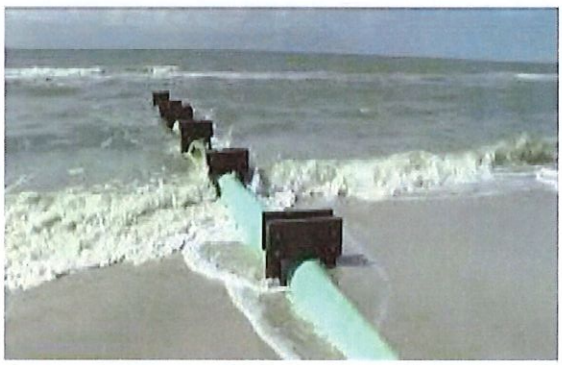
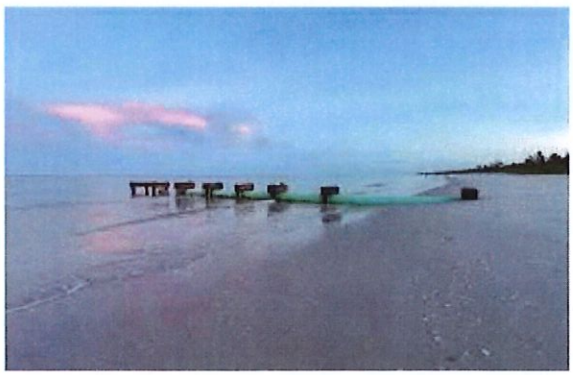


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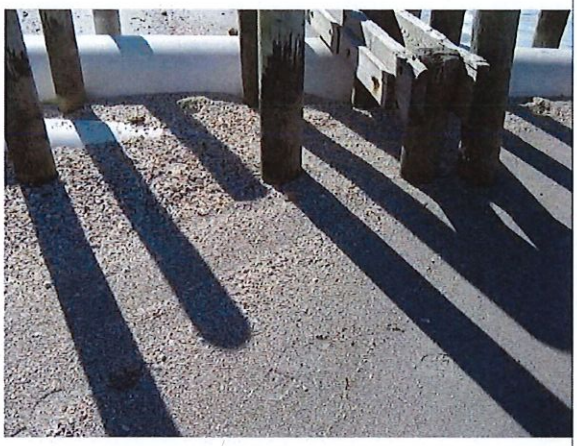
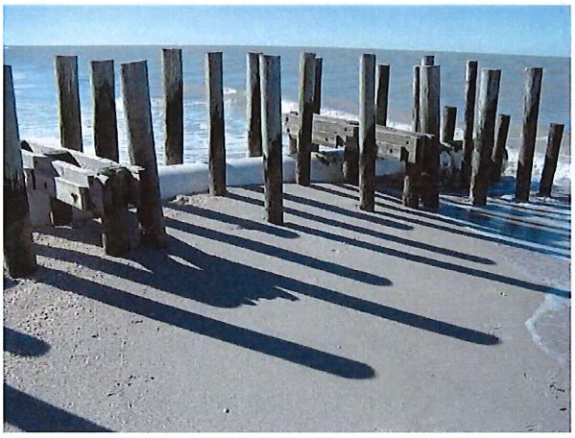




CAO










APPENDIX E - COMMUNICATIONS - SUPPORT FROM COMMUNITY STAKEHOLDERS

Coquina Sands

> Good morning:
>
> Thank you for reaching out. Coquina Sands welcomes hundreds of people into our neighborhood weekly as Lowdermilk Park is in our geography. Personally, I think anything that enhances the beach's aesthetics is a benefit to our city. But more importantly, this initiative is a big plus because it will improve water quality and flooding issues. One of the biggest deterrents to tourism is red tide and algae issues. We can't control water releases from northern counties that impact our water quality and algae, but the Beach Outfall Project will help the city with more local control.
>
> As we all adjust to Naples being the "it" destination for quality of life, we need to ensure our beautiful beaches and water remain two of the main drivers for increased tourism. Clearly, flood control, resiliency and clean water will also have a big impact on keeping the real estate market active and sustainable and ultimately, people safer.
>
> Regards,
>
> Maegan Evans
>
> President Coquina Sands

Edgewater Beach Hotel

> From: Laura Radler <Laura.Radler@ophotels.com>
> Date: Thu, May 16, 2024 at 8:19 AM
> Subject: City of Naples Beach Outfall Project
> To: Dana Pollitt <dana@adept.co>
>
> Good morning Dana,
>
> Nice speaking with you last Friday and I appreciate you providing the additional information on the Outfall Project specifically as it relates to improved water quality. Without a doubt, the beautiful beaches of Naples are a number one driver of tourism for the area. Therefore, I would support this project as it would improve water quality along our beaches. While I understand that this is a City of Naples project, media coverage regarding red tide and bacteria in the water creates a negative for all of the tourism community in Collier County.
>
> Additionally the improvement of storm water drainage as well as decreased beach erosion make this project even more attractive.
>
> Best regards,
>
> Laura Radler
> General Manager I Edgewater Beach Hotel
> 1901 Gulf Shore Boulevard North I Naples, FL 34102
> Ph. 239.403.2000 I Direct 239.403.2156 I Fax 239.403.2100
> www.EdgewaterNaples.com

CAO

Greater Naples Chamber of Commerce

From: Kristina Park <Kristina@napleschamber.org>
Date: Thu, May 16, 2024 at 9:32 AM
Subject: Re: City of Naples - Tourist Impact Study
To: Dana Pollitt <dana@adept.co>, Sloan Nagy <sloan@napleschamber.org>
Cc: Jay Boodheshwar <jboodheshwar@naplesgov.com>, Miguel Flores <mflores@naplesgov.com>

Dana,

Thank you for your patience in connecting during this unusually busy week. Below is the message of support from the Greater Naples Chamber. Please let me know if you have any further questions.

--

Recognizing the interconnectedness of our economy and our ecology, we are grateful that the leaders within the City of Naples are seeking opportunities to invest in beach restoration and water quality. We believe that this initiative holds immense promise in enhancing the environmental quality, safety and attractiveness of our community, thereby benefiting both residents and visitors alike.

Visitors seeking a clean, safe, and aesthetically pleasing beach experience will undoubtedly find Naples Beach to be an irresistible destination, thereby fueling the growth of our tourism sector and benefiting the local economy. We believe that the successful execution of this project will play a pivotal role in promoting tourism and enhancing the marketability of Naples and Collier County as premier destinations for visitors seeking pristine beaches, secure surroundings, and aesthetic allure. The allure of Naples Beach is a cornerstone of our local tourism industry, and ensuring its cleanliness, safety, and visual appeal is paramount in attracting discerning travelers from across the globe.

As the premier advocate for the business community, water quality and resiliency sit as one of the top priorities for the Greater Naples Chamber. By elevating the water quality standards, providing flood protection measures, and bolstering our resilience to climatic fluctuations, we are not only safeguarding our natural heritage but also enhancing the economic vitality of our region. Employers within our hospitality based economy depend on these dollars to support their business and its ability to grow and thrive in Naples.

Warm wishes,

Kristina Park
President & CEO
Greater Naples Chamber

E: Kristina@napleschamber.org

CAO

2150 Goodlette-Frank Road N.
Suite 101, Naples, FL 34102

www.NaplesChamber.org
Facebook | Instagram
Event Calendar

Gulf Shore Property Owners Association

From: gspoanaples@gmail.com
Date: May 16, 2024 at 6:11:18 PM EDT
To: Mary Hayes <maryscalahayes@gmail.com>, clifford holland <ceholland22@gmail.com>, Maegan Evans <mae@fallsrivergroup.com>
Cc: Dana Pollitt <dana@adept.co>, Miguel Flores <mflores@naplesgov.com>, Beth Petrunoff <bpetrunoff@naplesgov.com>
Subject: RE: City of Naples Tourist Impact Study

Mary - unless I am mistaken, Beach Outflows is a priority for the City of Naples for many reasons, including beautification of beaches to make out Gulf Shoreline more attractive for property owners and tourists alike. Here is the link to the discussion at the May 3rd presentation.
https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2527738/City_Council_Presentation_04-03-2024_03-26-2024__2_.pdf
Naturally, Gulf Shore Property Owners are very supportive of the efforts,
I have copied all on this email. GSPOA is emphatically supporting removal of Beach Outflow pipes. We have been speaking in favor of outflow pipe removal.

Doug Stewart
President, Gulf Shore Property Owners Association
GSPOAnaples@gmail.com
Mobile +1.708.267.6527

Mary Hayes - Naples Miracle Mile Project

From: Mary Hayes <maryscalahayes@gmail.com>
Date: May 13, 2024 at 6:43:41 AM EDT
To: Dana Pollittl <dana@adept.co>
Cc: Beth Petrunoff <bpetrunoff@naplesgov.com>, Bob Middleton <RMiddleton@naplesgov.com>, Miguel Flores <mflores@naplesgov.com>
Subject: Re: City of Naples Tourist Impact Study

Good morning Dana. Nice to speak to you this past Friday regarding the City of Naples stormwater outfall project. As you read in the attached article below the Miracle Mile project is a resident led initiative that collaborates with the developers, City of Naples staff, neighborhood community associations, the Edgewater Hotel and the Naples Beach Club; the future home of the Four Seasons Hotel. As stakeholders, our entire focus is on the streetscape on the public realm to develop a safe, structurally sound and cohesively aesthetic boulevard between the Naples Beach Club and Doctor's Pass/Mooring Line Bridge.

The Miracle Mile boulevard is the scenic gateway to the City. It serves as a venue for many residents and tourists that visit the Edgewater Hotel and the future Four Seasons Hotel on the Miracle Mile as they run, walk and bike down the boulevard. It is also the street in which they enter the City's crown jewel of full service beach parks, Lowdermilk Park. The stormwater outfall project would really benefit the Miracle Mile. Reducing street flooding as a result of afternoon rains or rain storm events as well as improving water quality and reducing beach erosion will be very important to our residents and the thousands of tourists that help support our local economy.

Dana, please let me know if I can provide you with further input.

Mary

Mary Hayes, Chair
Naples Miracle Mile Project
516-375-7011

CAO

Naples Airport Authority

> From: **Robin King** <Rking@flynaples.com>
> Date: Fri, May 10, 2024 at 5:43 PM
> Subject: City of Naples Beach Restoration
> To: Dana Pollitt <dana@adept.co>
>
> Hi Dana,
>
> I shared with our leadership here the work you're doing with the City, and we are in agreement that since the Naples Airport isn't involved in promoting tourism – and that the majority of our clientele are homeowners – we don't have a strong statement on behalf of tourism.
>
> I hope the annual report and other FAQ material can provide you with the information needed for your study.
>
> All the best,
>
> Robin King | Director of Community Relations/Communications
>
> (239) 643-0733
> 160 Aviation Drive North
> Naples, FL 34104
> flynaples.com

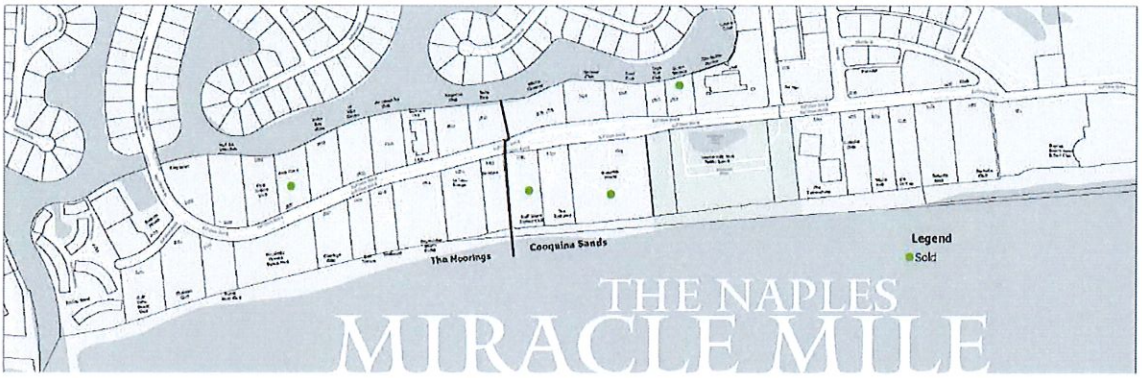
CAO

Sara Harrington - Collier County Office of Economic Development

> From: Sarah Harrington <Sarah.Harrington@colliercountyfl.gov>
> Date: Thu, May 16, 2024 at 10:46 AM
> Subject: RE: Naples Beach Restoration & Water Quality Improvements Project
> To: Dana Pollitt <dana@adept.co>, Miguel Flores <mflores@naplesgov.com>
>
> Hi Dana,
> Appreciate your reaching out and taking the time to speak with me this morning.
> The below letter from the Greater Naples Chamber (GNC) echoes the positive connection between reducing the visual obstructions on the beach line, increased aesthetics of the Naples beaches, and environmental benefits such as improved water quality and enhancing the coastal resiliency all of which contribute to greater marketability of the beaches and promotion of tourism in the proposed Naples Beach Restoration & Water Quality Improvements Project.
>
> Please let me know if I may be of further assistance. Hope you have a nice day. Thank you!
>
> Sarah Harrington
> Manager - Planning
> Economic Development & Housing

CAO

APPENDIX F - THE NAPLES MIRACLE MILE ARTICLE



The Miracle Mile project is a resident-led initiative started a year ago after the destruction of Hurricane Ian. It is a collaboration of residents and developers along the boulevard, Lowdermilk Park, neighborhood community associations, the Edgewater Hotel, and the Naples Beach Club, the future home of the Four Seasons Hotel. It is the stretch of Gulf Shore Boulevard North (GSBN) that runs from the Naples Beach Club to the Mooring Line Drive Bridge. This stretch of GSBN serves as a gateway to the entire city where many residents and tourists bike and walk along our beautiful beaches.

The mission of the Miracle Mile project is to engage stakeholders in a collaborative approach to redevelop a key area in the city in a thoughtful and coordinated manner. The plan is to create and implement a streetscape that includes the following:

1. Retains and builds upon the unique character of Naples.

2. Implements improvements to resiliency/stormwater and underground utilities while remaining environmentally responsible.

3. Creates a cohesive and beautiful landscape in the public realm that residents value while enhancing the neighborhood and city.

In case you missed the *Naples Daily News* articles and WINK News stories on the Miracle Mile project, on February 7 at the regular city council meeting over 140 Miracle Mile residents and all 38 developments on the Miracle Mile were represented. The Coquina Sands and the Moorings residents made their presence very clear that they are fully engaged about what is going to happen to the boulevard in their neighborhood. The decision was made that day for the approval of the funding for consultants, Agnoli, Barber & Brundage recently purchased by LJA, which is another full-service local engineering consultancy firm, to move forward. LJA's task is to create a conceptual master plan for the above-ground streetscape on the public right of way. The committee has already started meeting with the consultant and looks forward to sharing their progress thus far with residents. Right now, the consultant is working on developing a right-of-way base map of the boulevard and creating the Naples Miracle Mile website.

A big part of our project is community engagement. We want to hear from our residents. The committee completed a survey last summer that was emailed out to residents by the Gulf Shore Property Owners, Moorings, and Coquina Sands Associations. There were 864 responses. Residents were asked what features are most important to them along the Miracle Mile.

MORE THAN 90% OF RESIDENTS RANKED THE FOLLOWING AS THE TEN MOST IMPORTANT FEATURES:

- underground utilities
- sidewalks
- traffic density
- low building heights
- green space
- lush landscaping on private property
- stormwater flooding on the road
- views to the gulf and bay
- building setbacks
- pedestrian crosswalks
- green space
- verdant landscaping on public property

The committee has met with residents and presented at neighborhood association meetings several times over the last year. They also plan on doing another survey in the future as well as creating additional in-person opportunities for residents to provide us with their further input about how they envision the future of the Miracle Mile.

The reason why this neighborhood project has been so successful thus far is that all the stakeholders have been collaborative. Current long-time residents, developers, future residents of these new luxury developments, the city of Naples, and the many tourists that will visit our two hotels will all benefit from a more structurally sound, safer, and aesthetically cohesive Miracle Mile.

MARY HAYES
Committee Chair
The Naples Miracle Mile Project
MaryScalaHayes@gmail.com

CAO

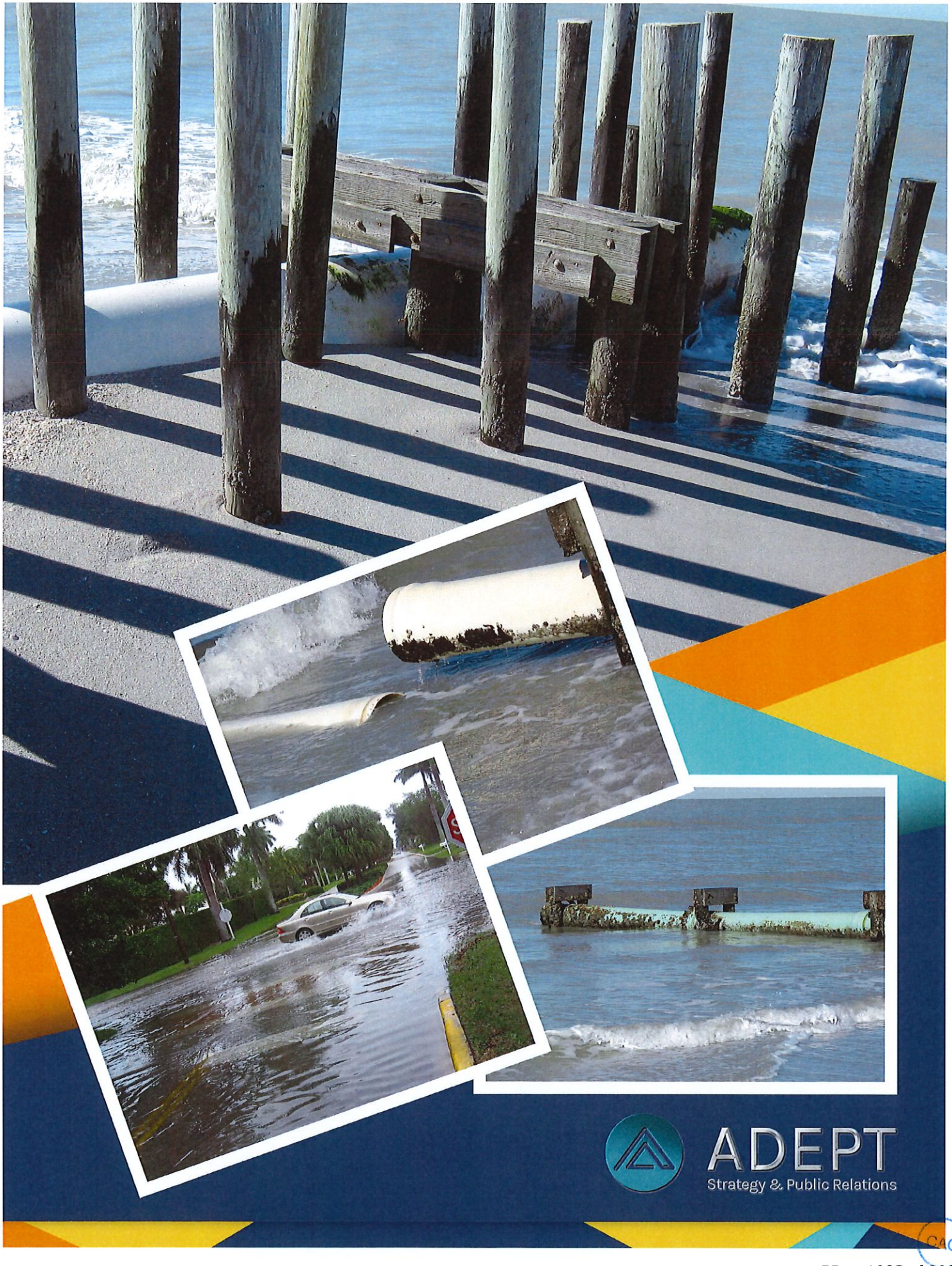

ADEPT
Strategy & Public Relations

EXHIBIT "C"

BUDGET – CITY OF NAPLES

Project budget includes:

Only the portions of the project that are required to remove the eight (8) existing beach outfall pipes, as directed by the FDEP. The[re] are the north and south pump stations and emergency generators, the horizontal directional drilled outfall pipes from the pump stations that are 1,500 [feet] into the Gulf, and the removal of the eight (8) beach outfall pipes.

AGGREGATE TOTAL	$10,000,000.00

Exhibit C

TDC Application Budget - City of Naples Beach Outfall Stormwater Project	
Description of Item	Construction Cost
Directional Drill - North (Kiewit)	$6,265,674.00
Directional Drill - South (DBE)	$4,203,375.03
Removal of (8) Beach Outfall Pipes (Kiewit)	$262,562.00
Grand Total	**$10,731,611.03**

CAO

EXHIBIT "D"

REQUEST FOR REIMBURSEMENT
COLLIER COUNTY TOURIST DEVELOPMENT TAX

EVENT NAME_____

ORGANIZATION_____

ADDRESS_____

CONTACT PERSON_____**TELEPHONE ( )**_____

REQUEST PERIOD FROM_____ **TO**_____

REQUEST# _____

( ) INTERIM REPORT ( ) FINAL REPORT

TOTAL CONTRACT AMOUNT $_____

EXPENSE	BUDGET	REIMBURSEMENT REQUESTED
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

NOTE: Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds. The following will not be accepted for payments: statements in place of invoices; checks or invoices not dated; tear sheets without date, company or organizations name. A tear sheet is required for each ad for each day or month of publication. A proof of an ad will not be accepted.

Each additional request for payment subsequent to the first request, Grantee is required to submit verification in writing that all subcontractors and vendors have been paid for work and materials previously performed or received prior to receipt of any further payments.

If project budget has specific categories with set dollar limits, the Grantee is required to include a spreadsheet to show which category each invoice is being paid from and total of category before payment can be made to Grantee. Organizations receiving funding should take into consideration that it will take a maximum of 45 days for the County to process a check.

Furnishing false information may constitute a violation of applicable State and Federal laws.
CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ **TITLE**_____

CAO

Executive Summary

Recommendation to the Board of County Commissioners to approve an Ordinance for the purpose of levying and imposing the 6th percent Tourist Development Tax, subject to approval by the voters of Collier County at the general election on November 3, 2026.

OBJECTIVE: Recommendation to the Board of County Commissioners to approve an Ordinance to increase the Tourist Development Tax by 1% for a total of 6%.

CONSIDERATIONS: On July 8, 2025 (Item 10A), the Board of County Commissioners approved the request to advertise the amendment. The ad was posted to the County website on July 23, 2025.

The Tourist Development Tax is a tax on the total rental amount collected from every short-term rental (6 months or less). Pursuant to Section 125.0104, Fla. Stat., Collier County qualifies as a high tourism impact county, which allows Collier County to impose an additional 1-percent on the current 5-percent Tourist Development Tax. A county is a high tourism impact county after the Department of Revenue has certified to such county that the sales subject to the tax levied pursuant to this section exceeded $600 million during the previous calendar year, as defined in Section 125.0104(3)(m)2., Fla. Stat. The Department of Revenue has confirmed that Collier County is qualified.

The process starts with the Board of County Commissioners enacting an Ordinance to propose levying the tax, subject to voter approval at the next general election scheduled for November 3, 2026. The final text of the referendum in English and Spanish is due by noon on June 12, 2026, which allows both the Board and the Supervisor of Elections sufficient time to place it on the ballot. If the referendum is approved, the effective date of the levy and imposition of the tax authorized would be January 1, 2027. The 6th percent will be used to fund promotion, related infrastructure improvements, and other authorized uses as set forth in Section 125.0104, Fla. Stat.

FISCAL IMPACT: Tourist Development Tax (5-percent) collections for FY 2024 totaled approximately $48.6 million. Based on FY 2024 collections, imposing an additional 1-percent tax as a high tourism impact county destination could result in incremental revenue of approximately $9.7 million annually. It should be noted that Tourist Development Tax revenue is highly variable, and past results are not necessarily indicative of future collections.

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

RECOMMENDATIONS: Recommendation to the Board of County Commissioners approve an Ordinance for the purpose of levying and imposing the 6th percent Tourist Development Tax, subject to approval by the voters of Collier County at the general election on November 3, 2026.

PREPARED BY: Colleen M. Greene, Managing Assistant County Attorney

ATTACHMENTS:

1. Ordinance - 6th percent tourist tax referendum
2. ad copy - 6th percent tourist tax referendum

ORDINANCE NO. 2025 - ____

AN ORDINANCE OF THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, CALLING FOR A REFERENDUM AT THE GENERAL ELECTION ON NOVEMBER 3, 2026 IN COLLIER COUNTY TO CONSIDER AN ADDITIONAL ONE PERCENT LEVY OF TOURIST DEVELOPMENT TAX FOR A TOTAL SIX PERCENT TAX TO BE USED FOR TOURISM PROMOTION, RELATED INFRASTRUCTURE IMPROVEMENTS, AND OTHER AUTHORIZED USES; PROVIDING THE OFFICIAL BALLOT LANGUAGE; PROVIDING FOR CONFLICT AND SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF LAWS AND ORDINANCES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Section 125.0104, Florida Statutes, provides for the levy of a local option tourist development tax by any county; and

WHEREAS, the Board, through the adoption of Ordinance No. 2017-35, increased the total levy of tourist development tax to 5 percent on short term rentals within the County; and

WHEREAS, the Board, by referendum, desires to impose an additional 1% tourist development tax as the 6th percent to be used for tourism promotion, related infrastructure improvements, and other authorized uses; and

WHEREAS, the State of Florida Department of Revenue has certified that Collier County qualifies as a high-impact tourism county as defined in Section 125.0104(3)(m), Florida Statutes, and is authorized to impose this 6th percent tourist development tax; and

WHEREAS, the proposed Ordinance and Referendum language were presented to and recommended for approval by the Collier County Tourist Development Council.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, that:

SECTION ONE: TOURIST DEVELOPMENT TAX

Section One: Purpose

This ordinance is adopted pursuant to the authority and requirements of Section 125.0104, Florida Statutes, for the purpose of levying and imposing the 6th percent Tourist Development Tax, subject to approval by voters at the general election on November 3, 2026. It is further the intent of this Ordinance to provide for the use of the receipts of the tax imposed by Ordinance

No. 90-43, as amended, and Ordinance No. 2017-25, as required by Laws of Florida, Chapters 92-175 and 92-204.

Section Two: Tourist Development Tax

A. Pursuant to Section 125.0104(3)(m), Florida Statutes, the Board of County Commissioners desires to levy and impose an additional 1% tourist development tax (6th percent) to be collected in the same manner as the first 5% of the tax collected pursuant to this Ordinance with approval of this Ordinance by referendum at the general election on November 3, 2026.

B. Pursuant to Section 125.0104(3)(m)3, Florida Statutes, the effective date of the levy and imposition of the tax authorized by this Ordinance is the first day of the second month following approval of the Ordinance by referendum which shall be January 1, 2027.

Section Three: Uses of Tax Revenues

A. The Board may utilize the tourist development tax for all expenditures authorized by law, and all funding allocations of the tourist development tax must be conducted in compliance with Section 125.0104, Florida Statutes. The tax revenues received pursuant to this ordinance shall be used to fund the Collier County Tourist Development Plan which shall be considered by the Board of County Commissioners at a public hearing following approval of the Referendum. The Tourist Development Plan may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the Board of County Commissioners.

B. The tax will be collected as set forth in Collier County's Tourist Development Tax Ordinance No. 2017-35.

Section Four: Calling for Referendum

Pursuant to applicable Florida Law, including Section 101.161, Florida Statutes, a referendum of qualified electors is hereby called to be held on November 3, 2026, to determine whether or not the levy of the additional one percent Tourist Development Tax shall be levied and collected by Collier County pursuant to Section 125.0104(3)(m), Florida Statutes.

Section Five: Ballot Question

Pursuant to F.S. § 125.0104, the Board of County Commissioners shall cause to be placed on the ballot at the next general election to be held in the County, the question of the approval or disapproval of this Ordinance imposing the 6th percent, such question to be preceded by an explanatory statement or title as set forth, with such question to appear on the ballot substantially as follows:

Shall Collier County Ordinance ____ be approved authorizing Collier County to levy and collect an additional one percent Tourist Development Tax from all short-term rentals in order to provide additional revenue to fund promotion, related infrastructure improvements, and other authorized uses as set forth in Section 125.0104, Florida Statutes.

_____ FOR THE INCREASE IN THE TOURIST DEVELOPMENT TAX

_____ AGAINST THE INCREASE IN THE TOURIST DEVELOPMENT TAX

SECTION TWO: CONFLICT AND SEVERABILITY.

In the event this Ordinance conflicts with any other ordinance of Collier County or other applicable law, the more restrictive shall apply. If any phrase or portion of the Ordinance is held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portion.

SECTION THREE: INCLUSION IN THE CODE OF LAWS AND ORDINANCES.

The provisions of this Ordinance shall become and be made a part of the Code of Laws and Ordinances of Collier County, Florida. The sections of the Ordinances may be renumbered or relettered to accomplish such, and the word "ordinance" may be changed to "section," "article," or any other appropriate word.

SECTION FOUR: EFFECTIVE DATE.

This Ordinance shall be effective January 1, 2027.

PASSED AND DULY ADOPTED by a vote of a majority plus one of the Board of County Commissioners of Collier County, Florida, this ____ day of _____, 20____.

ATTEST:
CRYSTAL K. KINZEL, Clerk of the
Circuit Court & Comptroller

By:_____
, Deputy Clerk

BOARD OF COUNTY COMMISSIONERS
COLLIER COUNTY, FLORIDA

By:_____
, CHAIRMAN

Approved as to form and legality:

_____
Jeffrey A. Klatzkow
County Attorney

[04-CMG-00002/1345815/1]

Words Underlined are added; Words ~~Struck-Through~~ are deleted.

NOTICE OF PUBLIC HEARING
NOTICE OF INTENT TO CONSIDER AN ORDINANCE

Notice is hereby given that a public hearing will be held by the **Collier County Board of County Commissioners** commencing at **9:00 a.m.** on **August 12, 2025**, in the Board of County Commissioners meeting room, third floor, Collier Government Center, 3299 East Tamiami Trail, Naples, FL, to consider:

AN ORDINANCE OF THE BOARD OF COUNTY COMMISSIONERS OF COLLIER COUNTY, FLORIDA, CALLING FOR A REFERENDUM AT THE GENERAL ELECTION ON NOVEMBER 3, 2026 IN COLLIER COUNTY TO CONSIDER AN ADDITIONAL ONE PERCENT LEVY OF TOURIST DEVELOPMENT TAX FOR A TOTAL SIX PERCENT TAX TO BE USED FOR TOURISM PROMOTION, RELATED INFRASTRUCTURE IMPROVEMENTS, AND OTHER AUTHORIZED USES; PROVIDING THE OFFICIAL BALLOT LANGUAGE; PROVIDING FOR CONFLICT AND SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF LAWS AND ORDINANCES; AND PROVIDING FOR AN EFFECTIVE DATE.

A copy of the proposed Ordinance is on file with the Clerk to the Board and is available for inspection. All interested parties are invited to attend and be heard.

All persons wishing to speak on any agenda item must register with the County Manager prior to presentation of the agenda item to be addressed. Individual speakers will be limited to 3 minutes on any item. The selection of an individual to speak on behalf of an organization or group is encouraged. If recognized by the Chairman, a spokesperson for a group or organization may be allotted 10 minutes to speak on an item. Written materials intended to be considered by the Board shall be submitted to the appropriate County staff a minimum of 7 days prior to the public hearing. All materials used in presentations before the Board will become a permanent part of the record.

As part of an ongoing initiative to encourage public involvement, the public will have the opportunity to provide public comments remotely, as well as in person, during this proceeding. Individuals who would like to participate remotely should register through the link provided within the specific event/meeting entry on the Calendar of Events on the County website at www.colliercountyfl.gov/our-county/visitors/calendar-of-events after the agenda is posted on the County website. Registration should be done in advance of the public meeting or any deadline specified within the public meeting notice. Individuals who register will receive an email in advance of the public hearing detailing how they can participate remotely in this meeting. Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues. For additional information about the meeting, please call Geoffrey Willig at 252-8369 or email to Geoffrey.Willig@colliercountyfl.gov.

Any person who decides to appeal any decision of the Board will need a record of the proceedings pertaining thereto and therefore, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380, at least two days prior to the meeting. Assisted listening devices for the hearing impaired are available in the Board of County Commissioners Office.

BOARD OF COUNTY COMMISSIONERS
COLLIER COUNTY, FLORIDA
BURT L. SAUNDERS, CHAIRMAN

Executive Summary

Recommendation to approve a Sponsorship Agreement with 3 STEP SPORTS LLC ("3 STEP SPORTS") for $2,325,000 to host and promote youth and amateur sporting events, including Football University National Championships and Top Gun Showcase, from 2025 through 2030, and make a finding that this action promotes tourism.

OBJECTIVE: Approval of a Sponsorship Agreement between Collier County and 3 STEP SPORTS for continued and expanded hosting of the FBU National Championship ("FBUNC"), Top Gun Showcase, and additional youth and amateur sports events in Collier County ("Events") through 2030.

CONSIDERATIONS: Football University, LLC, has a Current Sponsorship Agreement (the "Current Sponsorship Agreement"), which was executed on July 15, 2020, that will expire on December 31, 2025, to host and promote premier youth football events, including the FBUNC and Top Gun Showcase, along with other emerging amateur sports tournaments. These events have consistently driven significant economic impact and room night generation, especially during off-peak travel periods. 3 STEP SPORTS acquired substantially all the assets of FBU, including, but not limited to, the rights to host and promote FBUNC, Top Gun Showcase, and other youth and amateur sports events in Collier County. 3 STEP SPORTS is seeking a new Sponsorship Agreement with the County. This Sponsorship Agreement will supersede all prior agreements, proposals, arrangements, and communications, whether written or oral, with respect to the events, including but not limited to the Current Sponsorship Agreement, are hereby terminated in its entirety and of no further force and effect as of the date of the new Sponsorship Agreement.

The proposed Sponsorship Agreement provides that 3 STEP SPORTS will continue to host FBU events, including a broad annual calendar of events from 2025 through 2030, including at least five (5) mutually agreed-upon events annually. All Events will be held at the Paradise Coast Sports Complex or other suitable County venues.

The Sponsorship Agreement provides for sponsorship payments totaling $2,325,000 starting in 2025 through 2030, disbursed in annual installments per year based on performance metrics and deliverables, including media impressions, hotel impact, and CVB branding integration. 3 STEP SPORTS will continue incorporating the #PathToNaples message and CVB branding across all promotional platforms and will use best efforts to facilitate the delivery of CVB commercials in both live-streamed games and the nationally televised Navy All-American Bowl.

Additionally, the Sponsorship Agreement formalizes commitments for expanded use of CVB support services, including marketing collaboration, permit coordination, and visitor information distribution, as well as continued tracking of room night generation and economic impact reporting.

FISCAL IMPACT: Sponsorship payments totaling $2,325,000 are allocated as follows:

- FY25: $250,000*
- FY26: $450,000
- FY27: $425,000
- FY28: $425,000
- FY29: $400,000
- FY30: $375,000

These expenditures will be included in the Tourism Division's proposed budgets for each respective fiscal year and are contingent on Tourist Development Tax funding availability. All payments are performance-based and tied to contractual deliverables.

***Note:** The FY25 amount represents the remaining $250,000 under the County's previous 2020 sponsorship agreement with FBU. An additional $250,000 was paid earlier in FY25 under the prior agreement, bringing the total FY25 sponsorship support to $500,000. Payments for FY26 and subsequent years reflect the updated sponsorship terms in full.

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

CMG

RECOMMENDATIONS: To approve the Sponsorship Agreement with 3 STEP SPORTS for $2,325,000 to host and promote youth and amateur sporting events, including Football University National Championships and Top Gun Showcase, from 2025 through 2030, and make a finding that this action promotes tourism.

PREPARED BY: Jay Tusa, Tourism Director

ATTACHMENTS:
1. 2025-30 FBU Sponsorship Agreement
2. 2025 FBU Collier County Presentation

SPONSORSHIP AGREEMENT BETWEEN
COLLIER COUNTY AND
3 STEP SPORTS d/b/a FOOTBALL UNIVERSITY
(2025–2030)

THIS AGREEMENT is made and entered into this 11th day of August, 2025 (the "Effective Date"), by and between Collier County, a political subdivision of the State of Florida ("County"), and 3 STEP SPORTS, LLC ("3 STEP SPORTS"), a foreign limited liability company, authorized to do business in Florida.

RECITALS:

WHEREAS, the County has adopted a Tourist Development Plan funded by proceeds from the Tourist Development Tax; and

WHEREAS, the Collier County Tourist Development Tax Ordinance provides that certain amounts of the revenues generated by the Tourist Development Tax are to be allocated to promote and advertise tourism within the State of Florida, nationally and internationally, which encourages tourism; and

WHEREAS, Football University, LLC ("FBU LLC") hosted Football University and Top Gun Showcase in Collier County since 2019 and held a Sponsorship Agreement with Collier County dated July 14, 2020, to host and promote the FBU National Championships and Top Gun Showcase, along with other youth and amateur sports events which Agreement was set to expire on December 31, 2025 ("Original Sponsorship Agreement"); and

WHEREAS, 3 STEP SPORTS acquired substantially all of the assets of FBU, including but not limited to the rights to host and promote FBUNC, Top Gun Showcase, and other youth and amateur sports events in Collier County; and

WHEREAS, the Parties wish to terminate the Original Sponsorship Agreement and enter into a new Sponsorship Agreement with 3 STEP SPORTS to continue to host and promote these events and to include a broader calendar of events each year from 2025 through 2030; and

WHEREAS, with the recommendation of the Tourist Development Council ("TDC"), the Board of County Commissioners has reviewed and approved the proposal of 3 STEP SPORTS and specifically finds that the proposed events and expenditures promote tourism.

WITNESSETH:

NOW, THEREFORE, in consideration of the promises and covenants contained herein, and other good and valuable consideration exchanged amongst the parties, the parties agree as follows:

1. All the above RECITALS are true and correct and are hereby expressly incorporated herein by reference as if set forth fully below.
2. 3 STEP SPORTS agrees as follows:
   A. At its sole cost and expense, 3 STEP SPORTS will promote, market and present at least five events annually during the Agreement term in Collier County with the FBUNC

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Regionals featuring Collier County (the "Events"). The Events include, but are not limited to:

1. FBU National Championships ("FBUNC") – each December from 2025 through 2030
2. Top Gun Showcase – each June or July from 2026 through 2030
3. Futures Showcase – each December from 2026 through 2030
4. Freshman All-American Bowl ("FAAB") – each December from 2026 through 2030
5. 7v7 National Tournament – each June or July from 2026 through 2030
6. 8U/9U Tournament Division at FBUNC – each December from 2026 through 2030

B. 3 STEP SPORTS shall lease the Paradise Coast Sports Complex directly from the operating agency and comply with all then-current County requirements for the hosting of events of its size. These requirements will include but are not limited to: providing the necessary insurance, crowd control, parking, security, EMS, restroom facilities, waste removal, all necessary game day operation equipment, personnel and other additional event operation expenses incurred in running the events listed above.

C. Provide written acknowledgement of the sponsorship by the Collier County Convention & Visitors Bureau ("CVB") using the phrase "Funded in part by the Collier County Tourist Development Tax" and placement of the CVB logo in all media, marketing, promotion, and as part of the local activation at all 3 STEP SPORTS events (described in Section 2A) using the #PathtoNaples branding message.

D. 3 STEP SPORTS will deliver a minimum of three (3) CVB-supplied commercials to run on all live-streamed FBU events and will use best efforts to facilitate the delivery of two (2) CVB-supplied commercials to run in the NBC Sports national broadcast of the Navy All-American Bowl each year of the agreement, at no additional cost to the County.

3. Collier County agrees as follows:

A. In consideration of the above, County will pay 3 STEP SPORTS a Sponsorship Fee in the following amounts for each year:

- 2025: Two Hundred Fifty Thousand Dollars ($250,000)
- 2026: Four Hundred Fifty Thousand Dollars ($450,000)
- 2027: Four Hundred Twenty-Five Thousand Dollars ($425,000)
- 2028: Four Hundred Twenty-Five Thousand Dollars ($425,000)
- 2029: Four Hundred Thousand Dollars ($400,000)
- 2030: Three Hundred Seventy-Five Thousand Dollars ($375,000)

Although these Sponsorship Fees are intended to help 3 STEP SPORTS pay for its costs related to hosting the Events, 3 STEP SPORTS may use these funds in any manner it deems fit.

B. For the 2025 FBU National Championship, payment shall be made in (two) 2 installments as follows:

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(i) The first payment of One-Hundred Twenty- five thousand dollars ($125,000) shall be paid to 3 STEP SPORTS for the FBU National Championships (FBUNC) upon conclusion of the qualifying rounds of the FBUNC and upon receipt and approval of the FBU invoice. Evidence of the conclusion of those qualifying round events may include video, social media posts, event announcer read scripts and local use of the CVB logo

(ii) The second payment of up to One Hundred Twenty-five thousand dollars ($125, 000 shall be paid to 3 STEP SPORTS for the FBUNC within 45 days of the receipt and approval of a final invoice following the conclusion of each year' s FBUNC event, and the backup information outlined below:

a. Proof that the FBU National Championship games in Naples were broadcast and live streamed and a minimum of three (3) :30 CVB supplied commercials ran in the broadcast and/ or live streaming of each of the age bracket Championship games; and proof that two (2) :30 CVB commercials ran in the national telecast of the All-American Bowl in San Antonio, TX as agreed to.

b. Submittal of a Post Event Report that documents the aggregate participant and spectator attendance at the various FBUNC events in Naples including Regional Qualifiers, and the number of accommodation room nights and direct visitor spending generated in Collier County by FBUNC events participants and spectators.

This first and second invoice, Post Event Report and all documentation shall be submitted to the County within 30 days following the conclusion of the FBUNC in Naples and the All-American Bowl in San Antonio, TX, whichever date is later.

C. Each year beginning on January 1, 2026, payment shall be made in 5 installments as follows:

(i) The First Payment of ten percent (10%) of the Sponsorship Fee for the Top Gun Showcase each year shall be paid to 3 STEP SPORTS within 45 days of the County's receipt of an invoice and the written notice and schedule provided by 3 STEP SPORTS that it has commenced selection process to identify the participants for the Top Gun Showcase event in Naples. Such notice will be provided in a written statement of the process 3 STEP SPORTS will follow in preparation for the Top Gun Showcase at the Paradise Coast Sports Complex. Documentation will also include proof of onsite activation of the CVB logo and #PathtoNaples branding on all Top Gun Showcase promotional placement such as social media promotion, e-newsletters, digital advertising, website updates, and website banner ads on football related websites such as the 3 STEP SPORTS Event websites. All marketing, promotion and advertising must include the CVB logo as provided by Collier County to 3 STEP SPORTS.

(ii) The Second Payment of thirty percent (30%) of the Sponsorship Fee shall be paid to 3 STEP SPORTS each year for the FBUNC within 45 days of the County's approval of a receipt of an invoice and the written notice that the FBU Camps have commenced, and a schedule is provided by 3 STEP SPORTS of those camps. Documentation will be included of the pre-promotion of the FBUNC event and social media posts promoting FBUNC event in Naples using #PathtoNaples branding at all 3 STEP SPORTS events, media placement promoting the qualifying rounds such as social media, e-newsletters, digital advertising, website updates, and

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website banner ads on the FBU and 3 STEP SPORTS website(s) and other football related websites. All marketing, promotion and advertising must include the CVB logo as provided by Collier County to 3 STEP SPORTS.

(iii) The Third Payment of ten percent (10%) of the Sponsorship Fee for the FBU Top Gun Showcase each year shall be paid to 3 STEP SPORTS within 45 days from the conclusion of the Top Gun Showcase event and upon receipt of an 3 STEP SPORTS invoice and submittal of a Post Event Report. Evidence of the conclusion of that event may include video, social media posts, event announcer read scripts and local use of the CVB logo at the event site as agreed to. Submittal of a Post Event Report shall document the aggregate participant and spectator attendance at the Top Gun Showcase in Naples and the number of accommodation room nights and direct visitor spending generated in Collier County by event participants and spectators. This final invoice and Post Event Report and all documentation shall be submitted to the County within 30 days following the conclusion of Top Gun Showcase.

(iv) The Fourth Payment of twenty-five percent (25%) of the Sponsorship Fee shall be paid to 3 STEP SPORTS each year for the FBU National Championships (FBUNC) upon conclusion of the qualifying rounds of the FBUNC and upon receipt and approval of the 3 STEP SPORTS invoice. Evidence of the conclusion of those qualifying round events may include video, social media posts, event announcer read scripts and local use of the CVB logo.

(v) The Fifth and final payment of the remaining twenty-five percent (25%) of the Sponsorship Fee shall be paid to 3 STEP SPORTS each year for the FBUNC within 45 days of the receipt and approval of a final invoice following the conclusion of each year's FBUNC event, and the backup information outlined below:

a. Proof that the FBU National Championship games in Naples were broadcast and live streamed and a minimum of three (3) :30 CVB supplied commercials ran in the broadcast and/or live streaming of each of the age bracket Championship games; and proof that two (2) :30 CVB commercials ran in the national telecast of the All-American Bowl in San Antonio, TX as agreed to.

b. Submittal of a Post Event Report documenting attendance, room nights, and visitor spending.

This Fifth and final invoice, Post Event Report and all documentation shall be submitted to the County within 30 days following the conclusion of the FBUNC in Naples and the All-American Bowl in San Antonio, TX, whichever date is later.

(vi) All invoices are payable in compliance with Florida's Prompt Payment Act.

(vii) Within 45 days from the County's receipt of the 3 STEP SPORTS final invoice, the Parties shall meet to discuss the next year's Events, and the results of any new events brought to Collier County by 3 STEP SPORTS during that year. At that time, the Parties will review the information provided by 3 STEP SPORTS as part of its invoice submissions and consider whether changes are needed to this Sponsorship Agreement for the following years' Events. To be effective, any changes must be memorialized by an Amendment to the Agreement. The County

CAO

Manager or his designee is authorized to extend this time frame on behalf of the County.

(viii) Notwithstanding the foregoing, the parties hereby agree that due to events or circumstances beyond the control of a party, or due to the rules, regulations, or laws of any city, state, country, or other relevant governing body or regulatory agency having jurisdiction over the activities, sporting events, or media platforms referenced in this Agreement, it may be or become impossible or impractical for 3 STEP SPORTS to provide Collier County with all of the rights and benefits contemplated herein ("Unavailable Benefit"). The occurrence of an Unavailable Benefit will not be deemed a breach of this Agreement, and the parties will cooperate, in good faith, to ensure that their respective rights and obligations will be fulfilled by rescheduling, substitution, alternative performance or similar means of comparable value.

(ix) In addition to paying a Sponsorship Fee, Collier County shall assist 3 STEP SPORTS in its hosting of the Events, which will include some or all of the following on an as needed basis:

i. Year-round promotion of the events on the CVB's website and social media platforms;
ii. Assistance with hotel information including suggestions on hotel properties, events space or other requested information;
iii. Assistance with local and regional press coverage;
iv. Assistance in gathering of discounts to local attractions and restaurants;
v. Administrative assistance with obtaining necessary permits;
vi. Visitor information distribution about local attractions to Event participants and families; and
vii. Assistance with identifying classroom locations in other Collier County facilities including Collier County Public Schools or other similar venues for the classrooms during the Top Gun Showcase. Should classrooms become available at the Paradise Coast Sports Complex, the Top Gun Showcase may use these classrooms at no additional charge.

LEGAL MATTERS

4. INDEMNIFICATION AND DUTY TO DEFEND:

A. To the maximum extent permitted by Florida Law, 3 STEP SPORTS shall indemnify, defend and hold harmless the County, its officials and employees from any and all liabilities, damages, losses, and costs, including, but not limited to, reasonable attorneys' fee and paralegals' fee to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of 3 STEP SPORTS in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of the County. The foregoing indemnification shall not constitute a waiver of sovereign immunity beyond limits set forth in section 768.28, Florida Statutes.

B. The duty to defend under this Section is independent and separate from the duty

to indemnify, and the duty to defend exists regardless of any ultimate liability of 3 STEP SPORTS, the County, or any indemnified party. The duty to defend arises immediately upon presentation of a claim by any party and written notice of such claim being provided to 3 STEP SPORTS. 3 STEP SPORTS 's obligation to indemnify and defend the County will survive the expiration or earlier termination of this Agreement until it is determined by final judgment that an action against 3 STEP SPORTS or an indemnified party for the matter indemnified hereunder is fully and finally barred by the applicable statute of limitations.

5. INSURANCE: 3 STEP SPORTS shall at all times during the term of this Agreement maintain insurance coverage at amounts that are commercially reasonable, including at least Comprehensive General Liability at $1,000,000. Collier County shall be named as an additional insured on all such policies of insurance and 3 STEP SPORTS shall provide proof of insurance at least 7 days prior to the start of the Events or at Collier County's request.

6. NOTICES: All notices from the County to 3 STEP SPORTS shall be in writing and deemed duly served if mailed by registered or certified mail to 3 STEP SPORTS at the following address:

3 STEP SPORTS LLC
Attn: Legal Department
500 Unicorn Park Drive, Floor 5
Woburn, MA 01801

All notices from Football University to the County shall be in writing and deemed duly served if mailed by registered or certified mail to the County to:

Jay Tusa, Tourism Director
Collier County Tourism Division
2660 N. Horseshoe Drive, Suite 105
Naples, Florida 34104

3 STEP SPORTS and the County may change the above mailing addresses at any time upon giving the other party written notification pursuant to this Section.

7. NO PARTNERSHIP: 3 STEP SPORTS is an independent contractor. Nothing herein contained shall be construed as creating a partnership or joint venture of any kind between the County and 3 STEP SPORTS, its vendors or subcontractors, or to constitute 3 STEP SPORTS, or its vendors or subcontractors, as an agent or employee of the County. All revenue of any kind received by 3 STEP SPORTS related to hosting these events, are for the sole benefit of 3 STEP SPORTS, and County will not be entitled to share in any profit received by or be liable to share in the cost incurred by 3 STEP SPORTS arising from these Events.

8. COOPERATION: Each party shall fully cooperate with the other in all matters pertaining to this Agreement and shall provide all information and documentation as requested from time to time.

9. TERM: This Agreement shall become effective on the date approved by the Board of County Commissioners and remain in effect through December 31, 2030. There is no right to

CAO

renew by either party.

10. TERMINATION FOR CONVENIENCE: This Agreement may be terminated by either Party by giving the other party written notice 6 months in advance of the termination date. After the conclusion of the final event, and the satisfaction of all obligations and payments arising from this final, the Parties will have no further obligations whatsoever with respect to this Agreement.

11. OPTION TO TERMINATE: Either party may terminate or cancel this Agreement on less than 6 months written notice without penalty. Upon the satisfaction of all obligations and payments arising from the prior event that was held, each Party will have no further obligation whatsoever to the other with respect to this Agreement.

12. GENERAL ACCOUNTING AND AVAILABILITY OF RECORDS: With respect to all matters covered in this Agreement, 3 STEP SPORTS shall maintain complete and accurate accounting records, and shall maintain these records, books, documents, papers and financial information pertaining to work performed under this Agreement for a period of three (3) years, in compliance with Chapter 119, the Florida Public Records Law.

13. PUBLIC RECORDS COMPLIANCE

IF THE 3 STEP SPORTS HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (Communications, Government & Public Affairs, (239) 252-4311, PublicRecordRequest@colliercountyfl.gov).

3 STEP SPORTS is required to comply with public records laws, specifically to:

1. Keep and maintain public records required by the public agency to perform the service.

2. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.

3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the public agency.

4. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of the contractor or keep and maintain public records required by the public agency to perform the service. If the contractor transfers all public records to the public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the contractor keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

CAO

14. AVAILABILITY OF FUNDS: This Agreement is subject to the availability of Tourist Development Tax revenues. If for any reason tourist tax funds are not available to fund all or part of this Agreement for any given event year, the County may upon written notice, at any time during the term of this Agreement, reduce or eliminate funding under this Agreement. Upon receipt of such notice, 3 STEP SPORTS will have the option to either terminate this Agreement or continue this Agreement without such funding. If following receipt of such notice 3 STEP SPORTS elects to terminate the Agreement, the County will reimburse 3 STEP SPORTS for all eligible and documented expenditures actually incurred up to the date written notice was received.

15. PROHIBITION OF ASSIGNMENT: This Agreement is personal to 3 STEP SPORTS. As such, 3 STEP SPORTS may not assign, convey, or transfer in whole or in part its interest in this Agreement without the prior written consent of the County, which consent may be withheld in the County's sole discretion.

16. AMENDMENTS: This Agreement may only be amended by mutual written agreement of the parties and must be made with the same fo1malities as was done in entering into this Agreement.

17. VENUE AND GOVERNING LAW: This Agreement shall be governed by and construed under the laws of the State of Florida. The parties shall attempt in good faith to resolve any dispute concerning this Agreement through negotiation between authorized representatives. If these efforts are not successful, and there remains a dispute under this Agreement, the parties shall first engage in voluntary mediation, with each side sharing all costs. Following the conclusion of this procedure, either party may then file an action in the Circuit Court of Collier County, which shall be the exclusive venue with respect to any disputes arising out of this Agreement. In the event of litigation, each side shall bear its own attorney' s fees.

18. ENTIRE AGREEMENT: This Agreement sets out the entire agreement between Collier County and 3 STEP SPORTS with respect to the subject matter contained herein, the Events . It supersedes all prior agreements, proposals, arrangements and communications, whether written or oral, with respect to the Events, including but not limited to the Original Sponsorship Agreement, which is hereby terminated in its entirety and of no further force and effect as of the date of this Agreement. In the event of any conflict between a provision of this Agreement and a provision of an invoice, the provisions of this Agreement will prevail. No modification or waiver of this Agreement or any of the provisions hereof will bind either party unless an authorized agent of each party agrees in writing to the modification waiver.

IN WITNESS WHEREOF, 3 STEP SPORTS and Collier County have respectively, by an authorized person or agent, hereunder set their hands and seals on the date and year first above written.

CAO

ATTEST:
CRYSTAL KINZEL, Clerk

By: _____
, Deputy Clerk

BOARD OF COUNTY COMMISSIONERS
COLLIER COUNTY, FLORIDA

By: _____
Burt Saunders, Chairman

By: Greg Waldbaum
Greg Waldbaum (Aug 11, 2025 14:28:50 MDT)
3 STEP SPORTS, LLC
Greg Waldbaum, President

Approved as to form and legality:

_____
Colleen M. Greene
Managing Assistant County Attorney

CAO

Sponsorship Agreement - stamped (1)

Final Audit Report 2025-08-11

Created:	2025-08-11
By:	Emma Doherty (emma.doherty@threestep.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA1TLhwGc09kiR8QtYS2K1WDeOJr-6lA7T

"Sponsorship Agreement - stamped (1)" History

Document created by Emma Doherty (emma.doherty@threestep.com)
2025-08-11 - 3:44:27 PM GMT

Document emailed to Greg Waldbaum (greg.waldbaum@threestep.com) for signature
2025-08-11 - 3:44:32 PM GMT

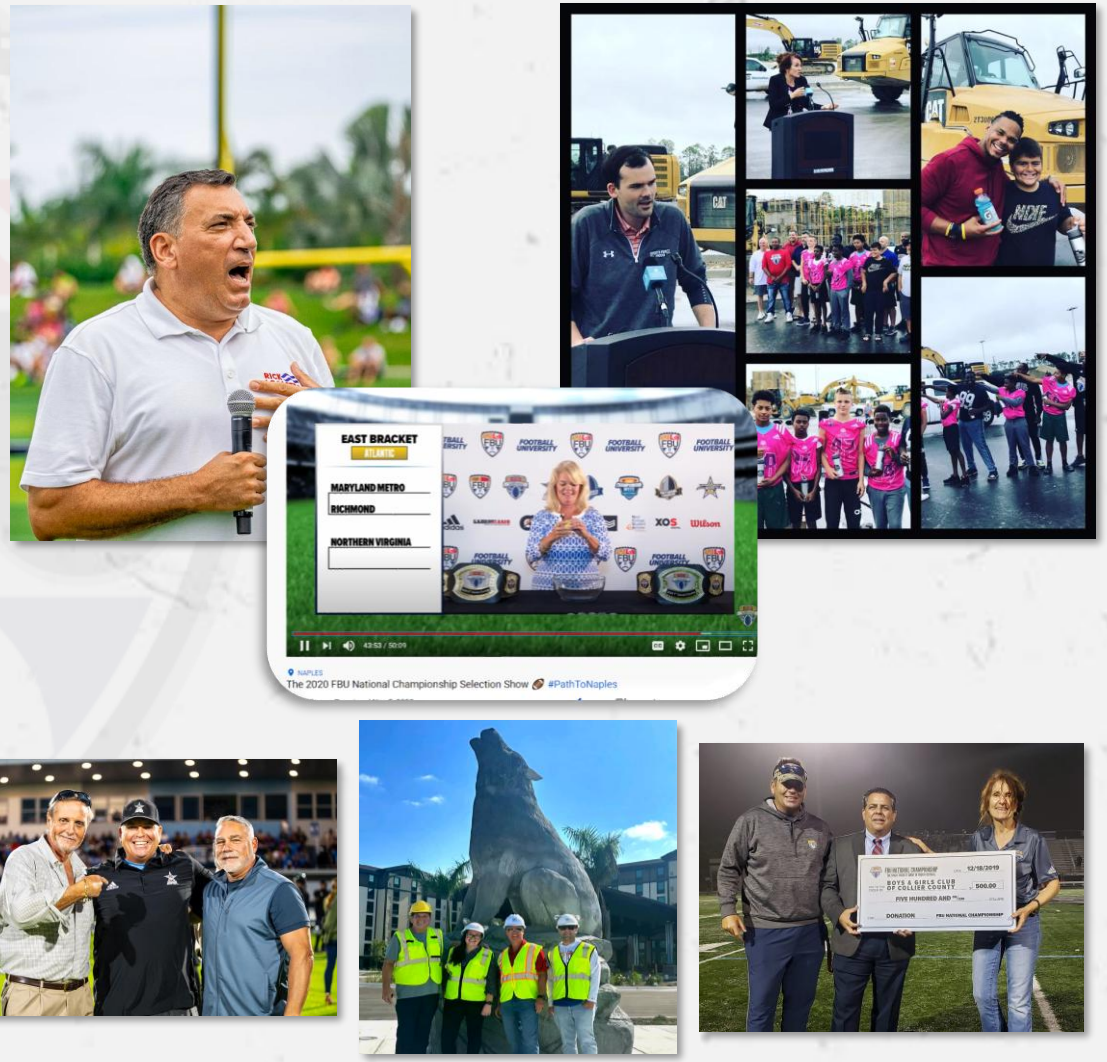
Email viewed by Greg Waldbaum (greg.waldbaum@threestep.com)
2025-08-11 - 7:27:33 PM GMT

Document e-signed by Greg Waldbaum (greg.waldbaum@threestep.com)
Signature Date: 2025-08-11 - 8:28:50 PM GMT - Time Source: server

Agreement completed.
2025-08-11 - 8:28:50 PM GMT

THEN. NOW. FOREVER

- **Not Your Normal Partnership**
- **Collier County is Family.**
- **Positive Community Impact**
- **Relocation to Mainstay**
- **#PathToNaples is 365**



BY-THE-NUMBERS

Football University focuses on providing a direct economic impact to Collier County through our events. Local Shops, Restaurants, Hotels, Tourism and more have all seen direct financial benefits through FBU. Our consumer base has a healthy appetite when it comes to travel & spending, and many families even now call Naples, FL home after visiting during an FBU event.

500+
LOCALLY EMPLOYED





$500K
AVG. CVB SPEND

$50K
SCHOLARSHIPS

$140K
AVG. PCSC SPEND

FBU & COLLIER COUNTY

EVENTS THROUGH THE YEARS

2020

Collier County Events
- Top Gun
- FBUNC Regionals
- Champ Week
- Futures
- FAAB

Top Gun
- 1,000 Attendees
- 2,000 Visitors
- 750 Rooms
- 6.8M Social

Champ Week
- 3,500 Rooms
- 13.6M Social
- 32 Teams
- 200 Futures
- 70 Freshman

FBU events in 2020 were the first events held at PCSC and took place during Covid

2021

Collier County Events
- Top Gun
- FBUNC Regionals
- Champ Week
- Futures
- FAAB

Top Gun
- 1,300 Attendees
- 3,000 Visitors
- 1,815 Rooms
- 12M Social

Champ Week
- 3,920 Rooms
- 20M Social
- 40 Teams
- 250 Futures
- 70 Freshman

FBU Events in 2021 took place during aftermath of Hurricane Elsa

2022

Collier County Events
- Top Gun
- FBUNC Regionals
- Champ Week
- Futures
- FAAB

Top Gun
- 1,500 Attendees
- 4,000 Visitors
- 1,900 Rooms
- 22M Social

Champ Week
- 4,066 Rooms
- 50M Social
- 44 Teams
- 300 Futures
- 70 Freshman

2023

Collier County Events
- Top Gun
- Champ Week
- Futures
- FAAB
- PLC Circuit*
- National Hockey*
- Nike Lacrosse*

Top Gun
- 1,750 Attendees
- 4,500 Visitors
- 2,526 Rooms
- 50M Social

Champ Week
- 7,366 Rooms*
- 70M Social
- 48 Teams
- 400 Futures
- 70 Freshman

2024

Collier County Events
- Top Gun
- FBUNC Regionals
- Champ Week
- Futures
- FAAB
- PLC Circuit*
- National Hockey*
- NXT Lacrosse*

Top Gun
- 1,900 Attendees
- 4,800 Visitors
- 2,714 Rooms
- 76M Social

Champ Week
- 7500 Rooms*
- 100M Social
- 64 Teams
- 425 Futures
- 70 Freshman

2025

Collier County Events
- Top Gun
- 7v7 Championships
- FBUNC Regionals
- Champ Week
- Futures
- FAAB
- PLC Circuit*
- National Hockey*
- NXT Lacrosse*
- EDP Soccer*
- Football Extra*

Top Gun
- 2,000 Attendees
- 5,000 Visitors
- 3,000 Rooms
- 100M Social

Champ Week
- 8000 Rooms*
- 150M Social
- 72 Teams
- 450 Futures
- 70 Freshman

AFFILIATED PROPERTIES





NAVY NATIONAL COMBINE

- FOUNDED IN CONJUNCTION WITH U.S. ARMY ALL-AMERICAN BOWL
- ONE-DAY COMBINE FEATURING THE TOP UNDERCLASSMEN IN THE COUNTRY
- HELD ANNUALLY AT THE ALAMODOME IN SAN ANTONIO, TX
- PROPERTY WAS PURCHASED BY NBC SPORTS IN 2019. NAVY CAME ABOARD IN 2024

#1 Overall NFL Draft Pick, Bryce Young



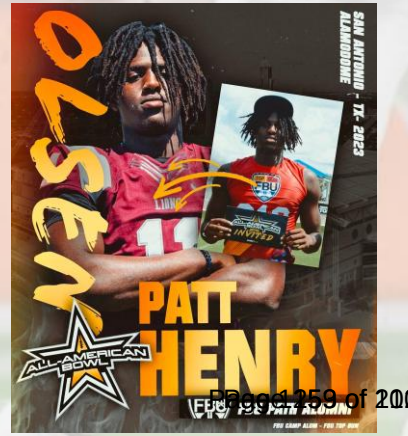
NAVY ALL-AMERICAN BOWL

- FOUNDED IN 2000 U.S. ARMY ALL-AMERICAN BOWL
- THE ORIGINAL HS ALL-STAR GAME FEATURING THE TOP 100 SENIORS IN THE COUNTRY
- MOST WATCHED AMATEUR SPORTING EVENT IN THE WORLD *(AVG. 2M VIEWERS)*
- PROPERTY WAS PURCHASED BY NBC SPORTS IN 2019. NAVY CAME ABOARD IN 2024



10+

Student-Athletes from Naples, FL invited at FBU to play in AAB



WELCOME

TO THE 3STEP FAMILY

FOOTBALL UNIVERSITY (FBU)

2,500+	1,800+	3,200+	41	8
EVENTS	CLUB TEAMS	ATHLETES	STATES	SPORTS

ADDITIONAL EVENTS

Largest Field Hockey Event in the Country

3,000 Athletes & 700 Coaches

2,500 Hotel Room Nights



PLC Lacrosse Championship Tournament

100 Teams & 1,500 Athletes

1,250 Hotel Room Nights



FBUNC Growth

6th, 7th & 8th Grade NIT

Girls Flag

8U/9U FBUNC

40 Teams & 2,000 Athletes

1,750 Hotel Room Nights



EDP Soccer Tournament

80 Teams & 1,200 Athletes

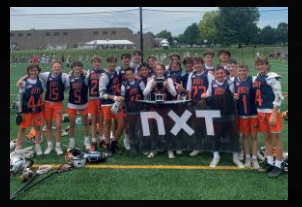
1,000 Hotel Room Nights



NXT Lacrosse Tournament

125 Teams & 2000 Athletes

1,750 Hotel Room Nights



New Football Events

Specialists Showcase

QB/WR Skills Showcase

High School Team Camps

1,500 Hotel Room Nights



LOCAL SUPPORT

"The consistent revenue from FBU is relied upon by the local hospitality industry. FBU is the original event that proved the need for the PCSC and is the cause for many other sports and promoters to bring their events here. That value is priceless."

- Liz Sanders, Fairfield/Springhill Naples

"Last Year alone, FBU contributed to 11% of our Group Base."

- Jennifer Newtson, Best Western Naples

"December & June couldn't be a better time our local hospitality industry to host FBU Events. Our hotels, restaurants & attractions need business during these slower periods, & FBU delivers every year."

- Randy Smith, Naples Trolley & Transportation

"FBU and the Paradise Coast go hand-in-hand. We look forward to many more years of partnership."

- Caroline Kissel, Hilton Naples

"If Collier County would lose the FBU Events that take place during these off-season months, our county would see a huge economic loss."

- Karla Feazell, Hyatt House 5th Avenue

"In 2020 we closed due to Covid. We only opened back up in July for FBU Top Gun and the grand opening of the PCSC, promptly closing after the event. The revenue solely produced from the FBU event allowed us to open back up permanently in December. We only re-opened because of FBU."

- Liz Sanders, Fairfield/Springhill Naples

5-YEAR PLAN

Sponsorship

- 2026 – $450,000
- 2027 – $425,000
- 2028 – $425,000
- 2029 – $400,000
- 2030 – $375,000

Advertising

- Three (3) CVB Commercials on all FBU Live Streamed Events
- Two (2) CVB Commercials on NBC's live telecast of the Navy All-American Bowl throughout the duration of FBU's partnership with NBC

FBU Events

- FBU 7V7 National Tournament
- FBU Middle School National Championship
- FBU Freshman All-American Bowl
- FBU Futures Showcase
- FBU Top Gun Showcase

*Additional Events

- Two (2) Additional Events Per Year throughout agreement
- Previous events include, but not limited to:
  - PLC Championship
  - National Field Hockey Championship
  - EDP Soccer Tournament
  - NXT Lacrosse
- Other Events may include, but not limited to:
  - 9U FBU National Championship
  - Girls Flag Football National Championship

*Additional events subject to change based on 3rd party sports

Executive Summary

Recommendation to approve Tourist Development Tax Grant Applications for FY 2025-2026 (FY 25-26) Marketing Grants (Category B) ($84,000) and Non-County Owned/Operated Museums (Category C-2) ($674,000), for a total of $758,000, and make a finding that these expenditures promote tourism.

OBJECTIVE: Approve grant applications and recommend grant awards for Tourist Development Tax (TDT) Marketing and Non-County Museum Grant applicants for FY 2025-2026 (FY 25-26).

CONSIDERATIONS: The Tourism Development Tax Grant program, first established in 2000 (June 13, 2000, meeting, agenda items 8.A.6-10) at the direction and approval of the Board of County Commissioners includes Category "A" Beach Renourishment and Beach Park Facility Projects, Category "C-2" Non-County Owned and Operated Museums, and Category "B" Marketing Grants, and Sports Marketing events. Details on the TDT grant programs are found in the Tourist Development Tax Business Case document (#19).

For arts and culture organizations, grants are available in Category "C-2" and Category "B"; Non-County owned museums and marketing expenditures are authorized by Section 125.0104, Fla. Stat., and Collier County's Tourist Development Tax Ordinance. Category "C-2" Grants are for Non-County Owned museums and are designed to provide financial support for the creation, execution, and marketing of arts and cultural shows & exhibits. Category "B" Marketing Grants are for marketing support for cultural projects targeting individuals residing outside of Collier County. Grants are reimbursable and subject to review and approval by Tourism Staff prior to payment.

In both categories, the primary purpose of the grants is to help drive overnight visitors to our destination and to provide opportunities for visitors and residents to enjoy unique arts and cultural experiences in our county. Funding is contingent on budget availability and subject to appropriation and the discretion of the Board of County Commissioners.

A full description of the grant review process for the Arts and Culture Grants is found in the attached TDT Arts and Culture Grant Background (#20). Further details of the last five years of grant awards are in the TDT Grant Amounts Awarded History document (#22).

For FY 25-26, the following changes were made to the grant process and the development of the grant recommendations. Organizations were requested to provide information on hotel room blocks for the grant projects, along with other room blocks throughout the year. In addition, information on any taxes collected was requested. For final reports of the grants, the Non-County Museums tested a new online final report form that is now implemented for the final reports of the FY 2024-2025 grant cycle.

Staff recommends the following grant awards to the 18 organizations listed below for FY 25-26 in each category as set forth below. The funds may be used for authorized uses, and at least 50% of the funds awarded are required to be used for reimbursable marketing expenditures as listed in the Grant Guidelines (#23). Detailed information on each project and its impact can be found in the TDT Arts and Culture Grant Background document (#20) and in the Master Grant Listing FY2025-2026 document (#21).

The amount budgeted for the Non-County Museum Category (Fund 1103) is $750,000. The $672,000 in grant awards will leave a balance of $78,000 for FY 26. The amount budgeted for marketing grants (Tourism Promotion Fund 1101) is $100,000. The $84,000 recommended in marketing grants is $16,000 below budget.

Funding is subject to the approval and recommendation of the Board of County Commissioners. The Board has the discretion to determine whether to fund these grants in this fiscal year.

Grant Category B- Marketing Grants (reimbursable marketing expenditures)
(6 organizations, 2 first-time grant applicants (*))

Legal Name of Organization	Project	Total Requested	FY 2025-2026 Recommendation	FY 2024-2025 Grant
Fifth Avenue South Business Improvement District, Inc.*	2025 -2026 Season of Events	$25,000	$20,000	
Florida Stone Crabbers Association, Inc.	2026 Everglades Seafood Festival	$36,700	$20,000	$24,500
Gulf Coast Orchid Alliance, Inc.*	2026 Orchid Sale	$5,000	$2,500	
Gulfshore Opera, Inc.	2025-2026 Collier Performance Season	$40,800	$22,500	$22,500
Seraphic Fire, Inc.	2025-2026 Collier Performance Season	$10,250	$5,000	$7,000
United Arts Council of Collier County, Inc.	2025-2026 Marketing Support	$14,000	$14,000	$13,000
TOTALS		**$131,750**	**$84,000**	**$67,000+**

+Note – total in FY 2024-2025 was $78,000. Two organizations did not apply for FY 2025-2026.

Grant Category C-2- Non-County Museums (reimbursable marketing expenditures and project production support)
(12 organizations, 1 first-time grant applicant (*))

Legal Name of Organization	Project	Total Requested	FY 2025-2026 Recommendation	FY 2024-2025 Grant
Artis—Naples, Inc.	2025-2026 Season Projects: Naples International Film Festival and *Tamara de Lempicka* exhibition	$75,000	$75,000	$75,000
The Golisano Children's Museum of Naples, Inc.	2026 Summer Traveling Exhibition	$40,000	$40,000	$75,000
Gulfshore Playhouse, Inc.	2025-2026 Performance Season	$150,000	$75,000	$75,000
Art League of Marco Island Inc. dba Marco Island Center for the Arts	2025-2026 Season - Exhibitions, Music Series, Theatre productions	$49,690	$45,000	$35,000
Naples Art Association, Inc. dba Naples Art Institute	2025-2026 Season Exhibitions	$150,000	$70,000	$70,000

Naples Art District, Inc.	2025-2026 Marketing Support	$71,200	$45,000	$50,000
Naples Botanical Garden, Inc.	2025-2026 Exhibition/Events: Día de los Muertos and Johnsonville Night Lights	$100,000	$75,000	$75,000
Naples Zoo, Inc.	2025-2026 Marketing Support	$124,676	$60,000	$75,000
Opera Naples, Inc.	2026 Festival Under the Stars and 2025-2026 Seasonal Support	$100,000	$60,000	$55,000
The Holocaust Museum & Education Center of Southwest Florida, Inc.	2025-2026 Marketing Support	$9,000	$9,000	$12,000
The Naples Players Inc.	2025-2026 Performance Season	$112,252	$75,000	$75,000
TheatreZone, Inc.*	2025-2026 Performance Season	$54,000	$45,000	
TOTAL		**$1,035,818**	**$674,000**	**$672,000**

FISCAL IMPACT: The recommended grant amount totals $758,000. Funding for the marketing grants in the amount of $84,000 (Fund 1101) and for the Non-County Museums of $674,000 (Fund 1103) is included in the proposed FY 2026 Tourism Division's budget, contingent upon the approval of the FY 2026 budget and budget availability.

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

RECOMMENDATIONS: Recommendation to approve Tourist Development Tax Grant Applications for FY 2025-2026 (FY 25-26) Marketing Grants (Category B) ($84,000) and Non-County Owned/Operated Museums (Category C-2) ($674,000), for a total of $758,000 and make a finding that these expenditures promote tourism.

PREPARED BY: John Melleky, Arts and Culture Manager, Tourism Department

ATTACHMENTS:
1. Fifth Avenue South Application FY 2025-2026
2. Florida Stone Crabbers Association Application FY 2025-2026
3. Gulf Coast Orchid Alliance Application FY 2025-2026
4. Gulfshore Opera Application FY 2025-2026
5. Seraphic Fire Applicaiton FY 2025-2026
6. United Arts Collier Application FY 2025-2026
7. Artis Naples Application 2025-2026
8. Golisano Childrens Museum of Naples Applicaiton FY 2025-2026
9. Gulfshore Playouse Applicaiton FY 2025-2026
10. Marco Island Center for the Art Application Final FY 2025-2026
11. Naples Art Institute Application FY 2025-2026
12. Naples Art District FY 2025-2026 Application

13. Naples Botanical Garden Application FY 2025-2026
14. Naples Zoo Application FY 2025-2026
15. Opera Naples Application FY 2025-2026
16. The Holocaust Museum Applicaiton FY 2025-2026
17. The Naples Players Application FY 2025-2026
18. Theatre Zone Applicaion FY 2025-2026
19. Tourist Development Taxes Business Case 25-26
20. Business Case Tourist Development Tax Grants Arts and Culture Grants 25-26
21. FY 25-26 Master Sheet Final
22. TDT Grant History 5 Years 2025.05
23. TOURIST DEVELOPMENT TAX GRANTS Grant Gudielines 2025-2026
24. 2025 TDC Arts and Culture Grants Presentation

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Fifth Avenue South Business Improvement District, Inc.

Application #B-25-26-_0007

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Applicant Profile

Applicant Type	Organization
Name	Meg Stepanian
Legal Name	Fifth Avenue South Business Improvement District, Inc.
Email	meg@fifthavenuesouth.com
Primary Phone	(239) 692-8436
Address	699 Fifth Avenue South Suite 348 Naples, Florida 34102 UNITED STATES
Website	http://fifthavenuesouth.com
Applicant Institution	None of the Above
Applicant Status	Organization - Non-Profit
Applicant Discipline	Non-Arts/Non-Humanities
501(c)(3) Incorporation Date	12/27/2010
FEIN / Tax ID	27-5087047
Date Organization Formed	12/10/2010
Fiscal Year End Date	12/31
Unique Entity ID (UEI)	
DUNS Number	000000000

Mission Statement

Promote brand awareness of the 5th Avenue South Business Improvement District to residents and visitors as THE destination of choice to live, work, shop, dine and play.

Organization History

The 5th Avenue South Business Improvement District, Inc. (BID) was established in December 2010. A 501 (c) (3) nonprofit organization, the BID represents the interests of both property owners and businesses in growing and sustaining a healthy, vibrant 5th Avenue South district. The BID provides an ongoing mechanism and dedicated source of revenue used by property owners and merchants to guide the future of their retail and commercial areas. The BID is based on state and local law, which permits property owners and merchants to band together to use the local government’s tax collection powers to “assess” themselves. In Naples, these funds are collected by the county and through the city, returned to the BID, and are used for purchasing supplemental services (e.g., advertising, beautification, promotions and special events, and providing downtown management and administration) beyond those services provided by the city. The BID is managed by a Board of Directors representative of the district boundaries and includes a ten-year “sunset” provision, whereby the district would require a vote after every ten years but would report annually on goals and objectives accomplished. The City of Naples agrees to maintain the baseline level of services. Since its

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

inception in 2010 the property owners have contributed more than $7 million to the success of the avenue for the more than 250 businesses in the district.

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This must match your 501-c(3) paperwork and your Sunbiz listing.
Fifth Avenue South Business Improvement District, Inc.

DBA For Organization - enter if your current name is different than the legal name
Fifth Avenue South Business Improvement District, Inc.

Federal ID Number
27-5087047

Organization Web Address
http://fifthavenuesouth.com

ORGANIZATION ADDRESS

Street Address
699 Fifth Avenue South Suite 348

City
Naples

State
FL

Zip
34102

PHONE AND FAX

Main Phone Number
2396928436

Fax Number

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Executive Director

First Name
Meg

Last Name
Stepanian

Email Address
meg@fifthavenuesouth.com

Phone Number
239-248-4151

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

Support Type
Seasonal Support

Project Name
That Fifth Avenue Feeling

Location of the Project
Digital

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-09-30

Project Type
Check all that apply.
Marketing Support

If Project Type is Other, enter information about the Project Type.

Describe what is new about this project.

Short Summary of Project
This multi-phase digital campaign is designed to elevate the Fifth Avenue South brand while strategically increasing awareness, visitation, and engagement among key out-of-market audiences. Anchored by a unifying brand theme, the campaign will be executed through two core promotional tactics—each tailored to deliver diverse messaging with precision targeting. Leveraging its unique position and resources, the Fifth Avenue South Business Improvement District (BID) is poised to deliver measurable value not only to its stakeholders but also to the Naples, Marco Island, Everglades Convention & Visitors Bureau and Collier County as a whole.

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Detailed Project Description

Phase 1: October/November – Christmas Walk Promotional Launch

The campaign will launch on October 15, promoting the 52nd Annual Christmas Walk and Tree Lighting. At this point, any regional advertising will be phased out to concentrate efforts on key northern markets (to inspire holiday and upcoming tourist season travel) and the local Naples market (to drive attendance and community participation). Messaging will highlight the event’s long-standing tradition and festive atmosphere, appealing to families, locals, and snowbird residents. The campaign will utilize high-impact digital formats to raise brand awareness ahead of peak travel planning.

Phase 2: In the first quarter of 2026, the digital campaign will shift focus and feature a fully branded message: That Fifth Avenue Feeling. This creative direction will reinforce the avenue’s distinct charm, luxury, and emotional appeal. The digital ad buy will continue to extend into the key northern markets with strong visitor overlap with Southwest Florida (e.g., New York, Chicago, Boston, and Philadelphia).

Phase 3: The BID is working on permitting a new avenue closure event in April 2026. This shoulder-month promotional will target residents and visitors in the market, capturing seasonal residents who may not visit 5th Avenue South during its busiest months.

Phase 4: July/August – Flavors on Fifth

This final promotional wave will launch in July, spotlighting our annual culinary-focused initiative, highlighting the dining diversity and experiences available along Fifth Avenue South. The Flavors on Fifth campaign will target both a local audience within Naples and expand regionally to the 3-hour crescent drive markets, which will include Sarasota, Tampa, Orlando, West Palm and Miami. The campaign will leverage digital display ads, paid social media, and geo-targeting to reach food lovers, weekend travelers, and lifestyle-focused consumers. Introduced in 2024, this campaign was developed to drive traffic to the avenue during the Avenue's slowest economic period. This campaign generated nearly $12,000 for an area non-profit through this prix fix dining event. This equated to 12,000 prix fixe menu customer purchases. Given recent geo-economic impacts, the BID has expanded its promotional efforts. Digital marketing has made targeting audiences more possible and affordable.

All campaigns will provide attributable ROI measurement. Promotional measurement will be based upon website traffic (i.e., specific landing pages, social media engagement, etc.)

What is the artistic and cultural goals and vision for this project?

The artistic and cultural vision of this campaign is to celebrate and elevate the distinct identity of Fifth Avenue South as the cultural heart of Naples — where timeless elegance meets modern vitality. Through evocative visuals, emotionally resonant messaging, and carefully curated storytelling, the campaign aims to showcase the avenue not just as a destination, but as an experience that blends art, cuisine, architecture, music, and

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community spirit.

Artistically, the campaign will embrace a sophisticated, yet welcoming aesthetic that reflects the historic charm and upscale vibrancy of Fifth Avenue South. The visual language will draw from the natural beauty, architectural detail, and artistic spirit that define the area, while the campaign tone will strike a balance between aspirational and authentic.

Culturally, the project seeks to strengthen Fifth Avenue South’s identity as a gathering place for locals and visitors alike — a destination where creativity thrives and community traditions are honored. By spotlighting events like Flavors on Fifth and the Christmas Walk, and by sharing stories of the people and businesses that make the Avenue unique, the campaign fosters a deeper cultural connection between the audience and the district.

Ultimately, the campaign is designed not just to promote — but to inspire. It invites audiences to feel 'That Fifth Avenue Feeling' — an elegant, joyful sense of place, and unmistakably Naples.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

How will this project promote and drive tourism to Collier County, Florida's Paradise Coast?
Tourism Impact: Promoting Collier County & Florida’s Paradise Coast

This digital campaign plays a vital role in reinforcing Collier County and Florida’s Paradise Coast as a premier travel destination by spotlighting Fifth Avenue South — one of the region’s most iconic and culturally rich corridors. Through a mix of targeted branding and event-based promotions, the campaign will strategically engage key tourism-driving markets at the right times in the visitor planning cycle.

1. Showcasing a Distinctive Visitor Experience:
By highlighting Fifth Avenue South’s unique blend of upscale shopping, award-winning dining, cultural attractions, and seasonal events, the campaign positions Naples — and by extension, the Paradise Coast — as a destination that offers both sophistication and charm. The That Fifth Avenue Feeling message encapsulates the emotional and experiential appeal of visiting the area, encouraging potential travelers to envision themselves immersed in the local lifestyle.

2. Strategic Timing to Influence Seasonal Travel:
The phased rollout is designed to influence travel decisions leading into peak visitation periods. The August and September campaigns target fall and winter trip planners in both regional drive markets (e.g., Tampa, Miami) and northern fly-in markets (e.g., New York, Boston, Chicago). The November promotion of the 52nd

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Annual Christmas Walk encourages early holiday visitation and repeat travel among loyal winter visitors.

3. Expanding Reach Through Digital Marketing Channels:
The campaign’s digital-first approach ensures broad and efficient reach, using geo-targeted ads, social media, retargeting, and search strategies to capture the attention of high-value travelers actively seeking warm-weather luxury getaways. Messaging will promote specific events and experiences and reinforce Collier County as a destination that offers exclusive experiences, relaxation, culture, and community.

4. Supporting Local Economic Impact:
Increased tourism traffic driven by the campaign will directly benefit local hotels, restaurants, shops, and cultural institutions along Fifth Avenue South and surrounding areas. By drawing visitors into the heart of Naples, the campaign helps stimulate spending, extend stays, and create lasting impressions that encourage return visits and positive word-of-mouth promotion for the broader Paradise Coast.

What is the impact on this project and your programming if this funding is not received?
Without the necessary resources, the BID would be forced to scale back critical components of the campaign. Without this funding, the campaign’s overall scope and reach would be significantly diminished, limiting our ability to effectively position Fifth Avenue South as a premier destination—and, by extension, reducing its contribution to tourism on Florida’s Paradise Coast.

A lack of adequate support would restrict the number of media markets we could reach and reduce the level of exposure within those markets, directly affecting the economic impact and potential sales tax revenue for Collier County.

This diminished visibility, particularly during peak travel planning periods, would weaken the BID’s ability to attract new visitors and inspire return visits. Ultimately, the absence of funding would reduce our capacity to make a meaningful, measurable contribution to Collier County’s tourism ecosystem.

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
The overarching marketing goal of this campaign is to position Fifth Avenue South as the cultural, culinary, and experiential centerpiece of Naples our community's crown Jewell — a destination that embodies the spirit of Florida’s Paradise Coast and draws both new and returning visitors.

Specific goals include:

Increase visitor engagement on digital platforms and foot traffic on the Avenue:
We will seek to drive measurable increases in visits to Fifth Avenue South during key campaign periods, focusing on local and out-of-market audiences. This includes increasing attendance at seasonal events such as the 52nd Annual Christmas Walk & Tree Lighting and Flavors on Fifth.

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Theses goals include a foot traffic increase of +1.7%, official social media followers of +6,000 and new user website traffic: +20,000

Strengthen Brand Awareness in Key Markets:
We will target an affluent audience to strengthen brand awareness of 5th Avenue South as a highly desirable destination in key markets. Through high-reach, high-frequency digital campaigns, we will introduce 'That Fifth Avenue Feeling' brand awareness across targeted regional (e.g., Tampa, Sarasota, Miami) and northern feeder markets (New York, Boston, Chicago, Philadelphia).

Promote Local Business Vitality:
Through these efforts, we will drive increased customer traffic, encourage more extended hotel stays, and boost off-season sales, particularly for restaurants, retail, and cultural venues, to support economic growth for the more than 254 businesses on Fifth Avenue South.

Enhance Emotional Connection to the Destination:
Utilize an emotionally resonant and visually compelling slice of life narrative that highlights the charm, elegance, and community spirit of Fifth Avenue South — turning casual interest into lasting affinity and future visits.

Leverage Digital Channels for Maximum ROI:
Utilize key digital channels with targeted strategies (social media, display advertising, video, and email marketing) to efficiently reach high-value travelers, track engagement, and optimize performance in real-time.

Elevate Fifth Avenue South as a Premier Cultural District:
Reinforce the Avenue’s identity as a hub for art, performance, architecture, and lifestyle — an essential stop for any visitor to Collier County and Florida’s Paradise Coast.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Email marketing is a key pillar of our ongoing communication strategy, designed to build lasting relationships with our audience, promote events and campaigns, and drive repeat visitation to Fifth Avenue South.

1. Audience Growth & List Building:
We will actively grow our mailing list through both on-site and digital tactics:

Website Pop-Ups & Embedded Forms: Strategically placed signup prompts will invite website visitors to subscribe for updates, special offers, and exclusive event invitations.

Social Media Promotions: We will run targeted lead-generation campaigns on Meta platforms (Facebook and Instagram) to attract subscribers interested in culture, dining, shopping, and seasonal events.

Event-Based Capture: During campaigns like Flavors on Fifth and the Christmas Walk, we’ll collect email addresses through QR-code signage, and vendor partnerships.

Collaborations with Local Businesses: We will explore opportunities to cross-promote with BID merchants to drive email sign-ups through joint promotions or contests.

2. Email Marketing Campaigns:
We will deploy a curated mix of email content to inform, engage, and convert audiences:

Monthly Newsletters: Featuring highlights from Fifth Avenue South, including featured businesses, upcoming events, lifestyle content, and local stories.

Targeted Campaign Blasts: Tailored emails promoting seasonal campaigns like That Fifth Avenue Feeling and event-based messages tied to specific dates or audience interests.

Personalized Recommendations: As the list grows, we’ll segment audiences by interests (e.g., dining, events, travel planning) to send more relevant, higher-performing content.

3. Measurable Impact:
We will closely monitor open rates, click-through rates, and conversion metrics to evaluate performance and refine content strategy. Email marketing will be used not only to promote, but to drive measurable visitation and deepen brand engagement over time.

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.
Print support will include the monthly newsletter and a feature article in Stroll Magazine (a hyper-local print partner targeting Old Naples). Additionally, three (3) branded full-page ads will be featured in Palm Beach Media's Naples Illustrated, two (2) in Palm Beach Illustrated and monthly full-page ads in Stroll. We are not seeking reimbursement for print advertising.

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.
NA

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What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
To maximize reach, engagement, and return on investment, this campaign will deploy a multi-channel digital advertising strategy using high-impact formats that align with each phase of messaging. Tactics will include:

1. Paid Social Media Advertising
Platforms: Facebook, Instagram, and potentially YouTube

- Targeted ads will highlight the lifestyle, events, and charm of Fifth Avenue South using engaging imagery, video clips, and event countdowns.
- Geo-targeting will reach users in Naples, regional drive markets (e.g., Tampa, Sarasota, Miami), and key northern cities (e.g., New York, Boston, Chicago).
- Campaigns will include both brand awareness and call-to-action components, encouraging event attendance, travel planning, and e-newsletter sign-ups.

2. Programmatic Display Advertising
- Visual banner ads will be placed across premium websites frequented by our target audiences, including travel, lifestyle, food, and news sites.
- Retargeting strategies will re-engage users who have visited the Fifth Avenue South website or engaged with previous content, keeping the campaign top of mind.

3. Video Advertising (Pre-roll and Social)
- Short-form videos will be used on Meta platforms to bring That Fifth Avenue Feeling to life.
- Pre-roll video will target viewers in our primary geographic markets with compelling, cinematic storytelling to drive emotional engagement.

4. Search Engine Marketing (SEM/Google Ads)
- Paid search ads will appear when users search for keywords related to Naples tourism, holiday events, dining, or shopping.
- This will help to capture active trip planners most likely to visit this market and direct them to our campaign landing pages or event details.

5. Native Advertising and Sponsored Content
- Sponsored stories and branded articles will be placed on lifestyle and travel platforms to promote Fifth Avenue South in an editorial style seamlessly.
- These highly targeted placements build credibility and provide more in-depth storytelling around the Avenue’s experiences and events.

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6. Email Retargeting & Lookalike Audiences
We will leverage existing email lists and build lookalike audiences for ad targeting, allowing us to reach users who closely match our most engaged followers and past visitors.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Social media will play a central role in this campaign — both as a vehicle for paid advertising and a platform for organic storytelling. The goal is to create visually captivating, emotionally resonant, and shareable content that drives awareness, engagement, and visitation.

Paid Social Media Ads
Platforms: Meta (Facebook, Instagram), and potentially YouTube, depending on audience targeting and budget.

Ad Types & Formats:

1. Carousel Ads
- Showcase a rotating gallery of images highlighting dining, shopping, art, architecture, and upcoming events.
- Example: “5 Ways to Taste the Flavors on Fifth” with clickable slides linking to restaurant pages or event reservations.

2. Short-Form Video Ads
- 15-30 second vertical videos that capture the energy and elegance of Fifth Avenue South.
- Will promote 'That Fifth Avenue Feeling' and time-sensitive event campaigns (e.g., Flavors on Fifth, Christmas Walk).

3. Event Ads
- Promote engagement, reservations and awareness for key events with geo-targeted ads.

4. Lead Generation Ads
- Designed to grow the mailing list by offering exclusive content, giveaways, or event updates in exchange for newsletter and email sign-ups.

5. Geo-Fenced Ads
- Targeted to visitors currently in the region (e.g., staying in nearby hotels) to encourage spontaneous visits to Fifth Avenue South.

6. Organic Social Media Content

Platforms: Instagram, Facebook, Stories, and Reels

Content Themes:
1. Behind-the-Scenes Previews
- Teasers of chefs preparing dishes, shops decorating for the holidays, or the street coming to life before a major event.

2. Spotlight Series:
- Mini-features on local businesses, artists, chefs, or community members who bring the 'That Fifth Avenue Feeling' to life.

3. User-Generated Content (UGC) and Community Shares
- Reposting visitor photos, influencer content, and testimonials to amplify organic reach and engagement.

4. Countdowns & Reminders
- Strategic posts leading up to each event (e.g., “5 Days Until the Christmas Walk!”) to build anticipation and drive turnout.

5. Instagram Reels & Stories
- Fun, fast-paced, and visually rich stories capturing the sights and sounds of the Avenue — music, lights, street scenes, and smiles.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
Planned Website Enhancements:
1. Campaign Landing Pages:
- Dedicated pages for each campaign phase (Flavors on Fifth, That Fifth Avenue Feeling, 52nd Annual Christmas Walk) will be developed. These pages will include compelling visuals, event details, participating businesses, interactive maps, and a call to action, such as providing reservation links or encouraging dining reservations.

2. Improved Mobile Optimization:
- Given the mobile-first behavior of digital audiences, the site will be optimized for fast load times, clean navigation, and engaging visuals across smartphones and tablets.

3. Enhanced Event Calendar and Listings:
- A more intuitive and visually engaging calendar feature will allow users to explore upcoming events, filter by interest, and share or save to their personal calendars.

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4. Email Sign-Up Integration & Lead Capture:
- Strategically placed sign-up forms and pop-ups will encourage users to join the Fifth Avenue South mailing list, supporting our email marketing growth, future engagement and audience reach.

5. SEO & Content Refresh:
- Page content will be refreshed with campaign-aligned keywords and updated copy to improve search engine visibility for terms related to Naples tourism, dining, shopping, and holiday events.

6. Analytics & Tracking Integration:
- We will implement enhanced tracking tools (e.g., Google Analytics 4, Facebook Pixel) to monitor better ad performance, user behavior, and conversion goals tied to email sign-ups, event page clicks, and, where possible merchant response.

These website updates will ensure that traffic generated through the digital campaign is met with a high-quality, informative, and action-oriented user experience — ultimately driving stronger results across all campaign metrics.

Describe any radio advertising campaigns.
N/A

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
We will feature video advertising in native ads as a part of our digital campaign. Frequency and % of campaign TBD.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
Depending on the efficiency of ad buys, there is potential to engage in advertising at airports within key DMAs (Designated Market Area).

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
No File Uploaded

Name: Meg Stepanian
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Marketing Plan - Email Marketing

If your marketing plan includes Email Marketing, complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2024**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	12,818
SubTotals:	**12,818**
Grand Totals:	**12,818**

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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (including tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. The logo must be in all the advertisements that are submitted for reimbursement.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as on donor lists) should be " Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
1. Digital Acknowledgment

Website Placement:
- Prominent placement of the CVB logo with link to paradisecoast.com on all relevant campaign landing pages with recognition as a funding or presenting partner, linked directly to the official Paradise Coast website.
- A dedicated “Supporters & Partners” page will highlight the CVB’s role in enhancing tourism development.

Email Marketing:
- Inclusion of CVB logo with link to paradisecoast.com and acknowledgment in all campaign email footers.
- Dedicated thank-you section in initial campaign announcement and event recap emails.

Social Media Recognition:
- Regular tag mentions and thank-yous on Meta (Instagram, Facebook) with branded graphics and stories featuring “Proudly Supported by Florida’s Paradise Coast.”
- Specific acknowledgment during major content launches (e.g., Flavors on Fifth or Christmas Walk promotions).

2. Event Visibility

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Event Signage & Banners:
- On-site signage utilized at Fifth Avenue South events funded through this grant will include the CVB logo with proper visual prominence.

On-Stage Mentions:
- Verbal acknowledgment of CVB support during event openings, speeches, and stage announcements.
Printed Materials:
- Inclusion of logos and partner language on event posters, postcards, table tents, and distributed brochures.

3. Video & Media Recognition
Video Credits:
- Campaign videos and promotional reels will include a closing screen or lower-third overlay acknowledging support from the Naples, Marco Island, Everglades Paradise Coast.
- Voiceover or on-screen text will reinforce sponsorship support.

Press Releases & Media Pitches:
- Inclusion of CVB recognition in related media materials, with quotes and attribution where appropriate.
- Tagged or mentioned in digital press coverage where available.

4. Reporting & Transparency
Impact Reports:
- A post-campaign report will be provided to the CVB, detailing impressions, reach, engagement, and visibility metrics — including screenshots of recognition placements.

Ongoing Collaboration:
- Willingness to coordinate cross-promotions or share campaign content with CVB digital platforms, strengthening alignment and expanding mutual reach.

How are recognition levels and placements set and determined?
Recognition levels are based on financial support each sponsor provides per event.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts. Enter N/A if not applicable.
We are happy to collaborate with the CVB to provide items of value if allowed by guidelines.

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Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	23,000
Lee County	8,000
Other Florida	15,000
US - Out of State	10,000
International	0
Unknown	6,000
SubTotals:	**62,000**

Children Totals	**Estimated Attendance**
Collier County	0
Lee County	0
Florida	0
US - Out of State	0
International	0
Unknown	6,000
SubTotals:	**6,000**
Grand Totals:	**68,000**

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Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$0

Average Ticket Price Child
If free, enter $0
$0

Total Yearly Attendance For Organization - Adults
4.09M. (based on PlacerAi data, 1.8M visitors visiting 2.27x)

Total Yearly Attendance For Organization - Children
Estmated 10%

Total Yearly Attendance for the Organization for Adults from Collier County
2,665,000 (65%)

How will you collect attendance figures reported in the attendance projections?
The BID utilizes PlacerAI for our visitation measurement software. Year over year traffic was +4.6% increase in visits to the avenue. Given this, we can project a conservative 1.7% increase in incremental traffic specific to our branding and promotional campaigns.

Please note that while we will not be able to highlight ticket sales, it is reasonable to assume that spending per visit is a minimum $100 per person. This conservative estimate is based upon an average spend per visitor eating one meal and making a small retail purchase. Price points on the Avenue are as low as $12 and as high as $200,000+ (jewelry, art, or kitchen purchase).

Upload any files that helps support the attendance figures.
Property Overview - Shops at 5th Ave S - Jan 1, 2024 - Dec 31, 2024.pdf

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Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
2

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We have provided an extremely conservative estimate above. Due to the nature of the promotional effort, the best effort to estimate would be at least a one-night stay for the promotion in August (from markets closer in proximity to Naples). For the Annual Christmas Walk, likely 3-4 nights or more.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

Room Block Information -- Collier County

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?
(Enter $ and commas as needed.)

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For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any Room Block Report(s) from any of your hotel partners(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Room/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf formate.
No File Uploaded

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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**884,155**	**1,052,142**	**1,060,000**
Operating Expense	**627,808**	**1,035,630**	**1,051,200**

Project Expenses	
Total artistic fees for this project	$57,818
Total expenses for this project	$429,542
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$17,866
B. Contributed income	$127,500
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$0
F. Total project cash income	**$145,366**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$57,818
B. Production Costs (personnel, equip.)	$153,294
C. Space rental	$0
D. Marketing (publicity, etc.)	$218,430
E. Other expense	$0
F. Total project cash expense	**$429,542**

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Project Income - Sponsorship Detail

List the top five top cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Avenue Sponsor- Annual	65,000
SubTotals:	**$65,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Christmas	0
Santa	10,000
Ice Skating	10,000
Live Nativity	10,000
Entertainment	7,500
Avenue - Boat	5,000
SubTotals:	**$42,500**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Christmas	0
Avenue	5,000
Selfie Station	5,000
Selfie Station	5,000
Selfie Station	5,000
	0
SubTotals:	**$20,000**

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
	0
	0
	0
	0
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$127,500**

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	5,040	+	0	=	5,040
Print Advertising	18,080	+	0	=	18,080
Other Print Materials	0	+	0	=	0
Digital Advertising	42,000	+	25,000	=	67,000
Social Media	33,600	+	0	=	33,600
Website	17,960	+	0	=	17,960
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	2,000	+	0	=	2,000
Outdoor	0	+	0	=	0
Out of Home (OOH)	33,600	+	0	=	33,600
Design/Production	16,350	+	0	=	16,350
Public Relations	12,800	+	0	=	12,800
Photography	12,000	+	0	=	12,000
	0	+	0	=	0
Subtotals:	**$193,430**	**+**	**$25,000**	**=**	**$218,430**
Expense Totals:	**$193,430**	**+**	**$25,000**	**=**	**$218,430**

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Financial Explanations

This page allows the applicant to enter more detail and explanations about the budget pages and explain any calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any additional information or explanation on the budget forms on the previous pages.
Budget line items and explanations are included in the attached document.

Enter any other general information if needed.

List any project expenses you have planned for other entities of Collier County and the amount. This includes any rental fees of County properties or services. For instance, if you obtain Collier County officers for security, list that expense and the amount. If none, enter N/A.
Collier County Security costs and City of Naples Costs are included in the attached spreadsheet.

Upload the complete project budget in a .pdf format. If seasonal support, the report should be a budget for each sub-project, with a column including the total project budget.
5th Ave South Grant Budget Workbook 2025.pdf

Upload any financial backup information or explanations.
No File Uploaded

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax

Does this project include sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

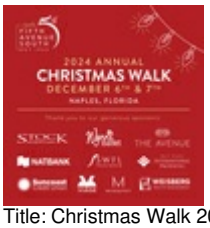
Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Fifth Avenue South Business Improvement District, Inc.

Application #B-25-26-_0007

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Support Material



Title: Christmas Walk 2024 Digital Ad 1200x1200
Download: 296316.
View File



Title: Christmas Walk 2024 Digital Ad 300x250
Download: 296317.
View File



Title: Print Ad
Download: 296499.
View File



Title: That 5th Avenue Feeling Digital Ad Example
Download: 296315.
View File

Title: 5th Ave South BID Affidavit Regarding Labor and Services
Download: 296220.pdf
View File

Title: 5th Ave South BID Articles of Incorporation
Download: 296060.pdf
View File

Title: 5th Ave South BID Board of Directors
Download: 296061.docx
View File

Title: 5th Ave South BID Bylaws
Download: 296332.pdf
View File

Title: 5th Ave South BID COI
Download: 296273.pdf
View File

Title: 5th Ave South BID IRS 990 2023
Download: 296065.pdf
View File

Title: 5th Ave South BID IRS EIN
Download: 296064.pdf
View File

Title: 5th Ave South BID State of Florida Status 2025
Download: 296063.pdf
View File

Title: 5th Ave South BID W-9
Download: 296066.pdf
View File



Title: 5th Ave South BID Workers Comp Insurance 2025
Download: 296067.PDF
View File

Title: Link to Christmas Video
Download: 296343.pdf
View File

Title: Newsletter Link
Download: 296500.pdf
View File

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior applicaiton status to determine your selection of uploads needed.
First Time Applicant

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation
Yes

Bylaws
Yes

IRS Status Letter
Yes

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.)
Yes

If this is your first grant submission after September 1, 2024, upload your e-Verify form.
E-Verify confirmation.pdf

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
5th Ave South BID Affidavit.pdf

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

Copy of Most Recent Tax Filing
Yes

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance
Yes

Upload the current Certificate of Insurance.
5th Ave South BID COI.pdf

Worker's Comp Coverage
Yes

Upload current Worker's Comp documentation. If you do not have Worker's Comp, then a form must be filed with the state of Florida.
5th Ave South BID Workers Comp.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

Name: Meg Stepanian
Phone: (239) 692-8436
Email: meg@fifthavenuesouth.com

I certify that the information included in this grant application is accurate and complete.
Yes

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Florida Stone Crabbers Association, Inc.

Application #B-25-26-_0015

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Applicant Profile

Applicant Type	Organization
Name	Holly L Dudley
Legal Name	Florida Stone Crabbers Association, Inc.
Email	seafoodfestboard@gmail.com
Primary Phone	(239) 537-9922
Address	22855 sr 29 Jerome, Florida 34141 UNITED STATES
Website	https://evergladesseafoodfestival.org/
Applicant Institution	Fair/Festival
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	05/27/2020
FEIN / Tax ID	85-1174900
Date Organization Formed	05/21/2020
Fiscal Year End Date	/
Unique Entity ID (UEI)	ZJKSH1JFK1Z7
DUNS Number	109897497

Mission Statement

The Florida Stone Crabbers Association is committed to making sure the species is healthy and the stone crabbers are able to thrive in this industry. In May of 2022 we signed the contract with the City of Everglades to host the Everglades Seafood Festival. This 3 day event brings tens of thousands of people to Collier County from all over the world. Proceeds go back into the Everglades City community and surrounding areas including Marco Island, Naples, Chokoloskee, Copeland, Ochopee, Plantation and Jerome.

Organization History

Our organization formed in May of 2020. We have been hosting the Everglades Seafood Festival since 2022. Our 2025 festival will be the 55th annual.

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This must match your 501-c(3) paperwork and your Sunbiz listing.
Florida Stone Crabbers Association, Inc.

DBA For Organization - enter if your current name is different than the legal name
Florida Stone Crabbers Association, Inc.

Federal ID Number
85-1174900

Organization Web Address
https://stonecrabbers.com/

ORGANIZATION ADDRESS

Street Address
22855 sr 29

City
Jerome

State
FL

Zip
34141

PHONE AND FAX

Main Phone Number
2395379922

Fax Number

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Director

First Name
Holly

Last Name
Dudley

Email Address
seafoodfestboard@gmail.com

Phone Number
2395379922

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

Support Type
Single Project

Project Name
Everglades Seafood Festival

Location of the Project
102 Copeland Ave. N.
Everglades City, FL 34139

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2026-02-13

End Date
2026-02-15

Project Type
Check all that apply.
Festival

If Project Type is Other, enter information about the Project Type.

Describe what is new about this project.

Short Summary of Project
This will be the 56th annual Everglades Seafood Festival. The festival features a carnival and games for the children, arts and crafts booths, Gulf (vetted) seafood, music performances all 3 days, and fun for the whole family.

Detailed Project Description
The festival will open at 4pm Friday. February 13, 2026, and end on Sunday, February 15. 2026 at 6pm.

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Friday we ask for a non perishable food item for entry to stock our local food bank (not required for entry)
Saturday and Sunday we ask for a $10 donation (not required for entry)
Musicians will play each day from open to close.
All seafood must be domesticated product from the US, no imports allowed.

What is the artistic and cultural goals and vision for this project?
This is the 56th annual Everglades Seafood Festival. This festival promotes the SW Florida lifestyle and the amazing seafood our commercial fishermen provide.
The ESF is a critical fundraiser for Everglades City and surrounding communities. Proceeds benefit the Everglades City School and many other needs throughout the community.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

How will this project promote and drive tourism to Collier County, Florida's Paradise Coast?
The 56th annual seafood festival is an anticipated event. Visitors from all over the world come to experience our uniqueness.
Our hotels begin booking a year in advance and are fully boked by the event.
Our marketing reach consists of social media, Facebook, Instagram, and TikTok.
Other marketing includes our website, OOH, radio, and print.

What is the impact on this project and your programming if this funding is not received?
If this funding is not received it will greatly cut into our charitable budget we use every year for high school graduate scholarships, summer sports camps, youth camp, hurricane victim relief, and many other needs event proceeds contribute to.

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
Our goal is to execute a comprehensive marketing mix that will attract visitors from local and neighboring counties; Lee, Hendry, Charlotte, Dade, Broward, as well as the east coast of the United States are targeted regions.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
All vendor and sponsor emails are captured through our event management software, Eventeny.com
The CVB logo will be present on this site as a sponsor.

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.
FWC Youth Program Magazine
Florida Country Magazine
Florida Sports Fishing Magazine

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.
Banners, flags, and signage

What types of digital advertising are you planning for this project? If not applicable, enter N/A.
Geo-targeted Google ads will be used to target Lee, Charlotte, Dade, Hendry, Broward, and Monroe Counties
USA Today and Local IQ ads

What social media ads or posts are you planning for this project. If not applicable, enter N/A.
Social media posts will feature photographs from past festivals, pictures of the entertainment, food, arts, and crafts booths as well as our headliner.

Describe any website updates that would be included in this grant request. If not applicable, enter N/A.
Vendor and sponsor links will be added to the festival website.

The CVB logo will be visible all year on the website.

Describe any radio advertising campaigns.
Radio includes:
Renda Broadcasting, Gator Country, WAVV 101
98.1 Radio
US41 Radio

What types of broadcast or video advertising are you planning for this project? If not applicable, enter N/A.
We will have a Jumbotron next to the stage live streaming the entertainment with our sponsor logos appearing between sets. This includes the CVB logo.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
No File Uploaded

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Marketing Plan - Email Marketing

If your marketing plan includes Email Marketing, complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2024**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	0
SubTotals:	**0**
Grand Totals:	**0**

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (including tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. The logo must be in all the advertisements that are submitted for reimbursement.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as on donor lists) should be " Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
All promotional activities will include the CVB logo as well as the stage banner and Jumbotron. A booth will also be provided to the CVB.

How are recognition levels and placements set and determined?
Recognition levels are based on the sponsorship/donation/grant amount. We have tiers starting at $500 to over $100k.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts. Enter N/A if not applicable.
N/A

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	30,000
Lee County	15,000
Other Florida	5,000
US - Out of State	0
International	0
Unknown	5,000
SubTotals:	**55,000**

Children Totals	**Estimated Attendance**
Collier County	1,000
Lee County	500
Florida	3,000
US - Out of State	100
International	0
Unknown	0
SubTotals:	**4,600**
Grand Totals:	**59,600**

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
0

Average Ticket Price Child
If free, enter $0
0

Total Yearly Attendance For Organization - Adults
Approximately 45,000

Total Yearly Attendance For Organization - Children
Approximately 15,000

Total Yearly Attendance for the Organization for Adults from Collier County
20,000

How will you collect attendance figures reported in the attendance projections?
The Collier County Sheriffs Office provides a traffic counter at the entrance to Everglades City and uses a formula of 2.7 people per vehicle.

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
2

Number of Rooms Per Night
10000

How are you calculating and measuring the Average Stay and Room Nights?
The average OOM attendee is in the market for 3 days. Approximately 10,000 of the 60,000 festivalgoers are from OOM.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

Room Block Information -- Collier County

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?
(Enter $ and commas as needed.)

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any Room Block Report(s) from any of your hotel partners(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Room/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf formate.
No File Uploaded

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	**Previous**	**Current**	**Upcoming**
Operating Income	**603,539**	**554,178**	**600,000**
Operating Expense	**415,393**	**440,323**	**450,000**

Project Expenses	
Total artistic fees for this project	$0
Total expenses for this project	$450,000
Total In-kind for this project	$10,000
Sources of Project Cash Income	
A. Earned income	$600,000
B. Contributed income	$0
C. State arts agency income	$0
D. Local government income	$40,000
E. Other income (include applicant cash)	$0
F. Total project cash income	**$640,000**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$100,000
B. Production Costs (personnel, equip.)	$250,000
C. Space rental	$20,000
D. Marketing (publicity, etc.)	$50,000
E. Other expense	$30,000
F. Total project cash expense	**$450,000**

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Project Income - Sponsorship Detail

List the top five top cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Everglades Isle	100,000
JJ Taylor	45,000
Tobacco Free Florida	10,000
The Greeen House	5,000
ProGlider Boats	5,000
NCH	5,000
SubTotals:	**$170,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Tow Boat US	1,000
Capitol Vacations	1,000
Beezwax	1,000
Cutco	1,000
Everglades Florida Adventure	1,000
SubTotals:	**$5,000**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first	**Amount Sponsorship/Donation**

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

line	
SubTotals:	**$0**
Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Income Totals:	**$175,000**

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant	Total Amount
Email Marketing	0	+	0	= 0
Print Advertising	0	+	2,200	= 2,200
Other Print Materials	1,500	+	1,800	= 3,300
Digital Advertising	0	+	0	= 0
Social Media	1,000	+	2,500	= 3,500
Website	1,000	+	4,200	= 5,200
Radio	1,000	+	11,000	= 12,000
Broadcast	0	+	0	= 0
Video	0	+	0	= 0
Outdoor	0	+	0	= 0
Out of Home (OOH)	0	+	5,000	= 5,000
Design/Production	1,000	+	10,000	= 11,000
	0	+	0	= 0
	0	+	0	= 0
	0	+	0	= 0
Subtotals:	**$5,500**	**+**	**$36,700**	**= $42,200**
Expense Totals:	**$5,500**	**+**	**$36,700**	**= $42,200**

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Financial Explanations

This page allows the applicant to enter more detail and explanations about the budget pages and explain any calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any additional information or explanation on the budget forms on the previous pages.

Enter any other general information if needed.

List any project expenses you have planned for other entities of Collier County and the amount. This includes any rental fees of County properties or services. For instance, if you obtain Collier County officers for security, list that expense and the amount. If none, enter N/A.
Collier County Sheriffs Department $50,000

Upload the complete project budget in a .pdf format. If seasonal support, the report should be a budget for each sub-project, with a column including the total project budget.
Expense Budget.pdf

Upload any financial backup information or explanations.
No File Uploaded

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax

Does this project include sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Support Material

No Work Samples are assigned to this application.

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior applicaiton status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.)

If this is your first grant submission after September 1, 2024, upload your e-Verify form.
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Untitled document.pdf

Copy of Most Recent Tax Filing
Yes

W-9

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance
Yes

Upload the current Certificate of Insurance.
Untitled document (1).pdf

Worker's Comp Coverage
Not applicable

Upload current Worker's Comp documentation. If you do not have Worker's Comp, then a form must be filed with the state of Florida.
Workers Comp2.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Name: Holly L Dudley
Phone: (239) 537-9922
Email: seafoodfestboard@gmail.com

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Gulf Coast Orchid Alliance

Application #B-25-26-_0016

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Applicant Profile

Applicant Type	Organization
Name	Elaine Gates
Legal Name	Gulf Coast Orchid Alliance
Email	info@gulfcoastorchidalliance.org
Primary Phone	(239) 269-6389
Address	P.O. Box 110263 Naples, Florida 34108 UNITED STATES
Website	https://gulfcoastorchidalliance.org/
Applicant Institution	None of the Above
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	09/28/2012
FEIN / Tax ID	46-1114750
Date Organization Formed	09/28/2012
Fiscal Year End Date	12/31
Unique Entity ID (UEI)	
DUNS Number	000000000

Mission Statement

To promote interest in orchids by providing educational opportunities to learn about orchid culture in an enthusiastic, enjoyable, supportive and inclusive environment where beginners to advanced hobbyists can exchange orchid information and ideas. The Gulf Coast Orchid Alliance reaches out to the community, inspiring others to learn about orchids and orchid conservation.

Organization History

We are an all-volunteer nonprofit dedicated to education, community outreach and beautification, and the health benefits of gardening as a hobby. We present monthly education programs that are free and open to the public as well as Southwest Florida's largest annual orchid show and sale featuring about 350 orchids on display for American Orchid Society judging as well as vendors selling orchids and orchid supplies plus education programs we present throughout the 3-day event.

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This must match your 501-c(3) paperwork and your Sunbiz listing.
Gulf Coast Orchid Alliance

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
46-1114750

Organization Web Address
http://www.gulfcoastorchidalliance.com

ORGANIZATION ADDRESS

Street Address
P.O. Box 110263

City
Naples

State
FL

Zip
34108

PHONE AND FAX

Main Phone Number
239-269-6389

Fax Number

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Board President

First Name
Elaine

Last Name
Gates

Email Address
napleselaine@gmail.com

Phone Number
239-269-6389

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

Support Type
Single Project

Project Name
Gulf Coast Orchid Alliance 9th annual Orchid Show & Sale

Location of the Project
North Collier Regional Park Exhibit Hall

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2026-03-20

End Date
2026-03-22

Project Type
Check all that apply.
Event

If Project Type is Other, enter information about the Project Type.

Describe what is new about this project.

Short Summary of Project
Gulf Coast Orchid Alliance presents the largest juried orchid show in Southwest Florida. The event features approximately 350 plants brought in by members for awards selected by American Orchid Society judges from throughout Florida, five vendors from throughout Florida selling plants and supplies, and educational workshops.

Detailed Project Description
Orchid growers and collectors travel throughout Florida to attend shows such as the Redland International

Name: Elaine Gates
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Orchid Festival and Tamiami International Orchid Festival, both on the east coast. American Orchid Society judges, who come from throughout Florida to serve as jurors at our show, praise Gulf Coast Orchid Society members for the quality and variety of the plants in our collections that we bring to the show. With approximately 350 plants, exhibits and about 2,000 attendees, our three-day show is one of the largest held by an individual orchid club statewide.

About 55% of U.S. households garden, a number that grew during the pandemic. Our club has seen our membership increase as high as 350 members (plus guests) in the past year. People are seeking information about this fun and rewarding hobby.

We would use TDC grant support to purchase television and radio ads on WGCU along with an ad in WGCU’s weekly e-newsletter, reaching people in 14 counties. We would also work with Florida Weekly for a Device ID campaign to people who attended orchid shows and festivals within a three-hour drive of Collier County, an e-blast to like-minded people in that geographic range, digital ads to like-minded people in that range, and a Facebook campaign.

What is the artistic and cultural goals and vision for this project?
There are about 28,000 species of orchids, making them the largest flowering plant family. The varied colors, shapes and scents of orchids is truly amazing. The “wow” factor of entering the exhibit hall and seeing and smelling the fragrance of hundreds of orchids cannot be described. People are figuratively transported to a tropical rainforest.

Show guests are inspired to start owning orchids or adding new plants to their collection. Based on our visitor surveys during this past show, 90 percent of people who attended the show came to not only see the orchids on display but to purchase orchids. Two of our vendors had to drive home (hours away) to bring back more orchids to sell!

Orchid shows are the ideal place to buy orchids, because people can speak with the vendors who grew the plant and can describe how to care for it. We provide an Orchid Care Sheet so people can take notes and be successful once they take the plant home.

We would like to expand the educational offerings and the show experience so we can attract more out-of-county visitors and encourage overnight stays and further spending in Collier County.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
We have applied for a grant from the Collier Community Foundation to produce collateral and website content in different languages, including Spanish. We would like to produce some of our orchid show advertising and

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

promotion in Spanish. We will educate people about orchids that grow well in Southwest Florida, Mexico and other Spanish-speaking countries. We would invite local Spanish-language media to broadcast a segment from the show.

How will this project promote and drive tourism to Collier County, Florida's Paradise Coast?
We plan to partner with a hotel and offer an Orchid Show Package to encourage more overnight visitation. Each guest would receive a free orchid. We would approach Naples Botanical Garden to add a guided tour of their orchid garden as part of the package. We also hope to attract a speaker of national or international renown as an incentive for out-of-county visitors to attend our show.

What is the impact on this project and your programming if this funding is not received?
We would be limited in the amount of advertising we could afford, reducing the number of visitors to Collier County. We would not put together a package with a hotel partner.

Name: Elaine Gates
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Email: info@gulfcoastorchidalliance.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.

• Expand out-of-county advertising to reach potential visitors within a three-hour drive of Collier County.
• Produce a high-quality television ad to air on WGCU.
• Purchase radio advertising on WGCU.
• Run a banner ad in WGCU’s weekly e-newsletter.
• Through Florida Weekly’s advertising team, run a Device ID campaign to attendees of orchid shows held in the past year within a three-hour drive of Collier County.
• Through Florida Weekly’s advertising team, send an eblast to a targeted audience within a three-hour drive of Collier County.
• Through Florida Weekly’s advertising team, run Facebook ads to a targeted audience within a three-hour drive of Collier County.

• Through Florida Weekly, purchase print ads in their editions that run in Naples, Bonita Springs, Fort Myers, Charlotte County and West Palm Beach.
• Produce advertising in both English and Spanish.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
See above.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
See above.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
We would like to produce a rack card for distribution to hotels in Collier and Lee counties as well as to 28 other orchid clubs throughout the state. We also would bring rack cards to other orchid shows happening prior to ours.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
See above.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
In addition to the Facebook ads mentioned above, we promote the show on our Facebook, Instagram, YouTube and LinkedIn sites.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
We applied for a Collier Community Foundation grant to update our website, which has not been refreshed in eight years. We would utilize TDC funds to have show promotional information in English and Spanish on our website.

Describe any radio advertising campaigns.
See above.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
See above.

Name: Elaine Gates
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What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
No billboards are planned, but we have a banner at the entrance to North Collier Regional Park.

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
• For the past few years, we have always gotten great press coverage, including stories.
• We are considering having a prominent local television journalist as Honorary Chair or as a Celebrity Juror, to help with free PR.

Upload your marketing plan.
GCOA show 2025 FW print ad FINAL pdf.pdf

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Marketing Plan - Email Marketing

If your marketing plan includes Email Marketing, complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2024**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	1,320
SubTotals:	**1,320**
Grand Totals:	**1,320**

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (including tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. The logo must be in all the advertisements that are submitted for reimbursement.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as on donor lists) should be " Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
We will comply with all grant requirements for CVB/TDC logo placement and mentions on all advertisements, in our show-related eblasts, in our show program book, on our show web page, in our show press releases, and on a sponsor sign at our show.

How are recognition levels and placements set and determined?
We will comply with all grant requirements for CVB/TDC recognition.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts. Enter N/A if not applicable.
If the guidelines are updated to allow the CVB to accept items of value, we could offer tickets to the show. Each ticket is valued at $10.

Name: Elaine Gates
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Email: info@gulfcoastorchidalliance.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	1,450
Lee County	330
Other Florida	55
US - Out of State	65
International	25
Unknown	10
SubTotals:	**1,935**

Children Totals	**Estimated Attendance**
Collier County	100
Lee County	35
Florida	10
US - Out of State	10
International	10
Unknown	0
SubTotals:	**165**
Grand Totals:	**2,100**

Name: Elaine Gates
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Email: info@gulfcoastorchidalliance.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$10

Average Ticket Price Child
If free, enter $0
$0

Total Yearly Attendance For Organization - Adults
3000

Total Yearly Attendance For Organization - Children
200

Total Yearly Attendance for the Organization for Adults from Collier County
2300

How will you collect attendance figures reported in the attendance projections?
We use a ticketing and sticker system at the show entrance and will also collect zip code information from attendees. We will ask how attendees heard about the event.

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We do not currently have any hotel partners but would like to put together an Orchid Show Package with a local hotel.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
Hotel Room Block

Room Block Information -- Collier County

For this project, what are the total room nights in your room block?
1

For this project, what is the room block rate?
(Enter $ and commas as needed.)

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

1

For this project, list any hotels/realtors/rental agencies used to build your room block.
We do not currently have any hotel partners but would like to put together an Orchid Show Package with a local hotel.

For this project, upload any Room Block Report(s) from any of your hotel partners(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Room/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf formate.
No File Uploaded

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	**Previous**	**Current**	**Upcoming**
Operating Income	**54,300**	**68,330**	**75,163**
Operating Expense	**40,870**	**65,755**	**72,330**

Project Expenses	
Total artistic fees for this project	$0
Total expenses for this project	$24,100
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$0
B. Contributed income	$0
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$36,585
F. Total project cash income	**$36,585**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$0
B. Production Costs (personnel, equip.)	$0
C. Space rental	$0
D. Marketing (publicity, etc.)	$8,567
E. Other expense	$15,533
F. Total project cash expense	**$24,100**

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Project Income - Sponsorship Detail

List the top five top cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
GCOA 8th Annual Orchid Show and Sale	0
James & Susan Colligan	500
Debbie & Lee Goldman	300
Peter Collis	250
Sharon Genin	250
Lori Erickson	250
SubTotals:	**$1,550**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**

Name: Elaine Gates
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SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$1,550**



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Gulf Coast Orchid Alliance

Application #B-25-26-_0016

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	800	+	800	=	1,600
Print Advertising	1,800	+	2,000	=	3,800
Other Print Materials	3,600	+	0	=	3,600
Digital Advertising	800	+	800	=	1,600
Social Media	250	+	0	=	250
Website	0	+	0	=	0
Radio	0	+	700	=	700
Broadcast	0	+	700	=	700
Video	0	+	0	=	0
Outdoor	800	+	0	=	800
Out of Home (OOH)	0	+	0	=	0
Design/Production	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$8,050**	**+**	**$5,000**	**=**	**$13,050**
Expense Totals:	**$8,050**	**+**	**$5,000**	**=**	**$13,050**

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Financial Explanations

This page allows the applicant to enter more detail and explanations about the budget pages and explain any calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any additional information or explanation on the budget forms on the previous pages.

Enter any other general information if needed.

List any project expenses you have planned for other entities of Collier County and the amount. This includes any rental fees of County properties or services. For instance, if you obtain Collier County officers for security, list that expense and the amount. If none, enter N/A.
N/A

Upload the complete project budget in a .pdf format. If seasonal support, the report should be a budget for each sub-project, with a column including the total project budget.
2025 GCOA SHOW BUDGET-FINAL 5.6.25.xlsb.pdf

Upload any financial backup information or explanations.
No File Uploaded

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax

Does this project include sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Gulf Coast Orchid Alliance

Application #B-25-26-_0016

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Support Material



Title: GCOA orchid show 2025 buyers two women
Download: 296448.
View File



Title: GCOA orchid show 2025 buyers with vendor
Download: 296450.
View File



Title: GCOA orchid show 2025 crowd shot
Download: 296449.
View File



Title: Multiple orchid display
Download: 296451.
View File



Title: GCOA 2025 show ad in Orchids magazine national distribution
Download: 296454.
View File

Title: Facebook Live video from 2025 orchid show Friday afternoon
Download: 296447.mp4
View File

Title: GCOA 2025 Show Sunday Facebook Live March 23 2025
Download: 296455.mp4
View File

Title: State of Florida Paperwork
Download: 296458.pdf
View File

Title: List of Current Board of Directors
Download: 296456.docx
View File

Title: Life in Naples magazine article about GCOA 2025 show
Download: 296453.pdf
View File

Title: IRS Status Letter
Download: 296462.pdf
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Title: GCOA W-9
Download: 296461.pdf
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Title: GCOA Collier County Tax Receipt
Download: 296464.docx
View File

Title: GCOA bylaws
Download: 296459.pdf
View File

Title: GCOA Articles of Incorporation
Download: 296460.pdf
View File

Title: GCOA 990
Download: 296457.pdf
View File

Title: Digital ads from GCOA 2025 orchid show
Download: 296452.pdf
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Title: Certificate of Insurance
Download: 296465.docx
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Title: affidavit of employment
Download: 296463.docx
View File

Name: Elaine Gates
Phone: (239) 269-6389
Email: info@gulfcoastorchidalliance.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior applicaiton status to determine your selection of uploads needed.
First Time Applicant

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation
Yes

Bylaws
Yes

IRS Status Letter
Yes

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.)
Yes

If this is your first grant submission after September 1, 2024, upload your e-Verify form.
e-Verify form.docx

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
GCOA affidavit of employment.docx

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Copy of Most Recent Tax Filing
Yes

W-9
Yes

Collier County Tax Receipt
Yes

Insurance Requirements

Certificate of Insurance
Yes

Upload the current Certificate of Insurance.
Certificate of Insurance.docx

Worker's Comp Coverage
Not applicable

Upload current Worker's Comp documentation. If you do not have Worker's Comp, then a form must be filed with the state of Florida.
Workers comp.docx

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.

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Yes

I certify that the information included in this grant application is accurate and complete.
Yes

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Gulfshore Opera

Application #B-25-26-_0008

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Applicant Profile

Applicant Type	Organization
Name	Alex Castano
Legal Name	Gulfshore Opera
Email	acastano@latinovation.com
Primary Phone	(239) 529-3925
Address	9911 Corkscrew Road, Ste 105 Estero, Florida 33928 UNITED STATES
Website	https://gulfshoreopera.org/
Applicant Institution	Performing Group
Applicant Status	Organization - Non-Profit
Applicant Discipline	Opera/Musical Theatre
501(c)(3) Incorporation Date	06/02/2014
FEIN / Tax ID	47-0989874
Date Organization Formed	06/01/2014
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	
DUNS Number	000000000

Mission Statement

Gulfshore Opera's (GO) mission is to enrich the community of Southwest Florida by presenting accessible, high quality, diverse classical vocal music performances with classically trained artists and teach the art of belonging to a diverse cross-section of the community through various social enrichment activities.

Organization History

Gulfshore Opera (GO) was founded in 2014 by Steffanie Pearce, an opera professional with over 30 years of experience in performance and production. GO was established as a tri-county regional opera company serving Charlotte, Lee, and Collier counties. In 2021, the headquarters was moved to Estero, centrally located within its service area. GO is Florida’s only touring opera company, presenting productions across all three counties. The company collaborates with numerous local organizations to ensure that performances are held in accessible venues familiar to community members, fostering a sense of belonging. Since its inception, Gulfshore Opera has seen remarkable growth. From 10 performances in its inaugural year, the company now delivers 40 performances across nine communities in its ninth season. Key collaborations include the Charlotte Performing Arts Center in Charlotte County, Barbara B. Mann Performing Arts Hall in Lee County, and Artis—Naples in Collier County. GO is dedicated to nurturing regional talent, engaging and training local artists through community concerts and productions. The annual Professional Artists Workshop, launched in spring

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

2021, prepares career professionals for audition season, offering intensive training with Gulfshore Opera’s artistic and music directors. Through its commitment to artistic excellence, community engagement, and regional collaboration, Gulfshore Opera enriches the cultural landscape of Southwest Florida, making opera accessible and enjoyable for a broad audience.

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This must match your 501-c(3) paperwork and your Sunbiz listing.
Gulfshore Opera

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
47-0989874

Organization Web Address
https://gulfshoreopera.org/

ORGANIZATION ADDRESS

Street Address
9911 Corkscrew Road, Ste 105

City
Estero

State
FL

Zip
33928

PHONE AND FAX

Main Phone Number
239.529.3925

Fax Number

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Founder and General Director

First Name
Steffanie

Last Name
Pearce

Email Address
Steffanie@gulfshoreopera.org

Phone Number
239.529.3925

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

Support Type
Seasonal Support

Project Name
Seasonal Support for Season 12: Unbound. Unforgettable. Unmissable. 2025-2026

Location of the Project
Naples and Marco Island. Secured venues include Artis—Naples, Norris Center, Hideaway Beach Club at Marco Island, Innovation Hotel, United Church of Marco Island, and Grey Oaks Country Club. Other venues will be announced throughout the season, as they are confirmed.

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-07-01

End Date
2026-06-30

Project Type
Check all that apply.
Exhibition
Performance
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Describe what is new about this project.

Short Summary of Project
Gulfshore Opera (GO) exemplifies its commitment to enriching the cultural fabric of Collier County with the presentation of its 12th Season: Unbound. Unforgettable. Unmissable. Designed to engage, educate, and

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Email: acastano@latinovation.com

inspire, the 2025-26 season includes a variety of performances and educational outreach initiatives that foster a deeper connection to the arts while attracting both residents and visitors to the region.

Season 12 channels the bold spirit of its featured grand opera, "Carmen"—fearless, magnetic, and untamed. Through powerful storytelling and unforgettable vocal artistry, Gulfshore Opera celebrates characters who defy limits, fight for freedom, and live with intensity. It’s a season that refuses to hold back. The season spotlights:
- Bold Storytelling: Each production explores characters who challenge societal norms, pursue personal truth, or confront destiny, just as Carmen does.
- Vocal Firepower: World-class singers headline every performance, showcasing vocal mastery that stirs the soul and commands the stage.
- Visual Drama: Traditional staging is elevated with vibrant costumes, immersive design, and the theatrical intensity audiences crave.

These performances not only elevate the cultural landscape but also provide accessible cultural experiences through affordable ticket pricing and targeted community outreach.

Additionally, GO integrates educational components such as the Harmony Choir youth development program and the Emerging Artists Training Program, both aimed at cultivating artistic appreciation, fostering personal growth, and creating meaningful connections between diverse audiences and the performing arts.

By prioritizing accessibility, cultural diversity, and community engagement, Gulfshore Opera’s 12th Season serves as a cornerstone for Collier County’s cultural tourism efforts, reinforcing the area’s reputation as a vibrant arts destination while contributing to the economic vitality of the region.

Detailed Project Description
Gulfshore Opera (GO) is a cornerstone of Southwest Florida’s cultural landscape, committed to bringing exceptional vocal music performances to the community while fostering a sense of belonging through its dynamic and accessible programming. With a mission to present high-caliber, classically trained vocal artists and impactful music-based activities, GO creates a powerful social impact that resonates across generations.

GO’s core values are reflected in every performance and initiative:
- Artistic Excellence: Delivering world-class opera and vocal music performances that captivate, inspire, and elevate audiences.
- Accessibility: Expanding the reach of opera by presenting diverse repertoire in a variety of regional venues while maintaining affordable ticket prices to ensure art is within reach for all.
- Community Engagement: Cultivating a sense of connection through educational outreach, interactive programming, and special events that invite audiences to experience opera in new and engaging ways.
- Community Representation: Celebrating the richness of diverse voices and narratives, GO is committed to

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

reflecting the community’s varied backgrounds and experiences through intentional casting and storytelling.
- Support for Youth and Emerging Artists: Empowering the next generation of artists and music lovers through youth development programs and performance opportunities that build confidence and artistic skill.

In its 12th season, Gulfshore Opera invites audiences to experience a journey that is Unbound. Unforgettable. Unmissable.

This bold thematic exploration will infuse every performance with fresh energy and emotional depth, bringing thought-provoking, inspiring vocal works to stages across Collier County. Through this season, GO continues to amplify its mission—to use the power of vocal music to inspire, connect, and elevate the community.

This theme will impact and move audiences in several ways:
Gulfshore Opera’s 12th Season promises a lineup of exceptional experiences designed to captivate audiences and cultivate a deeper appreciation for opera and vocal music. From boundary-breaking productions to emotionally resonant performances, each event will reflect the spirit of being Unbound—pushing artistic limits and embracing new perspectives.

Audiences will encounter Unforgettable moments—stories that stir the soul, voices that linger long after the final note, and artistry that leaves a lasting impression.

And with bold programming choices and compelling community engagement, this season will be Unmissable—an essential part of the cultural calendar that brings people together through the shared joy of music.

Planned performances include:
- "Carmen" by Georges Bizet, Grand Opera
Freedom, Passion, and Fate in a Bold Production That’s True to the Classic
Date: December 7, 2025
Location: Artis—Naples

- In the Voice of Shakespeare
Music Inspired by the Bard
Date: January 23, 2026
Location: Daniel’s Pavilion, Artis—Naples

- Taste of Opera
An elegant dining experience accompanied by arias, duets, and scenes from opera and classical musical theatre
Date: January 27, 2026

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Location: Hideaway Beach Club – Marco Island

- Songs of Love Concert
An evening of favorite love songs and scenes from opera to Broadway
Date: February 7, 2026
Location: Innovation Hotel Atrium

- "As You Like It" Concert
Shakespeare in Song
Date: February 8, 2026
Location: United Church of Marco Island

- Style and Song Luncheon
A stunning afternoon of fashion, fine dining, and world-class performances
Date: February 10, 2026
Location: Grey Oaks Country Club

- Masquerade
A glamorous evening of masked intrigue and musical brilliance
Date: March 5, 2026
Location: Artis—Naples

-"Porgy and Bess", Highlights of the Opera by George Gershwin
The first great American opera, combining elements of jazz, classical and American folk music
Date: March 31st – April 1st, 2026
Location: Norris Center

- GO Divas Concert
Gulfshore Opera’s all-female vocal ensemble presenting their popular, semi-classical, and operatic repertoire
Date: TBD
Location: TBD

The spirit of the season extends far beyond the stage.
True to the theme Unbound. Unforgettable. Unmissable., Gulfshore Opera is committed to removing barriers and opening doors—particularly for the next generation. Each year, GO serves more than 150 at-risk children through six community-based chapters, offered entirely free of charge. In partnership with organizations like the Salvation Army Fran Cohen Youth Center, Youth Haven, Grace Place, and Gulfcoast Charter School,

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Phone: (239) 529-3925
Email: acastano@latinovation.com

these programs provide more than music education—they offer transformative opportunities.

Through choral singing, vocal instruction, and musicianship skill-building, students discover their voices, grow in confidence, and form lasting social bonds. These unbound young artists are given space to dream bigger, creating unforgettable experiences that ripple through families and neighborhoods—and building the kind of unmissable community impact that lies at the heart of GO’s mission.

What is the artistic and cultural goals and vision for this project?
Artistic and Cultural Goals and Vision for the 2025–2026 Season:
Unbound. Unforgettable. Unmissable.

Artistic Goals
Gulfshore Opera’s 12th season will deliver bold, emotionally resonant experiences that honor the theme through the following artistic priorities:
- Present World-Class Performances: Produce vocal and operatic works that meet the highest standards of artistic excellence—captivating audiences and demonstrating opera’s enduring power to move and transform.
- Offer a Diverse and Dynamic Repertoire: From timeless classics to fresh contemporary works, the season will showcase a breadth of styles, stories, and sounds to create a rich, multidimensional cultural experience.
- Feature International Talent: Spotlight renowned artists from major opera houses across the globe, bringing world-class artistry to Southwest Florida stages and elevating the region’s cultural profile.

Cultural Goals
Beyond performance, Gulfshore Opera’s season will reflect a deep commitment to cultural enrichment, inclusion, and community-building:
- Expand Access to the Arts: Perform in venues across the region and keep pricing accessible, so that world-class vocal music is within reach for all.
- Engage the Community: Build meaningful connections through educational outreach, interactive programs, and inclusive events that bring people together around shared artistic experiences.
- Celebrate Diversity: Amplify voices and stories from diverse backgrounds, ensuring representation and resonance with the full spectrum of Southwest Florida’s communities.
- Support the Next Generation: Offer robust training and performance opportunities to youth and emerging Florida-based artists, cultivating future leaders in the operatic arts.

Vision
Gulfshore Opera envisions a season where the very best of world-class opera meets the heart of local community. The Unbound. Unforgettable. Unmissable. season will break through traditional boundaries—geographical, cultural, and artistic—to foster a deeper appreciation for vocal music. Through innovative, inclusive programming, GO aims to make opera not just accessible, but essential: a powerful force that

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Phone: (239) 529-3925
Email: acastano@latinovation.com

inspires, connects, and elevates life in Southwest Florida.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
Gulfshore Opera’s 12th season aligns with ¡ARTE VIVA! through its centerpiece production of "Carmen"—a globally beloved opera rooted in Spanish culture and rich with Latin musical influence. The opera’s iconic habanera and flamenco rhythms reflect the cultural exchange between Europe and Latin America, offering an artistic bridge that resonates with the Hispanic community on Florida’s Paradise Coast. As the inspiration for GO’s season theme, Carmen serves as a powerful entry point to celebrate Hispanic heritage, while the season’s community-based programming and diverse performances further embody ¡ARTE VIVA!’s spirit of inclusion, artistic diversity, and cultural pride.

How will this project promote and drive tourism to Collier County, Florida's Paradise Coast?
Gulfshore Opera’s Season 12—Unbound. Unforgettable. Unmissable.—is designed to attract both regional and out-of-state visitors to Florida’s Paradise Coast through a robust lineup of world-class performances, elegant experiences, and culturally resonant programming anchored by the timeless opera Carmen. With performances in iconic venues across Collier County and a season theme inspired by one of opera’s most well-known and culturally rich productions, Season 12 offers a compelling reason for cultural tourists to plan a visit to the area.

Cultural Magnetism with Broad Appeal
The 2025–2026 season is anchored by "Carmen", a grand opera that blends high drama with Spanish and Latin musical traditions, including the recognizable habanera and flamenco rhythms. As one of the most performed operas in the world, Carmen draws opera aficionados, music lovers, and culture seekers from across the country. The production at Artis—Naples—an iconic, centrally located venue—will be a cultural high point of the season and is expected to drive significant travel to Collier County from within Florida and beyond.

In addition to Carmen, the season includes performances that cater to a wide range of artistic tastes and visitor demographics. Events such as Songs of Love, "Porgy and Bess", Taste of Opera, and the elegant Style and Song offer accessible yet refined cultural experiences that attract diverse audiences—from seasoned opera enthusiasts to first-time attendees seeking a taste of the performing arts in a luxurious setting.

Destination-Worthy Venues and Experiences
Collier County’s scenic and high-profile venues play a key role in enhancing its appeal as a cultural tourism destination. Season 12 performances will be hosted in desirable locations such as Artis–Naples, Innovation Hotel, Hideaway Beach Club, Grey Oaks Country Club, and Norris Center. These settings provide more than just performance spaces—they create full-scale experiences that entice visitors to stay overnight, explore the region, and return for future seasons.

Name: Alex Castano
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Email: acastano@latinovation.com

The glamour of Artis—Naples, the intimacy of the Norris Center, and the prestige of world-renowned opera singers combine to make the season feel like a cultural getaway. For those traveling from out of town, the season offers not just entertainment, but a curated blend of art, leisure, fine dining, and natural beauty that defines Florida’s Paradise Coast.

Strategic Marketing and Regional Reach
Gulfshore Opera will implement a comprehensive marketing strategy to maximize tourism impact. This includes digital campaigns targeting cultural tourists from Miami, Tampa, Sarasota, and Orlando, as well as snowbirds and seasonal visitors from the Northeast and Midwest. Promotional efforts will also leverage the theme of Carmen as part of the broader ¡ARTE VIVA! celebration of Hispanic arts and culture, aligning with the region’s tourism and cultural identity initiatives.

Partnerships with local tourism bureaus, hospitality groups, and community organizations will amplify outreach and foster visitor engagement. Whether it’s a weekend getaway to see Carmen, or a day trip to enjoy a concert and coastal charm, Gulfshore Opera is positioned as a gateway to experiencing the best of Collier County’s artistic and natural assets.

Economic and Community Impact
Cultural tourists are known to spend more and stay longer than other types of visitors. Gulfshore Opera’s season contributes directly to Collier County’s economy by attracting this high-value audience. From hotel bookings and restaurant visits to boutique shopping and guided tours, the economic ripple effect benefits a wide range of local businesses.

Moreover, Gulfshore Opera’s ongoing community engagement—through educational initiatives, youth programs, and performances in diverse neighborhoods—creates a welcoming cultural environment that supports return visits and positive word-of-mouth promotion. These touchpoints reinforce the region’s reputation as an inclusive, vibrant arts destination.

Season 12 of Gulfshore Opera offers a unique blend of artistic excellence, cultural depth, and luxurious experiences that directly contribute to tourism in Collier County. Through the magnetic draw of Carmen, the alignment with ¡ARTE VIVA!, and performances held in iconic venues across Florida’s Paradise Coast, the season will captivate new and returning visitors while bolstering the region’s status as a premier cultural destination.

What is the impact on this project and your programming if this funding is not received?
If this funding is not received, the impact would be substantial. $40,000 represents 40% of our marketing budget. Without it, our ability to effectively promote events & reach diverse audiences would be constrained,

Name: Alex Castano
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decreasing ticket sales, impacting revenue & limiting the reach of our artistic & educational programming. To offset, we would need to redirect essential donor contributions intended for production & educational programs to cover marketing costs, straining resources. Educational initiatives like Harmony Choir & other outreach programs could face cuts, weakening our social impact & reducing opportunities for youth engagement & arts access. Marketing is not just a tool for promotion; it is vital to attracting audiences, remaining viable, & maintaining GO’s reputation as a premier Collier County cultural institution. Without this funding, our ability to engage audiences, foster connections, & achieve our mission would be hindered, posing risks to programming & sustainability.

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.

1. Increase Paid Attendance to 3,725 (+50% PY)
2. Drive 6.5 Million Qualified Impressions across all paid channels—a 20 % lift versus Season 11 (5.4 M)
3. Generate 35,000 Engagement Actions (clicks, video views, post interactions), up 18 % from last season’s 29,500
4. Convert 11 % of Digital Leads to Ticket Sales through retargeting, eCRM drip, and dynamic social ads (baseline Season 11: 9.5 %).
5. Grow the Email Subscriber List to 12,500 (+10%) through website traffic engagement.
6. Strengthen Overnight Tourism Impact

• 28 % of total ticket buyers tracked to a zip code ≥ 100 mi from Naples (Season 11: 22 %).
• Partner offers with three Collier hotels; goal: 175 package redemptions.

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7. Maintain Cost-Efficiency. Blended CPM ≤ $8.00 (Season 11 achieved $7.90).
8. Elevate Brand Awareness
• 25 % increase in branded Google search volume during campaign windows.
• Earned-media target: 5 feature placements (local TV, cultural press, travel blogs).
9. Ensure CVB Co-Brand Compliance
• 100 % of reimbursable ads to carry CVB logo/website; small-format digital ads route click-through to a landing page with required branding.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Email remains our highest-ROI channel (last season: $5.60 revenue per email sent) and will be leveraged to nurture local patrons while converting out-of-market prospects into overnight visitors.
List-Growth Goal
• Expand subscriber base from 9,227 to 10,150 (+10 %) by June 2026.
Acquisition Tactics
• Website placement & footer opt-in.
• Performance QR codes on playbills and lobby signage.
• Co-promotions with cultural partners and Arte Viva! Festival (cross-list swap).
• Ticket-checkout checkbox pre-selected for consent.
Segmentation & Content
• Local vs. Overnight: Collier, Lee, Other FL, Out-of-State.
• Interest Tracks: Grand Opera, Concert Series, Gala/Donor, Family.
• Post-show thank-you with survey and upsell to next event.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
Gulfshore Opera will invest in a focused, high-impact print strategy that reaches three key cohorts: (1) year-round and seasonal residents aged 55 + who rely on trusted lifestyle magazines for cultural planning, (2) overnight visitors already in Collier County who pick up free publications and rack cards in hotels, the airport, and visitor centers, and (3) newly relocated, high-income households most likely to become first-time patrons.

First, we will place full-color ads and feature spreads in Gulfshore Life (182 K circulation) and FL Weekly (216 K). Gulfshore Life delivers our core donor demographic; we will run an October season teaser plus a March spotlight on Carmen, the flagship production. FL Weekly’s free distribution racks in hotels, restaurants, and the Naples airport guarantee strong tourist exposure, so half-page ads will run in each production window. Supplemental insertions in Ft Myers Magazine, Spotlight, and Paradise City Life widen reach along the Naples–Marco–Fort Myers corridor, ensuring repeat frequency of 2.8+ among mature arts patrons while still

Name: Alex Castano
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keeping CPM under $12.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
In addition to traditional magazine advertising, Gulfshore Opera will produce a suite of collateral pieces that reinforce brand presence, drive ticket sales, and deepen patron engagement throughout Season 12:

Program Inserts & Wraps – Each ticketed performance includes a four-page insert or wrap highlighting upcoming productions and sponsor recognition. Inserts feature QR codes linked to dynamic pricing and hotel packages, providing a mid-performance “next-show” call-to-action.

Postcards & Targeted Mailings – We will deploy two postcard drops (10,000 pieces each) to segmented lists: (1) prior patrons who have not purchased this season and (2) high-income new movers to Collier and Lee Counties. Creative showcases key art, a limited-time offer, and the Collier CVB logo, driving recipients to a dedicated landing page.

Promotional Prints & Lobby Posters – Full-color 11×17 posters and countertop flyers will appear in partner hotels, coffeehouses, libraries, and arts venues county-wide. Posters spotlight headline productions (Carmen, Shakespeare series) with scannable QR codes, ensuring walk-up tourists can purchase quickly.

Formal Invitations – Premium invitations on heavyweight stock will be mailed to 1,000 top donors and corporate prospects for the annual Gala and the “GO Divas Dinner Concert.” Each piece uses tactile finishes to convey exclusivity and includes RSVP tracking codes.

Season Brochures – A 20-page, full-color brochure will be printed in a 5,000-copy run. Distributed via direct mail, visitor centers, and community partners, it presents the complete Season 12 schedule, artist bios, hotel packages, and bilingual highlights to align with Arte Viva! Festival messaging. The CVB logo appears on the back cover with tourism website and QR.

Collectively, these collateral materials create multiple touch-points—at home, in venue, and across the visitor ecosystem—to convert interest into attendance and to reinforce Gulfshore Opera’s brand of “Unbound. Unforgettable. Unmissable.”

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Digital Advertising Plan

Gulfshore Opera will execute a multi-layered digital strategy that combines geo-targeted display, search,

Name: Alex Castano
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travel-intent retargeting, Connected TV, NPR streaming, and data-rich email to drive both local attendance and overnight visitation.

Programmatic Display & SEM (LocalIQ + Google Ads)
• Geo-fence Naples ± 50 miles for local reach; extend to 100–250 miles (Tampa, Orlando, Miami, West Palm) for drive-market tourists.
• Keyword sets include “live opera Florida,” “Naples events,” “things to do Naples,” plus Spanish-language variants for Carmen.
• UTM-tagged landing pages feed GA4; goal 3.3 M impressions, CTR ≥ 1.1 %.

Travel-Intent Retargeting (Sojern)
• Uses real-time airline, hotel, and OTA data to serve banners to travelers already booked for Southwest Florida.
• Creative features hotel-opera packages; Sojern pixel tracks conversions. Target 1 M impressions, CPM ≤ $4.

Targeted Email Blasts (LocalIQ)
• Two sends (Oct launch, Feb mid-season) to 75 K cultural/luxury-travel subscribers within 250 miles.
• Open-rate target ≥ 30 %, click-to-open ≥ 15 %.

Each placement includes UTM codes, GA4 goals, and links to a CVB-branded landing page, ensuring accurate tracking for both Collier County reimbursement and ROI measurement.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Social-Media Advertising & Content Plan

Platforms & Current Reach

Facebook (6,800 followers) – primary channel for paid event ads and donor storytelling.

Instagram (3,200 followers) – visual hub for rehearsal reels, 15-sec “Unbound” teasers, and Stories ticket links.

TikTok (new, 500 followers) – short-form behind-the-scenes clips and cast spotlights aimed at 25- to 45-year-olds.

YouTube Shorts (1,200 subs) – high-quality vertical excerpts of Carmen rehearsals and artist interviews.

LinkedIn (1,150 followers) – gala and sponsorship messaging to business audiences.

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Season-11 Benchmarks
Paid Meta campaign delivered 1.07 M impressions, 312 K reach, and 10,500 link clicks at a $7.60 CPM; top ad (“Why Lucia blew us away”) achieved a 2.1 % CTR. These metrics set the baseline for Season 12.

Paid-Social Strategy

Budget Share: 25 % of total media spend.

Formats: carousel ticket ads, 15-sec Reels, and static quote graphics.

Targeting:
• Look-alike audiences built from 2024-25 ticket buyers.
• Interest clusters: classical music, Broadway, Spanish culture, luxury travel, Southwest FL tourism.
• Geo-fence Collier + Lee (local) and feeder DMAs 100–600 mi (Atlanta, Chicago, NYC).

Objectives & KPIs: 1.4 M paid impressions, reach 400 K unique users, CTR ≥ 1.5 %, 4,000 ticket conversions (11 % of digital goal).

Organic Content Calendar

“Unbound Wednesdays”: weekly rehearsal reels (avg reach 4,000; target +15 %).

30-Day Carmen Countdown: daily Story with cast Q&A; swipe-up to ticket page.

Live-Stream Excerpts: 10-min dress-rehearsal feed on Facebook & YouTube two days pre-opening.

Influencer Collab: partner with @Naples_Foodie (45 K IG followers) for cross-post about Dinner-and-Opera hotel package.

Tracking & Measurement
All posts and ads carry UTM tags; conversions monitored in GA4 and Meta Events Manager. Paid posts qualifying for TDT reimbursement will include the Collier CVB logo in image or headline, with click-through to a co-branded landing page.

This integrated social strategy harnesses strong historical engagement while expanding to TikTok and Shorts, ensuring Season 12 content is unbound, unforgettable, and unmissable for both local patrons and overnight visitors.

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
Gulfshore Opera’s website (gulfshoreopera.org) will undergo targeted, low-cost enhancements that directly support Season 12 marketing goals and meet Collier County co-branding requirements.

Describe any radio advertising campaigns.
NPR Streaming & Terrestrial (WGCU + Digital NPR One)
• :15 spots targeting arts enthusiasts.
• Geo-target drive-market listeners via NPR One placements with QR/vanity URL. Goal 3M impressions total.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
Connected TV Video in Out-of-Market DMAs (Comcast)
• 30-second “Unbound” Carmen teaser delivered to devices in Lee County and other top feeder cities.
• Device-level attribution measures view-through ticket conversions. Goal 250 K completed views, cost per completed view ≤ $0.05.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
No File Uploaded

Name: Alex Castano
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Email: acastano@latinovation.com

Marketing Plan - Email Marketing

If your marketing plan includes Email Marketing, complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2024**
Collier County	1,637
Lee County	3,512
Remaining Florida	1,634
U.S. - Out of State	2,444
International	0
Unknown	0
SubTotals:	**9,227**
Grand Totals:	**9,227**

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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (including tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. The logo must be in all the advertisements that are submitted for reimbursement.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as on donor lists) should be " Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
Recognition & Acknowledgment Plan
(for Naples, Marco Island, Everglades CVB / Collier County Tourist Development Council)

Gulfshore Opera will provide prominent, multi-channel recognition consistent with prior-year commitments:

Logo Placement with URL
• The official CVB logo and “ParadiseCoast.com” URL will appear on 100 % of reimbursable ads: print display, rack cards, posters, banner ads, email blasts, digital display, Connected-TV pre-roll, Meta/TikTok creatives, and programmatic units.
• For micro-sized ads, the logo will be placed on the click-through landing page.

On-Site Visibility
• CVB logo featured on step-and-repeat banner in lobby photo area at all performances.
• “Collier County Tourist Development Council” listed on title wall signage and projected on pre-show slide deck.
• Verbal acknowledgment in curtain speeches for headline productions (Carmen, Gala).

Print Collateral & Publications

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

• Full-page acknowledgment in every Season 12 playbill; logo also included on program insert wraps.
• Season brochure, direct-mail mini-playbill, and donor-impact report will list “Collier County Tourist Development Council” among major supporters.

Digital & Web
• Dedicated tourism landing page displaying the CVB logo above hotel-package offers; linked from all QR codes and email CTAs.
• Homepage footer logo throughout the season with rollover text “Proudly supported by the Collier County Tourist Development Council.”

Broadcast Mentions
• Inclusion in on-air underwriting copy for WGCU radio spots (e.g., “Support provided by the Collier County Tourist Development Council”).

Press & Earned Media
• All season press releases will credit the CVB: “This program is presented in part with support from the Collier County Tourist Development Council.”

How are recognition levels and placements set and determined?
Recognition levels and placements are set through a three-step matrix that balances (1) funding significance, (2) audience reach, and (3) platform suitability, while fully adhering to CVB brand-usage guidelines.

Funding Significance – Gulfshore Opera assigns tiered acknowledgment based on the dollar value and strategic importance of each partner’s support. Because the Naples, Marco Island, Everglades CVB provides the primary public-sector investment, it automatically receives “Presenting Supporter” status, the highest non-title tier, guaranteeing placement on every paid advertisement and all front-of-house materials.

Audience Reach & Visibility – Within that top tier, we match logo size and position to the projected impressions of each medium. High-reach channels (e.g., Connected-TV pre-roll, program covers, lobby banners) receive the most prominent CVB placement; lower-reach items (e.g., interior program pages) use a smaller but still clearly visible logo.

Platform Suitability & Compliance – Final placement decisions are cross-checked against the CVB’s artwork specifications and Collier County reimbursement rules. For micro-formats where legible logo use is impractical, the CVB identifier is shifted to the first click-through/landing page to preserve brand clarity without compromising design.

All placements are reviewed in a pre-season brand-compliance audit with the CVB’s marketing liaison to

Name: Alex Castano
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ensure consistency, accuracy, and maximum visibility across print, digital, on-site, and broadcast assets.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts. Enter N/A if not applicable.
N/A

Name: Alex Castano
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Email: acastano@latinovation.com

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	1,035
Lee County	1,030
Other Florida	625
US - Out of State	1,035
International	0
Unknown	0
SubTotals:	**3,725**

Children Totals	**Estimated Attendance**
Collier County	0
Lee County	0
Florida	0
US - Out of State	0
International	0
Unknown	0
SubTotals:	**0**
Grand Totals:	**3,725**

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
100

Average Ticket Price Child
If free, enter $0
60

Total Yearly Attendance For Organization - Adults
7100 total of which 3100 come to Collier County Events only

Total Yearly Attendance For Organization - Children
0

Total Yearly Attendance for the Organization for Adults from Collier County
1400

How will you collect attendance figures reported in the attendance projections?
Gulfshore Opera collects and records attendance data based on its ticketing system and that of its partner venues, which track attendee demographics and other relevant information. A team member conducts a manual count of attendees during every performance. After each major performance, a survey is also distributed electronically to attendees.

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
2

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
This estimate is based on anecdotal information and qualitative surveys of out-of-town guests. They come to town and stay 2-3 nights, one of which includes a performance.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

Room Block Information -- Collier County

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?
(Enter $ and commas as needed.)

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any Room Block Report(s) from any of your hotel partners(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Room/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf formate.
No File Uploaded

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Email: acastano@latinovation.com

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**1,075,174**	**1,108,475**	**1,050,000**
Operating Expense	**1,172,784**	**1,142,451**	**1,080,000**

Project Expenses	
Total artistic fees for this project	$129,450
Total expenses for this project	$760,210
Total In-kind for this project	$12,000
Sources of Project Cash Income	
A. Earned income	$200,000
B. Contributed income	$215,000
C. State arts agency income	$0
D. Local government income	$40,000
E. Other income (include applicant cash)	$275,000
F. Total project cash income	**$730,000**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$129,450
B. Production Costs (personnel, equip.)	$180,000
C. Space rental	$22,500
D. Marketing (publicity, etc.)	$135,260
E. Other expense	$293,000
F. Total project cash expense	**$760,210**

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Project Income - Sponsorship Detail

List the top five top cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Collier County Events	5,000
Collier County Media Sponsors	3,000
Playbill Sponsors	4,000
SubTotals:	**$12,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**

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SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$12,000**

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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	6,000	+	3,000	=	9,000
Print Advertising	12,000	+	4,400	=	16,400
Other Print Materials	15,560	+	0	=	15,560
Digital Advertising	19,000	+	9,000	=	28,000
Social Media	12,000	+	6,000	=	18,000
Website	0	+	0	=	0
Radio	2,400	+	900	=	3,300
Broadcast	0	+	0	=	0
Video	12,500	+	2,500	=	15,000
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	15,000	+	15,000	=	30,000
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$94,460**	**+**	**$40,800**	**=**	**$135,260**
Expense Totals:	**$94,460**	**+**	**$40,800**	**=**	**$135,260**

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Financial Explanations

This page allows the applicant to enter more detail and explanations about the budget pages and explain any calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any additional information or explanation on the budget forms on the previous pages.
Gulfshore Opera operates in Collier, Lee, and Charlotte County. However, 80% of ticket sales happen in Collier County. The project budget attached shows the difference between expenses in Collier and other counties.

Enter any other general information if needed.

List any project expenses you have planned for other entities of Collier County and the amount. This includes any rental fees of County properties or services. For instance, if you obtain Collier County officers for security, list that expense and the amount. If none, enter N/A.
N/A

Upload the complete project budget in a .pdf format. If seasonal support, the report should be a budget for each sub-project, with a column including the total project budget.
2025-05-31 Collier TDC Project Budget by event.pdf

Upload any financial backup information or explanations.
No File Uploaded

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Email: acastano@latinovation.com

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax

Does this project include sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Name: Alex Castano
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Support Material

No Work Samples are assigned to this application.

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior applicaiton status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.)

If this is your first grant submission after September 1, 2024, upload your e-Verify form.
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit regarding Labor and Services.pdf

Copy of Most Recent Tax Filing
Yes

W-9

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance
Yes

Upload the current Certificate of Insurance.
Gulfshore Opera COI.pdf

Worker's Comp Coverage
Yes

Upload current Worker's Comp documentation. If you do not have Worker's Comp, then a form must be filed with the state of Florida.
Gulfshore Opera Workers Comp.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Gulfshore Opera

Application #B-25-26-_0008

Name: Alex Castano
Phone: (239) 529-3925
Email: acastano@latinovation.com

I understand that once this application is submitted, the information cannot be updated or changed.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Seraphic Fire, Inc.

Application #B-25-26-_0006

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Applicant Profile

Applicant Type	Organization
Name	Olivia Pidi
Legal Name	Seraphic Fire, Inc.
Email	grants@seraphicfire.org
Primary Phone	(305) 285-9060
Address	2153 Coral Way Ste. 401 Miami, Florida 33145 UNITED STATES
Website	https://seraphicfire.org
Applicant Institution	Performing Group
Applicant Status	Organization - Non-Profit
Applicant Discipline	Music
501(c)(3) Incorporation Date	02/11/2004
FEIN / Tax ID	20-0725426
Date Organization Formed	09/01/2002
Fiscal Year End Date	05/31
Unique Entity ID (UEI)	GHJAC1RPDGF6
DUNS Number	195349829

Mission Statement

Seraphic Fire presents the highest quality performances of historically significant and under performed music and advances art through the professional development, refinement, and documentation of our musicians’ talents while promoting community connectivity through educational programs.

Organization History

Founded in 2002 to bring professional performances of vocal music to South Florida, Seraphic Fire (Seraphic) has become a staple of the local and national arts community. Since its inception, Seraphic has grown from a small volunteer-run organization to a professionally managed $2.2 million organization with a staff of 10. In 2008, the organization recorded its first album, and has since gone on to record 17 full-length albums. In 2012, the ensemble was recognized with 2 Grammy nominations for its recordings A Seraphic Fire Christmas and Brahms: Ein Deutches Requiem. As the organization grew, so did its impact. In 2009, the Miami Choral Academy (MCA) was launched as Seraphic’s first K-12 education initiative. The program was re-conceived in 2016 as the Seraphic Fire Youth Initiative (SFYI), a multi-pronged initiative that consists of in-school workshops, education concerts, and in-school teaching artist residency impacting over 3,500 South Florida students each year. Seraphic has also increased training opportunities for collegiate-level students who wish

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

to pursue a career as a professional vocalist. In 2018, the Professional Choral Institute was launched in partnership with Aspen Music Festival and School. In 2018, the Ensemble Artist Program began in partnership with UCLA’s Herb Alpert School of Music. In 2022, EAP expanded to include partnership with University of Miami’s Frost School of Music. Throughout two decades of music making, Seraphic continually strives to become the exemplar for quality contributions to professional ensemble singing in North America.

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This must match your 501-c(3) paperwork and your Sunbiz listing.
Seraphic Fire, Inc.

DBA For Organization - enter if your current name is different than the legal name
Seraphic Fire

Federal ID Number
20-0725426

Organization Web Address
https://seraphicfire.org

ORGANIZATION ADDRESS

Street Address
2153 Coral Way, Ste. 401

City
Miami

State
FL

Zip
33145

PHONE AND FAX

Main Phone Number
305-285-9060

Fax Number

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Executive Director

First Name
Daniel

Last Name
Yanez

Email Address
danny@seraphicfire.org

Phone Number
305-812-0397

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

Support Type
Seasonal Support

Project Name
Seasonal Support for Seraphic Fire Naples Performances 2025-2026

Location of the Project
Moorings Presbyterian Church, 791 Harbour Drive, Naples, FL 34103

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-11-13

End Date
2025-03-19

Project Type
Check all that apply.
Performance
Marketing Support

If Project Type is Other, enter information about the Project Type.

Describe what is new about this project.

Short Summary of Project
As South Florida’s only professional choral ensemble, twice Grammy-nominated Seraphic Fire (Seraphic) offers a unique live arts experience in Naples. In line with United Arts Collier’s Arts & Culture Strategic Plan (UAC Plan) vision to establish Collier communities as vibrant hubs for local culture, arts, and creativity, Seraphic brings the nation’s best vocal ensemble singers to Collier County to present a season of five inspiring choral concerts of the highest caliber. The ensemble presents repertoire spanning from the medieval era through today, highlighting under recognized voices throughout the ages alongside canon masterworks. One

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recent Collier County audience member summed up their recent Seraphic Fire concert experience, sharing, “The soloists were spectacular, the direction exquisite, [and] the program perfect.”

The 2025-26 season will celebrate “The Best of Seraphic Fire,” with concerts curated from audience favorites, iconic composers, and defining choral masterworks; the season is a celebration of the moments that have inspired, moved, and uplifted listeners throughout the ensemble’s acclaimed 22-year history.

Detailed Project Description
Funding is requested to support marketing initiatives for Seraphic Fire’s 2025-2026 concert season: The Best of Seraphic Fire. The season will feature 5 concert programs curated from audience favorite works, iconic composers, and defining choral masterworks that Seraphic Fire has championed throughout its 23 year history. Throughout the season, Seraphic will uplift the voices of lesser-known composers alongside a number of history’s most recognizable choral composers. Repertoire will span from the motets of J.S. Bach and historical music from Venice, Italy, to American folk and gospel traditions, and contemporary choral masterpieces. With such variety, all Naples audiences will be sure to discover music that moves them.

Pre-Concert Conversations will be offered at no additional cost at all concerts except for the annual holiday concert. In these discussions, a Seraphic artist or conductor will guide audiences through the historical context, musical trademarks, and language intricacies of the pieces to be performed by the ensemble one hour prior to each performance.

Seraphic Fire will present 5 concert programs:

Bach Motets
Patrick Dupre Quigley, Conductor
November 13, 2025
This concert highlights Johann Sebastian Bach’s 6 motet compositions. A musical form that evolved over time, a “motet” is a multi-voice work that sets a sacred text. These works represent Bach’s only compositions that remained in the canon uninterrupted from his death to today. This performance features apprenticeship students from Seraphic’s UCLA Ensemble Artist Program and instrumental ensemble.

‘Twas the Night Before Christmas
James K. Bass, conductor
December 16, 2025
Everything audiences love about Seraphic Fire’s Billboard-chart-topping Christmas concert in a new experience: timeless carols – The First Noel, Joy to the World, Silent Night – and a reading of the famed 1823 American poem, A Visit from St. Nicholas— better known as “’Twas the night before Christmas”— that helped shape modern Christmas traditions worldwide. Associate Conductor James Bass leads Seraphic Fire in this

program featuring audience-favorite Christmas classics, including O Come All Ye Faithful and Jesus Christ the Apple Tree.

Gospel
Jason Max Ferdinand, Guest Conductor
January 18, 2026
Internationally acclaimed guest conductor Jason Max Ferdinand returns to lead Seraphic’s celebrated artists in this concert honoring spirituals, gospel influence, and the Great American Songbook. The concert will pay tribute to the life, work, and legacy of Thomas A. Dorsey, widely recognized as “The Father of Gospel.” Incorporating popular genres will engage both seasoned music lovers and new audiences.

American Folk
Patrick Dupre Quigley, Conductor
February 19, 2026
This program will explore the development of American folk song traditions. The concert will trace the evolution of 18th century shape note singing, a style of musical notation that became popular in congregational singing throughout the American South, to secular American folk music. The concert will also feature new arrangements of folk songs from around the world by Seraphic’s Artistic Director Patrick Quigley, and a performance of Ingram Marshall’s Hymnodic Delays, perhaps Seraphic Fire’s most requested piece, based on 18th century American folk hymns.

Candlelight
Arianne Abela, Guest Conductor
March 19, 2026
Guest conductor Arianne Abela will make her Seraphic debut in this candlelight concert. The program will include music from the Renaissance, 20th century, and today with thematic connections to water. Repertoire will include Palestrina’s Super Flumina Babylonis (By the Rivers of Babylon) and Monteverdi’s Ecco mormorar l’onde (Now the waves murmur) alongside works by audience-favorite contemporary composers such as Eric Whitacre and Dan Forrest.

Seraphic will partner with the University of Miami Frost School of Music and the UCLA Herb Alpert School of Music for this project, inviting 8 students from each school to rehearse and sing side by side with the professional ensemble in select season concerts through the Ensemble Artist Program (EAP). EAP students receive season-long mentorship that is pivotal to their career development. Seraphic Fire covers all travel and lodging expenses for EAP students participating in the program.

Concerts will be held at Moorings Presbyterian Church in Naples. Seraphic selects church venues due to their acoustical properties that are ideal for choral performance. General admission tickets for concerts are available

starting at $45. Seraphic also offers flexible subscriptions with assigned premium seating starting at prices as low as $42 per concert. For young professionals under 40, Seraphic’s Fans of Fire program offers $20 tickets and full season subscriptions for $119. Seraphic’s StudentAccess program offers free tickets to full-time, degree seeking students. Tickets can be purchased in advance online through Seraphic’s website or by calling the Box Office; patrons can also purchase tickets in-person at concerts.

What is the artistic and cultural goals and vision for this project?
Seraphic Fire aims to contribute to the cultural vitality of the region through its seasonal programming. The organization contracts a roster of the country’s best ensemble singers and instrumentalists to present a season of performances that encompass the full breadth of western concert music, with repertoire spanning from the medieval era through today. Seraphic concerts are intended to inspire and uplift audiences through transcendent artistic experiences. Collier County visitors and residents confirm the positive impact that Seraphic concerts have on their quality of life in post-concert surveys. One recent concert goer shared, “The beauty of the program affects me emotionally every time I come to a concert. We are so blessed to have access to Seraphic Fire.” Another patron wrote, “I experienced the very best of the beauty and healing quality possible with human voices in music.”

Naples is not just a tour stop for Seraphic Fire - it is a regular and valued part of Seraphic’s annual season of over 40 performances. In fact, in order to maximize cultural impact in Collier County, Seraphic Fire’s board of directors has implemented a Naples Council dedicated to expanding Seraphic Fire’s reach in Collier County. The Naples Council includes local community leaders, arts supporters, and board ambassadors who meet regularly to guide Seraphic’s regional growth strategy, strengthen donor engagement, and identify new audiences and community partners. A key part of the Seraphic Fire experience is the adult educational opportunities to learn more about musical eras, composers, and specific pieces through Pre-Concert Conversations and Scholar Lectures. The repeated monthly events in Naples from November through March allow patrons to experience a cumulative educational and artistic experience, and walk away from each season with a significant and diverse musical knowledge. Patrons report that this deepened knowledge contributes to a heightened artistic experience at the concert performances. One patron shared, “The concerts are informative, inspiring and one of the great joys of living here in South Florida,” while another commented, “Loved the pre-concert ‘educational talk!’ Very interesting and informative...Prepar[ed] us to enjoy the concert more fully.” The monthly combination of educational and artistic experiences aims to demystify the classical music experience and encourage continued participation from audiences, establishing Naples as a cultural hub and creating a regular community tradition of attending once per month.

In the 2025-2026 season, Seraphic Fire hopes to continue to expand its reach through increased marketing efforts, welcoming visitors and residents of Collier County to join the musical tradition. Looking ahead, Seraphic Fire is committed to scaling its Naples presence by growing its subscriber base, expanding education and outreach programming, and securing year-round brand visibility. Over the next three years, the

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

organization plans to double its audience reach in Collier County through strategic marketing, collaborations with local institutions, and increased investment in regional performances. This plan reflects Seraphic Fire’s dedication to becoming a permanent cultural fixture in Southwest Florida.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
N/A

How will this project promote and drive tourism to Collier County, Florida's Paradise Coast?
Seraphic Fire’s programming promotes tourism to Collier County by helping to establish the region as a cultural destination. Seraphic’s status as one of the nation’s top ensembles, recognized by two GRAMMY Award nominations, contributes to Collier’s reputation as a place where great art is made. Seraphic has received both regional and national press coverage in publications such as Gramophone and South Florida Classical Review, and has participated in partnerships and collaborations with cultural icons and organizations across the country including Aspen Music Festival, New World Symphony, the Fort Worth Symphony, and international pop star Shakira. The ensemble’s newest album, The Apple Tree: Christmas with Seraphic Fire debuted on the Billboard Top Ten Traditional Classical chart in November 2023. Seraphic’s national achievements, press coverage, and partnerships have increased the organization’s visibility and notoriety, encouraging tourists to travel to South Florida to attend concerts. Seraphic’s programming has a proven track-record of contributing to a foundation for cultural tourism, with 36% of attendees to concerts in Naples traveling from outside of the county in the 2024-2025 season, including 11% from out of state.

Seraphic Fire’s growing national presence and educational performance programs, including its Ensemble Artist Program (EAP), contribute to cultural tourism by bringing in out-of-town performers and university partners for extended rehearsals and concerts. These collaborations with major music schools also attract followers and families of student performers, adding to overnight stays and restaurant patronage.

What is the impact on this project and your programming if this funding is not received?
Funding is critical to Seraphic Fire’s ability to realize a revitalized marketing vision and strategy of being more hyper targeted. With the guidance of new marketing expertise by consulting partner Mesa Creative Solutions, the organization aims to make significant inroads in building awareness of the ensemble’s artistic product within the Collier County market, a focused strategy that requires a higher level of marketing funds within the organization budget than seasons past. Without this crucial funding, Seraphic will not be able to fully execute a new, higher performing digital and social media marketing that is expected to be pivotal in increasing Naples event attendance. Specifically, without funding Seraphic will not be able to implement Performance Max Google advertising - a new strategy to the organization that promises to greatly expand the overall reach of performances to residents and visitors to Naples.

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Email: grants@seraphicfire.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
Seraphic continually evaluates its marketing efforts in order to improve the organization’s reach. Seraphic’s goal is to reach the widest possible audience of arts-inclined adults through advertising efforts across an array of print and digital media. Specific goals resulting from marketing outcomes include:
- Reach 250 net new Naples patrons
- Achieve a total audience at Naples concerts of 750 throughout the season, with an average of 150 attendees at each concert.
- At least 5% of audiences will be from out of state
- Achieve a revenue goal of $40,000 in Naples
- Receive favorable local and regional press coverage

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Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Seraphic Fire’s mailing list includes over 14,000 contacts, including 709 subscribers in Collier and Lee Counties. Going forward, Seraphic will focus on geo-fenced segmentation of the marketing list, specifically targeting Collier County and Southwest Florida zip codes. Email messaging will be tailored specifically to the Naples and surrounding area, targeting patrons who are most likely to attend Naples-area events. Following the plans of previous seasons, Seraphic will send an e-blast prior to each individual concert event. Historically, email has been one of the most effective marketing tools for the organization, with 28% of sales attributable to email advertising. Seraphic aims to build on this success with a more targeted email strategy in the FY26 season.

In FY25, Seraphic presented a free concert in Naples that welcomed its largest Naples audience to date. Through free online registrations for the event, Seraphic collected over 500 email addresses from Naples-area patrons to continue to build out its email list.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
Print advertising objectives include building general awareness of Seraphic Fire’s offerings among residents and visitors of Collier County, and generating increased sales at Naples performances. Seraphic places print advertisements prior to each concert in local publications including Naples Daily News and Florida Weekly Naples Edition, and seasonal advertisements in the Florida Weekly Arts Preview and Gulfshore Life Magazine.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
Other print materials included in Seraphic Fire’s marketing materials include an annual subscription brochure mailed each summer, a geo-targeted brochure of Naples concerts advertising single ticket sales mailed in the early fall, and program books printed for each concert performance. Seraphic will partner with other local arts organizations in Collier and Lee Counties, such as Arts Bonita and the Gulfshore Playhouse, for ad trades in their print materials. Print marketing materials will include QR codes and UTM-tracked links to be used to measure success of print advertising initiatives.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Digital advertising will focus on remarketing to existing customers as well as hyper-targeting affinity-based audiences including classical music lovers, concert goers, high networth individuals, and frequent travelers. Seraphic will also focus on maximizing the spend of our nonprofit google ad grant to maximize CPC efficiency. Seraphic will focus on creating Naples and Collier County-specific campaigns as well as geofenced and keyword targeted campaigns. Digital ads targeted to arts-inclined adults will be placed on sites such as

WGCU’s website (Southwest Florida’s local NPR and PBS affiliate) and South Florida Classical Review. If funding is secured, Seraphic hopes to implement Performance Max Google advertising, prioritizing YouTube with remarketing, behavioral-based, and "brand list conquesting based" audiences. Performance metrics used to evaluate success for digital advertising initiatives include cost per click, click-through rate, purchases, purchase conversion value, and return on ad spend.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Seraphic plans to focus on conversion advertising on Meta platforms including Facebook and Instagram using videos and graphics/photos to target “lookalikes” to current audiences geo-fenced to Collier County, and remarketing to existing customers. The organization will also implement a content calendar of organic social media with posts at least three times per week. During concert weeks, Seraphic will produce more experiential content featuring “behind the scenes” clips of rehearsals and performances actively promoting concerts in Naples. Throughout the season, Seraphic will curate Spotify playlists highlighting repertoire from each concert program to share with followers on social media platforms. Currently, Seraphic has 7,800 followers on Facebook, 3,773 followers on Instagram, over 16,000 monthly listeners on Spotify, and 9,640 subscribers on YouTube. Performance metrics used to measure the success of social media campaigns include CPC, click through rates, purchase conversion value, total number of purchases, return on ad spend, and average order value.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
Seraphic Fire’s website will promote all 5 concert performances presented in Naples. Concert-specific graphics will be included in an image carousel on the homepage, and more detailed information will be included on concert-specific webpages. Seraphic also shares Blog content once per week with targeted SEO information to further promote Naples events. Seraphic’s website platform, Firespring, offers cross domain tracking with the ecommerce ticketing website, PatronManager, which allows for end to end customer tracking - following a visitor session from landing to purchase conversion. This allows for better digital advertising performance and analytics.

Describe any radio advertising campaigns.
Local NPR station WGCU is a media partner; Seraphic will run radio ads on WGCU for 10 days prior to each Naples concert.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
N/A

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
Other marketing initiatives include a targeted Naples season subscription renewal telemarketing campaign. This is focused on remarketing to current and past subscribers using anonymized/hashed first-party customer ticket purchasing customer data. Throughout the season, telemarketing will also be used to follow up with patrons after concert performances to receive feedback and push single-tickets for upcoming events.

Upload your marketing plan.
FY25 Ad Examples.pdf

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Marketing Plan - Email Marketing

If your marketing plan includes Email Marketing, complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2024**
Collier County	549
Lee County	160
Remaining Florida	12,027
U.S. - Out of State	1,851
International	69
Unknown	0
SubTotals:	**14,656**
Grand Totals:	**14,656**

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Phone: (305) 285-9060
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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (including tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. The logo must be in all the advertisements that are submitted for reimbursement.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as on donor lists) should be " Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
The Naples, Marco Island, Everglades Convention and Visitors Bureau/Collier County Tourist Development Council will be recognized in digital and print media by including the CVB’s logo in brochures, sales postcards, email campaign footers, Seraphic Fire programs, Seraphic Fire Magazine, and the Seraphic Fire website. At concerts, the lobby is equipped with grantor pull-up banners that will showcase the Convention and Visitors Bureau’s logo.

How are recognition levels and placements set and determined?
Seraphic Fire has eight donor levels that determine placement on our donor lists in programs and the annual Seraphic Fire Magazine: Founder’s Circle ($50,000+), National Sponsor ($20,000-$49,999), Underwriter ($10,000-$19,999), Maestro Circle ($5,000-$9,999), Sponsor ($2,500-$4,999), Patron ($1,000-$2,499), Sustainer ($500-$999), and Donor ($250-$499). Donors are listed in alphabetical order within each of these categories. Institutional partner logos are placed on the back of programs, Seraphic Fire Magazine, and on the grantor pull up banner in venue lobbies in 3 categories in this order: Founder’s Circle Sponsors ($50,000+), National Sponsors ($20,000+), and Institutional Partners (all other institutional funders). Logos are placed in alphabetical order within each category.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts. Enter N/A if not applicable.

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Phone: (305) 285-9060
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If the guidelines were updated to allow for the CVB to accept items of value, Seraphic Fire could provide a limited number of season subscriptions to TDT Commissioners, valued at $315 per 5-concert subscription.

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	560
Lee County	149
Other Florida	70
US - Out of State	94
International	0
Unknown	0
SubTotals:	**873**

Children Totals	**Estimated Attendance**
Collier County	10
Lee County	0
Florida	0
US - Out of State	0
International	0
Unknown	0
SubTotals:	**10**
Grand Totals:	**883**

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$45

Average Ticket Price Child
If free, enter $0
0

Total Yearly Attendance For Organization - Adults
875

Total Yearly Attendance For Organization - Children
10

Total Yearly Attendance for the Organization for Adults from Collier County
560

How will you collect attendance figures reported in the attendance projections?
Seraphic’s ticketing software, Patron Manager, tracks tickets sold to each event as well as the billing addresses for ticket buyers. In addition to ticketing information, Seraphic staff conduct a headcount at every concert. These figures are used in tandem to estimate attendance for next season.

While programming is generally targeted towards adults, total yearly children attendees include an estimated 10 children from Collier County in attendance at the annual Christmas concert in December.

Upload any files that helps support the attendance figures.
Ticketing Reports.pdf

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
Seraphic sends attendees post-concert surveys through the online platform SurveyMonkey. Surveys ask patrons to report purchases they made in the local economy in relation to attending Seraphic concerts, including booking a hotel stay.

Seraphic has also reserved a hotel room block for 14 room nights at the Courtyard Naples in December to lodge artists performing in the holiday concert program.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
Hotel Room Block

Room Block Information -- Collier County

For this project, what are the total room nights in your room block?

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

14

For this project, what is the room block rate?
(Enter $ and commas as needed.)
$169

For this project, list any hotels/realtors/rental agencies used to build your room block.
Courtyard Naples, 3250 Tamiami Trail, North Naples, FL 34103

For this project, upload any Room Block Report(s) from any of your hotel partners(s). Use .pdf format.
Room Block.pdf

Other Room Blocks

Do you obtain other Hotel Room/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf formate.
No File Uploaded

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**2,279,940**	**2,285,588**	**2,119,253**
Operating Expense	**2,317,960**	**2,284,341**	**2,119,253**

Project Expenses	
Total artistic fees for this project	$35,148
Total expenses for this project	$121,304
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$41,404
B. Contributed income	$69,650
C. State arts agency income	$0
D. Local government income	$10,250
E. Other income (include applicant cash)	$0
F. Total project cash income	**$121,304**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$35,148
B. Production Costs (personnel, equip.)	$60,656
C. Space rental	$3,500
D. Marketing (publicity, etc.)	$21,000
E. Other expense	$1,000
F. Total project cash expense	**$121,304**

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Project Income - Sponsorship Detail

List the top five top cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
2025-2026 Naples Season	0
Mel and Barbara VanderBrug	45,250
Stephen and Priscilla Kutler	7,500
Diane Rahman	6,000
Anne Carlucci and Mitch Hertz	5,900
Arison Arts Foundation	5,000
SubTotals:	**$69,650**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**

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Phone: (305) 285-9060
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SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$69,650**

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Email: grants@seraphicfire.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	250	+	250	=	500
Print Advertising	2,000	+	2,500	=	4,500
Other Print Materials	1,000	+	1,000	=	2,000
Digital Advertising	2,000	+	1,250	=	3,250
Social Media	2,000	+	250	=	2,250
Website	0	+	0	=	0
Radio	500	+	3,000	=	3,500
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	2,000	+	2,000	=	4,000
Comp Tickets to Local Concierge	1,000	+	0	=	1,000
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$10,750**	**+**	**$10,250**	**=**	**$21,000**
Expense Totals:	**$10,750**	**+**	**$10,250**	**=**	**$21,000**

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Financial Explanations

This page allows the applicant to enter more detail and explanations about the budget pages and explain any calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any additional information or explanation on the budget forms on the previous pages.
Revenues are based on known and planned private donations, foundation grants, and government grants. Expenses primarily include overhead costs such as staff, artists fees, out of county travel, and administrative costs.

Enter any other general information if needed.
N/A

List any project expenses you have planned for other entities of Collier County and the amount. This includes any rental fees of County properties or services. For instance, if you obtain Collier County officers for security, list that expense and the amount. If none, enter N/A.
N/A

Upload the complete project budget in a .pdf format. If seasonal support, the report should be a budget for each sub-project, with a column including the total project budget.
TDT Grant Budget.pdf

Upload any financial backup information or explanations.
No File Uploaded

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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax

Does this project include sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

Seraphic Fire, Inc.

Application #B-25-26-_0006

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Support Material



Title: FY26 Work Samples
Download: 296313.pdf
View File

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior applicaiton status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.)

If this is your first grant submission after September 1, 2024, upload your e-Verify form.
Seraphic Fire E-Verify.pdf

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Seraphic Fire Affidavit.pdf

Copy of Most Recent Tax Filing
Yes

W-9

Name: Olivia Pidi
Phone: (305) 285-9060
Email: grants@seraphicfire.org

Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance
Yes

Upload the current Certificate of Insurance.
Seraphic Fire COI.pdf

Worker's Comp Coverage
Yes

Upload current Worker's Comp documentation. If you do not have Worker's Comp, then a form must be filed with the state of Florida.
Seraphic Fire Workers Comp.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Name: Olivia Pidi
Phone: (305) 285-9060
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I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

United Arts Council of Collier County

Application #B-25-26-_0004

Name: Rachael Lord
Phone: (239) 254-8242
Email: rachael@unitedartscollier.org

Applicant Profile

Applicant Type	Organization
Name	Rachael Lord
Legal Name	United Arts Council of Collier County
Email	rachael@unitedartscollier.org
Primary Phone	(239) 254-8242
Alternate Phone	(239) 770-8867
Address	340 Tamiami Trail North #201 Naples, Florida 34102 UNITED STATES
Website	https://www.unitedartscollier.org
Applicant Institution	Arts Council/Agency
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	01/15/1981
FEIN / Tax ID	59-2070580
Date Organization Formed	00/00/0000
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	
DUNS Number	000000000

Mission Statement

Enriching lives and strengthening our community through the power of the arts.

Organization History

UAC is the heart of the arts in Collier County and suffuses life into our community. It serves as Collier's arts umbrella, like a chamber of commerce for the arts, and a uniting thread through all the arts in our community. UAC develops mutually beneficial collaborations and partnerships among people, organizations, and businesses from all arts disciplines, which positively impact opportunities and growth for all in Collier and beyond.

Name: Rachael Lord
Phone: (239) 254-8242
Email: rachael@unitedartscollier.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This must match your 501-c(3) paperwork and your Sunbiz listing.
United Arts Council of Collier County

DBA For Organization - enter if your current name is different than the legal name
United Arts Collier

Federal ID Number
59-2070580

Organization Web Address
https://www.unitedartscollier.org

ORGANIZATION ADDRESS

Street Address
340 Tamiami Trail North #201

City
Naples

State
FL

Zip
34102

PHONE AND FAX

Main Phone Number
239-254-8242

Fax Number

Name: Rachael Lord
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Email: rachael@unitedartscollier.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Chief Executive Officer

First Name
Elysia

Last Name
Dawn

Email Address
elysia@unitedartscollier.org

Phone Number
239-832-1919

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

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Project Information

This section provides information on the project or support you seek. If you are seeking seasonal support, all projects, exhibitions, or productions must be listed in the Detailed Project Description.

Support Type
Seasonal Support

Project Name
Seasonal Support 2025-2026

Location of the Project
Collier County

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-09-30

Project Type
Check all that apply.
Festival
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Describe what is new about this project.

Short Summary of Project
As Collier County's county-designated local arts agency, United Arts Collier's purpose is to serve, strengthen, and elevate the arts for residents, artists, and local arts and culture organizations throughout the county. A pivotal element of this mission is to raise awareness and engagement amongst Collier's annual audience of short and long-term residents, visitors, and tourists. Through strategic marketing initiatives in digital, radio, and print formats, UAC hopes to capture both local and out-of-county audiences in the promotion and celebration of

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the arts in Collier.

Detailed Project Description
Marketing season support for the 25-26 season includes promoting our gala event, dance festival, exhibitions, and other events, which will drive traffic to Collier County and promote the arts locally, regionally, and statewide. Through the Collier Arts Archives, in which UAC is working to collect the history of the arts through interviews here in Collier, we will continue to increase the arts and culture scene.

United Arts Collier will continue with our annual exhibitions at Rookery Bay, as well as exhibition opportunities in collaboration with the Norris Center, The Collective, Naples Therapeutic Riding Center, The Naples Airport, and more. Through this expansion of exhibition opportunities and the marketing support needed to promote these events, UAC will be a key player in county-wide attendance through expanded social media, strategic marketing initiatives, radio ads, and strategic advertisements.

Our second annual dance festival, which will be held in February 2026, will bring in tourists, guests, dancers, and companies from all over the world to perform, lead lectures, and teach workshops right here in Naples.

What is the artistic and cultural goals and vision for this project?
United Arts Collier's vision is to establish Collier County as an arts and cultural center; a destination for residents, fellow artists, and world travelers seeking rich arts experiences. As we grow and continue expanding our efforts in marketing and social media, we anticipate that the creation of our cultural map and continued expansion of our website and strategic email, print, radio, and social media marketing campaigns will aid in our mission of increasing awareness and engagement for all the arts in all of Collier. UAC hopes to leverage the power of the arts to drive economic impact, increase educational outcomes and expectations, bring more tourists to Collier, and champion the positive effects of the arts on emotional wellbeing.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
This project falls under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initiative through our dance festival and exhibitions, some of which highlight the brilliant work of Hispanic artists within and outside of our community.

How will this project promote and drive tourism to Collier County, Florida's Paradise Coast?
Through strategic marketing campaigns, our second annual dance festival, expanding our website's offerings, and the creation of a cultural map, United Arts Collier's extraordinary and unique arts offerings will gain in stature and notoriety through UAC's continued strategic and expanding marketing efforts. These efforts will include targeted reach outside the County to encourage and attract visitors to tour the Collier arts community and stimulate Collier's economy through the arts.

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What is the impact on this project and your programming if this funding is not received?
UAC utilizes outside organizations and freelancers to create and maintain our website, support our marketing campaigns, and consistently grow our social media channels. This funding would be important to allow our organization to continue and grow these efforts, driving increased traffic and travel to Collier County. If the funding is not received, UAC will utilize additional grant opportunities, in-kind donations, and fundraising efforts.

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.

1. Drive Attendance & Participation: Support program visibility across 15+ public events and exhibitions.

2. Strengthen Donor Engagement: Bolster campaigns with donor-centric messaging and community match opportunities.

3. Promote Brand Awareness: Expand recognition of UAC as Collier County’s central arts organization.

4. Leverage Partnerships: Collaborate with local businesses and venues to expand reach without increasing costs.

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Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
As the premier resource for arts and cultural experiences in Collier County, one of our greatest resources for residents and visitors is our weekly Best Bets newsletter. Distributed once a week, artists as well as arts organizations may utilize our platform for promoting arts and culture events that take place within Collier County. Our email marketing will also include monthly newsletters and promoting events, with the main goal to promote and drive tourism.

With a list of 5,631 subscribers to our Best Bets newsletter & e-blasts, UAC intends to increase our subscription rate by 3%. Out of all website visitors from this past year, 81% were from outside of Collier County, with major cities such at Atlanta, New York, Tampa, and Miami as the leading locations for website visitors. With an engagement rate of 54.98%, UAC hopes that through continued website expansion and growth, we will be able to increase these rates and number of visitors, specifically to those outside of Collier County.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
The strategic use of location specific QR codes (i.e. hotel, events, etc.) will help us gather distribution and personal information such as phone numbers once the QR code is scanned. This data allows us to determine the efficacy of distribution and the area codes of those scanning our QR codes, allowing us a glimpse into where our users may be visiting from. With new partners with local hotels, including the Ritz, this will promote out of state and international tourism.

Through print advertising with FL Weekly, Naples on the Gulf, and Gulfshore Life our 1/4 page ad space will circulate in Collier, Lee, Charlotte, Palm Beach, and Key West. With dynamic QR code-specific advertising, UAC intends to capture real time data of the location of the scans, type of device used, and number of scans initiated.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
N/A

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Through the use of display advertising, UAC will utilize banner advertisements in online spaces with the highest potential for drawing visitors from out-of-market locales.

Using Google Ads, UAC will target audiences between the ages of 35-55 years of age with an interest in the

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arts, museums, live performances and events, and cultural experiences. With 83% of visitors to Collier being on a vacation or getaway and the highest percentage of visitors coming from Florida, the Midwest, the Northeast, and Canada (internationally speaking), special interest will be placed on reaching these populations. Custom reports in Google Ads will allow us to measure click-through rates (CTR), CTR by ad group, CTR by campaigns, and conversions.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Our social media strategy will continue with ongoing scheduled content to 961 Instagram followers, 2.6k Facebook followers, and 5,631 contacts in Keela. To increase these totals and further promote the arts and culture of Collier County, we will participate in both Instagram and Facebook Advertising campaigns throughout the season, specifically targeting people outside of Collier County to attract visitors and increase attendance at events. This will be achieved through scheduled campaigns across Facebook, Instagram, and LinkedIn; reels & lives. A key metric to be measured after the implementation of social media advertising will be our reach, of both followers and non- followers, engagement, click-through rate, conversion rate, and more.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
UAC's website continues to be the one-stop-shop for community members, visitors, and other arts and culture organizations to connect to the arts in Collier County. Amplifying all artistic expressions and voices, the UAC website has an easily navigable calendar of events that can be edited by participating arts and culture organizations through an online portal. Streamlining the process of event promotion, organizations and their representatives can submit their events for review and publication. With target marketing, UAC projects an increase of 10% per month of website traffic to further support the promotion of our arts community.

This grant request would fund a portion of our site management and web hosting, which allows for greater flexibility and reach for our website, as well as improving our Search Engine Optimization (SEO). Improving our online presence for those actively seeking arts and culture experiences is top of mind, creating a clear pathway for the arts to be seen, heard, and enjoyed. With the help of our IT team, UAC will consistently sit on top of Google Rankings for all things arts and culture in Collier County.

Describe any radio advertising campaigns.
N/A

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
Through the Collier Arts Archives project, United Arts Collier is leading an initiative to capture, collect, and eventually provide broadcasting for the history of the arts in Collier County through interviews, data collection, and more. The goal for this project is to make a documentary, in which the TDC logo will be proudly displayed,

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in order to show the vibrant history of the arts in Collier County, drive tourism, and promote arts and culture.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
No File Uploaded

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Marketing Plan - Email Marketing

If your marketing plan includes Email Marketing, complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2024**
Collier County	2,200
Lee County	150
Remaining Florida	60
U.S. - Out of State	1,789
International	20
Unknown	0
SubTotals:	**4,219**
Grand Totals:	**4,219**

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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (including tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. The logo must be in all the advertisements that are submitted for reimbursement.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as on donor lists) should be " Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
On all advertisements submitted for reimbursement, United Arts Collier will include the CVB logo, to include display on our homepage, printed banners, digital advertisements, gala programs, and other printed materials. On our website, all supporting organizations of United Arts Collier will be listed under their according level of support with the appropriate logo displayed. All supporters of UAC's cultural map will have their logo incorporated into its design. CVB will also be featured on our social media channels, with the incorporation of their logo. On the Collier Arts Archive final video, the CVB logo will be displayed.

How are recognition levels and placements set and determined?
Recognition levels and placements are set and determined by type of sponsorship. Our grant funders have their logos listed in our programs, on our website, and throughout our promotion materials, while direct sponsors have their names listed within the same means.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts. Enter N/A if not applicable.
N/A

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Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	865
Lee County	300
Other Florida	50
US - Out of State	25
International	10
Unknown	0
SubTotals:	**1,250**

Children Totals	**Estimated Attendance**
Collier County	50
Lee County	0
Florida	0
US - Out of State	0
International	0
Unknown	0
SubTotals:	**50**
Grand Totals:	**1,300**

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Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
0

Average Ticket Price Child
If free, enter $0
0

Total Yearly Attendance For Organization - Adults
Last year, we saw 800 adult participants at our events, from the NIDF, exhibitions, and gala event.

Total Yearly Attendance For Organization - Children
Our education programs served 1,500 youth participants this past year.

Total Yearly Attendance for the Organization for Adults from Collier County
600

How will you collect attendance figures reported in the attendance projections?
We collect attendance figures through data provided by analytics reporting across multiple marketing channels, including email demographics, attendance rosters, and surveys. Attendance estimates were developed based on historical event capacities and growth trends.

Our currently scheduled exhibition opening receptions max out at an attendance of 200 people, per Rookery Bay's max capacity limits. At two exhibitions per year, 400 adults are expected to attend. This figure will change as exhibition space continues to grow.

Our gala hosted approximately 150 guests for the Seaside Soiree.

Our Artist Mixer events max out at 150 people per rental property restrictions. This figure could change as UAC begins to host in other/larger rental spaces within the Norris Center and at other locations.

Our education program currently partners with several community organizations across Collier County, serving students at 20 locations and growing. Each year, we provide arts education to about 2,000 students.

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Upload any files that helps support the attendance figures.

No File Uploaded

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Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
2

Number of Rooms Per Night
8

How are you calculating and measuring the Average Stay and Room Nights?
Since the room accommodations are only for the Naples International Dance Festival, we calculate this based on the number of days of the festival. Given the anticipated scale of the event for 2026, we expect the potential for increased tourism stays or expanded lodging partnerships.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
Hotel Room Block
AirBnB

Room Block Information -- Collier County

For this project, what are the total room nights in your room block?
2

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For this project, what is the room block rate?
(Enter $ and commas as needed.)
$200.00

For this project, list any hotels/realtors/rental agencies used to build your room block.
We are currently working with local hotels, Airbnb providers, and host families to build the room block for the Naples International Dance Festival.

For this project, upload any Room Block Report(s) from any of your hotel partners(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Room/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf formate.
No File Uploaded

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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**279,924**	**644,913**	**515,000**
Operating Expense	**266,263**	**639,875**	**510,000**

Project Expenses	
Total artistic fees for this project	$7,500
Total expenses for this project	$74,700
Total In-kind for this project	$10,000
Sources of Project Cash Income	
A. Earned income	$15,000
B. Contributed income	$14,000
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$45,700
F. Total project cash income	**$74,700**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$7,500
B. Production Costs (personnel, equip.)	$16,200
C. Space rental	$1,000
D. Marketing (publicity, etc.)	$25,500
E. Other expense	$24,500
F. Total project cash expense	**$74,700**

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Project Income - Sponsorship Detail

List the top five top cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Marketing	0
Naples Illustrated	10,000
Tourist Development Council	14,000
SubTotals:	**$24,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Education	0
Naples Children and Education Foundation	85,000
21st Century BGCCC	40,000
Collier Community Foundation	52,000
Suncoast Credit Union Foundation	30,000
SubTotals:	**$207,000**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
General Operating	0
UAC Board Contributions	90,000
SubTotals:	**$90,000**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**

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SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$321,000**



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “B” Marketing and Non Sports Grants 2025-2026

United Arts Council of Collier County

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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	0	+	0	=	0
Print Advertising	2,000	+	750	=	2,750
Other Print Materials	500	+	0	=	500
Digital Advertising	1,000	+	750	=	1,750
Social Media	500	+	0	=	500
Website	16,200	+	7,500	=	23,700
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	10,000	+	2,500	=	12,500
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	0	+	0	=	0
Dance Festival	30,000	+	2,500	=	32,500
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$60,200**	**+**	**$14,000**	**=**	**$74,200**
Expense Totals:	**$60,200**	**+**	**$14,000**	**=**	**$74,200**

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Financial Explanations

This page allows the applicant to enter more detail and explanations about the budget pages and explain any calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any additional information or explanation on the budget forms on the previous pages.
These marketing funds for seasonal support are mainly geared for our website, which continues to drive traffic from around the globe, our Collier Arts Archives project, and for marketing for the Naples International Dance Festival.

Funds are also allocated for print advertising and social media.

Enter any other general information if needed.
N/A

List any project expenses you have planned for other entities of Collier County and the amount. This includes any rental fees of County properties or services. For instance, if you obtain Collier County officers for security, list that expense and the amount. If none, enter N/A.
N/A

Upload the complete project budget in a .pdf format. If seasonal support, the report should be a budget for each sub-project, with a column including the total project budget.
TDC Grant Project Budget.pdf

Upload any financial backup information or explanations.
No File Uploaded

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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax

Does this project include sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)
$1,000.00

What areas does the organization collect and pay sales tax?
United Arts Collier collects sales tax on the sale of art pieces at events & exhibitions.

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Support Material

No Work Samples are assigned to this application.

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior applicaiton status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.)

If this is your first grant submission after September 1, 2024, upload your e-Verify form.
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit Regarding Labor and Services- UAC 2025.pdf

Copy of Most Recent Tax Filing
Yes

W-9

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Email: rachael@unitedartscollier.org

Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance
Yes

Upload the current Certificate of Insurance.
COI- UAC.pdf

Worker's Comp Coverage
Yes

Upload current Worker's Comp documentation. If you do not have Worker's Comp, then a form must be filed with the state of Florida.
UAC COI 092024- Workers Comp Highlighted.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes



Name: Rachael Lord
Phone: (239) 254-8242
Email: rachael@unitedartscollier.org

I understand that once this application is submitted, the information cannot be updated or changed.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Artis—Naples, Inc.

Application #C2-25-26-0006

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Applicant Profile

Applicant Type	Organization
Name	Sara Bautista
Legal Name	Artis—Naples, Inc.
Email	sbautista@artisnaples.org
Primary Phone	(239) 597-1900
Alternate Phone	(239) 254-2687
Address	5833 Pelican Bay Blvd. Naples, Florida 34108 UNITED STATES
Website	https://artisnaples.org/
Applicant Institution	Arts Center
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	03/01/1984
FEIN / Tax ID	59-2322926
Date Organization Formed	01/01/1982
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	D385EUQNWRM6
DUNS Number	101949006

Mission Statement

Artis—Naples, home of The Baker Museum and Naples Philharmonic, creates and presents world-class visual and performing arts. Through our multidisciplinary offerings, we inspire, educate and entertain to engage and enrich the growing and diversifying community.

Organization History

Artis—Naples offers the entire community of Southwest Florida more than 800 paid and free events annually within a variety of venues and settings situated throughout the Kimberly K. Querrey and Louis A. Simpson Cultural Campus. Founded in 1982, Artis—Naples has grown into a multidisciplinary organization unique among cultural institutions nationwide, equally dedicated to the visual and performing arts featuring artists of global distinction. The Naples Philharmonic has long been recognized as one of the cornerstones of Southwest Florida's arts community. The Naples Philharmonic annually performs more than 140 orchestral and chamber music concerts in Hayes Hall, Daniels Pavilion and around the region. Opening its doors on November 7, 2000, The Baker Museum is one of the foremost fine art museums in Florida. The museum presents an ambitious slate of exhibitions annually to complement installations of works from its permanent collection. Comprising more than 3,000 objects, the museum’s broad holdings of 20th- and 21st-century art reflect

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

particular strengths in modern art of the United States and Mexico. In 2020, Artis—Naples celebrated the renovation and expansion of The Baker Museum, designed by Weiss/Manfredi Architecture/Landscape/Urbanism. In 2025, The Baker Museum earned its first-time accreditation by the American Alliance of Museums. In addition to creating and presenting visual and performing arts, Artis—Naples provides robust education and community activities for students of all ages both on its cultural campus and in schools.

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Email: sbautista@artisnaples.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Artis—Naples, Inc.

DBA For Organization - enter if your current name is different than the legal name
Artis—Naples

Federal ID Number
59-2322926

Organization Web Address
https://artisnaples.org/

ORGANIZATION ADDRESS

Street Address
5833 Pelican Bay Blvd.

City
Naples

State
FL

Zip
34108

PHONE AND FAX

Main Phone Number
239-597-1111

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Fax Number

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
CEO and President

First Name
Kathleen

Last Name
van Bergen

Email Address
kvanbergen@artisnaples.org

Phone Number
239-254-2601

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Project Information

Support Type
Seasonal Support

Project Name
2025-26 Season Support

Location of the Project
Artis—Naples: 5833 Pelican Bay Blvd. Naples, FL 34108
Alamo Drafthouse: 9118 Strada Pl #8205, Naples, FL 34108

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-06-30

Project Type
Check all that apply.
Exhibition
Performance
Festival
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
Artis—Naples respectfully requests a grant of $75,000 that will support the 17th annual Naples International Film Festival and the first major museum retrospective exhibition of Tamara de Lempicka in the Southeastern United States.

Detailed Project Description

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Artis—Naples respectfully requests support for two projects that highlight the breadth and impact of our multidisciplinary programming: the 2025-26 Naples International Film Festival and the upcoming Tamara de Lempicka exhibition at The Baker Museum. Together, these initiatives celebrate the power of visual storytelling, from contemporary independent cinema to the bold elegance of 20th-century painting, while advancing our mission to inspire, educate and engage audiences. Both projects are designed to attract diverse visitors to Florida’s Paradise Coast, strengthen the region’s reputation as a cultural destination and generate lasting economic and community impact.

Naples International Film Festival

Artis—Naples is delighted to present the highly anticipated Naples International Film Festival (NIFF) during the 2025-26 season, scheduled to run October 23-26, 2025. The 17th iteration of the popular regional film festival, a MovieMaker magazine “Top 20 Great Film Festivals in Vacation Destinations" selection in 2024, will once again feature independent and international films from diverse filmmakers around the world. We look forward to offering screenings that will span the Kimberly K. Querrey and Louis A. Simpson Cultural Campus and our partner venue, Alamo Drafthouse Naples.

In 2025, NIFF will present a curated program of domestic and international films from established and emerging filmmakers. The opening night and closing night screenings and events will take place on our cultural campus, with the majority of films screening at the state-of-the-art Alamo Drafthouse throughout the weekend. We are also pleased to once again offer two opportunities to view films under the stars in Norris Garden on a 24-foot screen.

The Naples International Film Festival is known for putting a priority on supporting filmmakers in every way, providing important encouragement for the art of independent film. The cash prizes awarded to our winning filmmakers—over $15,000 this year—are key part of these efforts, but it extends to other factors as well. We place a premium on connecting filmmakers with each other, and on exploring different ways to share these films with a wider audience.

Film categories include narrative features, documentary features, short films and student-made films (K-12 Division and College/University Division). Offering such a broad array of stories, voices and techniques creates a vibrant atmosphere of cultural celebration and collaboration. The unique structure and setting of NIFF draws audiences from across the country, typically seeing over 6,000 guests on average every year. This event is always the festive beginning of the new season, drawing a diverse crowd of attendees who do not want to miss this glamorous, must-see festival.

Tamara de Lempicka

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Opening October 2025 through February 2026, The Baker Museum will present the first major museum retrospective exhibition of Tamara de Lempicka in the Southeastern United States. Known for her bold elegance and sensual stylization, Lempicka (1894–1980) helped define the Art Deco movement, infusing her work with a striking sense of fashion, design and theatrical flair. This landmark exhibition offers a rare opportunity to experience an extensive collection of Lempicka’s work, her iconic portraits, provocative female nudes and lesser-known experimental studies, presented together for the first time in U.S. museum settings. Lempicka’s work is particularly resonant with contemporary audiences, capturing themes of self-expression, modern identity and female empowerment that continue to inspire. The bold close-up perspectives of her figures, often women, project a confidence and architectural strength that made her one of the most distinctive voices of her time.

The exhibition will deepen public understanding of Lempicka’s post-Cubist training and her synthesis of Renaissance, Futurist and Art Deco aesthetics. Works featured highlight her fascination with classical antiquity and her unique role in shaping modernism through the lens of both European and American culture.

As the only venue beyond San Francisco and Houston to host this traveling exhibition, the presentation of Tamara de Lempicka at The Baker Museum offers a rare opportunity for audiences across the Southeast and beyond to engage with the artist’s work. As a newly accredited museum by the American Alliance of Museums, The Baker Museum is proud to present this landmark exhibition, further establishing Naples as a destination for world-class arts experiences and cultural tourism. Artis—Naples offers an accessible and appealing destination for visitors drawn to high-caliber arts experiences, and this exhibition is anticipated to draw interest from art-focused travelers throughout Florida, the Gulf Coast and neighboring states. Coinciding with Southwest Florida’s peak tourism season, the exhibition offers an exceptional cultural destination for winter visitors seeking immersive, high-quality arts experiences.

This exhibition at The Baker Museum is expected to increase cultural tourism throughout Southwest Florida, supporting economic activity in Naples, Marco Island and the Everglades. In addition to expanding the reach of this internationally significant exhibition, its presentation at Artis—Naples helps position the region as a destination for world-class art and immersive cultural experiences.

The exhibition originally opened at the de Young Museum in San Francisco (October 2024–February 2025), then traveled to the Museum of Fine Arts, Houston, where it remains on view through July 2025. Artis—Naples is the final U.S. institution to host the exhibition and the only opportunity for audiences in the eastern United States to experience it.

Drawn from museum and private collections across the United States and Europe, including from local Naples-based collections, the exhibition features a wide selection of paintings, drawings and studies that showcase

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Lempicka’s signature style and artistic evolution. Some of the works on view will include:
• Les jeunes filles (The Young Girls), c. 1930 – oil on canvas (private collection, United States)
• Portrait of Mrs. Bush, 1929 – oil on canvas (private collection, United States)
• Femme à la colombe (Woman with Dove), 1931 – oil on canvas (private collection, United States)
• Graziella, c. 1937 – oil on panel (Musée d'art moderne André Malraux, France)
• The Refugees, 1931 – oil on panel (Musée d’art et d’historie Paul Eluard, Saint-Denis, France)
• Still Life of Fruit and Draped Silk, 1949 – oil on canvas board (Blanton Museum of Art, Texas)

Through these works, audiences will gain insight into Lempicka’s creative process, from preparatory sketches to fully realized canvases, and her evolution as a global artist whose legacy continues to captivate.

Additionally, Artis—Naples will screen a newly released feature-length documentary on Tamara de Lempicka during the Naples International Film Festival, and the museum will host two exclusive, ticketed on-campus screenings later during the exhibition run. This cross-disciplinary programming underscores our unique ability to integrate cinematic and visual arts offerings into a single, cohesive visitor experience.

What are the artistic and cultural goals and vision for this project?
The goal of NIFF is to provide a high-quality festival that allows film lovers to connect, exchange ideas and celebrate the art of film in a friendly, welcoming environment. Each year, NIFF welcomes thousands of individuals to Southwest Florida to discover, discuss and enjoy film in all its forms. This festival also provides a platform for small or independent filmmakers to engage with audiences, be recognized for their works and receive awards and/or prize money that can help propel their careers.

The Tamara de Lempicka exhibition aims to engage and educate diverse audiences by presenting the first major U.S. museum retrospective of the artists’ work, highlighting her contributions to Art Deco, modernism and gender representation in 20th-century art. Featuring works from museum and private collections across the U.S. and Europe, the exhibition explores Lempicka’s unique artistic voice and cultural impact through iconic portraits and experimental studies. The project supports curatorial excellence while encouraging dialogue on themes of self-expression, identity and visual innovation, further strengthening the reputation of the region as a center for meaningful cultural experiences.

These programs help to achieve the multidisciplinary mission of Artis—Naples to inspire, educate and entertain the growing Southwest Florida community. Artis—Naples staff will monitor the artistic excellence of these programs utilizing several different metrics such as audience attendance and post-event surveys. Senior leadership will review these metrics periodically and adjust programs as needed.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

Name: Sara Bautista
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Email: sbautista@artisnaples.org

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
NIFF provides a unique environment for film lovers to engage in a high-quality festival located along Florida’s beautiful paradise coast. The only major film festival in Collier County, NIFF attracts thousands of visitors from around the state and country to enjoy three days of film festivities. Heading into its 17th year, NIFF continues to grow, receiving industry-wide attention and has been recognized as one of the top film festivals in the country.

The Tamara de Lempicka exhibition is expected to draw visitors from across the region and beyond, positioning Collier County as a destination for world-class cultural experiences. As the only venue outside San Francisco and Houston to host this nationally significant retrospective, and the only location in the eastern United States, The Baker Museum offers a rare opportunity for art enthusiasts to engage with Lempicka’s work. Timed during Southwest Florida’s peak tourism season, the exhibition will be supported by targeted marketing efforts designed to attract cultural travelers and seasonal residents. Visitors drawn to this exclusive presentation are likely to extend their stay to explore other attractions across Florida’s Paradise Coast, generating increased activity for hotels, restaurants and local businesses.

What is the impact on this project and your programming if this funding is not received?
This grant program has historically supported NIFF and represents over 10% of its total revenue. If this funding is not received, Artis—Naples must find new sources of revenue to make NIFF and the exhibition possible or reduce out-of-county advertising, which then limits the exposure of the programs and the economic impact on the community. NIFF, in particular, has grown into an internationally celebrated festival bringing thousands of visitors to Southwest Florida every year, providing multiple days of hotel stays, dining and shopping. Per Americans for the Arts’ Economic Calculator VI, Artis—Naples programs provide an estimated economic impact of up to $57.2 million and generates approximately $3 million in local and state government revenue each year. Overall, a lack of funding from this grant program would have broader implications for the cultural landscape, community engagement and economic vitality of the region.

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
A key focus of these programs is communicating it to a broad and diverse audience. To this end, the Artis—Naples communications team will launch an ambitious marketing plan that will span digital, print and radio advertisements to attract visitors and guests regionally and from around the country. Social media also plays an important role in these efforts, underscoring our desire to connect with wide audiences throughout multiple channels. We are committed to a strategic marketing and advertising campaign that receives high-quality impressions while also maximizing the impact of marketing funds.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Artis—Naples is planning a robust email marketing campaign for each of the proposed programs that will

Name: Sara Bautista
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engage the current email database of over 134,000 active emails of people located throughout the country and beyond. There are currently no plans to purchase additional email lists, but the current database is continuously growing at a rate of approximately 8% each year as new audiences engage with our programming. There is a goal to maintain the current average email open rate for the organization’s weekly “Upcoming Events” e-blasts of 49% and click-through rate of close to 2%, while effectively communicating these programs to a diverse audience. These programs will be featured in our 2025-26 season launch e-blasts and weekly events e-blasts, in addition to their own dedicated e-blasts.

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.

Understanding that print marketing is currently one of the most expensive advertising mediums with little opportunity to track impressions, the Artis—Naples communications team is creating a strategic print marketing campaign that maximizes impressions to local and out-of-county audiences that have a strong affinity toward each project. Our strategy will focus on high-quality publications with high volume distributions to cliental households, hotels and locations that match our current audience demographics. Print advertising partners include Naples Daily News, Naples Illustrated, Gulfshore Life and MovieMaker Magazine. Additionally, Artis—Naples will distribute press releases to local, regional and national media outlets for potential coverage and feature articles.

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.

In coordination with the overall 2025-26 season marketing campaign, Artis—Naples produces several collateral pieces that are distributed widely in Collier County and mailed to previous ticket buyers located throughout the country. These pieces include a subscription series brochure that announces the upcoming subscription and exhibition season with a distribution of 14,000, a broader Season Announcement brochure that presents a comprehensive schedule of the upcoming season with a distribution of 32,000 and season calendars that are updated throughout the year. These season calendars are folded to the size of a rack card and distributed to local hotels and other visitor information centers such as the Third Street South concierge gazebo and the Greater Naples Chamber.

What types of digital advertising are you planning for this project? If not applicable, enter N/A.

Artis—Naples plans to utilize a strong digital presence to promote these programs to local and out-of-county audiences. With the low cost-to-impression ratio, digital advertising will be a critical portion of the overall advertising plan and will help maximize funds from this grant. The goal is to craft effective digital campaigns that drive individuals to the Artis—Naples website and encourage an ambitious in-season website engagement rate of 68%.

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Digital advertising tools include Google ad display network, sponsored social media posts and web banner placements on partner websites such as MovieMaker, FilmFreeway and Gulfshore Life.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
The Artis—Naples communications team will curate strategic social media campaigns for each project in this proposal. Currently, Artis—Naples has an organic reach of over 25,000 Facebook followers and over 10,200 Instagram followers. Sponsored posts will be used to drive individuals to the Artis—Naples website with a goal of maintaining a click-through rate of 2% to 3%.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
Currently, Artis—Naples does not have plans for any major website changes or updates, but will continue to update content, landing pages and online calendars to promote its upcoming season of programs.

Describe any radio advertising campaigns.
Radio advertising is being planned for the Naples International Film Festival, with spots running a few weeks in advance of the programs on WGCU.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
N/A

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
For the Naples International Film Festival, we plan to continue to contract a film industry professional who works to promote the festival on local, regional, national and international levels.

Upload your marketing plan.
Artis—Naples_FY26_Program_Marketing_Plan.pdf

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	56,734
Lee County	25,628
Remaining Florida	8,674
U.S. - Out of State	39,707
International	9
Unknown	3,459
SubTotals:	**134,211**
Grand Totals:	**134,211**

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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.

Artis—Naples plans to recognize this grant award by displaying the Naples, Marco Island, and Everglades CVB/
Collier County Tourist Development Council logo and/or written recognition in several locations throughout the 2025-26 Season.

• Logo included in all program books for the season.
• Logo placement on Artis—Naples website pages for supported programs.
• Logo placement on banners and signage when applicable at Artis—Naples and Alamo Drafthouse (NIFF) during supported programs.
• Logo placement and/or written acknowledgment on marketing collateral promoting supported programs.
• Logo and/or written acknowledgment on digital ads promoting supported programs.
• Logo and/or written acknowledgment on sponsored social media posts promoting supported programs.
• Written acknowledgment of this grant support in all press releases of supported programs.
• Logo and/or written acknowledgment on all e-blasts promoting supported programs.
• Verbal recognition during events associated with supported programs.
• Recognition on the sponsor wall at the entrance to the exhibition.
• Written acknowledgment of support included in the exhibition's official credit line.

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How are recognition levels and placements set and determined?
Recognition levels and placements are determined primarily by contribution level. Donors are grouped accordingly, and within each group, names are listed alphabetically to ensure equitable recognition. This approach ensures consistency while honoring donors equitably within each recognition category.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
N/A

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Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	9,997
Lee County	2,499
Other Florida	750
U.S. - Out of State	3,499
International	250
Unknown	7,996
SubTotals:	**24,991**

Children Totals	**Estimated Attendance**
Collier County	204
Lee County	51
Other Florida	15
U. S. - Out of State	71
International	5
Unknown	163
SubTotals:	**509**
Grand Totals:	**25,500**

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Phone: (239) 597-1900
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Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
18

Average Ticket Price Child
If free, enter $0
10

Total Yearly Attendance For Organization - Adults
264,700

Total Yearly Attendance for Organization for Adults from Collier County
103,233

Total Yearly Attendance - Children
35,300

How will you collect attendance figures reported in the attendance projections?
Attendance figures will be determined by ticket sales and household addresses of ticket purchasers.

Upload any files that helps support the attendance figures.
Artis—Naples_FY26_Program_Attendance.pdf

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Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
2

Number of Rooms Per Night
19

How are you calculating and measuring the Average Stay and Room Nights?
Average visitor stay is calculated based on the average length of the proposed programs. NIFF offers visitors the opportunity to stay up to four nights, while the Tamara de Lempicka exhibition will only offer visitors the opportunity of a one-night stay.

The number of hotel rooms for both programs is estimated to be 2,856, which is calculated by dividing the estimated number of audience members who are traveling from outside of Collier County, by an average hotel occupancy of 2.5 people per hotel room. By looking at historical data we are estimating that 28% of audience members will be traveling from outside of Collier County. Then taking the total number of hotel rooms, divided by the total number of all program days/offerings of 154, we estimate that there will be an average of 19 hotel rooms per night for all programs proposed

Upload any additional files, charts or data on average stays or room nights.
Artis—Naples_FY26_Program_Room_Nights.pdf

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Hotel Room Block

For this project, what are the total room nights in your room block?
123

For this project, what is the room block rate?
Variable

For this project, list any hotels/realtors/rental agencies used to build your room block.
Residence Inn
Hilton Naples
Hampton Inn Bonita Springs
Inn of Naples

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
Yes

For other projects, what are the total room nights in your various room blocks?
2093

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)
Variable

For other projects, list any hotels/realtors/rental agencies used to build your room block.
Residence Inn
Hilton Naples
Hampton Inn Bonita Springs
Inn of Naples
Naples Grande
Homewood Suites of Bonita

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Sara Bautista
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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**42,611,000**	**41,336,476**	**43,305,842**
Operating Expense	**40,947,000**	**41,336,476**	**43,305,842**

Project Expenses	
Total artistic fees for this project	$487,962
Total expenses for this project	$921,821
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$246,571
B. Contributed income	$600,250
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$0
F. Total project cash income	**$846,821**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$487,962
B. Production Costs (personnel, equip.)	$347,609
C. Space rental	$0
D. Marketing (publicity, etc.)	$41,000
E. Other expense	$45,250
F. Total project cash expense	**$921,821**

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Naples International Film Festival	0
Dr. Richard Lublin and Christine Lublin - Pending	50,000
Rebecca Lambert and Jon Sonne - Pending	25,000
Scott Meloun - Pending	25,000
Dave & Bobbi Drobis - Pending	15,000
Entech - Pending	15,000
SubTotals:	**$130,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Tamara de Lempicka Exhibition	0
N/A	0
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Name: Sara Bautista
Phone: (239) 597-1900
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Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$130,000**

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	0	+	0	=	0
Print Advertising	0	+	10,000	=	10,000
Other Print Materials	0	+	0	=	0
Digital Advertising	0	+	15,000	=	15,000
Social Media	0	+	16,000	=	16,000
Website	0	+	0	=	0
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$0**	**+**	**$41,000**	**=**	**$41,000**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	185,462	+	0	=	185,462
Exhib. Fees /Perf. Rights	268,500	+	34,000	=	302,500
Equipment/Supplies	25,243	+	0	=	25,243
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	35,000	+	0	=	35,000
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	26,200	+	0	=	26,200
Personnel - Ind Contract	82,200	+	0	=	82,200
Personnel - Staff No TDT	37,166	+	0	=	37,166

Name: Sara Bautista
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Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
Restoration & Conservation	21,100 +	0 =	21,100
Event Reception (Food Bev/Décor Labor)	120,700 +	0 =	120,700
Other Expenses	45,250 +	0 =	45,250
Subtotals:	**$846,821 +**	**$34,000 =**	**$880,821**
Expense Totals:	**$846,821 +**	**$75,000 =**	**$921,821**

Name: Sara Bautista
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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
Marketing costs for NIFF include the cost of national and international advertising to filmmakers in order to encourage filmmakers to submit their films to the festival.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
Artis—Naples periodically utilizes Collier County Sheriff officers for traffic control during NIFF at a total estimated expense of $4,850.

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
Artis—Naples_FY26_Project_Budget.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

Name: Sara Bautista
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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)
$42,315

What areas does the organization collect and pay sales tax?
The organization collects and pays sales tax on bar sales, museum store sales and tenant rent for the Stabile building.

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Support Material

No Work Samples are assigned to this application.

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Artis—Naples_Affidavit_of_employment_2025.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Sara Bautista
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Email: sbautista@artisnaples.org

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
COIs Artis-Naples 2024 2025 Tourist Development.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
Artis—Naples_Workers Comp_FY25.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Name: Sara Bautista
Phone: (239) 597-1900
Email: sbautista@artisnaples.org

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Golisano Children's Museum of Naples

Application #C2-25-26-0012

Name: Laura Bright
Phone: (239) 260-1604
Email: lrbright@cmon.org

Applicant Profile

Applicant Type	Organization
Name	Laura Bright
Legal Name	Golisano Children's Museum of Naples
Email	lrbright@cmon.org
Primary Phone	(239) 260-1604
Alternate Phone	(239) 260-1602
Address	15080 Livingston Rd Naples, Florida 34109 UNITED STATES
Website	https://www.cmon.org
Applicant Institution	Other Museum
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	05/30/2003
FEIN / Tax ID	01-0687133
Date Organization Formed	05/30/2003
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	WMA9EYWKS2Y3
DUNS Number	807859892

Mission Statement

CMON’s mission is to provide an exciting, inspiring environment where children and their families play, learn and dream together!

Organization History

Children’s Museum of Naples (CMON) became a 501(c)3 in 2003, operating as a museum without walls until February 25, 2012, when the Golisano Children’s Museum of Naples opened its doors to the public. During initial museum planning, there was a forecast of annual attendance at 50,000 to 75,000 each year. In March of 2019, we welcomed our millionth visitor, 6 years earlier than predicted. The museum now regularly welcomes around 170,000 visitors each year! The story behind CMON is one of resilience, love, and the unwavering commitment of its founder, Allyson Loos. In the wake of the tragic loss of their daughter, Allyson, alongside her husband John, channeled their grief into a mission to create a space where children and families could come together to play, learn, and heal. Through Allyson’s vivid dream and the tireless efforts of a dedicated community, CMON emerged as a testament to the enduring power of hope and imagination. At the heart of CMON’s vision is a belief in the privilege of sharing life with a child and the profound impact of nurturing bonds among families and generations. Guided by this vision, our mission is clear: to provide an exciting, inspiring

Name: Laura Bright
Phone: (239) 260-1604
Email: lrbright@cmon.org

environment where children and their families play, learn, and dream together.

Name: Laura Bright
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Email: lrbright@cmon.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
THE GOLISANO CHILDREN'S MUSEUM OF NAPLES, INC.

DBA For Organization - enter if your current name is different than the legal name
Golisano Children's Museum of Naples

Federal ID Number
01-0687133

Organization Web Address
cmon.org

ORGANIZATION ADDRESS

Street Address
15080 Livingston Road

City
Naples

State
FL

Zip
34109

PHONE AND FAX

Main Phone Number
2395140084

Name: Laura Bright
Phone: (239) 260-1604
Email: lrbright@cmon.org

Fax Number

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Chief Executive Officer

First Name
Jonathan

Last Name
Foerster

Email Address
Jfoerster@cmon.org

Phone Number
2392601702

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Laura Bright
Phone: (239) 260-1604
Email: lrbright@cmon.org

Project Information

Support Type
Seasonal Support

Project Name
Seasonal Support for Traveling Exhibit Summer 2026

Location of the Project
Traveling exhibits are positioned in a specific area designated for them on the first floor of Golisano Children's Museum of Naples, 15080 Livingston Road, Naples, FL 34109 and remain in the same space for the duration of the exhibition.

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2026-05-23

End Date
2026-09-06

Project Type
Check all that apply.
Exhibition
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
CMON is a well-established, respected children's museum that is a brain-building powerhouse of play made accessible to all children and their families who live locally in Collier County or are visiting the Paradise Coast. We strive to expand these opportunities for all children, regardless of geography, physical, or financial limitations. Buoyed by a deep understanding of the research and science of children’s learning, we celebrate children's natural curiosity and provide a safe, inspiring place where they can have fun while increasing their knowledge. This safe and wonderful place inspires children and families to have fun while learning together and making memories for years to come.

Name: Laura Bright
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Within the museum, CMON has a 2,500 square-foot transitional space dedicated to bringing in visiting exhibits. Since inception. CMON has grown visitorship and interest by partnering with other museums around the country that fabricate high-quality traveling exhibits. With the goal of growing attendance and specifically increasing the number of visitors from outside of the Collier County area, CMON is requesting funding support to host one traveling exhibit (The Amazing Castle) at the museum during the 2025-2026 grant cycle during peak summer tourist season from Memorial Day to Labor Day.

Detailed Project Description

As a 501(c)(3) not-for-profit charitable organization founded in 2002, we are proud that CMON continues to be an inspiration for learning and imagination for families in Southwest Florida and remains the only museum dedicated to children in the area.

As you may know, CMON is more than just a museum; it is a brain-building powerhouse dedicated to fostering creativity, curiosity, empathy, and self-esteem in children and families. With a sprawling two-story cultural institution with 38,000 square feet of exhibit and education space, CMON boasts permanent and temporary interactive exhibits meticulously designed by experts in child psychology and development. These exhibits seamlessly blend state-of-the-art technology with immersive recreations of the natural world and human communities, providing a rich tapestry for children to explore and learn.

The Amazing Castle exhibit, created by Minnesota Children’s Museum, transports children and adults to a magical place and time—within the castle’s stone walls there exists a happy and peaceful little community where every citizen has a special job to do. As visitors explore The Amazing Castle and its eight themed areas, they will encounter seven citizens who are part of the castle community. From entertaining to sewing, each citizen plays a special role. As they move through the castle, visitors can playfully explore ideas related to community life and experience the interconnectedness of friends, family, and new acquaintances.

Families will enter a fanciful castle village where medieval storybook characters come to life. Using rich costumes and props, visitors take on new roles as they explore ideas related to community life. Pick vegetables in the garden and mix up a stew in the Great Hall. Become a carpenter and build a chair or patch a hole in a cauldron as a blacksmith. And sound the trumpets to wake Herald, the sleeping dragon.

The primary audience for this exhibit are families and pre-school/school groups with children 2 to 8 years of age. Secondary audiences include families, pre-school and school groups with children 9 to 12 years of age, families, pre-school and school groups with children 6 months to 2 years of age, daycare/community/other local groups, and grandparents and their grandchildren.

The Amazing Castle aims to strengthen awareness among museum visitors of the roles and

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interconnectedness of individuals in a community through playful, imaginative activities. By transporting visitors to a castle village and immersing them in a story with a full cast of characters, the exhibit:

- Communicates and relates what it means to be part of a community through developmentally appropriate, playful experiences
- Engages visitors in activities supporting the concept that a community is made up of many different people
- Advances the idea that in a community, people help each other solve problems and get things done

What are the artistic and cultural goals and vision for this project?
CMON is a brain-building powerhouse of play and is to be accessible to all children and their families. Buoyed by a deep understanding of the research and science of children’s learning, CMON expands these possibilities for all children, regardless of physical or financial limitations. CMON is well-positioned to advance this work and has the potential to be a pioneer, leading the way forward.

CMON provides services to children and families by creating an environment that fosters the natural curiosity of children and encourages them to make discoveries, deepen common interests, expand words and knowledge, and connect their curiosity to the wider world. This is done through self-directed, experiential, and content-rich learning to enhance artistic and cultural expansion for children and the adults who accompany them.

CMON strives to:
*Bring new opportunities into the museum through exhibits that are appealing to all ages and provide opportunities for intergenerational experiences to increase bonding, storytelling, and family experiences.
*Bring in exhibits from outside vendors and other museums to complement the existing artistic value of the museum with diverse visual representations and learning opportunities.
*Provide a unique exhibit experience that draws in new families of all cultures and economic status

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
CMON is the only children's museum in SWFL and one of very few venues that provides themed, STEAM-based (Science, Technology, Engineering, Art, Math) education and entertainment exclusively designed for young children and their families. Many children visit our region as tourists each year and therefore, CMON meets a distinct need for youth-based programming that is extremely unique, appealing, and engaging and indoors and able to be accessed no matter the weather. This appeal further extends to delight and engage the adults who accompany them.

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Being able to provide new, exciting, traveling exhibits each season allows CMON to attract new visitors and also draw prior tourists to return to visit the museum to explore what is new and seasonal to our region over and over again. CMON is committed to providing rich new exhibit experiences such as the ones proposed in this application each year within our financial and organizational capacities. Partnering with the TDT to help fund and promote these experiences will extend the reach and increase the overall appeal of the Paradise Coast/Collier County area.

What is the impact on this project and your programming if this funding is not received?
At the heart of CMON’s vision is a belief in the privilege of sharing life with a child and the profound impact of nurturing bonds among families and generations. Guided by this vision, our mission is clear: to provide an exciting, inspiring environment where children and their families play, learn, and dream together.

Making cuts to these cultural, educational, and entertaining traveling exhibits would inhibit the experiences of local tourists traveling with young children to the area. Limiting funding on the special exhibits would also minimize CMON's ability advertising outside of the region, where we spend money throughout Florida and beyond to promote these exhibits.

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
CMON will feature a limited-time traveling exhibit to drive visitors and tourists to the area. Grant funds from the Tourist Development Council will be used to fund the marketing strategies outlined below, targeting tourists both locally and out-of-market. CMON agrees to incorporate the current CVB logo with URL on all promotions for this project.

Marketing Goals:
1. Increase the number of families who visit CMON.
2. Increase the number of out-of-home visitors to CMON.
3. Increase the number of out-of-state visitors to CMON.

Target audience: Individuals 18 to 49, particularly women, with children under the age of 10 who live outside of

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the Paradise Coast market.

*CMON plans to incorporate the current CVB logo with URL on all promotions for this project

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
NA

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
CMON will purchase ad space in hotel specific magazines, including Escape by Ritz Carlton Naples. These magazines are shared with out-of-town guests who are staying at local hotels and looking for local attractions to attend. These ads will be viewed from visitors from across the country who are now in our market.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
NA

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
CMON will focus its digital advertising campaign in targeted ads with mobile geofencing. CMON will create advertisements highlighting the traveling exhibits that will be served to customers on popular websites such as weather.com or the New York Times. CMON will establish geofencing locations across Florida to target out-of-market families to visit the Paradise Coast. Some examples of locations will include Fort Myers Airport, Punta Gorda Airport, Sarasota Bradenton International Airport, and the Tampa Zoo, as well as counties more broadly, including Sarasota, Charlotte, West Palm, and Broward. If clicked, the ads will lead back to the CMON website, where consumers can get more information about the exhibit and CMON overall. The target market for our ads will be those already visiting Florida, as well as Florida residents who will make weekend visits to the Paradise Coast. The success of the digital ad campaign will be measured by reach and clicks. Similar campaigns are on target to have a reach of 50,000 and a 1% Click through rate.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
CMON will maintain our standard posting schedule through our social media channels, as well as create targeted, sponsored posts with Meta Ads, disseminated through Facebook and Instagram. These ads will target parents with children across Florida, advertising CMON and the Paradise Coast as a vacation destination. Zip code and demographic targeting will ensure that we are reaching the correct, out-of-market audience.

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Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
NA

Describe any radio advertising campaigns.
CMON will partner with iHeart Radio to advertise on their radio stations. These advertisements will be 30 seconds in length and available in the Sarasota-Bradenton, Miami-Ft Lauderdale, and Ft Myers- Cape Coral Markets. The audience that has been identified with the radio stations is parents with young children. The objective of the ads is to increase awareness of our limited-time traveling exhibit and would be measured by increased attendance with CMON and zip code collection.

CMON will also place ads on Spotify and Pandora. These platforms allow us to input zip codes to geofence where we would like to advertise, as well as demographic information, including age and gender. Our primary targets would be women 18-49 with children who live in the Tampa Bay Area or Miami-Ft Lauderdale area. These ads will have a similar script to our radio ads, but will also provide key details about listen-through rate as well as click-through rate on the ads.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
NA

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
CMON will advertise on billboards along I-75 in Wesley Chapel, Tampa, and Port Charlotte, as well as along US-41 in Lee County. The goal of the billboards will be to encourage travel to Naples and CMON for road-tripping families and potential visitors.

CMON will also be focused on an initiative targeted at tourists and out-of-state residents arriving at RSW by using digital advertisements on screens in the Baggage Claim area for visitors to view while they are waiting for their luggage.

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
NA

Upload your marketing plan.
No File Uploaded

Name: Laura Bright
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Email: lrbright@cmon.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	0
SubTotals:	**0**
Grand Totals:	**0**

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Email: lrbright@cmon.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
-Inclusion of CVB logo with URL on all print advertisements and print material, signage & out of home advertising
-Inclusion of CVB logo with URL on all emails highlighting the traveling exhibit and social media
-Inclusion of CVB logo with URL on traveling exhibit webpage on cmon.org
-Inclusion of locally sponsored by CVB line in all radio advertisements
-Listing of Collier County Tourist Development Council on donation wall at the entrance of the museum
-Listing in 2026 annual report

How are recognition levels and placements set and determined?
This is based on the financial level of support to the museum ($1k-$4,999; $5k-$9,999; $10k-$24,999; $25k-$49,999; $50k+) as well as the marketing guidelines set by the CVB.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
N/A

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Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	15,000
Lee County	9,500
Other Florida	2,750
U.S. - Out of State	1,600
International	750
Unknown	500
SubTotals:	**30,100**

Children Totals	**Estimated Attendance**
Collier County	12,500
Lee County	9,000
Other Florida	2,200
U. S. - Out of State	1,600
International	450
Unknown	200
SubTotals:	**25,950**
Grand Totals:	**56,050**

Name: Laura Bright
Phone: (239) 260-1604
Email: lrbright@cmon.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
21.50

Average Ticket Price Child
If free, enter $0
21.50

Total Yearly Attendance For Organization - Adults
71,000

Total Yearly Attendance for Organization for Adults from Collier County
56000

Total Yearly Attendance - Children
89000

How will you collect attendance figures reported in the attendance projections?
Attendance figures are collected and categorized through our Point of Sale system when visitors enter and purchase admissions.
Total attendance was 160,000+ in 2024

Upload any files that helps support the attendance figures.
TDC Attendance-2025-05-30-16-09-05.xlsx

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Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
2.5

Number of Rooms Per Night
1.7

How are you calculating and measuring the Average Stay and Room Nights?
Devised from past survey data.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Name: Laura Bright
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Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**4,778,905**	**4,649,984**	**6,000,000**
Operating Expense	**3,976,395**	**4,049,590**	**5,500,000**

Project Expenses	
Total artistic fees for this project	$15,000
Total expenses for this project	$378,525
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$257,525
B. Contributed income	$71,000
C. State arts agency income	$0
D. Local government income	$40,000
E. Other income (include applicant cash)	$10,000
F. Total project cash income	**$378,525**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$15,000
B. Production Costs (personnel, equip.)	$278,845
C. Space rental	$0
D. Marketing (publicity, etc.)	$79,680
E. Other expense	$45,000
F. Total project cash expense	**$418,525**

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Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

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Project 7 - list Project Name in first line	Amount Sponsorship/Donation
SubTotals:	**$0**

Project 8 - list Project Name in first line	Amount Sponsorship/Donation
SubTotals:	**$0**

Income Totals:	**$0**

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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	5,500	+	0	=	5,500
Print Advertising	10,000	+	3,000	=	13,000
Other Print Materials	2,500	+	0	=	2,500
Digital Advertising	15,000	+	1,500	=	16,500
Social Media	5,000	+	1,320	=	6,320
Website	5,000	+	0	=	5,000
Radio	5,000	+	5,000	=	10,000
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	9,180	+	9,180	=	18,360
Out of Home (OOH)	0	+	0	=	0
Design/Production	2,500	+	0	=	2,500
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$59,680**	**+**	**$20,000**	**=**	**$79,680**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	7,500	+	7,500	=	15,000
Exhib. Fees /Perf. Rights	0	+	0	=	0
Equipment/Supplies	5,000	+	0	=	5,000
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	1,500	+	0	=	1,500
Personnel - Ind Contract	11,845	+	0	=	11,845
Personnel - Staff No TDT	260,000	+	0	=	260,000

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Shipping/Freight	4,000 +	4,000 =	8,000
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	500 +	0 =	500
Venue Rental	0 +	0 =	0
Equipment Rental	3,500 +	3,500 =	7,000
Storage	25,000 +	5,000 =	30,000
	0 +	0 =	0
Subtotals:	**$318,845 +**	**$20,000 =**	**$338,845**
Expense Totals:	**$378,525 +**	**$40,000 =**	**$418,525**

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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.

Enter any other general explanations you feel are necessary.
Due to timing this year, we are only asking for support with one traveling exhibit, instead of our normal two traveling exhibits.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
NA

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
Budget.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Golisano Children's Museum of Naples

Application #C2-25-26-0012

Name: Laura Bright
Phone: (239) 260-1604
Email: lrbright@cmon.org

Support Material



Title: The Amazing Castle - Photo (Blocks)
Download: 296347.
View File



Title: The Amazing Castle - Photo Carpenter
Download: 296350.
View File



Title: The Amazing Castle - Photo Great Hall
Download: 296352.
View File

Title: The Amazing Castle
Download: 296320.mp4
View File

Title: Worker's Comp Coverage
Download: 282537.pdf
View File

Title: W9
Download: 296362.pdf
View File

Title: State of Florida Status
Download: 296360.pdf
View File

Title: Collier County Business Tax Receipt
Download: 296358.pdf
View File

Title: COI
Download: 296357.pdf
View File

Title: CMON IRS Doc
Download: 259032.pdf
View File

Title: CMON Board of Directors
Download: 296345.pdf
View File

Title: CMON Articles
Download: 259030.pdf
View File

Title: Bylaws
Download: 282543.pdf
View File

Title: Audited Financials 2021-2022
Download: 282550.pdf
View File

Title: Attendance 2024
Download: 296366.xlsx
View File

Title: Amazing Castle Details (website)
Download: 296355.pdf
View File

Title: Amazing Castle Contract & Agreement
Download: 296356.pdf
View File

Title: 2023 990 (Half Year)
Download: 296353.pdf
View File

Title: 2022 990
Download: 296354.pdf
View File

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
20250530123219456.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Laura Bright
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W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Certificate.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
282537.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

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I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Gulfshore Playhouse

Application #C2-25-26-0010

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Applicant Profile

Applicant Type	Organization
Name	Lisa Halsey
Legal Name	Gulfshore Playhouse
Email	lhalsey@gulfshoreplayhouse.org
Primary Phone	(814) 218-6197
Alternate Phone	(814) 218-6197
Address	2640 Golden Gate Pkwy Ste 211 Suite 211 Naples, Florida 34105 UNITED STATES
Website	https://www.gulfshoreplayhouse.org/
Applicant Institution	None of the Above
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
FEIN / Tax ID	90-0178566
Date Organization Formed	05/21/2004
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	
DUNS Number	000000000

Mission Statement

Gulfshore Playhouse is passionately committed to enriching the cultural landscape of our region by producing professional theatre to the highest artistic standards and providing unique educational opportunities to diverse groups of people in a spirit of service, adventure, and excitement. Our work is inspired by a belief in the magic of theatre to expand the imagination, challenge the senses, provoke discussion, and revitalize in our audience an understanding of our common humanity. This belief drives the care with which we treat our artists, audiences, students, staff, and members of the greater community.

Organization History

Gulfshore Playhouse was founded by Kristen Coury who moved from New York City to Naples after many years of working for Broadway producers and commercial theatre. Her vision was to unite the best working professional actors and designers from across the country to create Broadway-caliber theatre in Southwest Florida. By 2006, Gulfshore Playhouse premiered its first full-scale production. At that time, Gulfshore Playhouse moved into its current venue, the Norris Center. Since then, the organization has grown to produce a full season of professional productions including World Premieres, reimagined classics, and contemporary work. Additionally, Gulfshore Playhouse created an annual New Works Festival to help usher in the next

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

generation of American theatre and offers audience engagement opportunities for patrons to deepen their relationship with the work onstage. Part of the founding vision was to have a robust educational wing that would create programs for Southwest Florida’s students. Coury and Irene Horowitz, the inaugural Director of Education, created “ART SMART” in 2007, an in-school residency program, and in 2009, the Playhouse began offering extracurricular performance opportunities for students. Since then, Gulfshore Playhouse Education has grown to serve more than 14,000 people each year through a variety of productions, camps and classes, in-school programs, and community partnerships. In 2022, Gulfshore Playhouse became a member of the League of Resident Theatres (LORT) and has grown to an annual budget of $6.9 million, employing over 50 team members.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Gulfshore Playhouse

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
90-0178566

Organization Web Address
www.gulfshoreplayhouse.org

ORGANIZATION ADDRESS

Street Address
2640 Golden Gate Prkwy

City
Naples

State
FL

Zip
34105

PHONE AND FAX

Main Phone Number
239-261-7529

Fax Number

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Chief Advancement Officer

First Name
Lisa

Last Name
Halsey

Email Address
lhalsey@gulfshoreplayhouse.org

Phone Number
814-450-9930

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Project Information

Support Type
Seasonal Support

Project Name
Theatre Worth the Spotlight 2025-2026 Gulfshore Playhouse Season

Location of the Project
Naples, Florida

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-10-23

End Date
2026-05-31

Project Type
Check all that apply.
Performance

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
Fresh off the heels of a triumphant inaugural season in the new Baker Theatre and Education Center, Gulfshore Playhouse is thrilled to announce its highly anticipated 2025–2026 Season. With record-breaking season ticket sales, anticipation is at an all-time high for another year of bold, inspiring theatre in the heart of Naples.

The season kicks off in the intimate Struthers Studio Theatre with Edward Albee’s Who’s Afraid of Virginia Woolf?, a searing classic that promises to deliver gripping performances and emotional depth in the uniquely immersive setting. In November, holiday magic takes center stage in the Moran Mainstage Theatre with White Christmas, a timeless musical favorite sure to dazzle audiences of all ages. And poised to be the crown jewel of the season is Beautiful: The Carole King Musical, a vibrant and powerful tribute to one of America’s most

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beloved singer-songwriters, guaranteed to bring audiences to their feet.

Thanks to increased investment in production and marketing, Gulfshore Playhouse continues to raise the bar, offering world-class theatre that enriches the cultural fabric of Southwest Florida. With momentum building and audiences eager for more, the 2025–2026 Season is set to solidify Gulfshore Playhouse’s reputation as a premier destination for professional theatre.

We can’t wait to welcome audiences back this fall to experience the magic!

Detailed Project Description
As we look ahead with tremendous excitement to our second full season in the Baker Theatre and Education Center, we are filled with gratitude, pride, and boundless anticipation for what lies ahead. Gulfshore Playhouse has always been about bold storytelling, world-class artistry, and community connection—but this past season, our first in our new home, was a transformational leap forward. Now, as we approach the second season in this extraordinary space, we’re more inspired than ever to build on our momentum, deepen our impact, and elevate every aspect of the Gulfshore Playhouse experience.

The 2024-2025 season was a remarkable journey. We produced a powerful lineup of plays that touched hearts, sparked laughter, provoked thought, and brought people together. It was a season marked by artistic achievement and an invigorating sense of discovery. As audiences filled the Moran Mainstage and Struthers Studio, many for the very first time, we witnessed the joy and wonder of live theatre in its purest form—experienced in a space intentionally designed to uplift it.

With every production, every talkback, every standing ovation, we learned more about how to harness the full potential of our new theatre. From backstage to box office, we listened closely to our patrons, artists, and staff. We took note of what worked beautifully and what could be improved. We’ve embraced those insights wholeheartedly as we prepare for our next chapter. Season Two is not just about continuing our programming—it's about growing into this space in a way that honors our mission, thrills our patrons, and positions us for long-term success.

At the heart of our excitement is the opportunity to enhance and personalize the patron experience. From the moment someone enters the Baker Theatre and Education Center—whether it’s their first visit or their fiftieth—we want every guest to feel welcomed, cared for, and inspired.

In our second season, we’re also placing a renewed focus on the power of connection. The Baker Theatre and Education Center is more than a performance venue—it’s a gathering place for our entire community. We’ll be hosting more talkbacks, pre-show events, donor receptions, educational workshops, and artist meet-and-greets. We want our patrons to not only see a show, but to be part of the conversation that surrounds it. These

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experiences are how we cultivate a deeper understanding of theatre’s relevance and a stronger bond among our audiences.

And of course, there’s the programming. The plays and artists we bring to Gulfshore Playhouse are the soul of what we do. Our second season in the Baker Theatre and Education Center will feature a slate of productions that are even more ambitious, diverse, and moving than before. We’re continuing to attract top-tier talent from across the country, while also nurturing the creative voices within our own community. It’s thrilling to know that as the word spreads, we are increasingly becoming a destination for theatre lovers from Naples, across Florida, and well beyond.

Indeed, the response to our first season in our new home has been extraordinary. Patrons from across the region—and even out of state—have visited us for the first time, drawn by the beauty of our new facility, the caliber of our productions, and the vibrant energy of something new and exceptional taking root in Southwest Florida. These new patrons, many of whom have become regular attendees or first-time donors, are helping us build a more diverse and dynamic audience base. We are committed to continuing that momentum and to welcoming even more people into the fold.

Education and outreach remain central to our vision as well. The Baker Theatre and Education Center has allowed us to dramatically expand our education programming, reaching more students than ever through classes, camps, and in-school partnerships. Our second season will see an even greater investment in the next generation of theatre artists and enthusiasts. We believe deeply in the power of theatre to change lives, and our educational work ensures that our impact goes far beyond the stage.

None of this would be possible without the support of our community. Our donors, sponsors, and community partners have played an essential role in helping us bring the Baker Theatre and Education Center to life. Their belief in our vision has propelled us to this moment—and their continued support is what fuels our ambition to do more, reach further, and dream bigger.

So here’s to another season of discovery. Another season of transformation. Another season of stories that stir the soul. The curtain is rising once more at the Baker Theatre and Education Center!

Moran Mainstage Productions:
White Christmas
November 11-December 21, 2025
This holiday season, don’t dream of a white Christmas, experience one right here in Naples! The 1954 classic film comes to life on stage, full of singing and tapping, in this unforgettable musical theatre spectacular. Journey to a picturesque Vermont lodge where two army pals are determined to put on the Christmas show of a lifetime and even find love along the way. Featuring iconic Irving Berlin standards like “Blue Skies,” “I Love A

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Piano,” “Sisters,” and the perennial title song, White Christmas is the perfect holiday treat for the whole family.

The Mousetrap
January 11-February 15, 2026
When seven strangers get snowed in at the secluded Monkswell Manor following the murder of a local woman, no one is safe, and everyone is a suspect. Will the killer be unmasked before another victim is claimed? Find out for yourself in this breathtaking thriller and the world’s longest-running play by the Queen of Crime, Agatha Christie.

The Importance of Being Earnest
March 1-April 4, 2026
Hold onto your handbags! This wildly witty comedy set in the beauty and grandeur of Victorian England is one of the funniest plays ever written. Two debonair bachelors, Jack and Algernon, each lead a hidden double life to shirk responsibilities and follow their whims. But when their alter egos have the chance to win the hearts of two society ladies, hijinks ensue as they try not to get tangled up in their own web of lies. You won’t want to miss the hilarious twists and turns of this timeless comedy.

Beautiful The Carole King Musical
April 26-May 31, 2026
Witness the captivating story of how Carole found her voice and became King. At eighteen, she wrote chart-topping songs for the biggest names in music like Aretha Franklin and The Drifters, and just over a decade later, she was the voice of a generation. This soaring musical features two decades of King’s hit melodies such as “(You Make Me Feel Like) A Natural Woman,” “I Feel the Earth Move,” “One Fine Day,” and more! This smash Broadway hit weaves a nostalgic, feel-good tapestry celebrating resilience, self-discovery, and the authentic spirit of a legend.

Struthers Studio Productions:
Who's Afraid of Virginia Woolf?
October 21-November 23, 2025
George and Martha have just drunkenly returned home from a party to await a younger couple coming over for even more drinks. The alcohol flows, inhibitions melt, and the young couple gets caught in the crosshairs of George and Martha’s imploding marriage. This modern masterpiece, the play that inspired the iconic 1966 film starring Elizabeth Taylor and Richard Burton, is the perfect cocktail of dark comedy and intense drama that will keep you on the edge of your seat to the bitter end.

Circle Forward (World Premiere)
January 27-March 1, 2026

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Seventeen years ago, Mia’s husband died tragically young, an experience she now speaks about all over the country to help others cope with loss. But Mia is put to the test when a teenager claims to be her late husband reincarnated. Expecting a hoax, Mia gets a lot more than she bargained for when the teenager proves to know far more than he should. In this comedic, surprising, and uplifting world premiere that was featured in our 2023 New Works Festival, find out what happens when the past refuses to stay there.

Dear Jack, Dear Louise
March 24-April 26, 2026
Two strangers, a military doctor and an aspiring actress, meet by letter during World War II. They hope to be together someday, but the war rages on and keeps them apart for years. Can a relationship built on letters alone survive the forces trying to wrench them apart? Tony Award -winning playwright Ken Ludwig’s play about his parents’ courtship is a joyous, comedic, and heartwarming love story for the ages.

We will also be bringing back our New Works Festival January 27-February 1, 2026. The Gulfshore Playhouse New Works Festival is dedicated to the development and showcasing of never-before-produced plays. Organized by Gulfshore Playhouse, a professional theater company, the festival brings together playwrights, directors, and professional actors to workshop and perform staged readings of selected new works.

What are the artistic and cultural goals and vision for this project?
The artistic and cultural goals of the Gulfshore Playhouse 2025-2026 season project are multifaceted, aiming to enrich both the local artistic landscape and the cultural experiences of audiences. At its core, the project seeks to elevate the standard of professional theatre by offering a diverse selection of performances that resonate emotionally, intellectually, and culturally with audiences.

One of the primary artistic goals is to curate a season that spans a wide range of genres, from heartfelt musicals to thought-provoking contemporary works, ensuring that there is something for everyone in the community to enjoy. This diversity of programming reflects Gulfshore Playhouse's commitment to artistic excellence and its dedication to serving the varied interests of its audience base.

Culturally, the project aims to foster a sense of community and inclusivity by welcoming attendees from neighboring towns and beyond. By offering compelling performances that appeal to a broad demographic, Gulfshore Playhouse seeks to increase attendance from surrounding areas, thereby expanding its reach and impact as a cultural institution.

Furthermore, the project prioritizes accessibility by making theatre-going experiences more affordable and inclusive. By offering tickets at lower costs, Gulfshore Playhouse endeavors to remove financial barriers that may prevent individuals and families from participating in the arts. This commitment to affordability aligns with the organization's belief that theatre should be accessible to all, regardless of socioeconomic status.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Overall, the vision for this project is to create a dynamic and inclusive cultural hub where individuals from diverse backgrounds can come together to engage with thought-provoking performances, spark meaningful conversations, and forge lasting connections. Through its artistic and cultural initiatives, Gulfshore Playhouse aspires to enrich the lives of its community members and contribute to the vibrant tapestry of the local arts scene.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
This project holds significant potential to promote and drive tourism to Collier County and the Paradise Coast through several key avenues:

Cultural Attractions: Gulfshore Playhouse's reputation for high-caliber professional theatre performances serves as a cultural magnet, attracting theater enthusiasts and tourists seeking enriching cultural experiences. By offering a diverse and compelling lineup of shows, the theatre becomes a must-visit destination for tourists looking to immerse themselves in the local arts scene.

Destination Appeal: The allure of attending performances in the newly inaugurated Baker Theatre and Education Center adds to the destination appeal of Collier County. Visitors are drawn not only by the opportunity to enjoy top-tier theatre productions but also by the chance to experience the state-of-the-art facilities and amenities offered by the venue.

Community Engagement: Gulfshore Playhouse's commitment to offering theatre experiences for all, including initiatives such as lower-cost ticket options, fosters a sense of community engagement. This inclusivity resonates with tourists who seek authentic local experiences and are eager to engage with the community beyond traditional tourist attractions.

Collaborations and Partnerships: The theatre's efforts to collaborate with local businesses, hotels, and tourism organizations can further enhance its visibility and appeal to tourists. By forging partnerships and cross-promotional opportunities, Gulfshore Playhouse can position itself as an integral part of the tourism ecosystem in Collier County, encouraging visitors to explore the region's offerings beyond the theatre.

Marketing and Promotion: Strategic marketing campaigns targeting regional, national, and even international audiences can effectively showcase Gulfshore Playhouse's productions and the broader appeal of Collier County as a tourist destination. Leveraging digital platforms, social media, and traditional marketing channels can amplify the theatre's message and reach a wider audience of potential visitors.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

By capitalizing on these factors and leveraging its position as a cultural cornerstone in Collier County, Gulfshore Playhouse can play a significant role in promoting tourism to the region, ultimately contributing to its economic growth and vitality.

What is the impact on this project and your programming if this funding is not received?
The impact of not receiving funding for Gulfshore Playhouse's 2025-2026 season would be significant and multifaceted. Gulfshore Playhouse plays a vital role in fostering community engagement and cultural enrichment. Without funding support, the organization may struggle to maintain its community outreach programs, educational initiatives and partnerships with local schools and organizations. This could result in decreased engagement with the community and fewer opportunities for cultural exchange and collaboration. A reduction in programming and audience attendance may lead to decreased revenue streams, affecting the organization's financial stability and ability to support local artists, staff, and vendors. Additionally, the loss of cultural events and tourist attractions could impact the broader tourism industry in Collier County, potentially resulting in decreased visitor spending and economic activity.

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
For the 2025-2026 Season, Gulfshore Playhouse's marketing goals align closely with its vision of becoming the theatrical destination of choice for travelers visiting Collier County, whether they are from out of state or within Florida. Here are some key marketing objectives to achieve this goal:

Brand Positioning:
Establish Gulfshore Playhouse as a premier cultural destination by emphasizing its reputation for high-caliber professional theatre productions, innovative programming, and state-of-the-art facilities. Position the organization as a must-visit attraction for tourists seeking enriching cultural experiences in Collier County.

Targeted Advertising:
Develop targeted advertising campaigns aimed at reaching potential visitors both regionally and nationally.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Utilize a mix of digital marketing channels, including social media advertising, search engine marketing, and display advertising, to raise awareness of Gulfshore Playhouse's offerings among travelers and cultural enthusiasts.

Strategic Partnerships:
Forge strategic partnerships with local tourism organizations, hotels, travel agencies, and attractions to promote Gulfshore Playhouse as part of a comprehensive travel itinerary for visitors to Collier County. Collaborate on joint marketing initiatives, package deals, and promotional events to showcase the synergy between Gulfshore Playhouse and other tourist attractions in the area.

Content Marketing:
Create compelling and engaging content that highlights Gulfshore Playhouse's unique value proposition, behind-the-scenes insights, artist profiles, and upcoming performances. Leverage content marketing channels such as blogs, videos, podcasts, and email newsletters to engage with potential visitors and cultivate a sense of anticipation and excitement around attending productions at Gulfshore Playhouse.

Community Engagement:
Engage with the local community and build grassroots support for Gulfshore Playhouse as a cultural gem in Collier County. Participate in community events, sponsorships, and outreach programs to foster connections with residents and local businesses, who can serve as ambassadors for promoting the theatre to visiting friends and family.

Visitor Experience Enhancement: Continuously strive to enhance the visitor experience at Gulfshore Playhouse by providing exceptional customer service, seamless ticketing experiences, and immersive pre- and post-show activities. Encourage positive word-of-mouth recommendations and online reviews from satisfied patrons to bolster the theatre's reputation as a must-visit destination for travelers.

By executing these marketing strategies effectively, Gulfshore Playhouse can position itself as the premier theatrical destination in Collier County, attracting tourists from near and far to experience its world-class productions, enriching cultural offerings, and unforgettable theatrical experiences.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Our growing list of over 29,000 opt-in email addresses continues to strengthen as we build new audiences for each production. For this next season, we will continue a highly-engaged email marketing campaign plan, strategically messaging based on customer interests and leads.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Gulfshore Playhouse continues to work with our digital marketing partner, Feathr, which has proven to grow brand awareness amongst likely-to-buy audiences, look-a-like audiences, and audiences through historical event geo-fencing. By placing a tracking pixel on our website, we can follow audiences who have visited our website and serve them ads throughout their online experiences elsewhere.

We will also engage in email mapping, targeting those on our lists already through their dedicated IP addresses and reach them when they are not on our site. From there we can do look-alike email mapping and add these audiences to our email lists and serve them promotions, sales, and general information about the Theatre.

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.
While most of our print advertising does rely heavily on our local Collier County publications, like Naples Daily News and the Naples Press, we do intend to continue to advertise in entertainment-centric reach publications like Ft. Myers Magazine, Happenings, Florida Weekly in Ft Myers and Bonita all based in Lee County. Additionally, we do advertise in Naples on the Gulf and the seasonal area map which are mainly distributed to tourists visiting the area. Our reach extends too with ads in Naples Illustrated and Gulfshore Life Magazines.

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.
Direct Mail
We produced a 36-page season brochure which not only featured our professional shows but also our robust educational offerings for students of all ages. 20,000 brochures were mailed to an internal list as well as a purchased list and was sent to states throughout the country as well as in our own community. In order to fulfill demand, we will reprint 15,000 more brochures for future mailings as well as on site distribution.

Supporting this brochure, we will also send direct mail postcards for each Mainstage show. Of our most recent direct mail list of past buyers, over 57% of the contacts reside outside Collier County, and of those 35% traveled from 200+ miles away. These contacts would be sent a direct mail postcard and follow emails for each show in the season.

Breakdown
Postcards
• Cost per piece including print and postage: $0.56
• # Contacts: 10,000
• Total spent per show: $5,600
• # of Shows: 4
• Total Annual Spend: $22,400
Season Brochure

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

- Cost per piece for print: $1.40
- Postage and addressing per piece: $0.68
- Total printed: 35,000
- Total Spend: $72,800

Where applicable, CVB sponsorship mention would be included in print materials.
Allocating 57% of this total print budget would equal $54,264.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Gulfshore Playhouse is working with a new digital marketing partner, Feathr, which has proven to grow brand awareness amongst likely-to-buy audiences, look-a-like audiences, and audiences through event geo-fencing. By placing a tracking pixel on our website, we can follow audiences who have visited our website and serve them ads throughout their online experiences elsewhere.

We will also engage in email mapping, targeting those on our lists already through their dedicated IP addresses and reach then when they are not on our site.

Through geo-fencing, we can target specific a radius around a location or target a dedicated past and future events and reach audiences in those locations. Highly trafficked area like 5th Avenue South, Mercato, and Artis-Naples will serve as hubs to reach new audiences who are in the surrounding areas, whether local or visiting. (see attached for additions)

Where applicable, CVB sponsorship mention would be included in targeted digital ads to those visiting our website. Using a web tracker, we can identify over 71% of our online traffic and subsequent re-targeted guests are from beyond the region. As guests make plans to travel to Collier County, we can continue to serve them ads post-web visit. The digital spend estimate for next season is $30,000. Allocating 57% of that to tourism would equate to $17,100.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Through our work with Feathr, we will continue to grow our social media outreach, targeting look-a-like audiences who are looking for live theatre in the area. Through cross-posting with partnering organizations, we continue to extend our brand awareness.

Additionally, we upload our customer lists to Meta (Facebook and Instagram) to assist in targeted posts as well as develop like-minded audiences to serve ads and boosted posts.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
We are working with Cause Inspired Media to grow our SEO and move further up the list of desired destinations. Working to integrate the most popular phrase searched in the area are surely moving Gulfshore Playhouse to be more prominent when audiences search for phrases like “things to do in Naples,” “events in Naples,” “what to do in Naples.” Using the keyword terms to re-configure our website will bring more traffic to Gulfshore Playhouse and the arts in Collier County.

We are also doing competitor search term research in an attempt to outbid and takeover those keywords in the paid SEO campaigns.

Describe any radio advertising campaigns.
We continue to see good returns on our partnership with BOB and MIX FM as well as our underwriting on WGCU. We will continue these efforts in coming seasons.

Estimated costs for radio advertising is $27,810. Allocating 57% of this would equal $15,852.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
Additionally, Gulfshore Playhouse aims to extend brand recognition through television broadcast ads which reach well beyond Collier County, roughly 60% of the audience is either Lee or Charlotte County based.

The spend for the full season is $48,000. Expected stations include WINK, CW, MyTV, and NBC2. The CVB logo would be featured on the closing slide for each TV spot and listed as a sponsor. Accounting for 60% of that spend, $28,200 would be allocated towards tourism efforts.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
We’re investigating the presence of a arts-centric digital signage at RSW and key shopping area such as Mercato and Waterside shops. We will also continue to have an ad on the Naples Trolley.

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
Marketing Plan 2025-2026 - Google Docs.pdf

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	13,116
Lee County	2,534
Remaining Florida	1,080
U.S. - Out of State	8,808
International	2,734
Unknown	225
SubTotals:	**28,497**
Grand Totals:	**28,497**

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
In recognition of the generous support provided by the Naples Marco Island, Everglades CVB/Collier County Tourist Development Council, the following acknowledgment plan will be implemented across various platforms:

Gulfshore Playhouse Website: The CVB logo and sponsorship recognition will be prominently displayed on the Gulfshore Playhouse website, ensuring visibility to online visitors.

Market Print and TV Ads: The CVB logo will be included in print advertisements and TV commercials promoting Gulfshore Playhouse events, enhancing brand visibility within the local market.

Direct Mail Pieces: The CVB logo and sponsorship acknowledgment will be featured in direct mail campaigns, reaching targeted audiences through physical mailings.

Social Media: Regular posts and updates on Gulfshore Playhouse's social media channels will include recognition of the CVB's support, reaching a wide audience of followers and supporters.

Eblasts: The CVB logo and sponsorship recognition will be included in eblast communications sent to

subscribers, ensuring exposure to an engaged audience interested in Gulfshore Playhouse events.

Newsletters: Inclusion of the CVB logo and sponsorship acknowledgment in Gulfshore Playhouse newsletters distributed to subscribers, supporters, and stakeholders.

Digital Lobby Screens: The CVB logo will be prominently displayed on digital lobby screens within Gulfshore Playhouse facilities, providing visibility to patrons attending performances and events.

This comprehensive acknowledgment plan aims to express our gratitude for the support provided by the Naples Marco Island, Everglades CVB/Collier County Tourist Development Council and to ensure visibility across multiple channels, maximizing the impact of the partnership.

How are recognition levels and placements set and determined?
All grant funding partners are acknowledged equally across all promotional and marketing initiatives.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
N/A

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	27,405
Lee County	6,669
Other Florida	4,365
U.S. - Out of State	20,502
International	2,816
Unknown	4,000
SubTotals:	**65,757**

Children Totals	**Estimated Attendance**
Collier County	11,310
Lee County	0
Other Florida	2,000
U. S. - Out of State	2,219
International	0
Unknown	0
SubTotals:	**15,529**
Grand Totals:	**81,286**

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$72.02

Average Ticket Price Child
If free, enter $0
$0

Total Yearly Attendance For Organization - Adults
65,757

Total Yearly Attendance for Organization for Adults from Collier County
27,405

Total Yearly Attendance - Children
15,529

How will you collect attendance figures reported in the attendance projections?
Attendance figures are meticulously tracked and analyzed using our CRM system, Spektrix, ensuring accurate and insightful reporting for every performance. Through detailed daily reports generated and monitored throughout each show's duration, we gain valuable insights into audience attendance trends. These figures not only serve as a measure of success but also provide crucial data for targeted marketing strategies throughout the season. By leveraging this information, we can effectively identify and capitalize on opportunities to optimize audience engagement and maximize ticket sales.

Gulfshore Playhouse also uses reporting from Activity Stream a real-time analytics platform that takes transactional data from our ticketing platform, combines it with data from other sources, and uses it to build a live, interactive dashboard that we use to explore our data. Activity Stream provides data visualization which makes communicating our information clearly and efficiently, enabling us to analyze trends, patterns, and relationships within the data.

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We are estimating that people traveling to Naples to partake in a Gulfshore Playhouse production would stay at least one night and would travel as couples or families needing one room.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Lisa Halsey
Phone: (814) 218-6197
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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**8,139,772**	**11,757,118**	**14,566,133**
Operating Expense	**8,139,772**	**11,757,024**	**14,529,004**

Project Expenses	
Total artistic fees for this project	$0
Total expenses for this project	$9,081,447
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$5,543,797
B. Contributed income	$3,387,650
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$0
F. Total project cash income	**$8,931,447**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$0
B. Production Costs (personnel, equip.)	$3,091,879
C. Space rental	$0
D. Marketing (publicity, etc.)	$461,434
E. Other expense	$5,528,134
F. Total project cash expense	**$9,081,447**

Name: Lisa Halsey
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Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Theatre Worth the Spotlight 2025-2026 Gulfshore Playhouse Season	250,000
Theatre Worth the Spotlight 2025-2026 Gulfshore Playhouse Season	200,000
Theatre Worth the Spotlight 2025-2026 Gulfshore Playhouse Season	200,000
Theatre Worth the Spotlight 2025-2026 Gulfshore Playhouse Season	125,000
Theatre Worth the Spotlight 2025-2026 Gulfshore Playhouse Season	100,000
SubTotals:	**$875,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**

Name: Lisa Halsey
Phone: (814) 218-6197
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SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$875,000**



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category "C-2" Non-County Owned and Operated Museum Grants 2025-2026

Gulfshore Playhouse

Application #C2-25-26-0010

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	0	+	0	=	0
Print Advertising	300,576	+	13,848	=	314,424
Other Print Materials	9,000	+	0	=	9,000
Digital Advertising	12,900	+	17,100	=	30,000
Social Media	0	+	0	=	0
Website	7,200	+	0	=	7,200
Radio	11,958	+	15,852	=	27,810
Broadcast	19,800	+	28,200	=	48,000
Video	20,000	+	0	=	20,000
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	0	+	0	=	0
Public Relations	5,000	+	0	=	5,000
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$386,434**	**+**	**$75,000**	**=**	**$461,434**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	0	+	0	=	0
Exhib. Fees /Perf. Rights	401,107	+	75,000	=	476,107
Equipment/Supplies	2,000	+	0	=	2,000
Materials - Costume,Wigs No TDT	191,975	+	0	=	191,975
Materials - Lighting	70,800	+	0	=	70,800
Materials - Rentals	0	+	0	=	0
Materials - Scenic	284,975	+	0	=	284,975
Materials - Sound	40,350	+	0	=	40,350
Materials - Other	15,812	+	0	=	15,812
Signage/Collateral No TDT	0	+	0	=	0
Personnel - Ind Contract	1,655,172	+	0	=	1,655,172
Personnel - Staff No TDT	0	+	0	=	0

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Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	218,318 +	0 =	218,318
Venue Rental	0 +	0 =	0
Audition Costs	15,800 +	0 =	15,800
FOH/Opening Night	31,470 +	0 =	31,470
Playbill Costs	89,100 +	0 =	89,100
Subtotals:	**$3,016,879 +**	**$75,000 =**	**$3,091,879**
Expense Totals:	**$3,403,313 +**	**$150,000 =**	**$3,553,313**

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
N/A

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
FY26 Project Budget TDC.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)
$15,000.00

What areas does the organization collect and pay sales tax?
Food and beverage.

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Gulfshore Playhouse

Application #C2-25-26-0010

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Support Material



Title: Gulfshore Playhouse 990
Download: 296339.pdf
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Title: Gulfshore Playhouse Board List
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Title: Gulfshore Playhouse COI
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Title: Gulfshore Playhouse W-9
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Title: Gulfshore Playhouse Workers Comp Insurance
Download: 296342.pdf
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Title: Gulfshore Playhouse, Inc. (Articles)
Download: 265007.pdf
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Title: Gulfshore Playhouse, Inc. (Bylaws)
Download: 265008.pdf
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Title: Gulfshore Playhouse, Inc. (Collier Tax Receipt)
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Title: Gulfshore Playhouse, Inc. (FL Status)
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Title: Gulfshore Playhouse, Inc. (IRS Doc)
Download: 265009.pdf
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Title: Gulfshore Playhouse, Inc. (IRS Filing)
Download: 265011.pdf
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Title: Season Ticket Brochure
Download: 296266.pdf
View File

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Prior Applicant with Updates to Organization Paperwork

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation
Yes

Bylaws
Yes

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit labor and services Gulfshore Playhouse.pdf

Tax Information

Copy of Most Recent Tax Filing

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

Yes

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
COI Collier County Board 24-25.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
Collier County Board of County Commissioners COI DecHR Locton.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

Name: Lisa Halsey
Phone: (814) 218-6197
Email: lhalsey@gulfshoreplayhouse.org

I certify that the information included in this grant application is accurate and complete.
Yes

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Marco Island Center for the Arts

Application #C2-25-26-0009

Name: Hyla Crane
Phone: (239) 394-4221
Email: hyla@marcoislandart.org

Applicant Profile

Applicant Type	Organization
Name	Hyla Crane
Legal Name	Marco Island Center for the Arts
Email	hyla@marcoislandart.org
Primary Phone	(239) 394-4221
Alternate Phone	(239) 394-4221
Address	1010 WINTERBERRY DR MARCO ISLAND, Florida 34145-5427 UNITED STATES
Website	https://www.marcoislandart.org/
Applicant Institution	Arts Center
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
FEIN / Tax ID	59-1754367
Date Organization Formed	04/15/1970
Fiscal Year End Date	09/30
Unique Entity ID (UEI)	V8FFTZMBJM53
DUNS Number	154658942

Mission Statement

Marco Island Center for the Arts inspires artistic expression and advances education and appreciation of the arts. The Art Center honors Marco Island and Southwest Florida’s rich, diverse, and creative heritage through active community engagement in the visual and performing arts.

Organization History

The Art League of Marco Island Inc. was incorporated in 1970 with 19 member artists who sought to display their work and study art together. The first building was constructed in 1980. There have been five land purchases and expansions with the last completed in 2002. In 1978, the Art League started offering formal classes and workshops. In 2011 the organization was renamed Marco Island Center for the Arts to expand its mission beyond the visual arts. The facility offers over 100 classes and workshops in a myriad of art mediums. Art exhibitions are on display in the galleries, which also serve as a venue for music performances, presentations, and receptions. Outdoor events and art shows take place in the building's parking lot. In 2020, the Art Center celebrated 50 years of bringing art and culture to Marco and beyond. In May of 2022, the Art Center was approached about running the community theater located in Marco Town Center. When the need arose to preserve this cultural asset, the Art Center accepted the challenge and became tenants of the space on July 1, 2022. The Art Center is now the producing entity for the Arts Center Theater.

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Marco Island Center for the Arts

Application #C2-25-26-0009

Name: Hyla Crane
Phone: (239) 394-4221
Email: hyla@marcoislandart.org

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Phone: (239) 394-4221
Email: hyla@marcoislandart.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Art League of Marco Island Inc.

DBA For Organization - enter if your current name is different than the legal name
Marco Island Center for the Arts

Federal ID Number
591754367

Organization Web Address
https://www.marcoislandart.org/

ORGANIZATION ADDRESS

Street Address
1010 WINTERBERRY DR

City
MARCO ISLAND, FL

State
FL

Zip
34145

PHONE AND FAX

Main Phone Number
2393944221

Fax Number
2393947812

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Executive Director

First Name
Hyla

Last Name
Crane

Email Address
Hyla@marcoislandart.org

Phone Number
2393944221

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Hyla Crane
Phone: (239) 394-4221
Email: hyla@marcoislandart.org

Project Information

Support Type
Seasonal Support

Project Name
Marco Island Center for the Arts Season Support for Marketing, Performances & Productions 2025-2026

Location of the Project
1010 Winterberry Dr. and 1089 N Collier Blvd., Marco Island FL 34145

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-08-31

Project Type
Check all that apply.
Exhibition
Performance
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
The 2025-2026 programming includes projects at both the Arts Center Theatre (ACT) and Marco Island Center for the Arts (Art Center). There will be five (5) produced community theater mainstage productions, eleven (11) comedy presentations with two shows each in January – April, a winter holiday special production, a winter holiday musical review and a and a minimum of two presented productions at the Arts Center Theatre located in Marco Town Center. At the Art Center, there will be eight (8) main gallery exhibitions, twelve (12) small gallery exhibitions and eight (8) Musical Interludes concerts. At least two art exhibitions and at least three concerts will be part of Arte Viva.

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Detailed Project Description

Art Center Theatre (ACT) – located in Marco Town Center - ACT Mainstage Productions – All Mainstage productions rehearse for approximately four to five weeks prior to opening Performances run Thursday & Friday 7:30pm and Saturday and Sunday at 3pm for week 1 and Wednesday through Friday at 7:30pm and Saturdays and Sundays at 3:00pm for weeks 2 and 3 for a total of fourteen performances for each show. The schedule, including the holiday specials which are not part of the regular mainstage series, is as follows:

• November 6-23 (14 performances) – Baggage by Sam Bobrick, directed by Pattie Ziesig
• December 5-7 and 12-13 (6 performances) – Sidesplitting Selections form Holidays on Ice by David Sedaris directed by Brett Marston
• December 21 & 22 (2 performances) – Singing and Swinging- The Holiday Songbook starring Charlie Blum
• January 9-25 ((14 performances) – Miss Magnolia Senior Citizen Beauty Pageant by Leslie Kimball directed by Christi Lueck-Sadiq
• February 5-22 (14 performances) – Moonlight and Magnolias by Ron Hutchinson directed by Marlene Strollo
• March 5-22 (14 performances) – California Suite by Neil Simon directed by Paula Keenan
• April 9-26 (14 performances) – You’ve Got Hate Mail by Billy Van Zandt and Jane Milmore directed by Joan Gerberding.

Ticket prices are tied to Marco Island Center for the Arts membership. Member ticket prices for all Mainstage performances are $35 and nonmember tickets are $40. Group sales receive the member ticket price.

ACT Comedy Series – Tickets for the comedy series will be $25 for members and $30 for nonmembers of the Art Center. Eleven evenings of comedy will be presented monthly as follows:
• Friday, October 17th - Carmen Ciricillo & Lando Gonzalez
• Saturday, November 29 - Forrest Shaw & Sheena Reagan
• Saturday, December 27th - Kevin Lee (comedy, magic, variety)
• Friday, January 30th - 2 shows - Nikolas Bushi & Dashnor Bushi (comedy, magic, ventriloquism)
• Friday, February 27th - 2 shows - Rodney Norman, Vee Shally, and Nick Gordon
• Friday, March 27th - 2 shows - Emo Philips
• Saturday, April 4th - RC Smith & Absar Siddiqui
• Friday, May 8th - Larry Venturino's One Man Show Featuring Other Acts Too!
• Friday, June 12th - Larry Venturino's Summer All-Star Comedy Line Up
• Friday, July 10th - Larry Venturino's Summer All-Star Comedy Line Up
• Friday, August 7th - Larry Venturino's Summer All-Star Comedy Line Up

Marco Island Center for the Arts (Art Center) – located at 1010 Winterberry Dr.
The Art Center presents 8 main gallery art exhibits and 12 small exhibits in its La Petit Galarie and at least

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eight musical interludes concerts. The Art Center continues to ensure that select music and at least one exhibition will be part of Arte Viva, the Collier County celebration of Hispanic Art and Culture
Art Exhibitions –
For the fourth year, the Art Center will install two decorated grass walls in the front courtyard to celebrate the Day of the Dead (el día de los muertos). Various artists, staff and children create the decorations for the walls which are on display in October and November of 2025.

Two art exhibitions will be part of Arte Viva. Words as Art will be a photo exhibition that explores the use of AI and photography. A portion of the exhibition will focus on a select artist’s work that was all shot in Cuba. In May and June of 2026, the Art Center will feature the exhibition Snap Crackle Pop featuring Hispanic artists Abel Garcia and Gil Sanchez.

Musical Interludes – Musical Interludes concerts take place in the Art Center’s main Gallery. Concerts are held at 5:30pm. Ticket prices are tied to Marco Island Center for the Arts membership. Member ticket prices for all these intimate concerts are $25 and nonmember tickets are $30.
• October 23 Chris Piper - guitarist, singer, and harmonica player
• November 20 Martin & Kelly – country duo
• January 21 Ben Rosenblum Jazz Ensemble
• February 12 Leslie Cartaya – Latin Grammy Award winner (Arte Viva)
• February 19 Glen Roth - fingerstyle guitarist
• March 12 Fernando Ferrarone – Latin jazz trumpet and ensemble (Arte Viva)
• March 24 Everton Vidal Azevedo - Brazilian guitarist and singer (Arte Viva)
• April 7 Peter & Will Anderson Jazz Trio

What are the artistic and cultural goals and vision for this project?
The Art Center, through its programs, seeks to establish an environment for vibrant and sustainable arts and culture on Marco Island. Artists whether visual or performing, existing or new, are welcome, recognized and supported in their contribution to creating a thriving and vibrant community. By diversifying programs, a wide variety of cultural traditions and expressions are respected and promoted. While striving to provide something for everyone, there is the goal to create opportunities to engage with art and culture in accessible ways. The arts build community, and the Art Center is a major player in this ongoing work. Through cultivating and curating high quality experiences, there is the effort to generate excitement about programs and to encourage meaningful interaction at both the Art Center and the Arts center Theatre. While the Art Center is in its 55th year, constant efforts are made to be part of the present identity of Marco Island where arts and culture are woven into the fabric of the community of both residents and visitors.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

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Projects that will be a part of Arte Viva include our annual Day of the Dead grass walls installation, a section of the exhibition of photography and AI entitled Words As Art focusing on photos from Cuba and the exhibition Snap Crackle Pop featuring Hispanic artists Abel Garcia and Gil Sanchez, and (2) at three Musical Interludes concerts that will feature Hispanic musicians, Leslie Cartaya, Fernando Ferrarone and Everton Vidal Azevedo

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
It is undeniable that people travel in order to see art and participate in cultural activities. Art, travel and tourism are co-constitutive as they are dependent on each other for their viability and growth.
Marco Island is a prime tourist destination famous for its stunning beaches and natural spaces. However, visitors also seek our art and culture when planning a holiday. A visitor may be at the beach during the day but may want to attend theater at night. While one spouse may be playing golf, the other may choose to visit an art exhibition or take an art workshop. Visitors to Marco Island contact the Art Center to check out the Art Center’s programs available during their stay. Travelers look for an “authentic experience,” and Marco Island has its own special attributes that set it apart from others. Arts and culture provide genuine and unique happenings and activities for engagement. On Marco Island, Marco Island Center for the Arts is the only art center and the Arts Center Theatre is the only theater venue on the island.
As the sole hub for visual and performing arts on the island, the Art Center works to promote artists as well as the educational and entertainment programs, bringing visibility and awareness to the arts as an entity. The Art Center produces and supports high quality arts activities that serve our residents and attract tourists. These programs build audiences for the arts and are a key component in driving economic development. Information is disseminated to through a variety of traditional and social media avenues in an attempt to reach the broadest audience.

What is the impact on this project and your programming if this funding is not received?
If this funding is not received, there will be impacts on both programming and marketing. This funding has enabled the Arts Center Theatre to bring in and present productions that it could not produce itself providing greater variety and attracting more visitors and tourists. The support for the musical programs lets the Art Center present higher caliber performers. We have been able to expand our offering because of the TDC monies and our ability to continue this program could be in jeopardy without this funding. The Art Center has been able to upgrade and expand its marketing significantly. Financial constraints forced the previous marketing efforts to be hyper-local. These funds enabled a broader advertising reach beyond the confines of Marco and Collier County in both print, radio and television advertising. A social media marketing firm was hired to extend reach beyond the immediate area as well. These efforts have increased awareness of our organization as well as bringing

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Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
As the primary source for both the visual and performing arts on Marco Island, it is our goal to act as a vital source of entertainment and cultural enrichment for tourists, and residents (both seasonal and full-time) and as a driver for increased economic impact by growing tourist participation with engaging programs at Art Center and at Arts Center Theatre.
Marco Island Center for the Arts informs short-term and long-term visitors to the area of available programs with a variety of marketing initiatives. Growing audiences includes continued cultivation of media contacts to whom the Art Center and Arts Center Theatre provides regular press releases to regarding available programs and productions that will enhance the visitor’s experience while in Marco Island and Collier County.
The Art Center has and will continue to engage in relationship development and partnership with area hotels and their concierge services on Marco Island and Naples. The end goal of improving the visitor experience and both increase and extend visitation.

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By increasing the budget allocated, the Art Center will expand radio coverage with combined sponsorship and paid advertising with WGCU public radio and TV. WGCU aligns with the Art Center brand and enables reaching stakeholders and visitors within and outside of Collier County. WGCU’s market for its radio and TV signal includes Monroe, Mimi dada, Broward, Palm Beach Lee, Hendry, Glades, Charlotte, Highlands, DeSoto and Sarasota counties.

Through continued work with SouthMade Marketing, the Art Center will build on the success of the social media campaigns that began in 2022 which have been targeting audience development to build engagement and increase tourist traffic. Continued expansion of followers and engagement is the goal.

The Art Center’s email mail blasts campaigns for all programs including exhibitions, musical performances, theatrical productions, comedy series, and children and adult classes will continue with the goal of building the eblast list. Review of the data collected evidences that the eblast list has not increased substantially which is problematic. Art Center members are immediately added to the list and people subscribe. However, each year there is attrition, often due to people moving out of area or not engaging due to life circumstances. While new people join throughout the year, the attrition and new membership have resulted in the list size remaining consistent but not growing as we would like. To address this issue, the Art Center will begin to utilize the eblast system that is a part of the new theater ticketing system, LUDUS, to expand the numbers we reach through eblasts.

Much of the same information is sent out through the Marco Island Chamber of Commerce eblast network. The Marco Island Chamber of Commerce is the primary resource for visitors or prospective visitors to Marco Island. The email list for the Marco Island Chamber of Commerce (which acts as a travel and tourism informational agency on Marco Island) boasts a self-subscribed list of 3,235 individuals with an interest in Marco Island events and news and an open rate of 33% with a 4% click-through rate.

The Art Center’s primary marketing goals are as follows:

• Acquire new stakeholders – ticket purchasers, visitors, members and donors
• Increase social media presence
• Increase website traffic.
• Increase brand awareness and boost brand engagement.
• Promoting art and culture on Marco Island and in Collier County
• Increase revenue through increased program attendance

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.

The Art Center’s eblast list has remained at the same level as the previous year. While the numbers on the list change regularly as new people subscribe and others unsubscribe, there were 5,313 contacts May of 2024 and there are 5320 contacts in May of 2025.

The current in-house weekly email blasts go out to approximately 5,320 total contacts in our audience with a significant open rate between 45%-50%. While there was an increase in the size of the eblast list when the

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Art Center started running the Art Center Theatre, there is concern that people attending the theater are not being reached by email. Consequently, the Art Center plans to utilize the eblast component of the new theater ticketing system to ensure that the theater audience is being reached and to increase those people who receive eblasts.
Tickets sales for theater, comedy and Art Center Theatre programs automatically enable reaching purchasers by email with the new LUDUS ticketing system. Programs that take place at the Art Center including music and classes and workshops enable people to opt in to the email blast list on the website. By building engagement and activity participation, the Art Center will continue to develop the reach of its eblast list.
The Art Center guest book records visitation and enables the Art Center to gather information about whether visitors are local, Florida based, out of state or international. The guest books provides the option for guests to provide their email addresses so that they can be added to the eblast list which increases the size of the list and expands its reach.

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.
Despite budget limitations, Marco Island Center for the Arts is strategic in its use of print materials including placement in high-profile magazines. In an effort to reach out of area visitors, the Art Center advertises in the annual Visitor and Tourism Guide and Arts Guide for Gulfshore Life Magazine, the Naples, Marco Island, and Everglades Official Visitors Guide and the annual guide for Marco Island Chamber of Commerce. We now place advertisements in Concierge’s Image Magazine, which is the official and only publication for the Concierge or Frontline Ambassador. Dedicated to reaching the affluent vacationers, international travelers, and business guests staying at Naples and Southwest Florida’s most prestigious resorts and hotels, Concierge’s Image has been assisting visitors with the ‘Total Experience’ of this unforgettable, diverse, and unique area called The Paradise Coast.
The Art Center’s media sponsorship with the Coastal Breeze, Marco’s hometown paper provides significant local print advertising. Print ads also appear in other publications including Marco Review, EnCompass magazine, MI Living Paradise Coast CityLifestyles, Florida Weekly and Fort Myers Magazine. These ad placements are aimed at the full time and seasonal residents.
Target markets include three specific groups, visitors and tourists, seasonal residents and full time residents. While some advertisements are created to bring awareness of the organization in general and its two operations – the art center and the theater, new strategies include targeted ads that highlight specific art exhibitions, theater productions, music concerts and comedy shows.
WE are reviewing upgrading our system of QR codes to better track what specific ads are being scanned and having an impact.

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.
Our print materials include the annual program catalogue for the Art Center and the Arts Center Theatre

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season program, both of which include business advertising. There are brochures for the Art Gallery events and the comedy series and rack cards for the theater season, and musical interludes at the Art Center. Approximately 550 packages (that included program guides, brochures and all event rack cards) are mailed out of state to members annually. Print material is made available at both the Art Center and the Arts Center Theatre as well as placement at the Marco Island Chamber of Commerce. Information is also provided to the concierges at the main hotels on Marco Island.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
N/A

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
SouthMade Marketing was engaged in 2022 to handle social media and expand the Art Center’s reach into the market. Target markets for social media campaigns are as follows: Tourists coming to Marco Island, Marco Island locals, Florida artists, theatre enthusiasts, supporters of the arts and people with a general interest in in art and culture. This is tracked on “Reach” under insights. Instagram & Facebook are the present focus for social media campaign. Posts to each platform are done three times a week to stay active without over-posting and losing out of town followers. From October 2024 through May 2025, Marco Island Center for the Arts’ FaceBook increased follows by 16%, monthly content interactions by 95.8% and monthly reach by 17%. The Instagram page increased IG Follows by 303.8%, IG Content Interactions by 100%, monthly reach by 69.1% and monthly page views by 38.7%. A new metric was added in November of 2024 capturing views. Since November of 2024 there have been 103k views on FaceBook and 28,300 organic Instagram views. While the most concentrated group reached is in South Florida, we are seeing connections and interaction in other states as well as internationally. Collier County signifies the greatest level of engagement but there is also evidenced connections in Cape Coral, Fort Myers and New York. International engagement can bee seen in Canada, Cuba, Brazil and the United Kingdom.
Our goal has been to strive for organic reach rather than spending money on ads. In 2024-2025, consideration and planning was given to strategic placement of paid social media ads for theater promotion, art exhibitions and concerts but was put on hold due to budget constraints.
While engaging SouthMade was a significant investment for the Art Center from a budgetary standpoint, SouthMade has delivered expansion on social media to reach a larger audience while providing the data to allow the Art Center to effectively track this growth

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
N/A

Describe any radio advertising campaigns.

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The only radio advertising in the Art Center’s marketing plan is with WGCU public radio. By increasing the budget allocated, the Art Center’s intention is to expand radio coverage with combined sponsorship and paid advertising with WGCU public radio. WGCU aligns with the Art Center brand and enables reaching stakeholders and visitors within and outside of Collier County. WGCU’s market for its signal includes Monroe, Mimi dada, Broward, Palm Beach Lee, Hendry, Glades, Charlotte, Highlands, DeSoto and Sarasota counties. Due to budget constraints, the Art Center has focused on advertisements to boost brand awareness. However, we were able to ad promotions for each theater production to our general radio ads. In 2025-2026, the Art Center will continue the use of targeted ads that will highlight theater productions to increase attendance the Arts Center Theatre.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
The only television advertising in the Art Center’s marketing plan is with WGCU public television. The Art Center added this TV advertising for the first time in the 2023-2024 season. By increasing the budget allocated, the Art Center’s intention is to continue to expand television coverage with combined sponsorship and paid advertising with WGCU public television. WGCU aligns with the Art Center brand and enables reaching stakeholders and visitors within and outside of Collier County. WGCU’s market for its TV signal includes Monroe, Mimi Dade, Broward, Palm Beach Lee, Hendry, Glades, Charlotte, Highlands, DeSoto and Sarasota counties. The Art Center has focused on advertisements to boost brand awareness.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
Marco Island Center for the Arts and Arts Center Theatre Marketing Plan 2025 2026.pdf

Name: Hyla Crane
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Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	769
Lee County	141
Remaining Florida	168
U.S. - Out of State	1,281
International	110
Unknown	1,746
SubTotals:	**4,215**
Grand Totals:	**4,215**

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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
The Marco Island Center for the Arts Recognition Plan would provide the Naples, Marco Island, Everglades CVB/Collier County Tourist Development Council inclusion on the following Art Center and Arts Center Theatre publications and collateral marketing materials, which will include, but not limited, to the logo placement and sponsor recognition on the following:
• Marco Island Center for the Arts Season catalogue
• Arts Center Theater Season program
• Membership Brochure
• Gallery Brochure
• Musical Interludes rack card
• Theater Mainstage rack card
• Comedy series brochure card
• Monthly exhibition programs
• Monthly newsletter
• Theater Posters

Furthermore sponsorship benefits include the following:
• A complimentary full page advertisement in the Art Center Season Catalogue and the Arts Center Theatre

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season program.
• Logo on sponsor scrolling section on website
• Sponsors listed on scroll on screens before performances at the theater
• Verbal recognition at monthly exhibition reception.
• Logo places on select Art Center Live livestream presentations
• Logo on select advertisements

How are recognition levels and placements set and determined?
Marco Island Center for the Arts has a limited number of sponsors so each sponsor is prominently displayed. Consideration on placement is given to the amount of the sponsorship as well as the validation the sponsor provides the Art Center by virtue of value and mission alignment.
After these factors, graphic design requirements can require small adjustments on placements based on the nature of logos provided to the Art Center. Consequently the sponsor bar or combined graphic may vary from publication to publication.
The Art Center is evaluating different formats that would allow for increased size of logos based on level of support.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
Additional recognition that could be provided could include: without limitations the following:
Tickets to the Arts Center Theatre productions – theater tickets are valued at $40 per ticket
Tickets to Musical Interludes concerts at the Art Center – concert tickets are valued at $30 per ticket
Tickets to the Arts Center Annual Gala – tickets are valued at $250 per ticket
Tickets to the Art Center Annual Golf Tournament – individual registration is valued at $225

Name: Hyla Crane
Phone: (239) 394-4221
Email: hyla@marcoislandart.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	10,550
Lee County	500
Other Florida	942
U.S. - Out of State	4,700
International	160
Unknown	153
SubTotals:	**17,005**

Children Totals	**Estimated Attendance**
Collier County	145
Lee County	7
Other Florida	13
U. S. - Out of State	66
International	2
Unknown	2
SubTotals:	**235**
Grand Totals:	**17,240**

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Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
32.5

Average Ticket Price Child
If free, enter $0
32.5

Total Yearly Attendance For Organization - Adults
19775

Total Yearly Attendance for Organization for Adults from Collier County
12260

Total Yearly Attendance - Children
2230

How will you collect attendance figures reported in the attendance projections?
Marco Island Center for the Arts & Arts Center Theatre Annual Visitation and Participation Numbers collection methods

Gallery artists and gallery visitors (including gift gallery) –Guest Book, Daily tracking
Art reception (12) participants – check in at door
Musical interludes participants-ticket sales
Lectures, Book Talks, Artist Talks, Festival of Trees – Event RSVPs, registration, sign in, estimated tracking for select events.
Outdoor Art Shows and Events- Estimates based on producer’s numbers and estimates based on donations for Cars as Art
Theater Mainstage 5 shows-ticket sales
Theater Comedy 15 shows - 11 dates with 2 shows on 4 dates- ticket sales
Theater - holidays 2 shows- ticket sales
Theater other - children's summer production, presented shows, reader's theater- ticket sales or registration
Adult art students- registration

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Children's summer workshops – registration
Art supply distribution project numbers collected by partner organization during distribution and count on bags

Annual Building Visitation
Oct. – 30 days x average 20 days per month = 600
Nov – 30 days x average 20 days per month = 600
Dec – 30 days x average 20 days per month = 600
Jan – 50 days x average 20 days per month = 1000
Feb – 50 days x average 20 days per month = 1000
Mar – 50 days x average 20 days per month = 1000
Apr – 50 days x average 20 days per month = 1000
May -30 days x average 20 days per month = 600
June – 35 days x average 20 days per month = 700
Jul – 35 days x average 20 days per month = 700
Aug – 20 days x average 20 days per month = 400
Sep – 17.5 days x average 20 days per month = 350

Upload any files that helps support the attendance figures.
ACT theater and AC music Sales attendance 10.1 24 ro 5.25.2025. edit xlsx.pdf

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Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
165

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
The means by which visitation and duration of stay in Collier County is determined is by utilizing the survey information collected from the Visitor Questionnaire on Arts and Culture. All the number of nights provided are added and averaged to determine an average stay. However, there are people who do not provide a number of days and others who fail to complete this part of the survey.

Next, the duration of the stays in Collier County are reviewed and sorted by length of stay to determine number of visitors (hotels, vacation rental or stay with friends) seasonal residents (second home or seasonal rental) and full time residents(home owner or rent and live full time in Collier).

There were 300 surveys completed. The breakdown is as follows:

15 people stayed 0 nights and did not live in Collier County. The majority of these people lived in Lee County
68 people stayed between 1-14 nights and 7 people stayed 15-30 nights. This group was deemed visitors and stayed in hotels, vacation rentals or with friends/family.
55 people stayed 30-120 nights and 37 people stayed 121-364 nights. This group appeared to be seasonal and either stayed in a home they owned or rented for multiple months.

85 people indicated that they were here 365 days a year and were full time residents.

Upload any additional files, charts or data on average stays or room nights.
FINAL Visitor Questionnaire Arts and Culture Activity 2024-2025. specifcs and duration of stay anaylsis xlsx.pdf

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Hyla Crane
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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	**Previous**	**Current**	**Upcoming**
Operating Income	**1,020,160**	**1,092,154**	**1,133,500**
Operating Expense	**1,143,394**	**1,091,173**	**1,128,000**

Project Expenses	
Total artistic fees for this project	$47,937
Total expenses for this project	$461,456
Total In-kind for this project	$5,000

Sources of Project Cash Income	
A. Earned income	$218,442
B. Contributed income	$87,200
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$20,000
F. Total project cash income	**$325,642**

Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$47,937
B. Production Costs (personnel, equip.)	$105,453
C. Space rental	$37,600
D. Marketing (publicity, etc.)	$58,860
E. Other expense	$110,565
F. Total project cash expense	**$360,415**

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Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
N/A0	1
SubTotals:	**$1**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

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Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$1**

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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant	Total Amount
Email Marketing	0	+	1,380 =	1,380
Print Advertising	5,000	+	1,750 =	6,750
Other Print Materials	8,800	+	0 =	8,800
Digital Advertising	0	+	0 =	0
Social Media	0	+	10,080 =	10,080
Website	0	+	3,600 =	3,600
Radio	0	+	7,500 =	7,500
Broadcast	0	+	7,500 =	7,500
Video	0	+	0 =	0
Outdoor	0	+	0 =	0
Out of Home (OOH)	0	+	0 =	0
Design/Production	0	+	0 =	0
	0	+	0 =	0
	0	+	0 =	0
	0	+	0 =	0
Subtotals:	**$13,800**	**+**	**$31,810 =**	**$45,610**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant	Total Amount
Artist/Entertainment Fees	3,750	+	3,750 =	7,500
Exhib. Fees /Perf. Rights	4,750	+	4,750 =	9,500
Equipment/Supplies	0	+	0 =	0
Materials - Costume,Wigs No TDT	0	+	0 =	0
Materials - Lighting	1,000	+	0 =	1,000
Materials - Rentals	0	+	0 =	0
Materials - Scenic	6,000	+	0 =	6,000
Materials - Sound	1,000	+	0 =	1,000
Materials - Other	1,000	+	0 =	1,000
Signage/Collateral No TDT	0	+	0 =	0
Personnel - Ind Contract	80,728	+	7,500 =	88,228
Personnel - Staff No TDT	50,000	+	0 =	50,000

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Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	1,880 +	1,880 =	3,760
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$150,108 +**	**$17,880 =**	**$167,988**
Expense Totals:	**$163,908 +**	**$49,690 =**	**$213,598**

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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
n/a

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
2025 2026detailed project budget TDC request MICENTERFORTHEARTS.pdf

Upload any .pdf files for any financial explanations if needed.
2025 2026detailed project budget MICENTERFORTHEARTSxlsx.pdf

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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?
Sales of art in gallery and gift gallery. No tax is collected on any ticket sales or class registrations.

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Support Material

No Work Samples are assigned to this application.

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
blank page.docx

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Hyla Crane
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W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Collier County COI throuh June 25 updated workers comp.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
Collier County COI throuh June 25 updated workers comp.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Name: Hyla Crane
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I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Art Association, Inc.

Application #C2-25-26-0008

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Applicant Profile

Applicant Type	Organization
Name	Frank Verpoorten
Legal Name	Naples Art Association, Inc.
Email	frank.verpoorten@naplesart.org
Primary Phone	(239) 262-6517
Alternate Phone	(239) 262-6517
Address	585 Park Street Naples, Florida 34102-6611 UNITED STATES
Website	https://naplesart.org
Applicant Institution	Arts Center
Applicant Status	Organization - Non-Profit
Applicant Discipline	Visual Arts
501(c)(3) Incorporation Date	12/31/1957
FEIN / Tax ID	59-1022882
Date Organization Formed	12/31/1957
Fiscal Year End Date	09/30
Unique Entity ID (UEI)	M2SYST9NZKK5
DUNS Number	094062288

Mission Statement

We believe art can change lives and improve entire communities. By providing a platform for diverse voices, we aspire to leverage our cultural influence to give rise to inclusive contemporary ideas, dialogue, and art expressions that reflect our time, and contribute to advancing a collective community Our mission is to enlighten, engage, educate, and enrich the community, building on Naples Art Institute’s history and position of leadership as a hub of visual contemporary art with a local and global footprint.

Organization History

For nearly 70 years, Naples Art Institute has served the community by providing opportunities for artists, patrons, and individuals of all ages and abilities to explore their own creativity through exhibitions, classes, workshops, lectures, and events. 1954 | Inspired by a vision to create, exhibit, and teach visual arts, Naples Art Institute was founded in 1954 by E. George Rogers, Elsie Upham, and Grace Lake, along with 34 artists who shared their passion. 1970 | In the 1970s the group raised funds to restore the Naples Depot and build studio spaces. In 1978, the first exhibition was held. A year later, they began offering adult art classes. 1980 | Naples Art Institute launched its first outdoor art show in Cambier Park becoming the largest fundraising effort, known now as the Naples National Art Show. 1995 | Naples Art Institute signed a land lease agreement with

Name: Frank Verpoorten
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the Naples City Council for 8,000-square-feet of public land in Cambier Park. A new community art center would be built and funded through private donations, including a major gift from Suzanne and William von Liebig, for whom the art center was originally named. 1998 | On November 22, Naples Art Institute officially opened. The 16,000-square-foot, two-story facility features six studios, a main exhibition hall, galleries, one of the area’s largest art resource libraries, and a shop. TODAY |Naples Art Institute is a leader in the visual arts, welcoming students and visitors from near and far to explore their creativity, learn, discover, and delight in an exciting journey in the visual arts.

Name: Frank Verpoorten
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Email: frank.verpoorten@naplesart.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Naples Art Association, Inc.

DBA For Organization - enter if your current name is different than the legal name
Naples Art Institute

Federal ID Number
59-1022882

Organization Web Address
www.naplesart.org

ORGANIZATION ADDRESS

Street Address
585 Park Streeet

City
Naples

State
FL

Zip
34102

PHONE AND FAX

Main Phone Number
(239) 262-6517

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Fax Number

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Executive Director and Chief Curator

First Name
Frank

Last Name
Verpoorten

Email Address
frank.verpoorten@naplesart.org

Phone Number
(239) 262-6517

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Project Information

Support Type
Seasonal Support

Project Name
Seasonal Support for Naples Art Institute 2025-2026

Location of the Project
585 Park Street
Naples, Florida 34102

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-09-30

Project Type
Check all that apply.
Exhibition
Festival
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
Naples Art Institute is your space to discover, appreciate and learn about the art of our time. We are a cornerstone of the cultural ecosystem of the city of Naples. Through our visual arts exhibitions, classes, and growing permanent collection, we invite artists, students, and guests to experience the relationship between seeing and creating art. We aim to be a catalyst for a united and cohesive community, an informed citizenship, and an equitable and creative education.

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Naples Art Institute’s 2025-2026 season will feature a dynamic slate of exhibitions including: Naples Invitational; Miro: Fire in the Soul; Dreamscapes and Abstractions; and a special presentation from our Permanent Collection. Our high-quality exhibitions appeal to both local residents and cultural tourists. Complemented by our nationally ranked outdoor art fairs and educational programs, our season will showcase world-class artistry while deepening community engagement. Through targeted digital marketing, strategic print campaigns, hotel partnerships, and regional media outreach, we aim to help raise awareness of the cultural assets in the heart of the City of Naples and drive tourism, increase overnight stays, and position Naples as a premier arts and cultural destination.

Detailed Project Description
Naples Art Institute respectfully requests support for its 2025–2026 season of exhibitions, programs, and public events that celebrate visual art, foster community engagement, and drive cultural tourism to Southwest Florida.

The season will launch in September 2025 with the return of the Naples Invitational exhibition, featuring over 40 artists rooted in the local community. This intergenerational and interdisciplinary exhibition will have over 50 works on display, selected for their cultural relevance, artistic merit, and connection to the region. As part of our ongoing commitment to community representation and Collier County's ARTE VIVA program, the 2025 Naples Invitational will also feature a curated selection of art by local Hispanic artists.

In December 2025, the Institute introduces its "Miro: Fire in the Soul" exhibition, a rare opportunity for the public to engage with a selection of works by Joan Miró, a world-class 20th century artist at the intersection of abstract and surrealist art. The exhibition will run through March 29, 2026, and is expected to attract significant attention throughout Florida and beyond.

Following Miró, our "Dreamscapes and Abstractions" exhibition (April 11–July 5, 2026) will open a window into a private collection of iconic and lesser-known pieces of European and American Surrealist and abstract works. The season will conclude with a landmark Permanent Collection exhibition (July 18–October 11, 2026), celebrating over 70 years of artistic legacy in Naples through paintings, sculptures, photographs, prints, and drawings from the Institute’s collection.

In addition to exhibitions, Naples Art Institute proudly presents three nationally ranked art fairs, held during peak tourism season in partnership with the City of Naples:
-Naples New Year’s Art Fair – January 2026
-Naples National Art Fair – February 2026
-Naples Downtown Art Fair – March 2026
Each weekend-long art fair features approximately 250 booths filled by jury-selected national artists and attracts between 15,000 and 20,000 visitors. These fairs are among the most economically impactful cultural

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events. For example, the 2025 Naples National Art Fair (ranked #7 in Fine Art sales in the U.S. by Art Fair Sourcebook) achieved art sales averaging over $10K per artist, outperforming all other Florida fairs and further solidifying Naples’ reputation as a fine arts destination.

Naples Art Institute's education department collaborates with local artists, schools and educators to offer year-round opportunities for both children and adults, promoting creativity and lifelong learning for residents and visitors alike:
- Adult/Youth Classes: Multi-week sessions for all skill levels in all mediums including clay, digital media, acrylic and watercolor painting.
- Adult/Youth Workshops: Short-term, outcome-focused workshops
- ARTScool: A vibrant, interdisciplinary summer camp for children integrating core academic subjects with hands-on artmaking.
- Artist-in-Residence Program: Visitors can interact with a professional artist at work, in open studio sessions and classes throughout the year.

Through these programs, Naples Art Institute strives to be a vibrant cultural hub that promotes the region’s broader economic and tourism goals and expects to welcome 40,000-50,000 people, including a large seasonal population and thousands of visitors from outside Collier County. Naples Art Institute partners with the City of Naples, the Naples, Marco Island, Everglades TDC, and Downs & St. Germain Research for visitor data collection and integrated tourism marketing.

Cost information:
- General admission for exhibitions is typically $15 for non-member adults and $10.00 for members. Select exhibitions are free to local residents.
- Art fair admission is free and open to the public with a $10 suggested donation to support our education programs
- Tuition for adult classes and ARTScool varies. Needs-based tuition assistance is available for ARTScool children.

What are the artistic and cultural goals and vision for this project?
Our objectives for the 2025-2026 season are to:
- Celebrate artistic excellence and promote art appreciation through exhibitions ranging from global icons like Joan Miró to local artists showcased in the Naples Invitational and our Permanent Collection exhibitions.
- Foster community representation and cultural dialogue through initiatives like ¡ARTE VIVA!, which will highlight the contributions of Hispanic artists and affirms our commitment to equity and accessibility in the arts.
- Provide immersive educational opportunities that connect visual art with real-world learning, including year-round adult classes, short-form workshops, and the interdisciplinary ARTScool summer camp for children.
- Create meaningful public engagement through art fairs, docent tours, and open studio visits that encourage

Name: Frank Verpoorten
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participation and connection among residents and tourists.
- Strengthen the cultural identity of our community by honoring its and our 70+ year artistic legacy and promoting Naples as a vibrant, nationally recognized arts destination.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
Naples Art Institute's 2025–2026 season supports the ¡ARTE VIVA! Initiative through three key efforts that honor and elevate Hispanic arts and culture. Our Naples Invitational exhibition (Sept–Nov 2025) includes local Hispanic artists whose work reflects the vibrant heritage and creative voices of Southwest Florida. From December 2025 to March 2026, we will present "Miro: Fire in the Soul", showcasing works by Joan Miró, the prolific Spanish-Catalan artist known for his groundbreaking contributions to painting, sculpture, ceramics, and printmaking. To open up additional opportunities for our diverse community, we will introduce Spanish-language workshops providing accessible, hands-on arts education to Hispanic children in our culturally stimulating environment.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
Naples Art Institute’s 2025–2026 season is designed to drive cultural tourism and economic activity in Collier County by offering nationally recognized exhibitions, art fairs, and programs that appeal to local residents and attract out-of-market visitors. Our marketing strategy will include digital campaigns, print advertising, and hospitality partnerships. We aim to expand our regional and statewide visibility, stimulating overnight stays centered around cultural experiences in Collier County.
We track attendance through ticket sales, clicker counts, survey responses, and program registration data. In 2024, our programming and marketing campaigns drew nearly 7,000 attendees to our exhibitions and approx. 60,000 attendees to our art fairs. We also hosted 38 one-day workshops, which are especially popular with tourists seeking short-term cultural experiences, serving a total of 313 students.
More than 46,000 NAI website visits were from outside Florida, indicating substantial interest from out-of-market audiences. Each of our National Art Fairs showcases hundreds of artists from across the U.S. and is a must-visit for seasonal residents and art collectors as well as cultural tourists, many of which plan weekend stays for the events.
Our Matisse exhibition (Art in Balance) drew record-high attendance for our museum, highlighting the demand for high-profile exhibitions among both locals and visitors. The data proves the draw of, and positive market response to such exhibitions, which we expect to replicate with Miro: Fire in the Soul in 2025–2026.
Our website (www.naplesart.org) further reflects increased interest in our programs:
-182,000 total visits (up 28% year-over-year)
-147,000 unique visitors (up 34%)
-335,000 page views (up 14%)
This includes a high percentage of traffic from out-of-state visitors and seasonal residents exploring our exhibitions and art fair information.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

To reach cultural tourists and support tourism goals, our strategy includes:
-Google Ads and Meta campaigns targeting key out-of-county markets (Miami-Dade, Broward, Tampa, Sarasota, Orlando)
-Dedicated exhibition/event landing pages with tracking and CVB branding
-Signage at RSW and outreach to tourism networks
-Ongoing data collection through surveys to track travel origin, length of stay, and impact
This project directly supports the Paradise Coast’s tourism objectives by increasing cultural visitation, lengthening tourist stays, and enhancing Collier County’s reputation as a must-visit arts destination in Southwest Florida.

What is the impact on this project and your programming if this funding is not received?
We rely on external support to amplify our reach and ensure these programs are successful, visible, and accessible to both residents and tourists. In 2024, Florida Governor Ron DeSantis vetoed over $32 million in state arts & culture funding. As a result, Naples Art Institute experienced a reduction in support, leading to a cut in our marketing efforts. If funding is not awarded, we would need to reallocate funds from curatorial, production, or programmatic areas. We may need to postpone or scale back high-profile/high-cost exhibitions in favor of smaller, locally-sourced shows with less appeal to out-of-market visitors. Our ability to reach regional and national audiences would be significantly limited, resulting in lower attendance, fewer overnight stays, and diminished tourism revenue. Other effects may be lower class enrollment, canceled sessions, and reduced programs. Without the marketing visibility, even our strongest programs underperform.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
Our primary marketing objective is to increase awareness of, and attendance to, our Institute, its programs, and events. Over the next 1-3 years, we aim to build our audience to >10000 visitors annually to our exhibitions, >20000 to each major art fair, and engage >1000 children in our art education classes. To achieve this objective, our marketing goals include:

1. Reach a minimum of 600,000 total marketing impressions
We plan to reach at least 600,000 combined impressions across digital ads (Meta and Google), print advertising, and e-newsletter campaigns by September 30, 2026. This includes:
- Meta/Google ad reach (tracked by platforms)
- Print ad circulation totals (estimated impressions by issues printed)
- Email distribution and open/click rates

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

2. Increase website traffic by 15% (from 182,000 to 209,000 visits)
We will achieve this through:
- Targeted digital ad campaigns
- Landing pages for each exhibition and art fair, optimized for search and conversion
- Search Engine Optimization (tracked through Instagram insights, Organic Search, & our Meta Ads)

3. Grow out-of-market engagement by 20%
We will focus on attracting audiences from Miami-Dade, Broward, Tampa, Orlando, and Sarasota through:
- Geo Targeted ad campaigns
- Tourism digital platforms including reaching out to influencers and bloggers.
- Strategic placements at RSW and select hotels

How we will measure this:
- Website traffic by location (Google Analytics)
- Survey data asking for visitor ZIP code and how they heard about us (google forms)
- Social media engagement and paid ad metrics by region

4. Grow and retain our email audience
- Grow email list by 10%+ (from approx. 16K to 18K)
- Maintain an average open rate of 47–48%
- Segment emails to deliver targeted content to out-of-market subscribers
- Increase social media engagement by 25%

We will measure:
- Follower growth (Meta Analytics)
- Link clicks to event pages (Meta Analytics and website insights)
- Reels and stories reach (Meta Analytics)
- Engagements per post (likes, shares, comments)

5. Elevate Media Coverage and Publicity
We will continue our strong media momentum with:
- At least 4 earned media placements (TV, radio, and online)
- Press pitches to local, state, and national outlets timed with each exhibition
- Leveraging WGCU relationships and prior features to promote Miro and Naples Invitational

Describe any plans for email marketing or building your mailing list.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

If not applicable, enter N/A.
Naples Art Institute leverages two email marketing platforms: Constant Contact for general communications, such as newsletters and program announcements, and Bloomerang for specialized outreach, including ticket confirmations and donor engagement. In 2024, we sent 679,526 emails and achieved an average open rate of 47%, consistently exceeding industry benchmarks.

As of May 2025, our email list includes 16,126 contacts, and we aim to grow this number by 10% year over year, targeting nearly 18,000 contacts by the end of the 2025–2026 season. We will expand our lead generation efforts to support this growth through in-person sign-ups at events and art fairs, enhanced embedded forms on our website, and digital campaigns encouraging new audience acquisition.

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.
To enhance brand visibility, audience engagement, and cultural tourism, Naples Art Institute has developed a strategic print advertising plan for the 2025–2026 season, targeting local and out-of-market visitors.
Target Market: Adults with disposable income who are culturally engaged and have strong ties to Florida. Many are seasonal or second-home residents seeking enriching experiences, particularly during peak season.
We will continue to place monthly advertisements in Gulfshore Life to promote key exhibitions throughout the season.
Additional print placements may include:
-Must Do Visitor Guide: Reaching hotel guests and tourists planning cultural outings
-Palm Beach Illustrated: High-income readers with an interest in luxury and cultural events and within range for short-term stays.
-Happenings Magazine: Regional arts & entertainment event calendar
-WGCU Member Magazine: PBS/NPR subscribers with strong cultural engagement
-Ft. Myers Magazine: Broader regional promotion in neighboring Lee County
These outlets allow us to target a wide range of residents, seasonal visitors, and tourists across Collier, Lee, and select Florida counties.

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.
Naples Art Institute will utilize print materials to support onsite engagement, visitor navigation, promotional visibility, and extended brand presence across Collier County. All relevant materials will include the Collier County Tourist Development Council (CVB) logo and URL, where applicable, following TDC guidelines.

Planned print materials include:
-Introductory Wall Panels: Installed in the lobby for each exhibition, these large panels introduce the exhibition and provide curatorial insights

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

-Exhibition Booklets/Foldable Tabloid Posters: We print booklets for each major exhibition, a 5.5” x 8.5” folded brochure (unfolds to 11” x 17”) offering context, artist bios, and collection narratives along with basic visitor information. Available onsite for free, these serve as educational takeaways and mementos.
-Rack Cards: Distributed to local hotels, visitor centers, and partner businesses throughout the region to promote exhibitions, art fairs, and public programs. Effectiveness will be tracked by promo codes and/or QR Codes.
-A-frame Sidewalk Signs: Double-sided promotional signage placed outside the Institute during exhibitions, art fairs, and public programs.
-Outdoor Exhibition Banners: Installed on the building to advertise current exhibitions.
-Branded T-shirts: T-shirts printed with original artwork and Naples Art Institute branding to reinforce brand visibility during public events.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
We plan to execute a multi-layered digital advertising campaign to promote our exhibitions, nationally ranked art fairs, and educational programming to local audiences and out-of-market cultural tourists. Our digital efforts are carefully structured to support increased visitation and brand recognition across Collier County and beyond. We serve two primary audience groups through digital marketing:

1. Local & Regional Audiences (Collier, Lee, and adjacent counties)
Demographic: Adults aged 35+ with disposable income and an interest in the arts. Many are year-round residents, retirees, or seasonal homeowners seeking cultural enrichment.

How we reach them:
-Geotargeting Google Search Ads for local searches (example: “things to do in Southwest Florida”)
-Banner/display ads in regional online outlets like Happenings Magazine
-Email newsletters segmented for local subscribers
-Website SEO for local event discovery

Tracking methods:
-Google Analytics geographic filters for website traffic
-Email open/click-through rates
-In-person event data collection at exhibitions, classes, and workshops

2. Out-of-Market Cultural Tourists (Drive and Fly-In Markets)
Demographic: Adults aged 40–75 who travel for cultural experiences, particularly from Miami-Dade, Broward, Sarasota, Tampa, Orlando, and out-of-state visitors with Florida ties.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

How we reach them:
-Google Ads targeting keywords such as “Florida art festivals,” “Naples exhibitions,” or “weekend in Naples.”
-Digital ads placed through tourism platforms and travel-related email newsletters such as Visitflorida.com, visittheusa.com, and online partners such as Florida Weekly or NPR.
-Display ads at Southwest Florida International Airport (RSW)

Tracking methods:
-Google Ads platform data (location, clicks, search terms)
-Website analytics by IP/geography
-Post-visit surveys through CVB-supported metrics

To effectively reach these audiences and meet our tourism objectives, we will deploy the following digital advertising methods:

1. Google Ads
Campaigns promote exhibitions, artist-in-residence programs, and public events using targeted keywords to reach local and out-of-market visitors.

2. Website Landing Pages
Each major project will have its optimized web page featuring event details, CVB branding, and ticketing links.

3. Email Marketing Campaigns
We use Constant Contact for general email newsletters and Bloomerang for donor or ticketing communications. Campaigns will be geo-segmented to deliver locally relevant content to residents and promotional content to cultural tourists.

4. Digital Display Ads
We will place banner ads in online publications with proven tourism reach. These placements target travelers while they are planning or already in-market.

5. Airport Advertising with Digital Integration
We will include digital signage at Southwest Florida International Airport (RSW) to engage incoming visitors and drive them to curated landing pages for upcoming exhibitions and events.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
We maintain an active and engaging presence on social media through Facebook and Instagram, focusing on driving awareness, increasing attendance, and reaching cultural tourists and seasonal visitors.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

As of May 2025, we have:
-10,000+ Facebook followers
-5,000+ Instagram followers

We publish weekly organic posts across both platforms, featuring:
-Exhibition imagery
-Artist highlights and behind-the-scenes content
-Direct links to event landing pages on our website
-Reels and stories promoting upcoming events

We also run boosted social media ads for all major exhibitions and programs, targeting local and out-of-market visitors geographically. These paid ads feature vibrant visuals, brief calls-to-action, and links to learn more or purchase tickets.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
For the 2025–2026 season, we will create dedicated landing pages for each major exhibition, event, and program, including:
-Naples Invitational (Sept – Nov 2025)
-Miro: Fire in the Soul (Dec 2025 – Mar 2026)
-Dreamscapes and Abstractions (Apr – Jul 2026)
-Permanent Collection Exhibition (Jul – Oct 2026)
-Naples New Year’s, National, and Downtown Art Fairs
-Artist in Residence Program
-ARTScool Youth Summer Camp
-Adult education classes and workshop

Each page will include:
-Exhibition overviews and key details
-High-quality images and curatorial text
-Event schedules and ticketing information
-Embedded CVB logo and URL for grant compliance
-SEO-optimized content to improve discoverability through organic and paid search
These landing pages are primary destinations for all digital and print marketing efforts. They will also allow for geographic tracking of website visitors, helping us analyze the impact of our tourism outreach efforts.

Describe any radio advertising campaigns.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

After evaluating the effectiveness of previous campaigns, including a multi-year partnership with WCGU/NPR, we determined that radio advertising was not a high-performing channel for our target audiences. However, we have benefited from, and will continue to pursue editorial exposure for our programs such as through interviews on WGCU's cultural segments.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
In addition to organic media interest, we plan to proactively reach out to local broadcast groups to explore opportunities for coverage of key events, including exhibition openings, artist interviews, and our nationally ranked outdoor art fairs.

Planned outreach includes:
-Gulf Coast Life (WGCU)
-Fox 4 / WFTX-TV
-NBC2 / WBBH-TV (Gulf Coasting)
-ABC7 / WZVN-TV

When possible, we will include CVB acknowledgment and visuals featuring the CVB logo at events being filmed or aired.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
Our Outdoor and Out-of-Home advertising plans include:
-Southwest Florida International Airport (RSW): On-site advertising to capture the attention of incoming travelers looking for attractions and cultural experiences upon arrival
-Wayfinding/Event Signage: We also use directional signage for art fairs and exhibition receptions to ensure straightforward visitor navigation.

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
As part of our expanded marketing strategy, we have begun hosting an annual Open House tied to our last art fair of the season and our exhibitions.

During this event, Collier County residents are welcome to visit the exhibition and explore our art classrooms free of charge, with live demonstrations and instructor interactions to showcase our educational programs. The Open House lowers barriers to access, promotes awareness, builds long-term loyalty, and encourages enrollment in our classes and workshops.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

To complement the in-museum experience, we host a local "Art in the Park" event in Cambier Park. This outdoor market welcomes local artists and artisans to sell their work, providing a direct economic opportunity for them while attracting residents and tourists to the downtown area. Attendees often dine, shop, and explore surrounding businesses, helping generate increased revenue for local restaurants, boutiques, and hotels.

Upload your marketing plan.
No File Uploaded

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	12,103
Lee County	1,100
Remaining Florida	1,000
U.S. - Out of State	800
International	502
Unknown	621
SubTotals:	**16,126**
Grand Totals:	**16,126**

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
Following TDC requirements, we will ensure prominent, consistent visibility throughout our physical and digital assets. Our recognition plan includes:

Exhibition Title Walls: The CVB logo will be featured on the title walls of all major exhibitions:
-Naples Invitational (September – November 2025)
-Miro: Fire in the Soul (December 2025 – March 2026)
-Dreamscapes and Abstractions (April – July 2026)
-Permanent Collection Exhibition (July – October 2026)

All exhibition educational brochures, companion booklets, and take-home guides will include the CVB logo.

Artist-in-Residence: The CVB logo will appear on physical signage associated with our Artist-in-Residence studio and program descriptions.

Website: The CVB logo and link will continue to be placed on all 2025–2026 exhibition landing pages and events promoted online.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Print & Digital Advertising: The CVB logo will be included on all reimbursable ads, including placements in:
-Gulfshore Life
-Naples Illustrated
-Must Do Visitor Guide
-Happenings Magazine
-WGCU Magazine
-Ft. Myers Magazine
-Outdoor/OOH placements and rack cards
-Digital banner and email ads (on the landing page)

Press Releases & Public Relations: The Collier County Tourist Development Council will be included as a sponsor on all press releases and media alerts related to exhibitions and major events.

Public Speaking Opportunity: We will invite John R. Melleky, Arts and Culture Manager for the Tourism Division, to speak at the opening reception of our signature exhibition, Miro: Fire in the Soul.

Annual Report Listing: The Collier County Tourist Development Council will be acknowledged as a sponsor in our annual report and printed donor recognition materials for the fiscal year.

How are recognition levels and placements set and determined?
Recognition levels and placements are determined based on the type of support provided, amount, and alignment with specific exhibitions, programs, or events. For grantors like the Collier County Tourist Development Council, all relevant materials containing the CVB logo are reviewed to ensure compliance with TDC guidelines, including correct usage.
For all public-facing materials, we ensure that placement across media types (print, web, signage) is standardized to maintain consistency. Recognition is incorporated early in each campaign's design and planning phase to ensure seamless visibility based on sponsorship levels across title walls, press releases, and event programs.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
Based on the level of financial support, following recognition options may be available:

1. Complimentary Admission & Guest Access
-Free year-round admission to all special exhibitions for up to 2 CVB representatives
-20 personalized single-use guest passes for distribution to CVB staff, partners, or promotional campaigns
Estimated value: $500–$800

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

2. Invitations to Private Events & Previews
-Access to exclusive members-only exhibition preview parties, gallery tours, and networking events for up to 2 CVB representatives
Estimated value: $300–$500

3. Hosting Opportunity at NAI
-Private 3-hour event space rental at the Naples Art Institute (subject to availability), ideal for tourism-related receptions, media briefings, or partner cultivation
Estimated value: $2,000~$4,000 (depending on scope)

4. Team-Building & Engagement Opportunity
-half-day art workshop or team-building event for up to 12 CVB staff or tourism partners. This activity can serve as a retreat or community-building opportunity in a unique cultural setting.
Estimated value: $2,000–$3,000

5. On-Site Booth or Branding (Art Fairs)
10x10 promotional booth space during our nationally ranked art fairs (January–March 2026)
Estimated value: $3,000

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	30,000
Lee County	12,000
Other Florida	3,000
U.S. - Out of State	20,000
International	1,000
Unknown	1,000
SubTotals:	**67,000**

Children Totals	**Estimated Attendance**
Collier County	0
Lee County	0
Other Florida	0
U. S. - Out of State	0
International	0
Unknown	4,000
SubTotals:	**4,000**
Grand Totals:	**71,000**

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
15

Average Ticket Price Child
If free, enter $0
0

Total Yearly Attendance For Organization - Adults
est. 67000

Total Yearly Attendance for Organization for Adults from Collier County
est. 30000

Total Yearly Attendance - Children
est. 4000

How will you collect attendance figures reported in the attendance projections?
Exhibition ticketing is tracked and collected through Bloomerang (online) and Square (walk-in). We also collect data through:
-Clicker Counts: Manual tally counters are used at the entrance to record every visitor, including those admitted for free or through membership.
-Docent Tour Registrations: All public and private tours are tracked through internal scheduling systems.
-Event Check-In Data: Attendance at receptions and special programs is tracked via RSVP and check-in lists.

We also administer on-site and digital surveys throughout the season. We use exhibition surveys following the Downs & St. Germain template and conduct in-person interviews at exhibitions and fairs.
We maintain a sample size of >50 completed surveys per exhibition, ensuring data reliability and meaningful analysis.

Art Fair attendance is estimated based on City of Naples and Police data. We have recently been informed that the 5th Ave BID's cell-phone based visitor data analysis system may be suitable for tracking our art fair attendance and will evaluate its use.

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Upload any files that helps support the attendance figures.
Attendance and Visitor Count.xlsx

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
3

Number of Rooms Per Night
450

How are you calculating and measuring the Average Stay and Room Nights?
We do not have hotel room data for visitors other than what we gather through exhibition survey responses. In those surveys, depending on the exhibition schedule and time of year, 20~40% of visitors report staying in hotels or Airbnb accommodations. Note that detailed survey data is provided during the grant reporting and reimbursement process.

The totals listed above reflect estimates for our three weekend-long art fairs only, with an average of 150 artists booking rooms for 3 nights (Fri-Sat-Sun) for each fair. Note that many artists prefer AirBnB stays over hotel rooms.

While NAI does not contract for hotel room blocks, we usually have a number of hotel bookings each year for special visitors attending our exhibition openings or select events. Our visitors include artists and family, installation crews, art curators etc.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**2,099,000**	**2,150,000**	**2,250,000**
Operating Expense	**2,024,000**	**2,050,000**	**2,150,000**

Project Expenses	
Total artistic fees for this project	$100,000
Total expenses for this project	$2,150,000
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$1,500,000
B. Contributed income	$675,000
C. State arts agency income	$0
D. Local government income	$75,000
E. Other income (include applicant cash)	$0
F. Total project cash income	**$2,250,000**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$100,000
B. Production Costs (personnel, equip.)	$1,700,000
C. Space rental	$0
D. Marketing (publicity, etc.)	$155,000
E. Other expense	$195,000
F. Total project cash expense	**$2,150,000**

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
2025–2026 Exhibitions (sponsorship goals)	0
Naples Invitational	15,000
Miro: Fire in the Soul	40,000
Dreamscapes and Abstractions	25,000
Permanent Collection	15,000
SubTotals:	**$95,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
2025–2026 Art Fairs (sponsorship goals)	0
Naples New Year	10,000
Naples National	10,000
Naples Downtown	10,000
SubTotals:	**$30,000**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
ARTScool (sponsorship goals)	10,000
SubTotals:	**$10,000**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$135,000**

Name: Frank Verpoorten
Phone: (239) 262-6517
Email: frank.verpoorten@naplesart.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	2,600	+	1,000	=	3,600
Print Advertising	15,350	+	15,000	=	30,350
Other Print Materials	33,500	+	33,000	=	66,500
Digital Advertising	5,000	+	0	=	5,000
Social Media	16,000	+	16,000	=	32,000
Website	0	+	0	=	0
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	10,000	=	10,000
Design/Production	7,000	+	0	=	7,000
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$79,450**	**+**	**$75,000**	**=**	**$154,450**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	0	+	0	=	0
Exhib. Fees /Perf. Rights	50,000	+	50,000	=	100,000
Equipment/Supplies	5,000	+	0	=	5,000
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	6,000	+	0	=	6,000
Personnel - Ind Contract	4,000	+	0	=	4,000
Personnel - Staff No TDT	0	+	0	=	0

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Shipping/Freight	25,000 +	25,000 =	50,000
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$90,000 +**	**$75,000 =**	**$165,000**
Expense Totals:	**$169,450 +**	**$150,000 =**	**$319,450**

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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
Budget data provided is based on current year data and preliminary estimates on 2025-2026 programs. NAI's fiscal year budget is developed through the summer and finalized in September.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
For our art fairs, we rent Cambier Park (approx. $12K/yr) and contract with the City of Naples and CCSO for services such as traffic control, security, EMS, and waste management (approx. $60-70K/yr).

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
NAI 2025-2026 budget response.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
Yes

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)
$360,000

What areas of the project(s) would have a sales tax collected?
Sales by artists at our art fairs are taxable (note that the artists are responsible for registering for, filing, and paying sales tax; not NAI).
Per post-event artist surveys gathered annually by the leading industry resource ArtFairSourceBook, our three major art fairs generate average sales per artist of approx. $10,000. With three events featuring 200~220 individual artists each, an estimated $6M+ in taxable sales is generated.

Our Gift Shop also generates sales tax, as listed below.

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)
$4,000~$5,000

What areas does the organization collect and pay sales tax?
Gift Shop artwork and merchandise sales

Name: Frank Verpoorten
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Support Material

No Work Samples are assigned to this application.

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
TDC Affidavit of Employment.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Frank Verpoorten
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W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
NAI - COI for Collier County.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
COI WC 2025 for Collier County.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

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I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Art District, Inc

Application #C2-25-26-0003

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Applicant Profile

Applicant Type	Organization
Name	Misoon Whang
Legal Name	Naples Art District, Inc
Email	mw@misoonwhang.com
Primary Phone	(646) 637-2964
Alternate Phone	(239) 249-1977
Address	P.O. Box 111455 Naples, Florida 34108 UNITED STATES
Website	http://naplesartdistrict.com
Applicant Institution	None of the Above
Applicant Status	Organization - Non-Profit
Applicant Discipline	Visual Arts
501(c)(3) Incorporation Date	11/16/2016
FEIN / Tax ID	81-4525140
Date Organization Formed	11/16/2006
Fiscal Year End Date	04/30
Unique Entity ID (UEI)	
DUNS Number	000000000

Mission Statement

Our mission is to provide our community, and its visitors, with a unique visual and cultural destination that promotes the arts and art education for all ages.

Organization History

In 2006, five artists/studio owners located in the light industrial park just north of Pine Ridge Road, on Shirley Street and J & C Boulevard, gathered to discuss the possibility of promoting their art studios to the public. Twenty years later, this original alliance of artists has blossomed into a vibrant network of over 100 working artists - painters, potters, sculptors, silversmiths, woodworkers, photographers, fiber artists, fused glass artisans and a glass blower - representing the largest concentration of professional working artist studios in Southwest Florida. Intertwined with businesses that cater to the trades in design and light industry, the Naples Art District has become a destination for original artwork, art education, and home decor and design. In 2016, the Naples Art District became a 501c-3 non-profit organization. In 2020, Collier County recognized the Naples Art District as a County "Cultural Arts District", with the high concentration of artists studios offering a unique destination for cultural tourism. As noted on the Visit Florida website, "Towns that host artist colonies see a renaissance. Artist colonies are a hub for tourists seeking an "authentic" experience". The 2020 County-wide

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Strategic Arts Plan reinforces the attraction of working artist enclaves with their research findings showing that over 60% of survey respondents prefer visiting artist studios over museums or any other art venue Also unique to the Naples Art District, over 90% of our events are FREE and open to the entire community.

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Naples Art District, Inc

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
81-4525140

Organization Web Address
http://naplesartdistrict.com

ORGANIZATION ADDRESS

Street Address
P. O. Box 111455

City
Naples

State
FL

Zip
34108

PHONE AND FAX

Main Phone Number
(239) 249-1977

Fax Number

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
President

First Name
Paula

Last Name
Brody

Email Address
Paulabrody@me.com

Phone Number
(239) 272-7110

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Project Information

Support Type
Seasonal Support

Project Name
Naples Art District Seasonal Events Support 2025 - 2026

Location of the Project
Naples Art District, bordered by Pine Ridge Road to the South, Taylor Road to the West, J&C Blvd. to the North and Airport Pulling Road to the East.

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-09-30

Project Type
Check all that apply.
Exhibition
Festival
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
The Naples Art District is seeking continued marketing support for advertising, marketing, and website enhancements to draw visitors from across Florida, the USA and beyond to our open studios, multi-day signature events, classes, workshops and collaborative events with other cultural organizations. Our advertising, in and beyond Collier and Lee Counties, helps build awareness of our many free visual art events and establishes our standing as a cultural tourist destination.
Our 100+ artist studios are a major tourism attraction, providing an authentic experience for cultural arts

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tourism visitors. These art lovers are 60% more likely than other visitors to spend money during their visit to the Paradise Coast. Highlighting the opportunities to meet and engage with our local artists and purchase or commission artwork direct from the artist will boost eco-tourism. We seek to increase our overall reach even further in the 2025/26 season with continuing TDC grant support. With previous grant support we have broadened awareness of Collier County's rich cultural arts offerings and attracted an increasing number of visitors to our galleries, classes, and events.
In brief, we are applying for new funding to:
1. Build upon our branding and marketing effectiveness to raise awareness of the role we play in creating the rich cultural fiber of Collier County
2. Expand our website capabilities to capture visitor data and market directly to them
3. Increase and enhance social and digital marketing and advertising
4. Increase email marketing initiatives
5. Support our free Open Studios and evening events with increased promotion to generate greater awareness and attendance
6. Support signature multi-day events featuring "crossover collaborations" with other arts organizations
7. Engage tourism industry organizations, such as convention planners, hotel concierges, tour companies, and travel agents to promote Naples Art District VIP tours

Detailed Project Description
We are applying for new funding to :
1. Build upon our branding and marketing effectiveness
Thanks to previous TDC funding we hired a professional marketing firm, B Squared Marketing, to implement new branding and advertising over the past two years. Our needs have grown and changed, requiring additional marketing resources, causing us to replace B Squared with a recently hired new Marketing Agency, Priority Marketing. Priority Marketing will implement a special project that will provide audience and brand evaluations to analyze visitor/stakeholder groups and general messaging. Based on the findings of this analysis, recommended positioning and key messaging will be defined, helping us create more impactful and effective email and advertising campaigns. Our new website, launched in January 2024, has enabled us to significantly grow our email subscription base from approximately a few hundred to over 3200 visitors in a relatively short timeframe. This tremendous data base growth now gives us a significant sample size to conduct meaningful analysis of our visitors' demographics, and preferences.

2. Expand website capabilities to better capture visitor data and market directly to them.
In 2024, we were able to launch a new website with increased interactivity, functionality, improved navigation speed and enhanced search engine optimization. Between January 2025 through April, we saw 122,000 website sessions, with over 70 % originating from outside of Collier and Lee Counties, demonstrating the site has attracted attention and user interest. The average engagement time of 52 seconds shows that visitors are actively interacting with our content. New grant funding will enable new content and enhancements resulting in

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our ability to engage and grow visitors, user-interest, and our data base of subscribers.

3. Increase and enhance social and digital marketing and advertising.
Our paid social media campaigns have resulted in significant online engagement. With TDC support, we plan to increase our investment for greater reach, visibility, and engagement with our target audience. In addition, our Google Pay-Per-Click campaigns have demonstrated strong performance, with a Click-Through-Rate of 2.72% , outperforming the industry average. This performance highlights the effectiveness of these campaigns in attracting and engaging the target audience and justifies the return on investment. From January, 2025 through March, 11% of our website traffic was due to these pay-per-click campaigns (about 5400 visitors), reinforcing the importance of continuing and increasing these campaigns.

In addition to our digital marketing, we also want to continue strategically placed print advertisements in a range of prestigious publications, to elevate awareness and connect with a broader audience, particularly those traveling to Naples from all around Florida and other states.

4. Increase email marketing initiatives
From November 2024 through April 2025, we ran monthly banner ads in the Gulfshore Life Weekend Insider, a weekly eblast reaching 25,000 engaged subscribers.These email blasts positioned our events directly in front of an active Southwest Florida audience, helping to drive awareness, attendance, and website traffic. Expansion of these types of digital campaigns is very effective. Additionally, with the growth of our own data base, we initiated a monthly newsletter, using a new subscription to MailChimp, to communicate our events and activities. These newsletters have a 60% open rate, which is extremely successful. With the implementation of the project to provide brand evaluation and analysis of our visitor/stakeholder groups and recommended messaging, we will be able to improve the effectiveness of our email campaigns.

5. Support our free Open Studios and evening events with increased promotion.
Currently we host two weekly Open studio events with a monthly evening event to attract even more visitors into our hub of working artists. Based on visitor request, we will increase our evening events next season. Promoting these events using all media channels, both print and digital, will result in increased awareness and traffic.

6. Support signature multi-day events featuring "crossover collaborations" with other arts organizations
"Artful Arrangements", a collaboration with local floral designers and Ikebana International, brought hundreds of visitors into our artist studios. We implemented a new evening event "Palette to Palate", another crossover collaboration" with local chefs and caterers, that provided an immersive experience in the visual and culinary arts. Collaborations with the Naples Zoo for Art Festival, and Art in the Gardens with the Naples Botanical Gardens. expanded our audience reach. These are extremely popular events, along with our World Art Day collaboration with United Arts Collier to celebrate all forms of artistic expression. All of these collaborations will

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

continue to be in our 2025-2026 schedule of events, including supporting the county-wide Arte Viva! program. We are investigating adding new collaborative initiatives for next season, including more "plein air" festivals at parks and possibly the Waterside shops. Also, we will collaborate with The Naples Players Red Carpet Opening Nights to raise awareness of the Naples Art District and our events to an audience that supports the arts.

7. Engage tourism industry organizations such as convention planners, hotel concierges, tour companies, and travel agents to promote "VIP Behind the Scenes" tours. These are very popular with many organizations who have booked these specialty tours of the Naples Art District complete with VIP receptions for their constituencies. We are planning to reach out to tourist industry organizations to provide specialty art studio tours to hotel guests and convention visitors. Additionally, we offer over 50 art classes and workshops, which we can customize for groups of hotel and convention guests, to enhance their stay in Naples. In the past, we provided hotel concierges and marketing managers with a "VIP Behind the Scenes Tour" of our studios to meet many of our artists. They watched silversmiths forge their handcrafted jewelry, glassblowers and woodworkers create their artistry, and painters create art on canvases. Feedback on this tour was excellent. We will continue to nurture these relationships with the local hotels and tourist organizations in the year ahead and expand our VIP tours.

This season we are planning a full schedule of events, classes and collaborations that are aimed at driving cultural tourism and enriching lives through artistic expression. These include:

EVENTS IN THE DISTRICT SETTING:
- FREE OPEN STUDIO EVENTS: Offered weekly on Thursday and Saturday during season: These provide an opportunity for visitors to discover, enjoy, and purchase original artwork from our artists in their working studios. Meet and engage with the artists, watch live demonstrations, and learn about their creative process
- ART AFTER DARK: is a fun and festive free monthly evening event in our art studios with light refreshments
-ARTFUL ARRANGEMENTS: a multi-day signature event of original artwork interpreted in floral designs and displayed in our artist studios. This is a "crossover collaboration" with local floral designers, Naples Garden Club, and Ikebana International. This will be our fourth annual Artful Arrangements event and it will be featured on Friday, Saturday, and Sunday this year. In the past, we have requested an optional donation but we are evaluating making it a fundraising event.
- TWENTIETH ANNIVERSARY CELEBRATION EVENT: This will commemorate a significant milestone for the Naples Art District and is in the early planning stages with our Marketing company
- CELEBRATION OF WORLD ART DAY: A family day in collaboration with United Arts Collier, recognizes the universal language of art and will bring together the visual arts with performance arts hosted in our artist studios.
- VIP "BEHIND THE SCENE" TOURS: Customized group tours arranged for various organizations to meet

Name: Misoon Whang
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some of our artists in their working studios, watch demonstrations, learn about their creative process, and ask questions. These specialty tours end with a reception for the guests.
- FELIZ NAVIDAD PINATA PARTY: Join in the fun workshop to learn how to make piñatas.
- MONARCH BUTTERFLY EVENT: Multi-day in collaboration with Arte Viva!, view original artwork in our studios that celebrates the Monarch butterfly's amazing migration as they journey toward their Mexican wintering grounds.

EVENTS HOSTED OUTSIDE OF THE DISTRICT:

- PALETTE TO PALATE: Member artists are paired with local chefs in this "crossover collaboration held in a sophisticated kitchen design business establishment within our neighborhood. This fundraiser is an immersive experience in the visual and culinary arts, where taste and artistic talent meet. Local chefs create savory treats inspired by original works of art by our artists.
- EN PLEIN AIR EVENTS: Outdoor painting festivals where our artists create nature inspired works of art in collaboration with the Naples Botanical Garden, Naples Zoo, and other outdoor parks and venues.
- THE ARTY PARTY: A fundraising gala where all guests win an original piece of art created by our artists. Guests enjoy music, specialty drinks, gourmet hors d'oeuvres, and decadent desserts while perusing the art. The event is hosted by FineMark bank with over 100 paintings and other artwork exhibited in their community room. This is an extraordinary evening event of art, elegance, and entertainment.
- NAPLES PLAYERS RED CARPET OPENING EVENTS: Opportunity to connect with 300 to 500 patrons for each of their 9 plays at the Sugden Theatre.

OTHER EVENTS:
-ART CLASSES: Year-round line up of art classes taught in artist studio settings and available for all skill levels.
-SUMMER SCHEDULE: Monthly open studios and Art After Five events May-Sept

What are the artistic and cultural goals and vision for this project?
Our artistic and cultural intention is to ignite an awareness and share the exciting adventures of artistic discovery with people of all ages and backgrounds in and beyond Collier County. We want to introduce and create awareness of the many genres of the visual arts created by our 100+ artists. Throughout the year, thousands of visitors engage with our artist members in their studios, at our many special events, in our art workshops and classes, at art exhibitions/festivals, through specialty tours, and our collaborative community events. Meeting our artists enables visitors to the Naples Art District to gain an appreciation of the arts in a wide array of mediums. As the largest provider of art classes in Collier County, we have also enabled thousands of visitors to engage in our classes and workshops to discover their own creativity. We support art education by offering a wide array of classes year-round in diverse mediums, suitable for all skill levels and ages, taught within active studio settings. Many students say taking our art classes has been a transformative

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experience. They find learning new forms of expression is therapeutic in many ways. Adding a new creative endeavor into their lives leads to enhancing their self-esteem and overall wellness.
The Naples Art District connects our community with local artists, bringing a world of creativity to all and offering an immersive journey through open studios, live demonstrations, classes, and real conversations with the artists themselves.

The 2020 Collier County Strategic Arts and Culture Plan had overarching goals of enhancing the cultural vitality of Collier County and creating greater awareness of its cultural arts assets. The research summary concluded:
- 72% of the respondents prefer going to art galleries/ art studios more than any other art venue.
- 85 % of the respondents want free or low-cost arts opportunities
- 82% of the respondents felt the top priorities for Collier County should be making the arts more accessible.
The plan also validated "the need to create and enhance vibrant art hubs within the County"
With on-going funding and support of our project requests, the Naples Art District,
addresses and positively impacts all of these needs, contributing to making art affordable and accessible to residents, tourists, and visitors.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
In 2023, we did a Frida Kahlo Fest, with artists creating artwork inspired by this iconic Mexican artist. In 2024, this artwork was exhibited in the Commissioner's Chambers, and by request, also exhibited in the County Jury Room.
We also participated in Dia de Los Muertos in collaboration with the Naples Botanical Garden and plain air painting at the South American exhibit at the Naples Zoo.

This season, our events in collaboration with Collier County's Arte Viva! initiative will include:
- Feliz Navidad Piñata Creation Workshop in December 2025. Mercedes Perez will be teaching the art of making piñatas, which will then be donated to the Guadalupe Center in Immokalee.
- A multi-day event in March to highlight the "Miraculous Monarch Butterfly Migration to and from Mexico". In addition to education events about this migration, our artists will create artwork in various media to celebrate the Monarch Butterfly's beauty and resilience during this phenomenal journey.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
The Naples Art District, with its vibrant working artist enclave, is a unique cultural asset to Collier County and contributes to making Naples a desirable destination to visit. Our marketing reach includes profiled art lovers and collectors, as well as prospective travelers and visitors to the Paradise Coast.
To support our goal to create awareness of 100+ artists original artwork, the Naples Art District will also be promoting visibility for Collier County in some unique print and digital media, such as the widely read print and online editions of Home & Design, Gulfshore Life, American Art Collector and the Neapolitan magazine. Our

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use of such media, which is not utilized by other Collier County arts organizations, will help attract additional cultural tourism. By selecting these well-regarded outlets, known for their reach among art enthusiasts and affluent travelers, the Naples Art District aims to capture the interest of visitors looking for cultural and artistic experiences.
We have featured CVB/TDC "Collier is Culture" in a full page ad in our seasonal Naples Art District catalogue, which is widely distributed in our studio settings and throughout many other cultural and business venues in Collier and Lee counties. It can also be viewed online on our website. Our website homepage features the Paradise Coast logo as a committed supporter of our arts events and initiatives. All of our advertising is aimed at driving people to our website, which during peak season had over 122,000 total sessions, giving the Paradise Coast logo strong visibility. Noteworthy is the fact that over 70% of our website sessions originated from outside of Collier and Lee counties, indicating a strong likelihood that the Naples Art District attracts tourists and visitors from beyond our local geography. Additionally, the collaborations that we have with other arts and cultural organizations within Collier County, amplifies the opportunity for cultural tourism and provides logo recognition for the CVB/TDC.
All of our out-of-county advertising recognizes the support of the CVB/TDC. Our print advertising materials include the Paradise Coast logo and link, where potential visitors can access a wealth of information about other county offerings.
We also currently do a monthly newsletter to our database of about 3200 people that includes the CVB/TDC logo for additional recognition. We expect this database to grow each year and we will expand our utilization of email campaigns.

The arts strengthen, add vibrance and attract cultural tourism. The Naples Art District is a thriving creative hub that sets itself apart from other art communities with its unique concentration of over 100 professional artists working within a single square mile. Unlike traditional galleries, the district provides direct access to artists in their studios offering visitors an intimate and immersive art experience. The district showcases a diverse range of artistic disciplines, including painting, sculpture, photography, ceramics, glasswork, jewelry, wood, and textiles. There is something to satisfy everyone's artistic preferences. This dynamic environment offers live demonstrations, open studios and other events, with over 90% of our programming free to everyone. In addition to our free weekly open studio events, our multi-day Artful Arrangements: Original Artwork Re-Imagined in Floral Designs, is a collaboration with floral designers who create exquisite arrangements inspired by our original artwork and displayed in our studio settings. This is a must-see event for art and floral enthusiasts and draws hundreds of visitors each day. As the largest provider of art education in Collier County, the Naples Art District offers over 50 distinct classes taught by our artists in live studio settings, for all ages and skill levels.
These are just some of the reasons that demonstrate how the Naples Art District enhances the cultural appeal of the Naples area, drawing visitors to explore its vibrant art scene and solidifying it as a major fine arts destination. This ability to attract new visitors and tourists generates significant economic and revenue growth for our community.

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

What is the impact on this project and your programming if this funding is not received?

If funding is not received we will have to significantly reduce our planned marketing and advertising campaigns, which will have an adverse effect on our ability to promote ecotourism. Additionally this will likely result in reduced attendance at our many events and reduced income for our artists. The Arts and Economic Study for Collier County reported that 86% of people in Collier say arts and culture are important to their community's quality of life and livability. Without this funding, the Naples Art District would not be able to provide a robust schedule of free arts enrichment programs for our community at large. Further, our ability to continue to be a vibrant art hub in our community and promote cultural tourism would be negatively impacted. With TDC funding, we will be able to contribute to making our community a more compelling place to live and visit, as well as, play a role in the economic growth of Collier County, with the arts generating $3.9M in local tax revenue.

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Email: mw@misoonwhang.com

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
Research from the 2020 Collier County Strategic Arts Plan showed that artist's studios were the number one preference for visitation to art venues, preferred even over museums and art centers. Our most important marketing goals are to:
1. Promote cultural tourism to Collier County by raising awareness of the Naples Art District as the largest concentration of working artists and free open studios in Southwest Florida (20% growth in website traffic)
2. Bring new visitors to Collier County by raising awareness of our broad offerings of events and classes for all ages (increase registrations by 10%)
3. Drive awareness and preference for travel to the Paradise Coast through collaboration on county wide programs and with other organizations to garner increased engagement of visitors.

Our marketing plan will support these goals through an advertising media mix and channels aimed at the art

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

and tourism market, with a heavy emphasis on attracting more visitors the county. Our advertising and marketing campaigns this coming season will be developed based on findings from surveying our growing data base of people who have visited our website or attended a Naples Art District event. Our marketing plan will also promote the Naples Art District as a unique must-see cultural arts organization as part of the vibrant art scene in Collier County, offering a robust schedule of events, demonstrations, exhibits and an abundance of art classes and workshops.

Target Audience
Our targeted audience includes:
- Art enthusiasts and collectors
- The interior design industry
- New home buyers
- Visitors considering moving to Naples for work or retirement
- Visitors who enjoy taking art classes and workshops
- People who enjoy travel, dining out, visiting art venues, and attending theatre events
- Affluent visitors with college or advanced degrees

Advertising and Marketing Strategy
Our advertising plan will reach this audience with a combination of strategically placed ads in tourism-centric print media, digital media including both organic and paid social media, pay-per-click, and email campaigns, direct mail, and leveraging our website to promote our events, classes, and artists.
We will utilize the expertise of our new marketing company, Priority Marketing, to recommend the most effective media mix and messaging to reach our audience, based on the findings of the brand evaluation and visitor analysis project that is being initiated in May 2025. This project is critical to understanding our audience and developing communications and campaigns that evoke action, which is core to our marketing effectiveness. Extracting data from our 3200 visitor data base will result in more effective and impactful advertising and email campaigns and is a critical step toward driving growth and accelerating progress towards our goals.
As part of our marketing strategy, a much needed and increased focus on Public Relations will be implemented to gain exposure and awareness of the Naples Art District to our targeted audience. We are looking forward to collaborating on Public Relations opportunities with the County's firm, the Lou Hammond Group.
We will also be implementing a robust schedule of events, with over 90% free to the community. These events attract thousands of visitors and make the Naples Art District a desirable place to visit. This year will be our 20th Anniversary, which we will leverage in our advertising and event line-up. Specifically, we will offer weekly open studio art tours with the opportunity to discover, enjoy, and purchase original artwork from our 100+ local artists in working studio settings. Visitors can engage directly with the artists and watch live art demonstrations. Art After Dark will be fun and festive monthly evening events with light refreshments. We are expanding our events over the summer season, May through September, to include both a monthly open studio art tour and

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

an evening Art After Five event. These 10 events will be free to the public and advertised using social media. our website, and event postcards.
Additionally, as the largest provider of art classes and workshops in Collier County, we welcome thousands of visitors who register for these classes to discover their own inner artist. For many students, this is their first experience adding a new creative endeavor into their lives. As part of our marketing strategy, we promote this wide array of classes in diverse mediums offered year-round on our website and in our catalog. They are taught in active studio settings and are suitable for all skill levels and ages. From January through April 2025, we had 575 class registrations from our website alone. In addition, each teaching artist independently schedules students for their own classes. Many students say taking art classes has been a transformative experience, enhancing their self-esteem and overall wellness. We want to increase the promotion of these classes to hotels and convention planners.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Since the launch of our redesigned website we have seen a significant increase in the number of subscribers in our data base, growing from less than a few hundred to 3200 in just one year. With this impressive growth of our data base, we invested in a Mail Chimp subscription and launched an e-newletter that is sent to our subscribers 1 - 2 times a month year round. The average open rate of our newsletter is 55-60%, which is significantly higher than the general email marketing benchmark of 15-25%, demonstrating that our subscribers have a genuine interest in the events and activities happening in the Naples Art District. The Paradise Coast logo is included on the bottom of our newsletter, providing additional logo recognition for the CVB/TDC. This newsletter is also shared with our 100+ artists and can be shared with their mailing list subscribers to increase our reach. We also do some event reminders and last-minute pushes the day before or morning of Open Studios, workshops or gallery receptions.
To enable more effective email campaigns in the future, we are initiating a special marketing project to be implemented together with our new marketing agency, Priority Marketing. The focus of this work will be to provide a brand evaluation and audience analysis, using our data base of 3200 people, to understand their demographics, preferences, experiences, impressions, and how they became aware of the Naples Art District. Our survey will also include some of the questions used on the paradise coast.com short survey, so that we can share relevant information that will help shape our future offerings.
Based on the findings of the analysis, recommendations for key messaging will be provided to support more effective and impactful email and advertising campaigns going forward.
This marketing project is a critical step in gaining a better understanding of our audience and developing campaigns that will evoke action. A secondary benefit is we will have factual knowledge about the geographic make-up of our visitors.

Our website is directly connected to our ability to accelerate the growth of our data base by capturing emails

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

from our visitors. Between November 2024 and April 2025, the Naples Art District peak season, our website saw 122,000 total sessions. Based on this current successful performance of increasing our website traffic, we are confident we will continue to significantly grow our data base by 25%. Additionally, through our expanded fundraising events, we are able to capture email data through our ticket sales.

During the coming season, expanding our Email campaigns will be a key component in our marketing mix to promote our events and communicate with potential new and existing visitors. In the past, since our database was so limited, we collaborated with other arts organizations to promote our events in their email blasts to their much larger subscriber base. We will continue to do this when the opportunity is available.
Our focus since the launch of our new website was on growing our database so that we could implement our own direct mail strategies. Going forward, our email objectives are to:

- Continue to grow our opt-in list by 25% (from 3200 to 4000) and segment subscribers by geography
- Improve our data collection form to include interests to enable segmentation
- Develop effective messaging based on survey findings
- Maintain strong open rates that are higher than industry benchmarks of 15-25%

To improve our email marketing, we want to get more subscriber information upfront about their interests, which will require that we have a more robust sign-up form. After getting this information we can enhance our email marketing going forward to potentially include:

1. More Targeted Campaigns Segmented by Interest
   - send tailored updates (e.g. painting classes, sculpture, photography based on what subscribers have clicked on or what events they attended
2. Follow- Ups After Events
   - Thank attendees and share photos, highlights, and links to featured artists' work or donation opportunities
3. Artist Spotlights/Meet the Artist Series
   - Feature a different artist in each email with behind the scenes looks, Q&A's or videos from their studio
4. Special Discounts or Giveaways
   - Run limited-time promotions tied to events or milestones, such as a ticket code to get an event ticket at a reduced cost only to email subscribers, or only if you sign up by a specific date
5. Art Tips & Tutorials
   - Share quick art lessons, studio tips, or even printable coloring sheets or activity pages
6. Behind the Scenes Tours
   - Feature a different gallery each week/month
7. Surveys & Feedback Requests
   - Ask for input on future events, workshops, or what people want to see more of. Use the responses for segmentation
8. Supporter Shoutouts

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

- Highlight donors, volunteers, or community partners to build relationships

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.

The objective of our print advertising is to elevate the brand awareness of the Naples Art District and increase our target audience reach by strategically placing advertisements in prestigious publications that cater to the tourism market, art enthusiasts, affluent travelers interested in cultural and artistic experiences, and the interior design and relocation markets.

This season we advertised in well-regarded outlets, such as Gulfshore Life, American Art Collector, Neapolitan Magazine (Naples Grande Hotel magazine), Home & Design, and the Naples Illustrated SWFL Relocation Guide, to connect with a broader audience, particularly those considering traveling or relocating to Naples from all around Florida and nationally. We also advertised in the Florida Weekly Arts Preview Guide Palm Beach edition. The cost of advertising in these publications was almost $20,000. Refer to the final report that has been uploaded with all costs and metrics.

This targeted print advertising campaign not only highlighted the district's vibrant art scene but also positioned it as a must-visit destination for art lovers and potential new visitors considering traveling or relocating to Naples.

There is a long lead time required for placing ads in these types of publications, with the deadline for purchasing the space several months in advance of the magazine's publication date. The ability to meet these deadlines is dependent on an early commitment of TDC funding.

We will utilize the resources of our new marketing agency to assist with our media planning and placement for the upcoming season. Along with the magazines already mentioned above, we have also advertised in the Chamber of Commerce Naples on the Gulf, Concierge Image, Florida Design and other art guides in the past. These are all periodicals for inclusion in our print advertising plan next season. We will work with Priority Marketing to research and recommend the most effective print media mix for our art and tourism centric advertising campaigns.

One of the challenges of print advertising is it is difficult to measure the results. As part of our Print advertising plan, we will be working with Priority Marketing to identify possible solutions we can implement that will help us better assess the effectiveness of our brand awareness campaigns.

In our print ads our call to action drives people to go to our website, where they can not only get information about the Naples Art District, but can also directly link to the Paradise Coast website packed with information for visitors and tourists. Over 70% of our website traffic originates from outside of Collier and Lee Counties, demonstrating our print advertising has been effective in reaching an out of county audience.

OTHER PRINT ADVERTISING NOT INCLUDED IN THE ABOVE TDC SPECIFIC EXPENSES:

In addition to the magazines mentioned above, to reach both residents and visitors seeking cultural experiences in Southwest Florida, the Naples Art District also implemented a print advertising campaign across a variety of high end lifestyle and tourism-focused publications throughout the peak season, such as

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Naples Illustrated ($9900), Old Naples News and North Naples News ($5700), and others, selected for their strong readership among affluent locals, seasonal residents, and cultural tourists.
To promote our events we advertised every week October through April in the Florida Weekly Newspaper, the Naples, Bonita Springs, and Estero editions ($13,000) and Naples Daily News ($1500). To further amplify visibility and awareness, this past season the print advertising campaign extended into community publications like Pelican Bay Post, Bay Watch News, Landing Life, and Encompass Magazine ($11,000 total). Lastly, we advertised in Artis Naples ($8100) throughout the season to reach art-minded audiences. These print advertising campaigns (over $50,000 in total) were designed to engage readers interested in local events, the arts and home design, as well as homeowners throughout Collier County and surrounding areas who may be looking to enhance their living spaces with original artwork. This comprehensive print campaign not only promoted the District as a vibrant cultural destination, but also effectively reached those most likely to engage with and invest in the arts. These expenses were additional expenses in the Naples Art District print advertising budget and not part of our reimbursable TDC print advertising expenses referenced above. They have been provided as information only to give a comprehensive overview of the extensive print advertising we do both within and outside of Collier County to reach our various target audiences.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
-We print up to 8500 copies of our full color seasonal catalogue which is widely distributed in our studios throughout the year and placed in many other arts organizations and businesses throughout the county. In the past season, the catalogue included reciprocal advertising with other arts organizations, such as Gulfshore Playhouse and Naples Players, giving us yearlong visibility in their playbills.. This coming season, we are planning to collaborate with the Naples Players and participate in their Red Carpet Opening Night events to distribute our promotional materials to 400-600 theater goers each time. This is an excellent targeted audience to build awareness and visibility of the Naples Art District events. Our catalog also includes the CVB/TDC logo, which will provide additional recognition.
- We print over 1000 copies of the event brochure for our signature event, Artful Arrangements: Original Artwork Re-Imagined in Floral Designs.
- We design and print hundreds of "Save the Date" double sided postcards featuring upcoming events, such as our World Art Day collaboration with United Art Collier, and our Plein Air Painting Festivals at the Naples Botanical Garden and the Naples Zoo.
Additionally, we have these postcards printed for our other events including Palette to Palate and Art After Dark events.
- Previously we produced and printed a four-fold Naples Art District promotional brochure featuring a map with our location, our events, and our classes, which can be used in visitor's centers, hotels, and other tourism locations. They can also be used to distribute at our off-site events to raise awareness. This season we are planning to update it and possibly also use it for direct mail campaigns, which is a component of our marketing plan that we want to expand.

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

- Over the past two seasons we have worked in collaboration with Integrity Printing to design and print the Naples Art Guide used as a direct mail piece. The Naples Art Guide featured both advertising by our individual artist members and general promotion of the Naples Art District and our events. Over 20,000 guides were direct mailed to residents of targeted neighborhoods, interior designers and distributed in high traffic tourism locations, including the visitor center for the Naples Trolley and The Naples Airport Executive Lounge. As this partnership has proven to be very beneficial in drawing new visitors into our studios, we plan to expand on this piece with two editions optimally in the coming year. This is part of our plan to expand our direct mail marketing.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
With the use of TDC funds we will continue to implement and expand our digital advertising to enable a broader geographical reach and the potential to engage with a larger targeted audience. Results of our digital advertising campaign are measurable, trackable to assess effectiveness, and cost effective, making this a good use of our funding.
Specifically we plan to increase the following digital campaigns that have demonstrated successful performance in the past season:
1. Paid Social Media Open Studio focused ads on Facebook and Instagram
- Between January and April 2025, the Naples Art District's paid social media campaign invested $2000 to drive online engagement and awareness. These ads focused on our open studio events. The campaign reached 177,802 unique accounts and delivered 359,824 impressions across targeted locations including Lee, Charlotte, Palm Beach, Sarasota, Miami-Dade, Pinellas, Broward, and Hillsborough counties. In addition to broad audience exposure, the campaign generated 7,037 clicks to the Naples Art District's website, reflecting strong interest and interaction with the content.

2. Paid Social Media Event focused Ads on Facebook and Instagram
- In early 2025, we launched a series of event-focused social media ads promoting the Arty Party, Palette to Palate, and World Art Day. With a total investment of $750, the campaign successfully reached 149,165 unique accounts and generated 324,120 impressions across the key Florida markets listed above. The ads drove 2,012 clicks to our website, showcasing strong interest in our signature events and helping to increase visibility and engagement.
- Examples of our targeted audience include those that have been to museums, art galleries, art festivals, cultural events, audiences interested in weekend travel, art and culture, and those who have museum or art apps on their devices. Elements of the campaign include retargeting those who engage, and leveraging similar look-alike audiences.

3. Google Pay-Per-Click Campaigns
- Between February and April 2025, the Google Pay-Per-Click(PPC)campaign achieved strong results. With a

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

total spend of $750, the campaign generated 1,427 clicks to the website from 542,520 impressions, resulting in a Click-Through-Rate (CTR) of 2.72%. This CTR outperformed the industry average of 2.44% by 0.28%, highlighting the campaign's effectiveness in driving qualified traffic and engaging the target audience. The geographic area reached throughout the state included Tampa, Clearwater, St. Petersburg, West Palm Beach, Fort Lauderdale, and Miami. Nearly 11% of our website traffic is due to these Pay -Per-Click campaigns, driving awareness and interest.

This past season, total website clicks generated by all TDC digital ads were 10,476, accounting for 20% of our visitors.

With a larger investment in these types of campaigns, we would generate a much greater impact. In the coming season we want to expand the use of these types of campaigns into increased geographic locations and include a larger targeted audience. Having a robust, dynamic website is a critical marketing element to enable successful digital campaigns that evoke action. With a better understanding of the geographic location of the people in our growing database, identified by the brand evaluation and analysis project being initiated in May 2025, we will be able to fine-tune and select the best geographies for expansion within Florida, such as the East coast, Orlando, Sarasota, and other drive markets, as well as possibly in other states with key feeder cities.

4. Digital Banner Ads
From November 2024 through April 2025, we ran monthly banner ads in The Gulfshore Life Weekend Insider, a weekly eblast reaching 25,000 engaged subscribers. The campaign positioned the district's events and activities directly in front of an active Southwest Florida audience, helping to drive awareness, attendance, and website traffic during the peak season. Identifying other digital publications with a large number of relevant subscribers is being considered for next season

In the coming season, we will be working with a new digital marketing agency, Lemonade Hype. Lemonade Hype is a full-service digital advertising, marketing, social media and creative agency. They will be preparing our digital marketing strategy, managing our paid advertisement and our pay - per- click campaigns.

We have had great success in the past with our paid digital advertising and with additional grant funding, we would like to extend our digital advertising campaigns
year-round. These programs significantly boost website traffic. Additionally, the leads that are generated by Pay-per-Click ads automatically get loaded into our Mailchimp data base for future email blasts. It is not recommended to start/stop Google Ad campaigns. Pausing resets a campaign's quality score and its algorithms, so when we reactivate the campaign during the start of the season, we are essentially starting from zero and losing all of the momentum we created.

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.

This past season in January 2025, the Naples Art District hired a new agency, DMA to elevate our organic social media strategy. They provided 3-4 social media posts per week on Facebook and Instagram, along with 4 stories per week. Additionally, a monthly photoshoot was done to optimize our content development and performance . The strategy was to elevate the image of the Naples Art District to reach as many clients in affluent areas and produce quality content with the overall goal of showcasing a page on Facebook and Instagram that people will see as active and aesthetic. The target audience was:
-existing clients within Naples and other parts of the Southwest Florida region.
- Individuals who show an interest on social media who will interact with and push Naples Art District social content out to further audiences
- Interior Designers in SWFL and the East Coast
- Other artists to build support.
The goals were to achieve the following outcomes:
-enhanced brand aesthetics
-improved audience engagement
-increased content reach

We saw significant organic social media growth since January. In January to mid-February, we gained 225 new followers on Instagram and our reach increased by 83%. A key highlight is our content is being noticed by more non-followers than followers, meaning we are successfully reaching new potential audiences. For Facebook, we gained 119 followers, our views were up, and our reach was up by 113%
Boosted posts are highly effective for the best results in account engagement. Moving forward next season, continuing with and increasing strategic boosts will sustain and amplify this momentum. Continuing to create video content will help us grow our engagement and garner more "Likes", "Shares" and Click throughs.

We will be working with a new social media marketing agency, Lemonade Hype, beginning in May 2025. Our objective is to continue to build on the positive results we have previously achieved and create a strong online presence with social media and digital marketing campaigns. For the new season, we want to engage with more social media influencers attending our events and sharing our posts to gain additional exposure for the Naples Art District.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.

Between November 2024 and April 2025, the Naples Art District website saw 122,000 total sessions. Users spent an average of 52 seconds per visit and triggered 6.58 events each, reflecting deep engagement and strong interaction with the site's content. Over 70% of our sessions came from visitors originating in the state of Florida outside of Collier and Lee counties, and from out of state users.

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Social media played a key role, driving 25% of total traffic through a combination of paid and organic posts. Additionally 30% of sessions came from paid search ads, showcasing the site's effectiveness in generating leads directly from ad clicks. Most notably, the website converted interest into action, resulting in 87 paid ticket sales, more than 575 class registrations, and 650 new email subscribers. These outcomes point to a more engaged, high-quality audience in 2025, ultimately reflecting improved conversion efficiency year over year. Our goal is to grow our website sessions by 20% next season through our advertising campaigns.

WEBSITE TRAFFIC BY LOCATION BETWEEN JANUARY 2024 AND APRIL 2025
More than half of the Naples Art District's website traffic, approximately 54% came from visitors within the state of Florida.
- The district saw approximately 67,732 website sessions, originating from Florida.
- Collier County accounted for about 20% (24,602) of the sessions, and Lee County for 8% (10,579)
-The remaining 32,551 sessions originated from other counties within the state of Florida, with Miami-Dade at 16%(19591) of the sessions and Hillsborough (Tampa area) at 5% (6345)
- Notably 43.4% of traffic (54.400 sessions) originated from other states, particularly from states with key feeder cities like Atlanta, New York, and Chicago.

Traffic from outside of Collier County, including other areas of Florida and out-of-state visitors, can largely be attributed to the out of market advertising efforts funded by the TDC grant, which helped expand awareness beyond the immediate Naples area.

For 2025/26, we hope to use TDC funding to continue updating, enhancing, and expanding the capabilities and maintaining the health of our website, which is a critical component of our overall marketing strategy.
1. Updating: our website must be continuously updated to keep our information current and our home page fresh and appealing. Updates include:
- An interactive map showing all locations for our 100+ artists with a hover and click through to an individual page on our website for each artist, showing their artwork images, their photo and a mini bio
- Information on classes offered to the public. We have over 50 diverse classes.
- Special events, open studio information, special interest tour information
2. Enhancing and Expanding
- Evaluate adding an on-line gallery feature promoting the original artwork of our artists with on-line sales to raise funds for both the Naples Art District and benefit our members
- Enable a survey to collect visitor data on-line. The opportunity to track visitors by geographic location would enable us to target our advertising campaigns in additional Florida cities in the future with TDC grant funds.
-Utilize more video to take visitors on a "virtual tour" of the district studios and galleries and the variety of art they can see when they come.
- Display our recent Instagram or Facebook posts on the bottom of our homepage with links as a call out to our social media pages. This will highlight our social presence and make it easier for website visitors to engage

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

with us on those platforms.
- Make the Studio Status App more visible on the website. This was new this past season and allows you to see which studios are currently open in real time. Modify it to sort only those studios that are currently open to come to the top of the list.
- Evaluate the use of banners to bring attention to information about events etc.
- Create a more robust newsletter sign-up form that captures subscriber interests upfront.
3. Hosting and Maintaining - Regular monitoring and upkeep to maintain the functionality and security of the website.
-Monitor the website for updates published by WordPress and various plugins and integrated platforms
- Ensure the website is healthy and not at risk of hacking or malicious activity
- Create and store data base and core file backups to restore functionality if ever necessary
- Mobile and Browser optimization to ensure that every update made, and all website pages and posts pass a mobile-friendly test, are optimized, and work across multiple internet browsers
- Fix any broken links when needed

Our website is our greatest marketing tool with all of our print and digital advertising directing people to our website. Our website implemented strong Search Engine Optimization (SEO) to best attract new visitors while ranking high on Google. Each page is indexed with strong industry-related keywords and the Naples Art District ranks at or near the top when these keywords are searched.

Describe any radio advertising campaigns.
We currently are not planning to use any radio advertising campaigns at this time. If funding permits, we would consider running 15 second spots on WGCU to promote our signature events, such as Artful Arrangements, Palette to Palate, and the Arty Party. The WGCU radio and signal area includes the footprint of more than 1.5 million people, including Collier, Lee, Sarasota, Charlotte, DeSoto, Highlands, Glades, Henry, Palm Beach, Broward, Miami-Dade, and Monroe counties.
We would look to our Marketing agency to advise us as part of their media planning and channel mix recommendations.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
N/A

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.

-We would like to pursue more collaborative events with cultural organizations and local businesses to reach a broader audience. An example of a collaborative event we are considering is to partner with local interior designers to host an art and design event, possibly off-site in a furniture showroom. This would enable us to showcase our art in other community locations, broadening our reach and increasing awareness of the Naples Art District. The Naples Art District’s goal is to be a thriving partner for “cross collaboration” events that inspire collectors, and interior designers to help boost local tourism. We aspire to be recognized as Southwest Florida’s premier visual arts destination - built by over 100 artists working in collaboration with other cultural arts organizations, to bring unmatched creativity to our community.

-With the support of our new marketing agency, Priority Marketing, we are going to build a proactive public relations plan. This will include the research and development of a news release distribution list of targeted media contacts and publications applicable to our target audience. The plan will also include writing monthly news releases, articles, stories, guest opinions and pitching these to targeted media outlets. Additionally, identifying and coordinating speaking engagements and interviews, as well as, writing and submitting nominations for relevant award opportunities will be part of our comprehensive plan. This well-designed and executed PR plan will include defining our target audiences, choosing communication channels, crafting messages and measuring our success in increasing attendance at our events, driving traffic to our website, and contributing to promoting tourism in Collier County. We will continue to manage the listing of all of our events on digital community calendars and to garner more attendance.

- Additionally, working with our marketing agency, we want to expand our fundraising efforts with recommendations for new fundraising events and recommendations for our Fundraising theme with key messaging and supporting creative materials. These new events will enhance our robust schedule of art enrichment offerings for residents and visitors alike.

Upload your marketing plan.
Naples Art District 2024_25 Report.docx

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	3,200
SubTotals:	**3,200**
Grand Totals:	**3,200**

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
- Catalogue: The Naples Art District seasonal catalogue published in October 2025 will feature a full page ad promoting the CVB/TDC. We print around 8500 copies of the catalogue and it will be widely distributed in our studio settings and throughout other cultural and business venues.
- Website and Marketing Materials: The TDC/Paradise Coast logo will continue to appear on our website homepage as a committed supporter of our arts events and initiatives. The logo will also appear prominently on most of our marketing materials
- All of our out-of-county advertising recognizes the support of the CVB/TDC. Our advertising materials will include the Paradise Coast logo and link, where potential visitors can access a wealth of information about other county offerings. Promoting tourism to Collier County is strongly supported by the effectiveness of our advertising to drive qualified traffic to our website where the Paradise Coast logo is displayed.
- Our monthly e-newsletter includes the CVB/TDC logo for additional recognition
- Our collaborations with other arts and cultural organizations within Collier County also reinforce arts and cultural tourism and provide logo recognition for the CVB/TDC

How are recognition levels and placements set and determined?
We are a small organization and do not have a structured set of rules. We list our largest donors and supporters on the home page of our website and the others are listed on our sponsor page.

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
N/A

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	12,650
Lee County	3,605
Other Florida	7,000
U.S. - Out of State	12,800
International	0
Unknown	0
SubTotals:	**36,055**

Children Totals	**Estimated Attendance**
Collier County	0
Lee County	0
Other Florida	0
U. S. - Out of State	0
International	0
Unknown	0
SubTotals:	**0**
Grand Totals:	**36,055**

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
0

Average Ticket Price Child
If free, enter $0
0

Total Yearly Attendance For Organization - Adults
36,055

Total Yearly Attendance for Organization for Adults from Collier County
12,650

Total Yearly Attendance - Children
0

How will you collect attendance figures reported in the attendance projections?
The Naples Art District does not have an admissions gate and 90% of our events are free. Therefore, it is challenging to collect exact attendance figures and data. Our attendance tracking methods include:
-Digital registrations
-Email registrations
-Class registrations on our website
- Special events attendance records
- Private VIP tours
- Artist Exhibitions
- Fundraising events such as the Arty Party and Palette to Palate - guests
- Brochure distribution at events and in our studios
- Data we collect on our "clickers" when visitors come into our artist studios
- Tickets and admission sales records for collaborative events such as Painting Festivals at the Naples Botanical Gardens and Naples Zoo

Excluded from these are the unknown number of people who saw our exhibits on display at the Collier County

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Circuit Court Building and FineMark Bank. Our member artists also display their work in a wide variety of venues throughout Collier and Lee counties, adding to the visibility and recognition of the artistic talent within our membership. These individual artist exhibits further our impact of raising awareness of the Naples Art District as a cultural venue.

Also excluded are the significant number of people we reach through various media:
- During this season we had 122,000 sessions on our website
- Our social media campaigns for the TDC reached 326,967 accounts
- Our Instagram page has 3300 followers and our Facebook page has 3200 followers
- Our Pay-Per-Click TDC campaign had over 542,000 impressions
- Our banner ads in Gulfshore Life reach 25,000 engaged subscribers each month

All of these touchpoints help raise awareness of the Naples Art District, increase attendance at events, and promote tourism for Collier County.

We have tried many ways to collect visitor data with varying success. The Naples Art District does not have an admission gate and 90% of our events are free. Additionally it is not a venue in which you can walk to our 53 individual galleries. It requires you to drive to an area and park and then get back in your car to drive to the next gallery you want to visit. The same person could drive and go to multiple galleries. They would be considered a visitor of each distinct gallery, meeting and engaging with different artists and viewing different styles of art.

That being said, we can however provide some information about the number of visitors during the season based on artists who use clickers to track, ticket sales for fundraising events and guest check-in, VIP tour guests, student registrations, and special events.
The following describes our attendance numbers for these categories:

- Palette to Palate - 100 attendees
- Arty Party -140 attendees (capped by capacity of the room)
- Artful Arrangements over three days - 1050 visitors
- Classes- 3720 with 575 registrations coming in from the website alone in addition to the marketing done by the individual teaching artists. We offer over 50 classes and have 26 teaching artists. The vast majority of the students are non-residents.
- VIP tours - 500 attendees
- Artisan's Plaza special event - 100 attendees
- Open Studio and Gallery visitors over the season - 19,995 November through April for 9 open studio events per month. This is based on a survey of 15 galleries who regularly use clickers to track visitors.

SUBTOTAL FOR THE ABOVE - 25,605 visitors

- Additionally we have 38 other galleries that hosted 9 open studio events per month November through April.

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Based on a very conservative estimate of only 275 visitors per studio over the 6 month period would add another 10,450 visitors.

TOTAL - 25,605 PLUS AN ESTIMATED 10,450 = 36,055 VISITORS

Attendance varied with some galleries reporting more visitors and others reporting lower attendance than the previous year. This was similar to what other art organizations in Collier County said about experiencing lower attendance this year. Although we got off to a slow start to the season, mostly the result of very limited advertising, attendance picked up significantly January-April.

Upload any files that helps support the attendance figures.
NAD Website Reporting.pdf

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
The Collier County Strategic Plan research indicated that artist studios are the preferred venue for cultural tourists. Visit Florida reports that the opportunity to meet local artists provides an "authentic experience", that is important to and desired by travelers.
We promote over ten options to enhance the stay of visitors with art related programming such as "Sunset Painting on the Beach", A Glassblowing Experience, Coastal Resin Art Classes, and many jewelry classes. We need to do more outreach to hotel concierges and convention meeting planners to share these programs.
As part of our TDC grant funding we advertise in the Naples Grande's Neapolitan Magazine and the SWFL Relocation Guide.
We hope there will be an opportunity for more collaborative advertising with other arts organizations targeted to cultural tourists will lead to more overnight stays motivated by a unique variety of arts-related activities, including a visit to the Naples Art District

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**233,301**	**261,500**	**289,699**
Operating Expense	**231,259**	**261,500**	**289,699**

Project Expenses	
Total artistic fees for this project	$29,000
Total expenses for this project	$219,100
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$36,500
B. Contributed income	$112,600
C. State arts agency income	$0
D. Local government income	$70,000
E. Other income (include applicant cash)	$0
F. Total project cash income	**$219,100**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$29,000
B. Production Costs (personnel, equip.)	$0
C. Space rental	$0
D. Marketing (publicity, etc.)	$190,100
E. Other expense	$0
F. Total project cash expense	**$219,100**

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Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Artful Arrangements	0
FineMark Bank	15,000
SubTotals:	**$15,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Art & Gail Edwards Donor Advised Fund	30,000
Private Capital Management (firm)	2,500
International Design Source	2,500
Greater Milwaukee Foundation	2,000
SubTotals:	**$37,000**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Restricted	0
Underwriter for Artis Ad in playbill	8,100
SubTotals:	**$8,100**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
Misc. Businesses	0
Misc. Individuals	0

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SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$60,100**

Name: Misoon Whang
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Email: mw@misoonwhang.com

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	3,000	+	6,000	=	9,000
Print Advertising	47,200	+	23,200	=	70,400
Other Print Materials	30,000	+	0	=	30,000
Digital Advertising	20,000	+	20,000	=	40,000
Social Media	8,700	+	0	=	8,700
Website	20,000	+	12,000	=	32,000
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	19,000	+	10,000	=	29,000
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$147,900**	**+**	**$71,200**	**=**	**$219,100**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	0	+	0	=	0
Exhib. Fees /Perf. Rights	0	+	0	=	0
Equipment/Supplies	0	+	0	=	0
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	0	+	0	=	0
Personnel - Ind Contract	0	+	0	=	0
Personnel - Staff No TDT	0	+	0	=	0

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Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$0 +**	**$0 =**	**$0**
Expense Totals:	**$147,900 +**	**$71,200 =**	**$219,100**

Name: Misoon Whang
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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
We included $70,000 in estimated income from this grant as “local government income”.

Enter any other general explanations you feel are necessary.
Nothing is required

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
N/A

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
Naples Art_Project Budget Final.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

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Email: mw@misoonwhang.com

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Art District, Inc

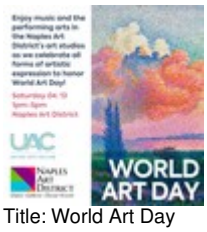
Application #C2-25-26-0003

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Support Material



Title: Social - TDC Open Studio Ad
Download: 295978.
View File



Title: World Art Day
Download: 296038.
View File

Title: Open Studios Reel
Download: 296024.mp4
View File

Title: Artful Arrangements Postcard
Download: 296034.pdf
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Title: Back Cover Schedule
Download: 296037.pdf
View File

Title: Frida Fest Postcard
Download: 296035.pdf
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Title: Google ads with Advertising Agency
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Title: NAD 2025 Map
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Title: NAD 2025 Season Classes
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Title: NAD Classes Brochure
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Title: NAD Collaborative Programming
Download: 296036.pdf
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Title: NAD Newsletter 2025
Download: 295996.pdf
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Title: NAD Website Reporting
Download: 295919.pdf
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Title: Supporting Docs for Website Creative
Download: 286826.pdf
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Title: Website creative
Download: 286804.pdf
View File

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit Regarding Labor and Services - 5-22-25.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Certif Liablity Insurance 10.31.24.pdf

Worker's Comp Coverage
Not applicable

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
workers comp application copy 5-27-2025.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Name: Misoon Whang
Phone: (646) 637-2964
Email: mw@misoonwhang.com

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Botanical Garden, Inc.

Application #C2-25-26-0005

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Applicant Profile

Applicant Type	Organization
Name	Trisha Griffin
Legal Name	Naples Botanical Garden, Inc.
Email	tgriffin@naplesgarden.org
Primary Phone	(239) 643-7275
Alternate Phone	(239) 325-1931
Address	4820 Bayshore Drive Naples, Florida 34112 UNITED STATES
Website	https://www.naplesgarden.org/
Applicant Institution	Other Museum
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	03/23/1994
FEIN / Tax ID	65-0511429
Date Organization Formed	01/01/1993
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	LCKDBMGF2E87
DUNS Number	038914672

Mission Statement

Naples Botanical Garden conserves the plants and habitats of the tropics, cultivates beauty, offers knowledge, and inspires the protection of nature. The Garden is a world-class habitat where plants and people thrive together.

Organization History

Founded in 1993 and opened in 2009, Naples Botanical Garden (the Garden) is an independent 501(c)(3) organization encompassing 170 acres, including 90 acres of restored Florida habitat under permanent conservation, featuring plants from around the world. In recognition of its accomplishments, the Garden was the youngest garden in history to receive the American Public Gardens Association’s prestigious Award for Garden Excellence in 2017 and obtained the Award for Museum Excellence from the Florida Association of Museums in 2018. The Garden is consistently listed as one of the top things to do in Naples by TripAdvisor and has achieved its Traveler’s Choice award. In 2023, Gulfshore Magazine ranked the Garden as Best Overall Attraction and Best Nature and Wildlife Viewing venue. The Garden is dedicated to its mission to conserve the plants and habitats of the tropics, cultivate beauty, offer knowledge, and inspire the protection of nature. Accommodating 225,000 visitors annually, and supported by 15,000+ member households, the Garden

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

is staffed by 134 employees and supported by volunteers who contribute more than 11,000 hours annually. Compared with other venues, the Garden offers a uniquely beautiful, tropical, natural, and ever-changing experience to bring our diverse community together. Services provided include mission-related guided tours, self-guided audio tours, student field trips, family and adult programming, therapeutic horticulture, creative aging programs, community outreach programs, and a variety of nature-themed arts and cultural events.

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Naples Botanical Garden, Inc.

DBA For Organization - enter if your current name is different than the legal name
Naples Botanical Garden

Federal ID Number
65-0511429

Organization Web Address
www.naplesgarden.org

ORGANIZATION ADDRESS

Street Address
4820 Bayshore Drive

City
Naples

State
FL

Zip
34112

PHONE AND FAX

Main Phone Number
239.643.7275

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Fax Number

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
President & CEO

First Name
Donna

Last Name
McGinnis

Email Address
tgriffin@naplesgarden.org

Phone Number
239.325.1931

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Project Information

Support Type
Seasonal Support

Project Name
Seasonal Support for Día de los Muertos and Johnsonville Night Lights in the Garden 2025-2026

Location of the Project
Naples Botanical Garden, Collier County

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-01-31

Project Type
Check all that apply.
Exhibition
Performance
Festival
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
Día de los Muertos (Day of the Dead) has been an annual festival held at Naples Botanical Garden since 2022 that entertains 3,000 visitors over the weekend celebration as part of the ¡ARTE VIVA! countywide promotion. With origins in Mexico, the Garden shares the significance of this happy and colorful holiday commemorating loved ones and its rich culture through special displays, tours, and arts and crafts stations. Live music, dance performances, and food provide something for the whole family to enjoy. Día de los Muertos lasts all weekend, from 10 am - 7pm on Saturday, November 1, and 10 am - 4 pm on Sunday, November 2 with activities,

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

exhibits, and events. This event is included with the price of regular admission (currently $27 for adults, $12 for children 4-17, free for children 3 and under, and free to Members).

Johnsonville Night Lights in the Garden is an annual event running for the 17th consecutive season. This cherished event, with 47,457 tickets sold last year, will run for 35 nights from Friday November 28, 2025 - January 4, 2026 (excluding Christmas Eve, Christmas Day, and New Years Eve) from 6 - 10 pm. A favorite of residents and tourists, this professionally produced lighting exhibit promoted as "Winter in the Tropics" features spectacularly lit displays highlighting our world-class botanical collection. Regular ticket prices for children start at $9 for Members and $18 for non-Members, and $17 for adult Members and $34 for adult non-Members.

Both of these events align with Collier County's mission to deliver high-quality programs to meet the needs of residents and visitors, especially during the shoulder season; and the Garden's mission to inspire, by being a place where plants and people thrive together.

Detailed Project Description
DÍA DE LOS MUERTOS

The Día de los Muertos festival is a two-day celebration weekend event held at Naples Botanical Garden. It is one of the most important holidays in the Latin world originating in Mexico as a fusion of Aztec and Catholic traditions, focusing on honoring the dead and commemorating loved ones passed. It is celebrated mostly in Mexico and some parts of Central and South America. Recently it has become increasingly popular among Latino communities in the United States. Although this event is a time in which the living commune with the dead, it is a happy and colorful celebration focused on the family. The Garden hosts live musical performances and Mexican Folkloric dancers, festive hands-on activities, special displays, tours, food and drink specials in Fogg Café, a community ofrenda (offering), photo opportunities, and arts and crafts stations.

One of the most recognizable icons of Día de los Muertos is La Catrina, a figure born out of Mexican social satire traditions and Mexican icons that is still depicted today in celebration of the holiday, serves as the inspiration for La Calavera Catrina. In 2023, the Garden commissioned Los Angeles-based Mexican artist Ricardo Soltero to create four eight-foot tall Catrina sculptures based on the traveling exhibit held at the Garden in 2022. Each colorful statue highlights different aspects of Mexican culture and Día de los Muertos celebrations. The sculptures will be presented throughout the Garden along with a presentation of horticultural installations, interpretive signage, and related displays. We will also offer a separately ticketed extended evening hours opportunity to allow for sunset viewing of the large-scale, fiberglass skeleton figures.

"We believe that there are three deaths," explains Soltero, the first is when the soul leaves the body; the second when the body is interred in the earth; and the final "is when nobody remembers you." Día de los Muertos, he says, "is a way of celebrating the person, the memories of that person, and keeping them alive."

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There are many hallmarks of the holiday of which the Garden incorporates such as ofrendas. An ofrenda, or memorial for departed loved ones, translates as "offering," and families create altar-like tributes laid out with favorite foods and mementos, photos, candles, and marigold flowers. When honoring both children and adults, families redecorate the ofrendas during Día de los Muertos, shifting from keepsakes such as toys, to more mature displays.

This Mexican themed event supports the Collier County Arts & Culture Strategic Plan to promote Collier County as an arts and culture destination. Similarly, it supports the Tourist Development Council’s mission and vision to promote distinctive world class vacation experiences resulting in positive economic growth and to be a desirable year-round tourist destination, especially during the shoulder season of November.

Through these cultural offerings, grant funding for Día de los Muertos from the Collier County Tourist Development Council will help to provide the celebration of the rich and diverse Hispanic and Latin heritage that exists across Collier County (27% of the population identify as Hispanic according to 2024 U.S. Census Bureau estimates). While also promoting tourism in Collier County, the success of these exhibitions and activities will afford Naples Botanical Garden vital funding to support our mission areas of conservation and education. Día de los Muertos will last all weekend, from 10 am - 7pm on Saturday, November 1 and 10 am - 4 pm on Sunday, November 2 with activities, exhibits, and events included with the price of regular admission (currently $27 for adults, $12 for children 4-17, free for children 3 and under, and free to Members).

JOHNSONVILLE NIGHT LIGHTS IN THE GARDEN

Johnsonville Night Lights in the Garden features plants aglow with brilliant color that transform the Garden into a family-friendly tropical winter wonderland, becoming a magical place to celebrate the holidays and cooler evenings. This festive event highlights our living collections in a way that makes the plants the focus. Every color choice throughout the Garden during Johnsonville Night Lights is intentional. Upon entering the Garden there is a breathtaking palette of sunset colors that mimic the transition from day to night in our corner of the world. In the Scott Florida Garden, for instance, there are concentrations of yellow and purple, a nod to our native flowers such as tickseed, the state wildflower; Florida paintbrush; beautyberry; partridge pea; Stokes’ aster; verbena; St. John’s wort; salvia; and goldenrod. Even the touches of blue hint of nearby waters. Following the Garden’s pathways along the fringes of Lake Tupke, there are Caribbean colors that reflect the fruits of the tropics. The Garden transforms with colorful lights in a way that inspires people to engage with plants so that they can rediscover the natural beauty of flora from the tropics and subtropics.

The celebratory atmosphere of this exclusive happening, the only one of its kind in Collier County, provides something for everyone. An annual tradition for many families, including residents and returning tourists, the Garden sparkles with thousands of lights disbursed throughout. With live musical performances by local acts every evening, visitors can hum along as they stroll through the Garden, marveling at the beauty of our

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

illuminated plants, trees, and individual garden features to enjoy an evening experience in the Garden like no other. In collaboration with local custom event professionals, Tech-Tronics Productions, the lighting design will be reimagined, as it is every year, to keep the exhibit fresh and exciting. In addition to offering family-friendly photo opportunities with a living bromeliad tree, there will be an interactive seating installation for visitors to enjoy the event from a different perspective. The Berger Shop in the Garden, the Garden's gift shop, will be open nightly throughout the event for holiday shopping opportunities. Guests can also soak up the spirit of the season with family, friends, and loved ones as they sample specialty menu items from Fogg Café and sip on a signature cocktail only available during Johnsonville Night Lights. Festive treats such as Traditional Dutch Delights by Dutchkinz® and a grilling station by Johnsonville Hot Dogs and Bratwursts will be available for purchase via a grilling station manned by Café chefs on select evenings. A percentage of sales by both vendors is included in the attached income projections.

This event has become a “must-do” in Naples during the holidays, attracting an audience who might not otherwise visit the Garden, drawing locals and visitors from all over the world. Last year alone, nearly half of the guests who attended Johnsonville Night Lights were from out of Collier County, making it an event that aligns with the Tourist Development Council’s efforts to continue to support and lead the Florida tourism industry, especially during the shoulder season of December. It is needless to say that this experience has grown in popularity since inception in 2009 with just 801 visitors! The number of tickets sold for Johnsonville Night Lights in 2024 was 47,457, generating $1,311,400 in revenue during the event period, and 48% attending from out of Collier County. The event will run for 35 nights from Friday November 28, 2025 - January 4, 2026 (excluding Christmas Eve, Christmas Day, and New Years Eve) from 6 - 10 pm.

TICKET OPTIONS for JOHNSONVILLE NIGHT LIGHTS
1) A new event ticket option initiated two years ago is GLOW, a popular special adult-only ticket that elevates the experience with unrestricted entry time, flex-option, drink ticket, and other exclusive perks. The GLOW ticket costs $80 for Members and $105 for non-Members with 318 tickets sold in 2024.

2) Flex-options allow for a one-time exchange with no additional cost. Pricing for children will start at $15 for Members and $25 for non-Members, and $30 for adult Members and $55 for adult non-Members. There were 1,652 flex tickets sold in 2024.

3) In 2024 we introduced a late-night ticket option allowing guests to purchase tickets at a reduced price when booking at 8 pm or later. Pricing for children start at $6 for Members and $12 for non-members, and for adults at $14 for Members and $28 for non-members. This was extremely popular with 10,040 tickets purchased in 2024.

4) Regular tickets require advanced reservations by date and time. Prices for children start at $9 for Members

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

and $18 for non-Members, and $17 for adult Members and $34 for adult non-Members with 35,447 regular tickets sold in 2024.

The proposed Johnsonville Night Lights 35-night evening event supports the Collier County Arts & Culture Strategic Plan to promote Collier County as an arts and culture destination. Similarly, it supports the Tourist Development Council’s mission and vision to promote distinctive world class vacation experiences resulting in positive economic growth, and to be a desirable year-round tourist destination.

Grant funding for Johnsonville Night Lights in the Garden from the Collier County Tourist Development Council will enable the Garden to continue to offer this unique outdoor experience to thousands of families who continue to make this event a holiday tradition while affording vital program funding in support of our mission areas of conservation and education.

What are the artistic and cultural goals and vision for this project?
The artistic and cultural goals of both Día de los Muertos and Johnsonville Night Lights are to present a clear connection to horticultural or conservation themes and provide an additional layer of interpretation of our living collections. This allows visitors to gain a deeper understanding of the plants and physical environment at the Garden by highlighting the natural beauty of plants on display from the tropics and subtropics. These events create a space through ornamental displays, inspirational works of art, and family-friendly exhibits in a place that people want to visit. This provides an opportunity to engage guests in a way that allows us to educate them about plants, cultures, and important environmental issues.

The 2023 Arts& Economic Prosperity impact study revealed that the arts drive commerce to local businesses providing vital income for restaurants and hotels, as well as arts travelers being ideal tourists because they stay longer and spend more money seeking out cultural experiences, often traveling to attend a specific activity. The vision for both Día de los Muertos and Johnsonville Night Lights is to create engaging and impactful visitor experiences for a diverse audience, accessible to all, highlighting the ecosystems and cultures of the tropics that encourages people to visit our region.

The Garden achieves its mission to inspire the protection of nature through nature-related arts and cultural programming, interpretation, exhibits, festivals, and experiences such as Día de los Muertos and Johnsonville Night Lights, that are integrated into an annual theme. These proposed events support the Collier County Arts & Culture Strategic Plan to promote Collier County as an arts and culture destination. Similarly, it supports the Tourist Development Council’s mission and vision to promote distinctive world class vacation experiences resulting in positive economic growth, and to be a desirable year-round tourist destination. According to the Council’s Strategic Plan 2019 survey, “…a vibrant arts and culture industry helps local businesses thrive.”

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

and Culture initaitve.
The Día de los Muertos annual celebration was founded in 2022 as part of the inaugural inspiration for the county-wide ¡ARTE VIVA! festival. This event celebrates the Hispanic heritage and artistic diversity of our region with the Hispanic community constituting nearly 30% of our community's population. With origins in Mexico, this event provides offerings for guests to discover the holiday's significance and its rich culture through special displays, arts and crafts stations, live entertainment, and more. Naples Botanical Garden is proud to continue to contribute to the arts and culture of this initiative along with other related programs occurring throughout Collier.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
The national study Arts & Economic Prosperity 6 (AEP6) released in January 2024, indicated that Collier County's nonprofit arts-and-culture industry generated $147 million in economic activity in 2022 with 30% of event attendees being non-locals traveling from outside Collier County.

According to a survey conducted in 2024 by Cygnus Applied Research of visitors to Naples Botanical Garden,

• 33.6% did not consider Florida their primary residence and
• 62.3% responded that they were likely to visit the Garden again within 12 months.

Of those, 33% indicated that Día de los Muertos was their primary reason for visiting the Garden and 91% for Johnsonville Night Lights. While these events already have a built-in audience, they continue to draw new visitors annually hence being major contributors for driving tourism to the Paradise Coast.

In support of its growth, the Garden implements a robust marketing plan to promote these events and drive local and regional tourists to Collier County. In support of Strategy 3.1 of the United Arts Collier Arts and Culture Strategic Plan 2024 update, to market Collier County as a unique arts and cultural destination, we will offer the Día de los Muertos two-day celebration weekend and the Johnsonville Night Lights 35-night “Winter in the Tropics” lighting exhibit, and target promotions to residents as well as regional, national, and international visitors.

These events are promoted in local and external markets as well as in Cultivate, the Garden's magazine and primary marketing tool, which is mailed to 23,000 recipients including our 15,000+ member households in 47 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, as well as nine Canadian provinces, the United Kingdom, Germany, and Australia.

A large portion of the Garden's advertising budget for Johnsonville Night Lights 35-night event is dedicated to aggressive digital media promotion inclusive of social media marketing, digital retargeting, search engine optimization, and banner ads that will reach prospective guests from outside of Collier County. This robust

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

campaign will be managed by the creative digital marketing communications agency, Padilla, making it easier to reach tourists outside of Collier including Sarasota and Miami.

Results from the national digital campaign in 2024 for Johnsonville Night Lights showed that we generated

• 2,651,793 impressions; and
• 168,153 total clicks (2.29% average click through rate compared to 1.6% average for the travel / hospitality industry).

These efforts resulted in
• 18,959 (48%) visitors from out of Collier County (49% in 2023),
• with approximately 7% (9% in 2023) of those visitors staying in a vacation rental,
• and 6% in a hotel (6% in 2023),

remaining consistent with prior years, according to survey results from Downs & St. Germain Research (attached) conducted throughout the event. Funding support is crucial at this time as it is important during these uncertain times to continue to aggressively market these events to encourage tourists to visit.

Results from the 2025 Arts & Economic Prosperity Calculator (attached) provided by the Americans for the Arts show that the total economic impact on local government revenue by the Garden alone is $681,448 given the population in Collier, the Garden's operating expenses, and attendance of 225,000 guests annually. These programs give people reasons to attend and will further the county's goal to increase awareness and success by attracting day guests and overnight visitation.

What is the impact on this project and your programming if this funding is not received?
Grant funding for Día de los Muertos and Johnsonville Night Lights provides critical operational funding to support our marketing efforts enabling the Garden to successfully execute these events as revenue drivers. These successes allow for the opportunity to educate the Garden's 225,000 annual visitors on the importance of appreciating and protecting nature. If these events fail, the Garden will lack the resources to conduct year-round programming such as beach dune education to inform tourists and locals about the importance of plants which are crucial to our coastal community.

The impact of not receiving this funding would keep the Garden from being able to apply those funds towards program funding to operate our mission areas of conservation and education. The Garden's ability to remain open year-round is dependent upon successful events, especially Johnsonville Night Lights, since 20% of the Garden's annual visitation is during this event, generating 10% of the Garden's revenue.

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
The primary marketing goals for both Día de los Muertos and Johnsonville Night Lights are to create awareness and drive ticket sales by selling these events as unique, must-do, events to attend in Naples. The Garden partners regularly with the CVB to welcome travel writers who are visiting to write articles for their publications. The Garden also hosts tourism familiarization trips for visiting travel partners such as travel agents, group meeting planners, tour operators, and influencers.

A large portion of our advertising budget is dedicated to the digital market, making it easier to reach potential guests outside the 50-mile radius of our local community. We will engage Padilla, a creative marketing communications agency, for digital media promotion inclusive of social media marketing, digital retargeting, search engine optimization, and banner ads that will reach prospective guests from inside and outside of Collier County. These combined efforts will further the county’s goal to increase awareness and success of exhibitions

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

and events by attracting overnight visitation. The CVB logo will remain primary in terms of visibility as it has in the past.

Each campaign is targeted to a specific audience to ensure the greatest rate of success. For instance, Día de los Muertos is targeted to the Hispanic community in Southwest Florida, and on the east coast primarily in Fort Lauderdale and Miami.

Johnsonville Night Lights is a significant contributor to the Garden's overall operating budget, generating 10% of the Garden's revenue. The success of our marketing efforts to increase attendance to this event is imperative to accomplishing our overall goals of serving the community while also providing an entry point for first-time visitors.

* See attached marketing plans for details pertaining to each event.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Naples Botanical Garden's active email address lists consist of over 15,000 Member households, 121,000 general public emails (approximately 25% from out-of-area - based on recent visitor surveys - and 21,000 more than 2024), with an average open rate of 53% (the average for nonprofits is 30%).

A digital version of the Garden’s magazine, Cultivate, and multiple event notifications highlighting the Dia de los Muertos celebration weekend and Johnsonville Night Lights exhibit will be emailed to both our Member household list and to our public list promoting the events.

Dia de los Muertos will be featured in the Garden’s emails in September and October. They will feature a minimum of 2 emails targeted to the general public, 2 to Members, plus at least 1 standalone email with no other subject matter.

Johnsonville Night Lights will be featured in the Garden’s emails beginning in September and will run through January’s New Year messaging. This will feature a minimum of 4 emails targeted to the general public, 4 to Members, plus at least 3 standalone emails with no other subject matter.

The aim in 2025 will be to increase the number of new attendees to Dia de los Muertos from 2733 in 2024 to 3,006 (10%) and Johnsonville Night Lights from 47,457 in 2024 to 50,000 (5%) which will simultaneously build upon our current active mailing lists.

The CVB logo will remain primary in terms of visibility as it has in the past. All links in the emails will go straight

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

to high traffic website pages also displaying the CVB logo. The Garden lends great visibility in the community to our generous supporters and we aim to ensure appropriate acknowledgement while showing our appreciation.

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.
The focus for both Día de los Muertos and Johnsonville Night Lights print advertising will be on both local and out-of-Collier drive markets with the objective of attracting new and overnight visitors and to market Collier County as a unique arts and cultural destination in support of Strategy 3.1 of the United Arts Collier Arts and Culture Strategic Plan 2024 update.

Print pieces will have QR codes where feasible that allow us to track audience engagement with digital resources such as ticket purchases. Advertising will be strategically focused on drive markets and regional high tourism areas such as Lee County, Charlotte County, Dade County (Miami), and Broward County (Fort Lauderdale) prior to and throughout the duration of the events.

Print materials for both events, particularly out of market, will highlight the variety of activities featured at each event, leverage the Garden’s excellent photographic opportunities, link to a dedicated event page on the Garden’s website, and prominently display the CVB logo. The Garden will purchase no less than a full page in magazine ads to celebrate our beautiful location and allow for detailed messaging, high visibility for supporters (logo to listed), and important items like QR codes (new for Día de los Muertos) will be utilized allowing us to track success of all ads.

Print ad placement for Día de los Muertos is scheduled to be as follows:

• El Mensajero de SWFL Newspaper – the leading Hispanic newspaper in Collier and Lee counties with 15,000 copies distributed monthly throughout Southwest Florida providing print, digital, and social media campaigns.
• Gulfshore Life Magazine - placed in 20 regional hotels / resorts; on newsstands at RSW, Punta Gorda, and Naples Municipal airports; 61,000+ monthly readership; also digital.
• Naples / Palm Beach Illustrated – available at Delta Sky Lounges in Tampa, West Palm Beach, Fort Lauderdale, and Miami; 185,000 monthly readers.
• Naples Daily News (Collier County) – circulation of 37,000+; includes digital.
• Neapolitan Family Magazine – reaches 50,000+ parents monthly in Collier and Lee counties; available in print and digital.
• News-Press – serves Lee, Collier, Hendry, and Charlotte counties; part of the USA Today Network; includes digital.

For Johnsonville Night Lights, a highlight of our print publications will be a primary spread in Flamingo

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Magazine that will be on newsstands for 3 months. It is distributed throughout the southeastern United States with a sterling reputation for only allowing the best of Florida on their pages. The Garden will have a spread, full-page ad, and advertorial, with the CVB logo on display at the front of the book.

Print ad placement for Johnsonville Night Lights is scheduled to be as follows:

• Flamingo Magazine - average circulation is 20,000; available at Orlando, Miami, Fort Lauderdale, and Jacksonville airports.
• Gulfshore Life Magazine – placed in 20 regional hotels / resorts; on newsstands at RSW, Punta Gorda, and Naples Municipal airports; 61,000+ monthly readership; also digital.
• Naples / Palm Beach Illustrated – available at Delta Sky Lounges in Tampa, West Palm Beach, Fort Lauderdale, and Miami; 185,000 monthly readers.
• Naples Daily News (Collier County) – circulation of 37,000+; includes digital.
• Neapolitan Family Magazine – reaches 50,000+ parents monthly in Collier and Lee counties; provided in print and digital.
• News-Press – serves Lee, Collier, Hendry, and Charlotte counties; part of the USA Today Network; includes digital.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
Our primary marketing tool is the Garden's full-color magazine, Cultivate (see event excerpt attached), mailed 2x/year to 23,000 recipients. Promotion for the Día de los Muertos celebration weekend will occur in the fall issue of Cultivate. Member promotion for Johnsonville Night Lights will also kick-off with the fall issue of Cultivate. This will promote our exclusive Member ticket presale before they are available to the public. Each issue of Cultivate encourages readers to further share their copy and spread the messaging.

The magazine is mailed to out-of-market recipients in 47 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, as well as 9 Canadian provinces, the United Kingdom, Germany, and Australia.

A digital version is also available to download from the Garden's website naplesgarden.org and is emailed to our public list of 121,000 active subscribers.

Printing of the Garden's magazine Cultivate is approximately $33,000 per issue. We allot 5% of that cost for Día de los Muertos and 10% for Johnsonville Night Lights as reflected in the attached marketing budget.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
A new addition to the marketing campaign for Día de los Muertos this year will be a Meta display ad campaign

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

by Padilla marketing that will target audiences outside of Collier County deemed likely to enjoy the Garden and who are searching online for things to do in Southwest Florida, including family-friendly events. This campaign will appear in both English and Spanish.

Digital ad placements will include:

• El Mensajero de SWFL Newspaper – the leading Hispanic newspaper in Collier and Lee counties with 15,000 copies distributed monthly throughout Southwest Florida providing print, digital, and social media campaigns.
• Gulfshore Life Magazine - 75,000 average monthly page views online; and 28,000 email subscribers.
• Kaleidoscope Brewery – located in a Collier County high-tourist area near downtown; QR code will track interest.
• Naples Daily News (Collier County) – 100,000+ email subscribers.
• Neapolitan Family Magazine – reaches 50,000+ parents monthly in Collier and Lee counties.
• News-Press.com – serves Lee, Collier, Hendry, and Charlotte counties; part of the USA Today Network; 60,000+ email subscribers.
• Padilla – digital ads including Facebook and Instagram.
• Riptide Brewery – located in Lee County; a QR code will track interest.
• Southwest Florida International Airport (RSW) in Lee County - digital advertising will be seen in the baggage claim area to capture arrivals to the region; a QR code will track interest.

For Johnsonville Night Lights, a Meta display ad campaign by Padilla marketing will target audiences outside of Collier County deemed likely to enjoy the Garden and who are searching online for things to do in Southwest Florida, including holiday and family-friendly events. Meta ads will focus on reaching people interested in holiday festivals, holiday activities, botanical gardens, as well as new and previous Naples Botanical Garden visitors. This campaign will appear in both English and Spanish.

Digital ad placements will include:

• Flamingo Magazine - website display advertising targeting audiences searching for things to do in Southwest Florida; 60,000+ monthly website views; 10,000 newsletter subscribers; 18,000+ social media audience.
• Gulfshore Life Magazine - 75,000 average monthly page views online; and 28,000 email subscribers.
• Kaleidoscope Brewery – located in a Collier County high-tourist area near downtown; a QR code will track interest.
• Naples Daily News (Collier County) – 100,000+ email subscribers.
• Neapolitan Family Magazine – reaches 50,000+ parents monthly in Collier and Lee counties.
• News-Press.com – serves Lee, Collier, Hendry, and Charlotte counties; part of the USA Today Network; 60,000+ email subscribers; 572,000 digital ad impressions were registered for the Night Lights event in 2024 (up from 369,000 in 2023).

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

• Padilla – digital ads including Facebook and Instagram.
• Riptide Brewery – located in Lee County; a QR code will track interest.
• Southwest Florida International Airport (RSW) in Lee County - digital advertising will be seen in the baggage claim area to capture arrivals to the region; a QR code will track interest.

In 2024, our digital campaigns generated over 12 million impressions (nearly 3 million of which were for Johnsonville Night Lights), and our click-through rate was 17.27% (compared to the 5.8% average for the travel and hospitality industry). Digital ads are focused outside of Collier County and will have the CVB logo prominently displayed.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Social media ads and posts include large organic and paid campaigns primarily on Facebook and Instagram.

Social media campaigns generated by Garden staff (along with those operated by Padilla) will be evaluated and optimized to meet audience needs and maximize engagement and ticket purchases. Social channel content on every platform will be reviewed and evaluated, to ensure we are focusing on targeting the correct audience using native platform tools and third party analytics platforms, by qualified Garden staff members. Targeting the correct audience assures the measuring of growth in numbers, impressions, and engagement.

Followers:
• Facebook – 39,000
• Instagram – 31,000
• TikTok – 1,600

For Johnsonville Night Lights in 2024, the Padilla Meta campaign drove a total of 134,273 clicks (clicks through to the Facebook page outside of the 58,684 driven to the site) at an above average CTR of 5.25%. During its marketing campaign window in 2024, social media received 2,694,964 impressions and 84,580 engagements (up from 67,700 engagements in 2023).

New for both Día de los Muertos and Johnsonville Night Lights this year, the Garden will engage users on TikTok and increase use of video on all major platform outlets. Social media campaigns that link back to an event landing page on the Garden’s website at naplesgarden.org will be created and displayed to inform and generate interest and enable tracking.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
The Garden’s website is available in five languages in addition to English and is visited by 400,000 unique

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

visitors annually. There will be individual dedicated landing pages for both Día de los Muertos and Johnsonville Night Lights on the Garden's website with photos, details, ticket purchase options, and CVB recognition with website link prominently displayed. A link to the event web pages will be shown on printed marketing materials.

During its marketing campaign window in 2024, the Johnsonville Night Lights in the Garden website page received approximately 200,000 unique visits.

Describe any radio advertising campaigns.
Día de los Muertos will be promoted on 97.7 Latino radio based in Fort Myers.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
We will purchase airtime to promote both Día de los Muertos and Johnsonville Night Lights through WGCU which includes CBS, CW, and PBS channels in addition to streaming advertising on Disney+ and Hulu. Promotional video ads will consist of 15 and 30 second spots (sample attached) focused outside of Collier County, notably in the case of both streaming outlets, which require locations to be set ahead of going live.

• Disney+ / Hulu streaming - viewed by 33,000 households in 2024 for Night Lights.
• WGCU: CBS, CW, PBS - 100,000 viewers during two-week run for Night Lights in 2024.

Streaming with Disney+ and Hulu will be geotargeted almost entirely outside of Collier County. The focus will be households in Lee, Charlotte, Sarasota, Hendry, Broward (Fort Lauderdale), and Dade (Miami) counties, our most reliable drive markets.

Last year was our first time for this campaign (Hulu) generating over 67,000 impressions for Día de los Muertos and over 116,000 impressions for Johnsonville Night Lights. We expect higher results this year as name recognition grows, our skills are greater, and we now have an additional platform (Disney+).

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
Presence of items at the Garden bearing brand identity, QR code for tracking, and the CVB logo featured prominently for Día de los Muertos and Johnsonville Night Lights will be placed as follows:

• On-site signage located throughout the Garden will highlight event details to drive ticket sales.
• Signage on the corner of Bayshore and Thomasson Drives to capture prospective guests to the increasingly popular Bayshore neighborhood.
• Visitor Center ticketing window digital slides and window decals to drive on the spot sales opportunities.

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Describe any other marketing initiative you are planning for this project. If not applicable, enter N/A.
N/A

Upload your marketing plan.
Marketing plans DDLM and JNL 2025.pdf

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	121,000
SubTotals:	**121,000**
Grand Totals:	**121,000**

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
CVB logos will be prominently displayed on all promotions including the following:

1) Event signage with the CVB logo located on the corner of Bayshore and Thomasson.
2) Event signage with the CVB logo located at the Garden's Visitor Center entrance.
3) Event signage with the CVB logo located throughout the Garden.
4) Email distributions with the CVB logo prominently included.
5) Website landing page promoting events with the CVB logo prominently displayed.
6) Fall issue of the Garden's magazine, Cultivate, promoting the events with CVB logo.
7) CVB recognition in the Annual Report.
8) CVB and Tourist Development Council verbal recognition during donor preview events.
9) Digital and Social Media ads with the CVB logo prominently displayed.
10) Streaming ads with the CVB logo prominently displayed.

How are recognition levels and placements set and determined?
Recognition placements are determined by level of giving followed by alphabetical. In the past, the CVB has been prominently displayed, often as the only supporter listed, for Dia de los Muertos, and as the main supporter, after the title sponsor, Johnsonville, with a larger logo placement than the other supporters.

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.

For grant support of $100,000, Naples Botanical Garden could provide 250 complimentary passes to Johnsonville Night Lights.

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	20,607
Lee County	6,909
Other Florida	1,252
U.S. - Out of State	10,304
International	450
Unknown	4,125
SubTotals:	**43,647**

Children Totals	**Estimated Attendance**
Collier County	3,495
Lee County	847
Other Florida	198
U. S. - Out of State	1,480
International	70
Unknown	399
SubTotals:	**6,489**
Grand Totals:	**50,136**

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
26.00

Average Ticket Price Child
If free, enter $0
13.00

Total Yearly Attendance For Organization - Adults
225,000

Total Yearly Attendance for Organization for Adults from Collier County
200,684

Total Yearly Attendance - Children
24539

How will you collect attendance figures reported in the attendance projections?
Attendance figures are gathered through ACME Ticketing Software which tracks admissions, program attendance, and zip codes (when available). Surveys are also conducted via email.

Upload any files that helps support the attendance figures.
Attendance by zip 24-25 final rev.pdf

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
14

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
Results from the survey conducted by Downs & St. Germain Research during the 2024 Dia de los Muertos 2-day Celebration and the 2024/2025 35-night Johnsonville Night Lights in the Garden event from November - January.

Upload any additional files, charts or data on average stays or room nights.
Survey results 24-25.pdf

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**27,978,235**	**20,129,623**	**20,129,623**
Operating Expense	**18,053,603**	**18,187,884**	**18,187,884**

Project Expenses	
Total artistic fees for this project	$84,800
Total expenses for this project	$798,051
Total In-kind for this project	$97,200
Sources of Project Cash Income	
A. Earned income	$1,228,852
B. Contributed income	$0
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$0
F. Total project cash income	**$1,228,852**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$84,800
B. Production Costs (personnel, equip.)	$609,170
C. Space rental	$0
D. Marketing (publicity, etc.)	$104,081
E. Other expense	$0
F. Total project cash expense	**$798,051**

Name: Trisha Griffin
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Email: tgriffin@naplesgarden.org

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Dia de los Muertos	0
Ave Maria	5,000
Lake Michigan Credit Union	5,000
Naples Airport Authority / Fly Naples	5,000
Todos Magazine	5,000
SubTotals:	**$20,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Johnsonville Night Lights	0
Johnsonville	50,000
Fifth Third Bank	15,000
FPL	6,000
Florida Blue	5,000
Owens Ames Kimball	5,000
Seminole Casino Hotel	5,000
Subaru of Naples	5,000
SubTotals:	**$91,000**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

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Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$111,000**

Name: Trisha Griffin
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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	0	+	0	=	0
Print Advertising	28,612	+	5,000	=	33,612
Other Print Materials	4,950	+	0	=	4,950
Digital Advertising	7,519	+	40,000	=	47,519
Social Media	0	+	0	=	0
Website	0	+	0	=	0
Radio	0	+	0	=	0
Broadcast	13,000	+	5,000	=	18,000
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$54,081**	**+**	**$50,000**	**=**	**$104,081**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	84,800	+	0	=	84,800
Exhib. Fees /Perf. Rights	230,000	+	50,000	=	280,000
Equipment/Supplies	10,000	+	0	=	10,000
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	32,800	+	0	=	32,800
Signage/Collateral No TDT	1,200	+	0	=	1,200
Personnel - Ind Contract	2,880	+	0	=	2,880
Personnel - Staff No TDT	231,990	+	0	=	231,990

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Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
Credit Card Fees	50,300 +	0 =	50,300
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$643,970 +**	**$50,000 =**	**$693,970**
Expense Totals:	**$698,051 +**	**$100,000 =**	**$798,051**

Name: Trisha Griffin
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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
The Johnsonville Night Lights in the Garden lighting exhibit event is organized by Tech-Tronics Productions, Inc. based in Fort Myers. Tech-Tronics provides the design, rental, installation, and de-installation of lighting and equipment to the Garden and facilitates the organization of the exhibition. Tech-Tronics collaborates with Garden staff on the design of the exhibit to best highlight the Garden's living collection of plants. They also procure, coordinate, and bear cost to specialized equipment required, transportation, storage, staff, and maintenance. They provide an on-site technician each evening of the exhibit to oversee illumination and troubleshoot any difficulties, and shutdown at the end of each night. Exhibit costs also include the cost of light fixtures, storage, installation, maintenance, labor, and removal of all lighting and materials.

Enter any other general explanations you feel are necessary.
n/a

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
n/a

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
Budget complete DDLM & JNL 25-26.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

Name: Trisha Griffin
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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
Yes

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)
15,702

What areas of the project(s) would have a sales tax collected?
Berger Shop in the Garden gift shop and Fogg Cafe restaurant.

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)
$120,000

What areas does the organization collect and pay sales tax?
Berger Shop in the Garden gift shop and Fogg Cafe restaurant.

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Botanical Garden, Inc.

Application #C2-25-26-0005

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

Support Material



Title: Dia de los Muertos
Download: 282518.
View File



Title: Dia de los Muertos - Flowers
Download: 282516.
View File



Title: Dia de los Muertos - Ofrenda
Download: 282517.
View File



Title: Disney/Hulu and WGCU 15 second ad
Download: 289477.mp4
View File



Title: Arts & Economic Prosperity Calculator results
Download: 296381.pdf
View File



Title: Cultivate samples for Dia de los Muertos and Johnsonville Ni
Download: 296348.pdf
View File



Title: Dia de los Muertos Sculpture Exhibit
Download: 282445.pdf
View File



Title: Johnsonville Night Lights 2024 Activity Calendar
Download: 296351.pdf
View File



Title: Johnsonville Night Lights 2024 Impact Report
Download: 296385.pdf
View File

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Email: tgriffin@naplesgarden.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit_Regarding_Labor_and_Services_-_Revised_1.15 signed.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Trisha Griffin
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Email: tgriffin@naplesgarden.org

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
COI 2025 exp 9-30-2025.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
COI 2025 exp 9-30-2025.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Botanical Garden, Inc.

Application #C2-25-26-0005

Name: Trisha Griffin
Phone: (239) 643-7275
Email: tgriffin@naplesgarden.org

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Zoo, Inc.

Application #C2-25-26-0013

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Applicant Profile

Applicant Type	Organization
Name	Marci Seamples
Legal Name	Naples Zoo, Inc.
Email	marci@napleszoo.org
Primary Phone	(239) 262-5409
Address	1590 Goodlette Rd. Naples, Florida 34102 UNITED STATES
Website	http://www.napleszoo.org
Applicant Institution	Other Museum
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	10/06/2005
FEIN / Tax ID	56-2412630
Date Organization Formed	11/05/2003
Fiscal Year End Date	09/30
Unique Entity ID (UEI)	
DUNS Number	884471215

Mission Statement

To inspire people of all ages to respect, value and help conserve wildlife and our natural world.

Organization History

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Naples Zoo, Inc.

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
56-2412630

Organization Web Address
www.napleszoo.org

ORGANIZATION ADDRESS

Street Address
1590 Goodlette Rd.

City
Naples

State
FL

Zip
34102

PHONE AND FAX

Main Phone Number
2392625409

Fax Number

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
President and CEO

First Name
Jack

Last Name
Mulvena

Email Address
jack@napleszoo.org

Phone Number
2392625409

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Project Information

Support Type
Single Project

Project Name
Out of Area Marketing for theater reopening, new programming and new animals 2025-2026

Location of the Project
Naples Zoo located at 1590 Goodlette Rd. Naples, FL 34102

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-10-01

Project Type
Check all that apply.
Event
Marketing Support
New

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
New attractions will include the reopening of the educational show theater and new animals added to the collection. Funds will also be used to market family oriented "Spring Safari" to Lee County during the Lee County school break.

New animal arrivals to the South American exhibits include a new toucan, new capybara and new anteater as part of the Arte Viva celebration.

The recently opened tortoise exhibit is beginning to offer interactive experiences that will also be promoted.

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Detailed Project Description
Naples Zoo is open daily, with the exception of Thanksgiving and Christmas, making it an easy attraction for visitors to enjoy.

10 animal talks and encounters are offered daily. What animals are featured rotates seasonally, below if an example of a daily schedule:
9:30 am - Surprise Animal Encounter
10 am - Flamingo Keeper Chat
10:30 am - Hyena Keeper Chat
11 am - Orangutan Keeper Chat
11:30 - Surprise Animal Encounter
12 pm - Giraffe Keeper Chat
1 pm - Meet the Serval
2 pm - Surprise Animal Encounter
2:30 - Meet the Keeper at Giant Anteater
3 pm - Alligator Feeding

Primate expedition cruises are offered continuously throughout the day at no additional cost to visitors.

The giraffe feeding station is open from 10am to 3pm. Once the new tortoise exhibit is complete, it will have similar hours of operation.

What are the artistic and cultural goals and vision for this project?
Naples Zoo's mission is: To inspire people of all ages to respect, value and help conserve wildlife and our natural world. That holds true for visitors regardless of where they are from. The more people that zoo, the more people are reached with the message of how it is to conserve and protect our natural world. No where is that better understood than here in Naples where we try to tread lightly between the singular Everglades and sugar sand coast, both of which draws thousands of visitors to the area each year. As part of our mission is important to be a part of that message, for resident and visitors alike. Nothing is a more compelling argument for conservation that the opportunity to see the animals we need to protect up close and personal.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
The South American corner features many species of animals only found in South and Central America. New animals that are arriving to the South American corner this year include an additional toucan, an additional capybara and a new giant anteater. These exhibits celebrate the natural wonders of regions and promote the need to conserve these irreplaceable habitats, including the Brazilian rain forests and the Pantanal.

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
Naples Zoo is the only AZA accredited zoo south of Tampa and west of Miami in SWFL. New exhibits and experiences truly represent the most compelling reasons to make a visit to Naples Zoo from outside of the county, in particular from Lee, Charlotte, Glades and Hendry. It also offers an extremely attractive "additional spend" opportunity for visitors from further away who may have not visited the zoo before or in some time.

All dollars requested are for promotion for out of market/county visitors.

What is the impact on this project and your programming if this funding is not received?
If the grant is not received, it will impact our ability to market these new exhibitions and experiences out of market.

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
We saw a good bump in attendance due to last season's marketing efforts during the Lee County spring break which fell on a different week from Collier Country spring break. During the Lee County break held March 16 to 22, 2025, we welcomed 21,371 visitors which is a 65.77% increase in attendance YoY

At this time we are on track for a 3% YoY increase in total regular visitations. Our last fiscal year we had total regular visitations of 426,633. The projection for this year is 439,432. (add on camp, school groups, lectures and ticketed events, that projection is 448,112)

Our goals for this project are to highlight the reopening of the educational theater and new animals to out of area visitors. Advertising would be delivered directly to the immediate region outside of Collier through Billboards, Val-Pak, etc. Visitors that have arrived in the area from further away will be encouraged to add a

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

visit to the Naples Zoo through campaigns at the airport, must do magazine, CVB Miles Media, and Welcome Guide map. We also have a robust email list that includes out of area patrons.

Digital advertising can target both regional and out of state visitors.

Ads will be intended to engage both first time and repeat visitors - tourists that visited Naples Zoo even a few months ago will have a completely new experience because of the reopening of the theater, new animals and new tortoise encounter. We have also had success with promoting the Spring Safari to families in Lee County. This year, the Spring Safari was strategically held during the Lee County school break.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
We use an email marketing system that allows us to target audiences based on demographics - eg if zip code is available, we can target by residence.

As individuals visit the zoo, purchase a membership or join a mailing list, the database is updated.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
Print initiatives targeted specifically for out of market visitors include monthly advertising in Must Do Magazine and Val-Pak

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
We would use space in the Welcome Guide map to promote the new experiences at the zoo.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Digital marketing initiatives would include Orange 142 digital advertising.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
All of our social media is handled in house by staff.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
N/A

Describe any radio advertising campaigns.

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

N/A

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
N/A

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
We plan to utilize 3 rotating billboard locations in Lee County and display space at Southwest Florida International Airport.

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/A

Upload your marketing plan.
2025-2026_TDC_Out of Market_Marketing Budget Details.docx

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	8,110
Lee County	3,894
Remaining Florida	7,190
U.S. - Out of State	7,738
International	689
Unknown	35,252
SubTotals:	**62,873**
Grand Totals:	**62,873**

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
We have been very fortunate to work with the CVB in the past and are familiar with the requirements for CVB logo in all advertising. We will be able to continue that relationship and include the logo in all zoo advertising for the entire 2025-2026 season as this grant would be promoting the zoo as a whole, not just one particular travelling exhibition.

How are recognition levels and placements set and determined?
There are no additional sponsors for the seasonal out of market advertising, therefore the CVB/TDC would be the only one listed. For fundraising events, placements are determined by level/amount of sponsorship dollars.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
N/A

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	107,599
Lee County	36,517
Other Florida	16,343
U.S. - Out of State	64,143
International	1,672
Unknown	55,644
SubTotals:	**281,918**

Children Totals	**Estimated Attendance**
Collier County	82,616
Lee County	17,529
Other Florida	7,845
U. S. - Out of State	30,790
International	803
Unknown	26,710
SubTotals:	**166,293**
Grand Totals:	**448,211**

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$27

Average Ticket Price Child
If free, enter $0
$18

Total Yearly Attendance For Organization - Adults
281,918

Total Yearly Attendance for Organization for Adults from Collier County
107,599

Total Yearly Attendance - Children
166,293

How will you collect attendance figures reported in the attendance projections?
All zoo entries are recorded through our Point of Sale system. Complimentary attendance for county residents on Free Saturdays are also captured through our point of sale.

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Marci Seamples
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Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We do not have a way to capture overnight stays, but we do capture zip codes of visitors to determine if they are out of area.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Marci Seamples
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Email: marci@napleszoo.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**7,887,757**	**8,518,778**	**10,084,265**
Operating Expense	**7,754,941**	**8,530,435**	**9,244,843**

Project Expenses	
Total artistic fees for this project	$0
Total expenses for this project	$124,676
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$1,176,405
B. Contributed income	$0
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$0
F. Total project cash income	**$1,176,405**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$0
B. Production Costs (personnel, equip.)	$0
C. Space rental	$0
D. Marketing (publicity, etc.)	$124,676
E. Other expense	$0
F. Total project cash expense	**$124,676**

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Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

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Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$0**

Name: Marci Seamples
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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	0	+	7,560	=	7,560
Print Advertising	0	+	28,856	=	28,856
Other Print Materials	0	+	10,560	=	10,560
Digital Advertising	0	+	30,000	=	30,000
Social Media	0	+	0	=	0
Website	0	+	2,700	=	2,700
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	0	+	27,000	=	27,000
Out of Home (OOH)	0	+	18,000	=	18,000
Design/Production	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$0**	**+**	**$124,676**	**=**	**$124,676**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	0	+	0	=	0
Exhib. Fees /Perf. Rights	0	+	0	=	0
Equipment/Supplies	0	+	0	=	0
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	0	+	0	=	0
Personnel - Ind Contract	0	+	0	=	0
Personnel - Staff No TDT	0	+	0	=	0

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Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$0 +**	**$0 =**	**$0**
Expense Totals:	**$0 +**	**$124,676 =**	**$124,676**

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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
The project income represents ticket sales from general ticket purchases from visitors with any Florida zip code outside of Collier County. For adult tickets, they represent 18.75% of ticket sales, and children 15.25% of ticket sales. Out of state, international, Collier County or unknown are not included. This is an estimate/projection based on the past year of ticket sales.

There are no budget dollars allocated on the organizational side. That is because the marketing dollars requested promote major capital improvements already incurred -- we are seeking to promote programs and improvements already happening to audiences outside of Collier County.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
N/A

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
2025-2026_TDC_Out of Market_Marketing Budget Details.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

Name: Marci Seamples
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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Naples Zoo, Inc.

Application #C2-25-26-0013

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Support Material



Title: 2025 Certificate of Status
Download: 296308.pdf
View File



Title: 2025 Property Tax Exemption Naples Zoo
Download: 296310.pdf
View File



Title: Articles of Incoporation
Download: 282526.pdf
View File



Title: eVerify
Download: 282528.pdf
View File



Title: IRS Determination Letter
Download: 282637.pdf
View File



Title: Naples Zoo 990
Download: 296277.pdf
View File



Title: Naples Zoo Board of Directors
Download: 296275.pdf
View File



Title: Naples Zoo Bylaws
Download: 282529.pdf
View File



Title: Naples Zoo W9
Download: 296309.pdf
View File

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
General Liability COI.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
Workers Comp COI.PDF

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

Name: Marci Seamples
Phone: (239) 262-5409
Email: marci@napleszoo.org

I understand that once this application is submitted, the information cannot be updated or changed.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Opera Naples, Inc.

Application #C2-25-26-0011

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Applicant Profile

Applicant Type	Organization
Name	Kentigern Kyle
Legal Name	Opera Naples, Inc.
Email	kkyle@operanaples.org
Primary Phone	(239) 963-9050
Address	2408 Linwood Avenue Naples, Florida 34112 UNITED STATES
Website	https://operanaples.org/
Applicant Institution	Arts Service Organization
Applicant Status	Organization - Non-Profit
Applicant Discipline	Opera/Musical Theatre
501(c)(3) Incorporation Date	08/11/2006
FEIN / Tax ID	42-1671038
Date Organization Formed	08/11/2006
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	QSYDRMNHAKH7
DUNS Number	080160952

Mission Statement

To be a professional opera company known for excellence and innovation by presenting quality opera, musical performances, education, and community engagement programs.

Organization History

Opera Naples is a community-based, nonprofit arts organization rooted in volunteerism, education and audience engagement. Since 2006, Opera Naples brings internationally acclaimed artists to perform beloved operas and world-class performances, earning significant praise from both critics and patrons. Just two years after its inception, Opera Naples was named Best Performing Arts Group by Gulfshore Life magazine. Opera Naples produces a full season of opera and concerts in our permanent home, the 320-seat Wang Opera Center located less than one mile from downtown Naples, FL, as well as main stage operas in 1,400-seat Hayes Hall at Artis-Naples. Our Resident Artists Program provides training and performance opportunities to emerging professional opera singers, who are in residency for six weeks, performing principal roles in chamber opera productions, school tours, and singing at community events. Resident Artists (RA's) are selected through a national search to work with Opera Naples and are instrumental in the in-school programming that impacts 3,000+ students each year. Each summer, students ages 13-21 are engaged in a two week Summer Youth training program that culminates in performing an operetta. The Opera Naples Academy (on standby) offers a

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

unique opportunity for exceptional singers to immerse in a ten-day program that provides individual vocal instruction and coaching from master teachers. Each session concludes with performances. In addition, Opera Naples has also established an annual outdoor opera festival entitled "Festival Under the Stars," of significant econ

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
Opera Naples, Inc.

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
42-1671038

Organization Web Address
operanaples.org

ORGANIZATION ADDRESS

Street Address
2408 Linwood Avenue

City
Naples

State
FL

Zip
34119

PHONE AND FAX

Main Phone Number
2399639050

Fax Number

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Executive Director

First Name
Melanie

Last Name
Kalnins

Email Address
mkalnins@operanaples.org

Phone Number
2399639050

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Project Information

Support Type
Seasonal Support

Project Name
Seasonal Support for Productions of Opera Naples, Inc. 2025-2026

Location of the Project
Wang Opera Center, 2408 Linwood Avenue, Naples, FL 34112
Cambier Park, 755 8th Avenue S, Naples, FL 34102

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
Yes ¡ARTE VIVA!

Start Date
2025-07-01

End Date
2026-06-30

Project Type
Check all that apply.
Performance
Festival
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
Opera Naples is a nonprofit, community-focused arts organization dedicated to volunteerism, education and audience engagement. Since its founding in 2006, Opera Naples has brought internationally acclaimed artists to the stage, presenting beloved operas and world-class performances that have earned widespread acclaim from critics and audiences alike. Just two years after its debut, Opera Naples was named Best Performing Arts Group by Gulfshore Life magazine.

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

The organization hosts a full season of operas and concerts at its permanent venue, the 320-seat Wang Opera Center, located less than a mile from downtown Naples, Florida. Beyond its indoor season, Opera Naples also presents the annual Festival Under the Stars, an outdoor opera festival that draws approximately 5,000 attendees and generates significant economic impact for the City of Naples and Collier County.

Detailed Project Description

Opera Naples, Inc. is a leading cultural institution in the region, presenting internationally acclaimed performers and directors while fostering the development of emerging local talent. As a non-profit, permanent organization, Opera Naples serves the public by preserving and showcasing the tangible and intangible heritage of opera for the purposes of education, enrichment and enjoyment. Opera Naples is proud to serve the community within Collier County by exhibiting important cultural and musical performances.

This application seeks seasonal support for Opera Naples' 2025–2026 programming. The crown jewel of the season is the Festival Under the Stars, which will enjoy its sixth annual season in 2026 and has become a source of civic pride for Neapolitans as it is a major cultural event which happens in the heart of "season" in the heart of Naples (Cambier Park). In 2026, the Festival Under the Stars is anticipated to extend over four weekends, making it the longest festival in the company's history. The current plans include an opening of the festival with two performances of the opera Scalia/Ginsburg at the Wang Opera Center. These performances will feature the company's four Resident Artists, who serve as ambassadors throughout the community during the months (January-March) of their residency. Opera Naples also is looking to engage Gulfshore Ballet for a third consecutive year as a partner on the festival, with two performances at the Wang Opera Center on the festival's second weekend. A concert at the Wang Opera Center of the Opera Naples Resident Artists, featuring hits from the American Songbook, is also planned. The Festival Under the Stars will culminate with a very ambitious week at the Cambier Park bandshell, which includes the annual Family & Community Day, two performances of Gaetano Donizetti's The Elixir of Love, two performances of Giacomo Puccini's Turandot and the final round of the second annual Luciano Pavarotti Foundation Opera Naples International Voice Competition.

All Festival Under the Stars performances at Cambier Park will include a full stage, live orchestra, professional sound and lighting and internationally renowned performers. The festival offers world-class opera experiences at accessible ticket prices and is directed by our internationally-celebrated conductor and Opera Naples Artistic and Music Director, Maestro Ramón Tebar. Additionally, the festival setting includes VIP table seating, reserved high-back chairs, a full theatrical stage, dramatic lighting towers, cocktail and concession areas, air-conditioned restrooms and tented hospitality spaces.

This creative use of public space not only enriches the cultural fabric of Collier County but also promotes tourism and enhances the quality of life, making the region an even more desirable place to live, work and visit.

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

OPERA NAPLES EVENTS 2025/2026 (most dates are tentative)

November 15, 2025
Opera Naples Chorus Concert
Wang Opera Center

December 11, 2025
Opera Naples Gala
Royal Poinciana Golf Club

January 24, 2026
Opera Night Concert with Opera Naples Resident Artists
Wang Opera Center

February 21, 2026
Opera production (title TBD) with Opera Naples Resident Artists
Wang Opera Center

February 22, 2026
Opera production (title TBD) with Opera Naples Resident Artists
Wang Opera Center

February 27, 2026
American Songbook Concert with Resident Artists
Wang Opera Center

February 28, 2026 (two performances)
Gulfshore Ballet
Wang Opera Center

March 8, 2026
Family & Community Day
Cambier Park

March 11, 2026
Puccini's Turandot
Cambier Park

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March 12, 2026
Donizetti's The Elixir of Love
Cambier Park

March 13, 2026
Puccini's Turandot
Cambier Park

March 14, 2026
Donizetti's The Elixir of Love
Cambier Park

March 15, 2026
Luciano Pavarotti Foundation Opera Naples International Voice Competition: Final Round
Cambier Park

What are the artistic and cultural goals and vision for this project?
Our vision for the upcoming season is to continue serving our loyal audiences while expanding our reach to new and more diverse populations. Opera Naples remains committed to being a leading provider of world-class music and culture in Southwest Florida, enriching the community through accessible, high-quality performances.

We recognize a responsibility to preserve and promote opera for future generations. While our core audience has traditionally consisted of older, affluent patrons, we are actively working to bridge the gap between these long-time supporters and younger, more diverse audiences. Our mission is to foster appreciation for music, community, and the arts across all demographics—making opera inclusive, accessible and relevant.

Southwest Florida, long celebrated for its natural beauty, is quickly emerging as a vibrant cultural destination. Collier County now boasts major theaters, botanical gardens, and large-scale events such as Festival Under the Stars and Live Fest. Over the past decade, the region’s population has grown significantly and become increasingly diverse in age, background and income.

Our outdoor opera festival, held in a prominent public park in downtown Naples, provides a unique opportunity to engage this evolving audience. By bringing opera to a central, open-air venue, we break down traditional barriers and invite the community to experience this powerful art form in an accessible and welcoming environment.

A key element of the festival is our Family and Community Day, which is free to attend and showcases youth

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

performers as inspiring role models for their peers. Additionally, throughout the season, we offer significantly discounted student tickets to encourage multi-generational attendance and foster a lasting appreciation for the arts.

With support from the TDC committee, we aim to continue offering an engaging and affordable way for residents and visitors to experience internationally acclaimed opera—performances that are typically reserved for major, often exclusive venues—right here in the heart of our community.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.
We commend the Collier County Tourist Development Council for its visionary leadership in supporting cultural events and institutions that not only drive tourism but also enhance property values and contribute to a vibrant, thriving community.

Opera Naples’ Artistic and Music Director, Ramón Tebar, has been a passionate advocate for the Hispanic arts in Collier County. As a native of Spain, he proudly serves as a cultural ambassador for the region—an honor recognized when he was presented with the Key to the City of Naples. Maestro Tebar has been instrumental in bringing internationally acclaimed Hispanic and Iberian artists to our stages, helping to expand the cultural richness of our programming.

While the full lineup for the 2025–2026 season is still being finalized, we remain committed to featuring productions and distinguished talent from Spain, as well as Central and South America, continuing our tradition of showcasing exceptional global artistry in Southwest Florida.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
Supporting and nurturing the arts is essential to a thriving cultural ecosystem and a strong driver of cultural tourism. Opera Naples plays a vital role in advancing the Paradise Coast as a cultural destination, offering year-round performances and producing a signature event—Festival Under the Stars—a large-scale, destination-worthy outdoor opera festival.

Our long-term vision is to establish this festival as one of national prominence, drawing visitors specifically to Naples, FL for opera. As the only outdoor winter opera festival in North America, it holds unique appeal for affluent, passionate opera enthusiasts willing to travel for world-class performances. Additionally, over the past two seasons, Opera Naples has enjoyed a partnership with the Luciano Pavarotti Foundation. This past season saw the launch of the Luciano Pavarotti Foundation Opera Naples International Voice Competition and Academy, which solidified Opera Naples' place on the world opera map. The Luciano Pavarotti Foundation also has an expressed interest in making its U.S. home in Naples. Opera Naples recently secured a seven-figure gift to purchase the land for this project, which will include a 900-seat traditional Italian opera house, an

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Phone: (239) 963-9050
Email: kkyle@operanaples.org

outdoor pavilion and a museum dedicated to opera. This new venue will drive tourism from opera and culture lovers from around the world. With this new venue, we also envision Naples becoming internationally recognized as the "Home of the Festival Under the Stars," much like Verona’s summer opera festival in Italy or the Tanglewood Music Festival in the U.S.

Beyond cultural impact, the arts significantly influence real estate value and community development. The transformation of Naples’ Fifth Avenue, designed by urbanist Andrés Duany, required the inclusion of an arts anchor—The Naples Players and Sugden Theatre—to proceed. The presence of vibrant cultural institutions enhances neighborhood appeal, drives demand and raises property values by creating walkable, desirable communities with rich cultural and social offerings. Local arts venues—galleries, theaters, gardens and performance spaces—are known to elevate quality of life and stimulate the local economy by attracting visitors, supporting small businesses and creating jobs in the hospitality and service sectors.

Investing in the arts is a smart economic decision with measurable returns. Studies consistently show that museums, theaters, festivals and other cultural institutions positively impact nearby property prices and tourism revenue. A recurring outdoor opera festival is not only culturally enriching—it is a powerful symbol of civic identity, prestige and prosperity, particularly in a city recently named the #1 place to live in the U.S.

For the 2025–26 season, with the committee’s continued support, we aim to expand Festival Under the Stars through new collaborations and broader, more inclusive programming that welcomes all ages and income levels—further enriching the cultural and economic fabric of our region.

What is the impact on this project and your programming if this funding is not received?
As a nonprofit organization, Opera Naples relies on the generous support of both public and private partners to fulfill our mission. Continued public funding is essential to maintaining the quality and reach of our programming. Should that support be reduced, we would be forced to adjust accordingly—potentially scaling back educational initiatives in schools, reducing the number of performance nights or limiting the scope and size of productions.

We remain committed to enriching our community through the arts and hope our supporters will continue to invest in the cultural vitality that benefits us all.

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
The marketing goals for the 2026 Festival Under the Stars are designed to enhance the festival's visibility, increase attendance, engage diverse audiences and strengthen community partnerships. These goals align with Opera Naples' mission to provide high-quality cultural experiences and foster a deeper appreciation for the arts.

1. Increase Audience Attendance and Engagement

Objective: Enhance audience attendance and engagement by 15% compared to the previous year.

Strategies:
• Targeted Advertising: Utilize digital platforms, including social media, Google paid search, and local online

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

publications, to reach potential attendees. Implement geo-targeting to attract visitors from neighboring regions. Deploy advertising across other traditional channels, including print, radio and TV.
• Collaborations with Local Businesses: Partner with local restaurants, hotels and retailers to offer package deals and promotions, encouraging attendees to spend more time in Naples.
• Early Bird Promotions: Offer early access to tickets for Friends of Opera Naples.
• Community Outreach: Maximize outreach to schools, senior centers, and community organizations to encourage group attendance and participation.

Expected Outcomes:
• Increased ticket sales and attendance.
• Enhanced community involvement and support.
• Strengthened relationships with local businesses and organizations.

2. Expand Digital Presence and Online Ticket Sales

Objective:
Increase online ticket sales by 20% and grow social media engagement by 25%.

Strategies:
• Website Optimization: Ensure the Opera Naples website is up-to-date with engaging content and images which inspire users to engage with us, purchase tickets and make donations
• Social Media Campaigns: Provide meaningful, ongoing content on Facebook and Instagram on an ongoing basis
• Email Marketing: Devise an eblast schedule which includes both weekly updates on upcoming events at Opera Naples as well as “dedicated” eblasts which include invitations, on-sale announcements and other calls to action

Expected Outcomes:
• Increased online ticket sales and revenue.
• Expanded digital audience reach and engagement.
• Enhanced brand awareness and visibility.

3. Strengthen Community Partnerships and Sponsorships

Objective: Secure at least five new sponsorships and strengthen existing partnerships.

Strategies:
• Sponsorship Packages: Develop tiered sponsorship packages offering various benefits, including branding

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

opportunities, VIP access and recognition in marketing materials.
• Community Collaborations: Partner with local cultural organizations, educational institutions and community groups to co-host events and cross-promote activities.
• Corporate Engagement: Engage local businesses to participate in the festival through sponsorships, in-kind donations and employee volunteer opportunities.
• Media Partnerships: Collaborate with local media outlets for coverage and promotion of the festival, including interviews, preview, and event listings.

Expected Outcomes:
• Increased financial support through sponsorships and partnerships.
• Enhanced community involvement and support.
• Improved media coverage and publicity.

4. Enhance Audience Diversity and Inclusion

Objective: Increase attendance from underrepresented groups by 10%.

Strategies:
• Inclusive Programming: Include a diverse range of performances and artists to appeal to a broad audience.
• Outreach Initiatives: Conduct outreach to underrepresented communities through targeted marketing and partnerships with community organizations.

Expected Outcomes:
• Increased attendance from diverse audience groups.
• Enhanced reputation as an inclusive and welcoming cultural institution.
• Strengthened community relationships and support.

5. Measure and Analyze Marketing Effectiveness

Objective: Implement a comprehensive evaluation process to assess the effectiveness of marketing efforts.

Strategies:
• Surveys and Feedback: Collect feedback from attendees through surveys and comment cards to gauge satisfaction and gather suggestions for improvement.
• Analytics Tools: Utilize tools like Google Analytics and social media insights to track website traffic, ticket sales and engagement metrics.
• Post-Event Reports: Prepare detailed reports analyzing marketing performance, including return on

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

investment (ROI), audience demographics and engagement levels.

Expected Outcomes:
• Data-driven insights to inform future marketing strategies.
• Continuous improvement of marketing efforts based on feedback and analysis.
• Enhanced accountability and transparency in marketing expenditures..

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
At minimum, we plan to send weekly eblasts to our entire database of nearly 11,000 email addresses. These eblasts will highlight all upcoming events at Opera Naples as well as additional ways to engage with the organization. Additionally, we will send targeted, dedicated eblasts on a less routine basis, which will include announcements on performance on-sales, invitations to special events and other solicitations such as end-of-year giving appeals.

We will distribute "buckslips" at events throughout the community which encourage customers to connect with us via our email list, by subscribing to our list at operanaples.org/connect.

We will execute this strategy in partnership with B3 Marketing, using Constant Contact as our email platform.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
Newspaper advertising:
Naples Daily News and Fort Myers News-Press: Total spend of $11,600, plus an additional $11,600 in trade via a media sponsorship. Advertising to begin in early February and extend through mid-March, including half page verticals, full page ads and spadeas.
The Naples Press: Advertising in trade via media sponsorship to include three half page ads in February.

Magazine advertising:
Gulfshore Life: Advertising in trade via media sponsorship. Includes one-third and half page ads.

Opera America Magazine: Full page ads in Fall 2025 and Winter 2026 editions.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
Festival Under the Stars rack cards and program books which get distributed to hotel concierges and throughout businesses along Fifth Avenue South in Naples, as well as during Opera Naples events outside of Collier County, for example during our Luciano Pavarotti Opera Naples International Voice Competition hosted

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

in Lee County.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Google paid search campaigns for Festival Under the Stars managed by Capacity Interactive that target out-of-county and within Collier County as separate campaigns, paid via Google grant. Run dates of December 1, 2025 - March 31, 2026.

Meta campaign (Facebook and Instagram) for Festival Under the Stars managed by Capacity Interactive that target out-of-county and within Collier County as separate campaigns. Run dates of December 1, 2025 - March 31, 2026.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
Ongoing organic social media posts about three times per week which highlight upcoming performances with engaging content and images. Examples include advertisements with season artwork, behind-the-scenes video footage of rehearsals and reposting of on-air television interviews.

On Facebook, we currently have 3,422 followers. 68.5% are women and 31.5% are men. 78.8% of our followers are in the United States with the remaining being international. Between 7/1/24 and 4/30/25, we had 89.8K views and reached 19.5K. We saw a significant spike in Facebook views in January 2025, largely driven by the excitement around our Luciano Pavarotti Foundation Opera Naples International Voice Competition. We expect similar behavior next season during our Festival Under the Stars during which our voice competition will take place in Cambier Park in Naples.

On Instagram, we currently have 2,701 followers. 66.8% are women and 33.2% are men. 74.7% of our followers are in the United States with the remaining being international. Between 7/1/24 and 4/30/25, we had 243.2K views and reached 91.7K. We saw a significant spike in Facebook views in January 2025, largely driven by the excitement around our Luciano Pavarotti Foundation Opera Naples International Voice Competition. We expect similar behavior next season during our Festival Under the Stars during which our voice competition will take place in Cambier Park in Naples.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
Marketing firm B3 provides continual updates to our website. We rely on B3 for nearly all digital design and production support.

For January through April 2025, our website received 35,368 views, with 15,242 active users. 84.02% of these

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

active users are in the United States, with the remaining being international. In the state of Florida, the greatest percentage of active users are in Miami (40.83% of Florida users are in Miami).

Describe any radio advertising campaigns.
We will run a small radio flight of 16 x :15 spots on WGCU in the few weeks leading up to the festival.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
We will run a flight of 26 x :30 spots on ABC-7 and 15 x :30 spots on WINK/CW in the few weeks leading up to the festival. We will also have an on-air appearance with the Executive Director and a performer from the festival on ABC-7's morning show. We also expect to have live television coverage help from NBC-2/ABC-7, FOX-4 and WINK, following our Festival Under the Stars press conference.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
We will hire an experienced contractor to run a telemarketing campaign beginning in January 2026 and running through the festival. Anticipated sales from this campaign are approximately $10,000.

We will also create t-shirts and possibly blankets that include 2026 Festival Under the Stars artwork which will help to promote the festival.

Upload your marketing plan.
FY25 Opera Naples Marketing-Promotion Plan - sample for TDC.xlsx

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	64
Lee County	8
Remaining Florida	3
U.S. - Out of State	22
International	2
Unknown	1
SubTotals:	**100**
Grand Totals:	**100**

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.

1. Marketing materials will recognize the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council as required by the grant guidelines.

2. A full page in our Season/Festival program will be provided as part of recognition.

3. Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council listed as Sponsor on our web site.

4. In addition, we would like to publicly recognize the contributions of Paradise Coast by thanking them live during our Festival Under the Stars.

We sincerely appreciate the value of the committee and your commitment to making Collier County a better place to visit, work and live.

Thank you!

How are recognition levels and placements set and determined?

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

We offer Festival Under the Stars standard sponsorship levels at the following levels: $25,000, $10,000 and $5,000. Sponsors above the $25,000+ level are considered "lead sponsors" and are given more frequent verbal recognitions throughout our festival and bigger logo sizes in our marketing materials. We also can provide higher sponsorship level packages at $100,000+, including exclusive "Presented By" naming rights.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
If the guidelines were updated to allow for the CVB to accept items of value, we would be happy to provide the typical CVB sponsor benefits in accordance with level of support, including access into our VIP pre-performance reception area as well as VIP sponsor table(s) in front of our stage at Festival Under the Stars performances, and additional tickets as requested. We would also be delighted to feature a digital ad for CVB on our large LED screen at our festival.

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	2,473
Lee County	411
Other Florida	253
U.S. - Out of State	1,275
International	96
Unknown	88
SubTotals:	**4,596**

Children Totals	**Estimated Attendance**
Collier County	3,203
Lee County	27
Other Florida	17
U. S. - Out of State	84
International	6
Unknown	6
SubTotals:	**3,343**
Grand Totals:	**7,939**

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$72

Average Ticket Price Child
If free, enter $0
$20

Total Yearly Attendance For Organization - Adults
4,596

Total Yearly Attendance for Organization for Adults from Collier County
2,473

Total Yearly Attendance - Children
3,343

How will you collect attendance figures reported in the attendance projections?
Attendance is compiled directly from ticket sales as tracked in Audience View. We also include the patrons who attend as guests to the VIP tables during festival. For Family and Community Day we have a volunteer with a clicker at entry; adults to children ratio is estimated. Education outreach numbers are tracked by education staff. Please note we are not including non-ticketed public outreach programs such as our performances at Moorings Park, Royal Poinciana Golf Club, Tree lighting ceremony, Fifth Avenue Evening walks, etc. as to avoid inflating attendance numbers with large scale public events.

Upload any files that helps support the attendance figures.
AudienceView Professional Ticketing Systems_Ticketing Manager Sales Summary for events 1-1-25 through 3-15-25.pdf

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1.6

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We calculate and measure the average visitor stay and total room nights based on a combination of data.

For average visitor stay, we use survey results based on the festival. According to survey results by Downs & St. Germain Research, roughly 11% of FUTS attendees stayed in paid lodging, for an average of 1.6 nights. This number was attained from specific affirmative responses from self-described "non-Collier residents" who stated they stayed in a "hotel" or "AirBnB" as a response to "In what type of accommodations are/were they staying while in Florida's Paradise Coast (Collier County)?" For these responses, we calculated the number of night / stays by dividing the number in their party by (2), with a default of (1).

For total room nights, we utilize the festival attendance with the above percentages and average stay, further multiplying by number of expected Opera Naples performances they will attend in 2026. This results in a FUTS generated number of: 431.78 lodging x 1.6 nights. Total = 690.84 nights. Due to the unique nature of opera, which often draws artistic and production talent from outside the region, Opera Naples productions (10/1/25 to 4/1/26 as metric for 2026) also generates a substantial visitation and lodging purchase from our various artists, orchestra, judges, performers, Resident Artists, and Opera Naples Academy participants. Breakdown of estimated visitor stays generated from Opera Naples productions:

Conductor: 1 person x 21 nights = 21 nights (AirBNB)
Assistant Conductor: 1 person x 21 nights = 21 nights (Hotel)
Stage Manager: 1 person x 21 nights = 21 nights (Hotel)
Stage Assistant: 1 person x 21 nights = 21 nights (AirBNB)
Resident Artist: 5 people x 60 nights = 300 nights (Hotel)
Stage Director: 1 person x 21 nights = 21 nights (AirBNB)
Stage Staff: 3 people x 21 nights = 63 nights (AirBNB)
Artists - Festival: 18 people x 7 nights = 126 nights (Variable)
Artists - Academy: 12 people x 14 nights = 168 nights (Variable)
Judge - Academy/Competition: 12 people x 3 nights = 36 nights (Variable)
Orchestra: 25 people x 5.5 nights = 137.5 nights (Variable)
Production Crew: 3 people x 14 nights = 42 nights (Variable)
Stage Hands Company: 6 people x 2 nights = 12 nights (Variable)
Total = 989.5 nights
We estimate total 2025 room stays in Collier County of approximately 1,680 nights, which we expect to remain consistent for 2026.

Upload any additional files, charts or data on average stays or room nights.
Downs & St. Germain Research with FUTS lodging data.pdf

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
Hotel Room Block
AirBnB

For this project, what are the total room nights in your room block?
342

For this project, what is the room block rate?
$85

For this project, list any hotels/realtors/rental agencies used to build your room block.
WoodSprings Suites - Naples.

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**2,196,687**	**2,421,000**	**2,303,603**
Operating Expense	**2,260,340**	**2,408,916**	**2,244,181**

Project Expenses	
Total artistic fees for this project	$994,903
Total expenses for this project	$2,244,181
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$709,710
B. Contributed income	$1,533,893
C. State arts agency income	$0
D. Local government income	$55,000
E. Other income (include applicant cash)	$5,000
F. Total project cash income	**$2,303,603**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$240,503
B. Production Costs (personnel, equip.)	$754,400
C. Space rental	$15,000
D. Marketing (publicity, etc.)	$105,024
E. Other expense	$1,129,254
F. Total project cash expense	**$2,244,181**

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
FUTS-Ice Miller LLP	25,000
FUTS-Pepe	25,000
FUTS-PNC Private Bank	10,000
FUTS-Starkweather & Shepley Insurance	10,000
FUTS-Heatherwood Construction	10,000
FUTS-Gleason	10,000
FUTS-Oliveira	10,000
SubTotals:	**$100,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first	**Amount Sponsorship/Donation**

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

line	
SubTotals:	**$0**
Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Income Totals:	**$100,000**

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	2,700	+	0	=	2,700
Print Advertising	11,600	+	0	=	11,600
Other Print Materials	1,000	+	0	=	1,000
Digital Advertising	0	+	30,600	=	30,600
Social Media	0	+	0	=	0
Website	0	+	9,000	=	9,000
Radio	1,300	+	0	=	1,300
Broadcast	5,800	+	0	=	5,800
Video	1,200	+	0	=	1,200
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	6,400	+	10,400	=	16,800
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$30,000**	**+**	**$50,000**	**=**	**$80,000**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	704,000	+	50,000	=	754,000
Exhib. Fees /Perf. Rights	0	+	0	=	0
Equipment/Supplies	0	+	0	=	0
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	0	+	0	=	0
Personnel - Ind Contract	0	+	0	=	0
Personnel - Staff No TDT	0	+	0	=	0

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Shipping/Freight	0 +	0 =	0
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$704,000 +**	**$50,000 =**	**$754,000**
Expense Totals:	**$734,000 +**	**$100,000 =**	**$834,000**

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
Opera is one of the most intricate and costly art forms to produce in the live entertainment industry. Unlike theatrical productions, opera performances are limited in number due to the extraordinary physical demands placed on vocalists, whose art requires immense stamina and vocal precision. Audiences attending grand opera expect an immersive experience—complete with elaborate costumes, full orchestras and visually stunning sets—all of which contribute to the genre’s distinctive power and prestige.

More than just entertainment, live opera enriches the human spirit and strengthens the cultural fabric of communities. For a place like Collier County, opera is also a wise and far-reaching investment. The presence of world-class opera elevates the region’s reputation, drawing cultural tourism, national attention and a high level of artistic distinction.

With full funding, we are prepared to deliver an outstanding 2025–26 season that continues to elevate our region. Thank you!

Enter any other general explanations you feel are necessary.
Opera is an art form that inherently attracts an affluent demographic. Supporting opera in our community does not simply enhance the cultural landscape of our region but also leads to a strengthening of our local economy; affluent patrons who are drawn to Naples by its abundant arts community also in turn to contribute to the economy in terms of paying high property taxes and other substantial discretionary spending.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
N/A (We do pay City of Naples for security.)

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
FY26 Budget for TDC.pdf

Upload any .pdf files for any financial explanations if needed.

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

No File Uploaded

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Opera Naples, Inc.

Application #C2-25-26-0011

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Support Material



Title: Pavarotti Voices singers
Download: 295877.
View File



Title: 2025 Festival Under the Stars promotional video
Download: 295882.m4v
View File



Title: 2025 Festival Under the Stars patrons
Download: 296008.
View File



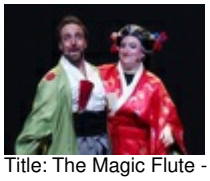
Title: La bohème cast
Download: 296003.
View File



Title: Nicoletta Pavarotti and Teresa Heitmann at Wang Opera Center
Download: 296000.
View File



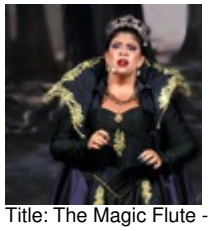
Title: Pavarotti Voices post-performance reception
Download: 295999.
View File



Title: The Magic Flute - Ko-Ko and Katisha
Download: 296007.
View File



Title: The Magic Flute - Pamina and Papageno
Download: 296005.
View File



Title: The Magic Flute - Queen of the Night (Laura León)
Download: 296002.
View File



Title: The Magic Flute full cast
Download: 296001.
View File



Title: The Mikado women
Download: 296006.
View File



Title: 2025 Festival Under the Stars Family & Community Day
Download: 296054.
View File



Title: Gulfshore Ballet performs Tchaikovsky's Sleeping Beauty
Download: 296055.
View File



Title: 2025 Festival Under the Stars WGCU radio spot
Download: 296009.wav
View File



Title: Executive Director Melanie Kalnins and Baritone Samuel Kidd
Download: 296235.mp4
View File



Title: 2026 Opera Naples Festival Under the Stars sponsorship packe
Download: 296306.pdf
View File



Title: E-Verify snapshot Opera Naples
Download: 296244.pdf
View File



Title: Opera Naples 2025 Board of Trustees and Directors
Download: 296077.pdf
View File



Title: Opera Naples Annual Report
Download: 296243.pdf
View File



Title: Opera Naples COI
Download: 296262.pdf
View File

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Opera Naples, Inc.

Application #C2-25-26-0011

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org



Title: Opera Naples tax return
Download: 296245.pdf
View File



Title: Sunbiz.org Detail by Entity Name
Download: 296242.pdf
View File



Title: W9
Download: 282617.pdf
View File

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant Prior to FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.
Yes

Upload your E-Verify form
E-Verify snapshot Opera Naples.pdf

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit regarding Labor and Services.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Opera Naples COI.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
Opera Naples Workers Comp policy.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

Opera Naples, Inc.

Application #C2-25-26-0011

Name: Kentigern Kyle
Phone: (239) 963-9050
Email: kkyle@operanaples.org

I understand that once this application is submitted, the information cannot be updated or changed.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

The Holocaust Museum & Education Center of SWFL, Inc.; dba Holocaust Museum & Cohen Education Center

Application #C2-25-26-0004

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Applicant Profile

Applicant Type	Organization
Name	Joan Hogan
Legal Name	The Holocaust Museum & Education Center of SWFL, Inc.; dba Holocaust Museum & Cohen Education Center
Email	joan@hmcec.org
Primary Phone	(239) 263-9200
Alternate Phone	(239) 263-9200
Address	975 Imperial Golf Course Blvd. Suite 108 Naples, Florida 34110 UNITED STATES
Website	http:www.hmcec.org
Applicant Institution	Other Museum
Applicant Status	Organization - Non-Profit
Applicant Discipline	Multidisciplinary
501(c)(3) Incorporation Date	01/29/2001
FEIN / Tax ID	59-3740883
Date Organization Formed	01/29/2001
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	MWJEX2JJL1K9
DUNS Number	124922878

Mission Statement

To teach the lessons of the Holocaust to inspire action against hatred and to promote mutual respect.

Organization History

The Holocaust Museum & Janet G. and Harvey D. Cohen Education Center was founded in 2001, inspired by a Collier County middle school’s classroom project on the Holocaust. The Museum’s goal is for students and visitors to learn about the historical consequences of indifference, and to inspire our visitors to stand up to hate and bigotry when they encounter it. Since its founding, the Museum has impacted over 500,000 people. Age-appropriate student Holocaust Education programs are offered for students in grades 5-12 and college/university level in eight SWFL counties. These Student programs include Museum Field Trips, in-school programs, PopUp Museum exhibitions, Holocaust Survivor and 2G (children of Holocaust Survivors) presentations, and the opportunity to host the Jack and F.E. Nortman Boxcar Educational Project on their campuses. This is a unique travelling Boxcar Exhibit which visits schools, universities, public libraries and other locations throughout SWFL. The Museum also hosts Holocaust Education Workshops which inform SWFL

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

educators of the latest developments in the field of Holocaust Education, speakers and classroom-ready materials. Public programming offered year-round include lectures, films and discussions, special events and exhibitions. The Museum has drawn visitors from across the U.S. and more than 50 countries worldwide. The Museum's recent expansion added new galleries, interactive exhibits, additional classroom and meeting space to host larger groups of students, visitors, and larger travelling exhibitions.

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
The Holocaust Museum & Education Center of SWFL, Inc.

DBA For Organization - enter if your current name is different than the legal name
dba Holocaust Museum & Cohen Education Center

Federal ID Number
59-3740883

Organization Web Address
www.hmcec.org

ORGANIZATION ADDRESS

Street Address
975 Imperial Golf Course Blvd.

City
Naples

State
FL

Zip
34110

PHONE AND FAX

Main Phone Number
239-263-9200

Fax Number
n.a.

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
President and CEO

First Name
Erin

Last Name
Blankenship

Email Address
Erin@hmcec.org

Phone Number
239-263-9200

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

The Holocaust Museum & Education Center of SWFL, Inc.; dba Holocaust Museum & Cohen Education Center

Application #C2-25-26-0004

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Project Information

Support Type
Seasonal Support

Project Name
Seasonal Support 2025-2026

Location of the Project
Holocaust Museum & Cohen Education Center
975 Imperial Golf Course Blvd.
Naples, FL 34110

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-09-30

Project Type
Check all that apply.
Exhibition
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
This Grant Application respectfully requests support for the seasonal Museum programming in 2025-2026. The requested support items will be used to attract the public to explore a visit to Collier County and inform them about the Museum and its 2025-2026 programming season, including two special exhibits. The request includes funding for the exhibits' rental, shipping, installation and presentation costs. Funds requested for marketing support will be used to create promotional and marketing materials to support visitation to the Museum, the two exhibits, and the purchase of qualified media vehicles.

Recently expanded to almost 10,000 square feet, the Museum can now accommodate increased numbers of Museum visitors and program guests. The requested funds will help bring in those increased numbers of visitors.

Detailed Project Description
Here are the specifics of the 2025-2026 support request:

Exhibition Title: "Holocaust By Bullets"
Scheduled for: January 6, 2026 - April 13, 2026 (tentative end date)
Description: Many Holocaust victims in Eastern Europe were killed even before concentration camps were created in the region. Going from village to village, the Nazis and their collaborators would round up the local Jewish and Roma populations, march them to edge of mass graves, which the victims were forced to dig before their deaths, and shoot them. This exhibit summarizes the 10+ year research project undertaken by French priest Father Patrick Desbois on the Nazis' "Holocaust By Bullets" campaign. Father Desbois founded the "Yahad In Unum" organization to help investigate these genocides. Working with colleagues, they interviewed nearly 4,000 eyewitnesses in eight countries and discovered over 1,400 execution sites in Eastern Europe.

A key finding of their research was that each of these genocidal actions followed a specific pattern: the arrest of the undesirables (Jews, Roma and political opposition figures) living in the village; the forced movement of the prisoners to the execution site; the humiliation and dehumanization of the victims prior to their execution by making them discard their personal possessions and undress in front of neighbors; the systematic executions; and finally the looting of the personal items left behind by the victims.
Support requested: for Exhibition Rental, Shipping Costs to and from the Museum, Installation Costs; potential Guest Speaker Expenses for program during the exhibition.

Exhibition Title: "Caught on Film: The Wartime Photography of Ken Regele"
Scheduled for: May 4, 2026 - December 14, 2026
Description: Florida resident Ken Regele was a Army Signal Corps cameraman in the European Theater in World War II. Returning home, he brought two cans of film with him. Years later, he found them in a closet, and donated them to the Museum. He gave the Museum permission to develop the film and then keep whatever images might appear. The first can had no images, but the second did. There were over 200 unique black and white images shot by Mr. Regele and his colleagues which captured scenes from D-Day through Nuremberg Trials. Some provided a rare glimpse of life on the front lines and behind them; other were captured to retain records for military strategists of what was happening in battles.
Support requested for: Exhibition printing of panels and Installation charges

Marketing Support:

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Funds requested for marketing support will be used as described above to create promotional and marketing materials for print, digital, radio, and broadcast advertising, and the purchase of qualified media vehicles to promote the Museum's exhibitions and programs.

What are the artistic and cultural goals and vision for this project?
The unique designs of the exhibitions offered by the Museum provide Paradise Coast visitors with a state-of-the-art Museum-going experience. As a one-of-kind attraction, it adds value to this market. Since its founding in 2001, the Museum's mission has been to educate and inspire the public and next generation to stand up against hatred. The lessons of the Holocaust show us what can happen when hatred goes unchecked. The Museum's mission is becoming more important with the passage of time as fewer witnesses to the events of the Holocaust and World War II remain. By ensuring the historical facts, important lessons and personal stories of that period continue to be shared with students and visitors, we can motivate people to take a stand against hatred in their communities.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
Few vacation and meeting destinations offer visitors the breadth of unique experiences that the Paradise Coast does. A visit to the Holocaust Museum & Cohen Education Center is one of them.
The Museum has had visitors from all 50 states and more than 45 countries, and each year brings in additional out-of-area visitors.

What is the impact on this project and your programming if this funding is not received?
If the requested seasonal support is not approved, it will be necessary to scale back efforts to bring visitors to the Museum.

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
The marketing goals for the 2025-2026 grant period are to:
- to help publicize and encourage visitation to the Paradise Coast DMA
- to inform potential visitors about the memorable experience of visiting the Holocaust Museum & Cohen Education Center, which is one of the unique points of interest Paradise Coast has to offer.

The main target audiences will be potential visitors contemplating a trip to the area, visitors who have arrived and are looking to explore its offerings, and local residents who are looking for activities to entertain visiting family and friends.

We will use grant funds to promote the Museum and to inspire visitation for a unique experience.

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
The Museum sends out monthly e-newsletters and subject-specific e-blasts throughout the year. The e-mail address list has been building steadily over the years. We employ several methods to acquire email addresses:
- signup link on the Museum's website
- signup using the comment cards found in the Museum's Lobby
- scanning the sign-up QR code in the Lobby
- Museum information table at community events
- online and in person admission ticket purchases
- reservations for programs and special events

We estimate that approximately 60% of the email addresses sent to are in SWFL; with the remaining 40% out of area. Signups generally don't provide a street mailing address.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
Since the overall objective of our Marketing Plan is to encourage visits to the Museum from both out of town visitors and local residents, the Print Advertising component of our marketing efforts provides a concise summary of basic Museum information visitors would need: upcoming programs or special events, location, and contact information. The photographs included provide both an example of our exhibitions and our focus on educating visitors and the next generation about the lessons of the Holocaust.

The Print media strategy is to select vehicles targeting visitors, local residents who may have friends and family coming to visit, and members of the public interested in World War II and Holocaust history. Because of limited budget, we use a mix of magazines and newspapers with specific editorial content issues such as Southwest Florida tourism and travel, arts and culture, etc.
A major factor in selecting these is the presence of a digital component which helps expand the reach of the publication and our message.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
The Museum's informational brochure will be reprinted for special distribution outside the area to help inform travelers of its location, and in SWFL locations.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
The majority of digital advertising will be the vehicles with the print component as mentioned above.

What social media ads or posts are you planning for this project.

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

If not applicable, enter N/A.
The Museum posts 5-6 times a week on Facebook and Instagram.
Facebook followers: 44
Instagram followers: 31

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
We will update website with information on these two exhibits but ar not including the costs in this grant request.

Describe any radio advertising campaigns.
The Museum will run a small advertising campaign on WGCU FM to promote the two exhibitions mentioned in this grant. Its signal reaches far beyond Collier County.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
The Museum will run advertising on WGCU TV in Holocaust and World War II-related programming to promote visitation to the Museum and the two exhibits mentioned.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
N/A

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
The Museum will use email marketing, advertising and social media to promote the two exhibitions mentioned, as well appearances of special guest speakers.

Upload your marketing plan.
No File Uploaded

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	0
Lee County	0
Remaining Florida	0
U.S. - Out of State	0
International	0
Unknown	10,000
SubTotals:	**10,000**
Grand Totals:	**10,000**

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
The Recognition Plan for 2025-2026 would include using the CVB logo with URL and/or the words “Collier County Tourist Development Council” in or on as follows:

Grant-funded advertisements: Print; TV; Digital (on ad or on the landing page if that space is too small); Out-of-Home; Social Media; Museum Winter and Spring Fundraising Event Printed Programs
Grant-funded Exhibitions (Sponsor Panels and Exhibition Flyers for "Holocaust By Bullets" and "Caught on Film" Exhibitions)
Grant-funded print run of Museum Brochures for Distribution
Museum Website Page listing Sponsor logos
Museum E-newsletters and E-blasts
Museum Lobby PowerPoint Presentation Display
Museum Winter and Spring Fundraising Event PowerPoint Presentations
Museum Speaker PowerPoint presentation at Community Engagements

How are recognition levels and placements set and determined?
The Museum recognizes all Grantors and major Donors (unless anonymity is requested) in its Lobby, at its main fundraising functions, and on its website.

Name: Joan Hogan
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Email: joan@hmcec.org

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
N/A

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	588
Lee County	401
Other Florida	202
U.S. - Out of State	1,566
International	188
Unknown	322
SubTotals:	**3,267**

Children Totals	**Estimated Attendance**
Collier County	22
Lee County	25
Other Florida	3
U. S. - Out of State	11
International	0
Unknown	201
SubTotals:	**262**
Grand Totals:	**3,529**

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
15.00

Average Ticket Price Child
If free, enter $0
8.00

Total Yearly Attendance For Organization - Adults
3,267

Total Yearly Attendance for Organization for Adults from Collier County
588

Total Yearly Attendance - Children
262 Children were Museum visitors
2,092 Children came on 2024-2025 Museum Student Field Trips

How will you collect attendance figures reported in the attendance projections?
Adult Attendance figures are collected through admission charges, from online orders and from walk-in purchases (October 1, 2024 - May 25, 2025)

Children Attendance Figures:
262 children's admissions were purchased (October 1, 2024 - May 25, 2025)
1,330 children came to the Museum on Field Trips during 2024-2025 school year; students on School Field Trips are not charged admission

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
7

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
At this writing, we anticipate getting a hotel room for seven people associated as program speakers or special guests associated with the special exhibitions mentioned in this grant and for the Museum's two fundraising events.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**1,091,278**	**948,000**	**1,332,000**
Operating Expense	**1,103,756**	**971,500**	**1,320,909**

Project Expenses	
Total artistic fees for this project	$0
Total expenses for this project	$0
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$43,000
B. Contributed income	$1,271,000
C. State arts agency income	$0
D. Local government income	$18,000
E. Other income (include applicant cash)	$0
F. Total project cash income	**$1,332,000**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$11,000
B. Production Costs (personnel, equip.)	$686,676
C. Space rental	$50,000
D. Marketing (publicity, etc.)	$91,000
E. Other expense	$482,233
F. Total project cash expense	**$1,320,909**

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Holocaust Museum & Cohen Education Center	18,000
SubTotals:	**$18,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Name: Joan Hogan
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Email: joan@hmcec.org

Project 7 - list Project Name in first line	Amount Sponsorship/Donation
SubTotals:	**$0**

Project 8 - list Project Name in first line	Amount Sponsorship/Donation
SubTotals:	**$0**

Income Totals:	**$18,000**

The Holocaust Museum & Education Center of SWFL, Inc.; dba Holocaust Museum & Cohen Education Center

Application #C2-25-26-0004

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	0	+	0	=	0
Print Advertising	1,716	+	1,716	=	3,432
Other Print Materials	0	+	0	=	0
Digital Advertising	0	+	0	=	0
Social Media	0	+	0	=	0
Website	0	+	0	=	0
Radio	1,717	+	1,717	=	3,434
Broadcast	1,717	+	1,717	=	3,434
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$5,150**	**+**	**$5,150**	**=**	**$10,300**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	0	+	0	=	0
Exhib. Fees /Perf. Rights	2,500	+	2,500	=	5,000
Equipment/Supplies	0	+	0	=	0
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	0	+	0	=	0
Materials - Rentals	0	+	0	=	0
Materials - Scenic	0	+	0	=	0
Materials - Sound	0	+	0	=	0
Materials - Other	0	+	0	=	0
Signage/Collateral No TDT	0	+	0	=	0
Personnel - Ind Contract	0	+	0	=	0
Personnel - Staff No TDT	0	+	0	=	0

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Shipping/Freight	600 +	600 =	1,200
Temp Housing - No TDT	0 +	0 =	0
Transportation - Personal No TDT	0 +	0 =	0
Venue Rental	0 +	0 =	0
"Caught on Film" Exhibit Panels	750 +	750 =	1,500
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$3,850 +**	**$3,850 =**	**$7,700**
Expense Totals:	**$9,000 +**	**$9,000 =**	**$18,000**

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
N/A

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
Holocaust Museum 2025-2026 Budget - Exhibits, Marketing Support Budget.xlsx

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

The Holocaust Museum & Education Center of SWFL, Inc.; dba Holocaust Museum & Cohen Education Center

Application #C2-25-26-0004

Name: Joan Hogan
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Email: joan@hmcec.org

Support Material

No Work Samples are assigned to this application.

Name: Joan Hogan
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Email: joan@hmcec.org

Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Prior Applicant with Updates to Organization Paperwork

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation
Yes

Bylaws
Yes

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Holocaust Museum - Notarized Affidavit Labor and Services.pdf

Tax Information

Copy of Most Recent Tax Filing

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

Yes

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Holocaust Museum - 2025 Certificate of Insurance, Workers Comp.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
Holocaust Museum - 2025 Certificate of Insurance, Workers Comp.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

Name: Joan Hogan
Phone: (239) 263-9200
Email: joan@hmcec.org

I certify that the information included in this grant application is accurate and complete.
Yes

I understand that once this application is submitted, the information cannot be updated or changed.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category "C-2" Non-County Owned and Operated Museum Grants 2025-2026

The Naples Players, INC

Application #C2-25-26-0014

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Applicant Profile

Applicant Type	Organization
Name	Kenzie Currie
Legal Name	The Naples Players, INC
Email	kcurrie@naplesplayers.org
Primary Phone	(239) 434-7340
Alternate Phone	(239) 434-7340
Address	701 5th Ave S Naples, Florida 34102 UNITED STATES
Website	naplesplayers.org
Applicant Institution	Performing Group - Community
Applicant Status	Organization - Non-Profit
Applicant Discipline	Theatre
501(c)(3) Incorporation Date	02/07/1959
FEIN / Tax ID	
Date Organization Formed	01/19/1953
Fiscal Year End Date	04/30
Unique Entity ID (UEI)	
DUNS Number	030776173

Mission Statement

The Naples Players builds community through exceptional access to the power of theatre.

Organization History

The Naples Players was founded on January 19, 1953. Its first production was staged in what is now Gulfview Middle School on March 20, 1953. For more than two decades The Naples Players staged rehearsals and performances out of local auditoriums, restaurants, and even patrons' homes. In 1975, The Naples Players established a home base when a 40-seat playhouse was opened at 2363 Davis Boulevard. Having their own facility allowed TNP to focus on growing classes and programs beyond staged performances. Less than a decade later, they had outgrown their facility and after extensive renovations, the former Kon-Tiki Theatre was reopened as the new Naples Players theatre. Unfortunately, the exterior of the new facility began to suffer damages in the early 1990's and the search was on again for a new place to call home. During this time, the theatre still put on an extensive season of performances, classes, and programs. In the early 1990's 5th Avenue South was not nearly the hub of Naples it is today. The Naples Players took a chance on developing a plot of land flanked by failing storefronts and lack of foot traffic. Three successive yearly grants from the State of Florida totaling nearly $1.5 million helped create the final result: the 1998 opening of The Naples Players'

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Sugden Community Theatre on 5th Avenue South. Today, The Naples Players continues to celebrate season after season of performances, programs, and classes which are geared towards inspiring our community and defining our culture for the future of the arts in Southwest Florida.

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
The Naples Players Inc

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
596154976

Organization Web Address
naplesplayers.org

ORGANIZATION ADDRESS

Street Address
701 5th Ave S

City
Naples

State
FL

Zip
34102

PHONE AND FAX

Main Phone Number
2394347340

Fax Number

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Executive Artistic Director

First Name
Bryce

Last Name
Alexander

Email Address
balexander@naplesplayers.org

Phone Number
2394347340

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Project Information

Support Type
Seasonal Support

Project Name
Season Support for the 2025-2026 Season

Location of the Project
The Naples Players
701 5th Ave S
Naples, FL
34102

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-05-01

End Date
2026-05-31

Project Type
Check all that apply.
Performance
Event
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
The Naples Players' 72nd Season brings laughter, mystery, music, and powerful stories to the stage with a dynamic lineup of productions ranging from timeless classics to modern Broadway. The season showcases the power of storytelling to entertain, inspire, and bring the community together. With a mix of large-scale productions, intimate plays, and a robust educational series, Season 72 invites audiences of all ages to experience the magic of live theatre like never before.

Name: Kenzie Currie
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Email: kcurrie@naplesplayers.org

Detailed Project Description

This year, TNP offers a dynamic selection of productions that bring laughter, mystery, music, and powerful storytelling to the stage. From grand-scale musicals to intimate dramas, each performance highlights the transformative power of live theater.

With a mix of Broadway favorites, literary classics, and fresh, thought-provoking narratives, the 72nd Season is a testament to the vibrancy and growth of the Naples theater community. And with the newly renovated Kizzie Theater, Price Studio Theater, and Glass Educational Theater, audiences can look forward to state-of-the-art performance spaces designed to enhance the storytelling experience.

A Closer Look at the 2025-2026 Season

The Naples Players’ upcoming season is packed with thrilling productions that cater to a wide array of tastes. Whether you're a fan of gripping mysteries, heartwarming musicals, or thought-provoking dramas, there's something for everyone:

Mainstage Productions

Sweeney Todd: The Demon Barber of Fleet Street (June 25 – July 27, 2025 | Kizzie Theater) – A dark and thrilling tale of vengeance, wit, and chillingly unforgettable music.

And Then There Were None (October 1 – October 19, 2025 | Kizzie Theater) – Agatha Christie’s masterpiece of mystery, deception, and shocking twists.

Ada and the Engine (October 15 – November 9, 2025 | Price Studio Theater) – A compelling story of Ada Lovelace, a visionary ahead of her time in the world of computing.

Little Women: The Musical (November 19 – December 21, 2025 | Kizzie Theater) – A heartwarming holiday favorite celebrating love, resilience, and family.

Beau Jest (January 14 – February 15, 2026 | Kizzie Theater) – A hilarious comedy about love, deception, and family expectations.

The Curious Incident of the Dog in the Night-Time (February 4 – March 1, 2026 | Price Studio Theater) – An award-winning drama that follows a brilliant teenager’s journey of self-discovery.

9 to 5: The Musical (March 11 – April 12, 2026 | Kizzie Theater) – A high-energy musical comedy celebrating friendship, resilience, and workplace justice.

A Piece of My Heart (April 1 – April 26, 2026 | Price Studio Theater) – A poignant tribute to the nurses of the Vietnam War and their untold stories.

Much Ado About Nothing (May 6 – May 24, 2026 | Kizzie Theater) – Shakespeare’s classic comedy of love, wit, and mistaken identity.

Rising Stars: The Academy of Dramatic Arts

In addition to its mainstage productions, The Naples Players’ Academy of Dramatic Arts offers a vibrant lineup

Name: Kenzie Currie
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Email: kcurrie@naplesplayers.org

featuring young performers who are honing their craft in some of theater’s most beloved works. This season’s academy performances include:
Beetlejuice Jr. (July 18 - 20, 2025 | Price Theater)
Sweeney Todd TEEN (August 8 - 10, 2025 | Kizzie Theater)
High School Musical Jr. (October 25 - 28, 2025 | Glass Theater)
Cats (December 6 - 15, 2025 | Kizzie Theater)
RENT: School Edition (April 18 - 28, 2026 | Glass Theater)
Footloose Jr. (May 16 - 19, 2026 | Glass Theater)
These productions provide an invaluable opportunity for young actors to step into the spotlight, showcasing their talent and passion for the stage.

What are the artistic and cultural goals and vision for this project?
Season 72 is a celebration of growth and possibility. TNP's newly renovated Kizzie Theater, Price Studio Theater, and Glass Educational Theater provide state-of-the-art spaces where artistry and connection thrive. These venues are more than stages—they are homes for storytelling, creativity, and the collaboration of countless artists, volunteers, and staff who pour their passion into every production.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
The Naples Players continues to raise the expectation of what theatre is and can do in a community. Our surveys reflect that the quality of our productions mirror that of broadway, while showcasing volunteer artists right here in our community.

There is no better way to create a national recognition of Collier County than showcasing the best of who makes this county great. High quality art, on the tourist destination that is 5th Avenue, showing that Collier County is so much more than a beautiful place to retire.

What is the impact on this project and your programming if this funding is not received?
With ticket sales only making up 60% of our revenue, it would be impossible to produce any art - much less art to the quality that we have become renowned for - without the support of the community. Coming out of an offsite season with significantly less seats to offer, we are working to creatively bridge the gap created by the cost of producing offsite work. This grant would significantly impact the ability to do so and continue to make our productions more dazzling each time.

Name: Kenzie Currie
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Email: kcurrie@naplesplayers.org

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
Our goal is to partner with a publishing company outside of Collier County to bring tourists into our building. We will have a multi-level marketing plan utilizing digital, print, social, and keyword ad campaigns in and outside of Collier County.

Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
We will work with a publishing company located in key places of Florida - Tampa, Orlando, Miami, and Sarasota to add digital marketing to their email campaigns. We will also work with theatre sites such as BroadwayWorld to include Email campaigns as a part of the marketing for this project.

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

What are your print advertising plans and objectives, including target areas for advertising placement. If not applicable, enter N/A.

We will be targeting specifically neighboring cities in Florida - Orlando, Tampa, Miami, and Sarasota. We will work with a publishing company on an all-encompassing contract which will include select print ads in these cities in addition to digital and email marketing. Locally, we will work with Gulfshore Life, Naples Daily News, Life in Naples, Florida Weekly, and Fort Myers Magazine to promote not only the shows but stories of the individuals involved to emphasize the high quality people and productions in town.

What type of other print materials are you including in your marketing initiatives? If not applicable, enter N/A.

N/A

What types of digital advertising are you planning for this project? If not applicable, enter N/A.

We will target certain zip codes using Google and Microsoft Grant Ads, FloridaWeekly, and other such software. We will also work with publishing companies to run digital ads to counties outside of Collier, in concurrance with print and email marketing. Locally, we will run digital ads through Naples Daily News, Gulfshore Life, and similar publications.

What social media ads or posts are you planning for this project. If not applicable, enter N/A.

We will run sponsored Facebook posts, both local and non-local, with events, photos, and ads to match. We will run reels and videos on both Instagram and Facebook, to pull in a younger demographic.

Describe any website updates that would be included in this grant request. If not applicable, enter N/A.

We will include the Paradise Coast logo on the footer of every single page of our website, and display it in concurrance with any sponsor logos and links on show pages so visitors will have exposure and access to the Paradise Coast website and logos at every level of exploring our website.

Describe any radio advertising campaigns.

N/a

What types of broadcast or video advertising are you planning for this project? If not applicable, enter N/A.

N/a

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

If not applicable, enter N/A.
N/a

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
N/a

Upload your marketing plan.
No File Uploaded

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	32,000
Lee County	5,100
Remaining Florida	3,000
U.S. - Out of State	1,000
International	100
Unknown	0
SubTotals:	**41,200**
Grand Totals:	**41,200**

Name: Kenzie Currie
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Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
Digital, email, social, and print ads will include the Paradise Coast logo. Additionally, signage in the lobby during the event will include information about the Collier County Tourist Development Council, with logos, links, and information to drive traffic to theirt website.

Our website will also be updated to include the logo at the footer of each page, and the logo and website on each individual show page as well as the ticketing website page, giving exposure at every level of interaction with our website. Our patrons average 1.5 minutes per page on our website, indicating they read all information presented to them, which will include information about the Collier County Tourist Development Council, driving additional traffic to your website.

How are recognition levels and placements set and determined?
Levels and placements are determined by the type of ad and the type of support. Full season support is put on our website and season materials. Full season sponsor is in all of our ad materials and then individual show sponsorships take priority beyond that for smaller ad placement for their specific production.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Enter N/A if not applicable.
N/a

Name: Kenzie Currie
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Email: kcurrie@naplesplayers.org

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	17,000
Lee County	11,000
Other Florida	5,000
U.S. - Out of State	2,500
International	1,000
Unknown	0
SubTotals:	**36,500**

Children Totals	**Estimated Attendance**
Collier County	3,500
Lee County	1,500
Other Florida	250
U. S. - Out of State	1,000
International	20
Unknown	0
SubTotals:	**6,270**
Grand Totals:	**42,770**

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
42

Average Ticket Price Child
If free, enter $0
42

Total Yearly Attendance For Organization - Adults
50000

Total Yearly Attendance for Organization for Adults from Collier County
25000

Total Yearly Attendance - Children
25000

How will you collect attendance figures reported in the attendance projections?
When a ticket is purchased, our database requires address and zipcode. This, combined with ticket sales reports, and post-show surveys asking for age/location/length of stay should give us a comprehensive view of who is attending each performance and where they come from.

Upload any files that helps support the attendance figures.
No File Uploaded

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
3

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We asked this question on post-show surveys. The calculation is based on the number of people who answered they were just visiting when asked if they were a full-time or seasonal resident or just visiting.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
No Room Blocks or Rentals Obtained by Organization

For this project, what are the total room nights in your room block?

For this project, what is the room block rate?

For this project, list any hotels/realtors/rental agencies used to build your room block.

For this project, upload any room block reports from your hotel(s). Use .pdf format.

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

Name: Kenzie Currie
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Email: kcurrie@naplesplayers.org

Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**2,013,738**	**3,194,806**	**2,452,554**
Operating Expense	**4,039,385**	**4,716,047**	**1,871,965**

Project Expenses	
Total artistic fees for this project	$0
Total expenses for this project	$0
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$2,360,413
B. Contributed income	$465,000
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$0
F. Total project cash income	**$2,825,413**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$137,875
B. Production Costs (personnel, equip.)	$784,750
C. Space rental	$0
D. Marketing (publicity, etc.)	$184,340
E. Other expense	$765,000
F. Total project cash expense	**$1,871,965**

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
2025-2026 Season Sponsorship	0
Porche Naples	50,000
SubTotals:	**$50,000**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Name: Kenzie Currie
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Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Income Totals:	**$50,000**

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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	2,750	+	2,250	=	5,000
Print Advertising	6,500	+	6,000	=	12,500
Other Print Materials	8,000	+	7,000	=	15,000
Digital Advertising	6,500	+	6,000	=	12,500
Social Media	500	+	0	=	500
Website	35,000	+	25,000	=	60,000
Radio	0	+	0	=	0
Broadcast	0	+	0	=	0
Video	0	+	0	=	0
Outdoor	0	+	0	=	0
Out of Home (OOH)	0	+	0	=	0
Design/Production	40,500	+	38,340	=	78,840
Printing	60,000	+	27,662	=	87,662
Photos	8,400	+	0	=	8,400
	0	+	0	=	0
Subtotals:	**$168,150**	**+**	**$112,252**	**=**	**$280,402**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	137,875	+	0	=	137,875
Exhib. Fees /Perf. Rights	178,000	+	0	=	178,000
Equipment/Supplies	27,300	+	0	=	27,300
Materials - Costume,Wigs No TDT	60,500	+	0	=	60,500
Materials - Lighting	20,800	+	0	=	20,800
Materials - Rentals	50,000	+	0	=	50,000
Materials - Scenic	104,500	+	0	=	104,500
Materials - Sound	4,500	+	0	=	4,500
Materials - Other	75,000	+	0	=	75,000
Signage/Collateral No TDT	18,723	+	0	=	18,723
Personnel - Ind Contract	303,250	+	0	=	303,250
Personnel - Staff No TDT	0	+	0	=	0

Name: Kenzie Currie
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Shipping/Freight	20,000 +	0 =	20,000
Temp Housing - No TDT	10,000 +	0 =	10,000
Transportation - Personal No TDT	8,000 +	0 =	8,000
Venue Rental	70,000 +	0 =	70,000
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$1,088,448 +**	**$0 =**	**$1,088,448**
Expense Totals:	**$1,256,598 +**	**$112,252 =**	**$1,368,850**

Name: Kenzie Currie
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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.

Enter any other general explanations you feel are necessary.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
N/A

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
TNP_25_26 Season Show Budget.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

Name: Kenzie Currie
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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
Yes

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)
7000

What areas of the project(s) would have a sales tax collected?
Concessions at performances

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
Yes

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)
7000

What areas does the organization collect and pay sales tax?
Concessions at performances

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

The Naples Players, INC

Application #C2-25-26-0014

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

Support Material



Title: 2025 W9 Form
Download: 296333.pdf
View File



Title: Board of Directors
Download: 296318.docx
View File



Title: Collier County BCC COI
Download: 296335.pdf
View File



Title: Collier County COI
Download: 296334.pdf
View File



Title: Collier County Tax Receipt
Download: 265028.pdf
View File



Title: Florida Affidavit
Download: 296336.pdf
View File



Title: W-9
Download: 265004.pdf
View File



Title: Worker's Comp 2025
Download: 296340.pdf
View File



Title: Workers Comp_COI
Download: 282575.pdf
View File

Name: Kenzie Currie
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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
Applicant in FY 2024-2025

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation

Bylaws

IRS Status Letter

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.

Upload your E-Verify form
No File Uploaded

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavit.pdf

Tax Information

Copy of Most Recent Tax Filing
Yes

Name: Kenzie Currie
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Email: kcurrie@naplesplayers.org

W-9
Yes

Collier County Tax Receipt

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Collier County_Naples Players, Inc._12-19-2024_1151286947.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
12VD - [The Naples Players, Inc.] (3).pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes



Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

The Naples Players, INC

Application #C2-25-26-0014

Name: Kenzie Currie
Phone: (239) 434-7340
Email: kcurrie@naplesplayers.org

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

TheatreZone

Application #C2-25-26-0007

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Applicant Profile

Applicant Type	Organization
Name	Mark Danni
Legal Name	TheatreZone
Email	markdanni@theatre.zone
Primary Phone	(239) 249-2090
Alternate Phone	(888) 966-3352
Address	2430 Vanderbilt Beach Rd. Suite 108-167 Naples, Florida 34109 UNITED STATES
Website	https://theatre.zone
Applicant Institution	Performing Group
Applicant Status	Organization - Non-Profit
Applicant Discipline	Opera/Musical Theatre
501(c)(3) Incorporation Date	07/05/2005
FEIN / Tax ID	25-1917144
Date Organization Formed	07/05/2025
Fiscal Year End Date	06/30
Unique Entity ID (UEI)	
DUNS Number	123046266

Mission Statement

TheatreZone enriches the cultural offerings in Southwest Florida by presenting professional theatrical productions as well as educating students of all ages to appreciate and engage with the performing arts. TheatreZone believes there is a transformative power within theatre for all participants and that when artists and audiences engage in that collective act of imagining, lives are changed.

Organization History

Mark and Karen Danni brought Broadway to Naples in 2005, when they moved from New York City to Southwest Florida. Music and theatre majors, respectively, Mark and Karen had performed on Broadway, in Off-Broadway productions and in touring companies. In 2002, Mark accepted an opportunity to launch the theatre program at the Community School of Naples (CSN), where he works today. In 2005, the Danni’s established TheatreZone as 501(c)(3) non-profit Theatre Company. They also obtained a Contract with the Actors’ Equity Association (professional actors’ union), ensuring access to the industry’s best actors, singers, dancers, musicians, and stage management professionals. More than 200 professional actors, including Broadway veterans from across the country, come to Naples and NYC each September to audition for coveted

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

roles in its productions. TheatreZone’s inaugural season opened in 2006, with Mack and Mabel starring Gary Sandy, best known for appearing in television’s WKRP in Cincinnati. Now in its 20th season, TheatreZone presents new and current shows, as well as classic Broadway shows, enabling audiences to enjoy a diverse variety of genres in its productions. TheatreZone’s internship program creates opportunities for CSN students to engage in the performing arts, exposing them to various celebrities from whom they can learn. TheatreZone also provides work for experience to the students at Florida Gulf Coast University. many of these students are currently working in professional theaters around the country and one such student is now on her third Broadway Show.

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Contact 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.

This section describes basic contact information on the organization. Other pertinent organizational documentation will be uploaded to your profile and is a part of the final checklist page prior to final submission.

ORGANIZATIONAL INFORMATION

Legal Name of Organization. This should match your 501-c(3) paperwork and your Sunbiz listing name exactly.
TheatreZone, Inc.

DBA For Organization - enter if your current name is different than the legal name

Federal ID Number
25-1917144

Organization Web Address
www.theatre.zone

ORGANIZATION ADDRESS

Street Address
2430 Vanderbilt Beach Rd. Suite 108-167

City
Naples

State
FL

Zip
34109

PHONE AND FAX

Main Phone Number
888-966-3352

Fax Number

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

NA

CHIEF EXECUTIVE INFORMATION

Chief Executive Title
Founding and Producing Artistic Director

First Name
Mark

Last Name
Danni

Email Address
markdanni@theatre.zone

Phone Number
239-249-2090

ORGANIZATION STRUCTURE

Organizational Structure
Nonprofit

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Project Information

Support Type
Seasonal Support

Project Name
TheatreZone for 2025-2026 "Hilarity & Heart" Musical Theatre Productions

Location of the Project
TheatreZone
G&L Theater
13275 Livingston Road
Naples, FL 34109

Can this project or any portion of the project/seasonal support be included as part of the ¡ARTE VIVA! festival?
No ¡ARTE VIVA!

Start Date
2025-10-01

End Date
2026-06-14

Project Type
Check all that apply.
Performance
Marketing Support

If Project Type is Other, enter information about the Project Type.

Waht is new about this project?

Short Summary of Project
TheatreZone is Naples' premier, professional musical theatre, celebrating its 21st season in 2025-2026, themed "Hilarity & Heart." Five musical theatre productions will be produced beginning December 2025 through mid-June 2026, also five concerts will perform on our stage throughout the season. TheatreZone is a nonprofit theatre requesting support for marketing and production.

Each show has its own budget for production. A estimated marketing budget with advertising venues has been

established for the requested time period.

Detailed Project Description
The five musicals produced by TheatreZone in 2025-2026 are:
TheatreZone’s 21st Season

HEADLINE:
Hilarity & Heart

INTRO TEXT:
TheatreZone’s 21st season promises hilarity and heart with our festive Home for the Holidays, followed by four musicals that feature passionate searches for romance, fame and fortune.

Home for the Holidays
Dec. 19-21
7:30 p.m. Dec. 19-20
2 p.m. Dec. 20-21
Southwest Florida audiences kick off their holiday festivities on Dec. 15 with Home for the Holidays, TheatreZone’s ninth annual production of its traditional season opener. The popular holiday musical is a feast for the senses with memorable songs, exuberant choreography and colorful costumes.

Grumpy Old Men: The Musical
Jan. 8 – 18
7:30 p.m. Jan. 8-11; Jan. 15-18
2 p.m. Jan. 10-11; Jan. 17-18
Based on the 1993 film Grumpy Old Men starring Jack Lemmon, Walter Matthau and Ann Margaret, the musical features Max and John, two feuding neighbors who have spent most of their lives at odds with each other. Their conflicts take a comedic turn when they become romantic rivals for a stunning and charismatic new neighbor.

Gutenberg: The Musical – Starring Larry Alexander & Adolpho Blaire
Feb. 5 – 15
7:30 p.m. Feb. 5-8; Feb. 12-15
2 p.m. Feb. 7-8; Feb. 14-15
Gutenberg: The Musical is a comedic, fast-paced, two-man show abounding with energy. This Tony-nominated Best Musical follows Bud (Adolpho Blaire) and Doug (Larry Alexander) as theatre writers and composers who try to sell a hilariously inaccurate musical about Johannes Gutenberg, the inventor of the printing press, to potential investors.

Name: Mark Danni
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Buddy: The Buddy Holly Story
March 5-15
7:30 p.m. March 5-8; March 12-15
2 p.m. March 7-8; March 14-15
Buddy: The Buddy Holly Story celebrates the youthful energy, creativity, and legacy of a rock-n-roll icon who changed popular music. The musical follows Buddy Holly’s meteoric rise to fame and features more than 20 of Buddy’s greatest hits, including “That’ll Be the Day,” “Peggy Sue,” “Oh, Boy!” and “Rave On.”

Oliver!
June 4 – 14
7:30 p.m. June 4-7; Jue 11-14
2 p.m. June 6-7; June 13-14
Few shows are as iconic and timeless as Oliver!, a beloved musical based on Charles Dickens’ 1838 novel, Oliver Twist. The adaptation transforms the novel into a tune-filled show with unforgettable songs -- “Food, Glorious Food,” “Where Is Love?,” and “Who Will Buy?” -- while retaining its exploration of poverty and loss.

Our Season 21 concert line up is:
Legends of the 60's - January 19, 2 performances
The Mersey Beatles - February 17 & 18, 4 performances
The Feud: Sinatra & Roselli - February 19, 2 performances
Bluffet: The music of Jimmy Buffet - March 28, 2 performances
Billy & Elton - April 25, 2 performances

Tickets are purchased online through www.theatre.zone and on TIX, TheatreZone's ticketing system, and by phone at the box office.

What are the artistic and cultural goals and vision for this project?
TheatreZone brings professional, Broadway style musical theatre to Southwest Florida for audiences from throughout the country visiting Naples. Founding artistic director, Mark Danni, seeks to enliven entertainment options for Naples visitors with a live orchestra, professional Equity actors from throughout the U.S, and stories that include a balance of drama and comedy. Mark Danni licenses the rights to shows and produces them in-house with actors, designers and musicians from around the country to create an elevated entertainment experiences for audiences. Production and marketing of the shows requires significant budget.

Describe any way this project would fall under the ¡ARTE VIVA! festival, a Celebration of Hispanic Arts and Culture initaitve.

Name: Mark Danni
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How will this project promote and drive tourism to Collier County,Florida's Paradise Coast?
TheatreZone's ticket buyers are located throughout the country and make a TheatreZone show an important activity in their visits to Southwest Florida. In addition to housing -- condos, apartments, hotels for audiences -- TheatreZone's actors, musicians and designers are also visitors to Collier County during the rehearsal process and performances of these productions. They are also using housing and restaurant while in town. Many friends and family of the performers travel from all over the country to see these friends and family members perform and stay in hotels and eat at restaurants. The project will continue to drive tourism to Collier County through a wide range of marketing strategies that reach out of market audiences.

What is the impact on this project and your programming if this funding is not received?
With the loss of Florida arts funding, TheatreZone's outreach to potential sponsors and donors is a formidable task. And, with the many new theatres in the area, TheatreZone competes for funding in an uncertain economy. TheatreZone is known for the quality of its productions and its ability to bring the best actors, designers and musicians to perform in these productions. This reality requires a stretched budget for production and marketing that may not suffice for the success of the season.

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Marketing Plan

The marketing plan is an important component in understanding the request for funding. Reviewers will take into consideration new initiatives, growth in marketing efforts from the past, and marketing initiatives that can help develop your marketing strategy, presence, and outreach.

The marketing plan should include how the organization will promote this project locally (within a 50-mile radius) and also out of the market. Out-of-market assumes individuals that would want to stay overnight for at least one night.

Local initiatives that are targeted at tourists or out-of-state residents can be included as a part of the TDC portion of the request. Examples of these include rack cards placed at local hotels, airport advertising, or ads in magazines that are distributed in hotels.

This marketing plan is broken out into various categories that will correspond to your financial request and the results in the final report.

Responses should include detailed goals and measures of certain marketing strategies as described in the various sections below. Include measures as impressions, clicks, subscribers, etc. Utilizing historical information (such as last year's impressions) can help reviewers understand the growth of your marketing efforts.

Note that ads that will be used for reimbursement shall include the CVB logo with the website. For small digital ads, this logo can be placed on the landing page of the clickthrough.

Describe and list your marketing goals for this project.
Marketing TheatreZone's 2025-2026 season is a comprehensive strategic mix to reach audiences without and outside Collier County. The goal is to promote the enrichment of Collier's cultural life with TheatreZone, and to elevate audiences' appreciation of musical theatre. Our strategies are:

- Email marketing to 17,000 subscribers located throughout the country with an average open rate of 45%
- Publicity reaching Lee and Charlotte Counties as well as Collier County
- Advertising in Collier County as well as Lee County
- Print collateral distributed on the website and within the theatre during shows
- Robust website with an average of 3,000+ monthly visitors
- Social media (Facebook, Instagram, LinkedIn)

Name: Mark Danni
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Describe any plans for email marketing or building your mailing list.
If not applicable, enter N/A.
Email marketing is an essential driver of sales and awareness of a professional musical theatre choice for visitors to Collier County. The subscriber list of approximately 17,000 will receive two newsletters per month. Growth of the list comes for a continually refreshed list of ticket buyers, through a website sign-up, and on social media. The newsletters deliver show information in a variety of ways to capture additional interest in each show. The average open rate is 45%.

What are your print advertising plans and objectives, including target areas for advertising placement.
If not applicable, enter N/A.
Print advertising is TheatreZone's largest marketing expenditure, totalling $50-$70,000 for the season. The regional and demographic targets will be reached through print ads in hotel magazines, Gulfshore Life (regional SWFL), Ft. Myers Magazine, Happenings Magazine, Florida Weekly, Naples on the Gulf (chamber) and community magazines in Lee County (Estero and Bonita Springs). Within Collier County, TheatreZone advertises in Naples Illustrated, Naples City Lifestyle, Naples Daily News.

What type of other print materials are you including in your marketing initiatives?
If not applicable, enter N/A.
Print collateral includes Showbills for each production, distributed to audiences, also annual reports & Season brochures are printed and mailed to supporters throughout the country. Another major expense.

What types of digital advertising are you planning for this project?
If not applicable, enter N/A.
Digital marketing is achieved through the USAToday Network and will expand outside Collier County to targeted zipcodes in Lee County. Digital ads are placed with Meta (Facebook and Instagram) reaching a national audience.

What social media ads or posts are you planning for this project.
If not applicable, enter N/A.
TheatreZone's robust social media campaign will comprise Facebook, LinkedIn and Instagram, with ads and posted boosts indexed to audiences within and outside Collier County. An analysis of ticket buyers' source cities, available through TIX, our online ticketing program, will determine cities and regions targeted through social media ads and boosted posts.

Describe any website updates that would be included in this grant request.
If not applicable, enter N/A.
TheatreZone's website -- Theatre.Zone -- is constantly refreshed and updated with show information, newsletters, video, and more. For the 2025-2026 season, a new approach includes adding showbills for each show, new video, and posted news items. The website receives more than 3,000 monthly visitors from

throughout the country and internationally.

Describe any radio advertising campaigns.
WGCU-FM, the Southwest Florida NPR station with a broad regional reach, will be included in the broadcast campaign with :10 spots.

What types of broadcast or video advertising are you planning for this project?
If not applicable, enter N/A.
TheatreZone will run television campaigns on ABC/NBC (Hearst Media) and WINK-TV (CBS). Each campaign will run for up to three weeks to support each of the five productions. The :15 spots are viewed throughout Southwest Florida. The spots consist of two phases, both still photography and video.

What are your plans for any billboards of other OOH (Out of Home) advertisements? Describe the location, type of advertising, and other information.
If not applicable, enter N/A.
TheatreZone sponsors the Naples' Pride festival. We have a booth at this outdoor event where we have large banners displayed and give out brochures and pens. Artistic Director, Mark Danni ia a key speaker at many lunch events where TheatreZone brochures are distributed.

Describe any other marketing initiative you are planning for this project.
If not applicable, enter N/A.
n/a

Upload your marketing plan.
TheatreZone Media Plan 2025-2026.pdf

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Marketing Plan - Email Marketing

If your marketing plan included Email Marketing, please complete the form below about your email list.

This table describes the geographic representation of your email list.

This will be compared to your statistics in the final report. We are looking for growth and change over time with this information.

The total and subtotal lines will automatically calculate the final totals.

Email List Distribution	**April/May 2025**
Collier County	9,000
Lee County	3,000
Remaining Florida	900
U.S. - Out of State	2,000
International	100
Unknown	2,000
SubTotals:	**17,000**
Grand Totals:	**17,000**

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Recognition Plan

This section describes the recognition that will be offered to the Naples, Marco Island, Everglades CVB. Due to county restrictions, recognition cannot consist of the county receiving anything of value for free (includes tickets, items, etc.) The plan can include the ability to purchase tickets at cost. Be as specific as possible.

The CVB has a variety of available assets including print, digital, broadcast, or outdoor.

Recognition plans must include logo placement or mention on all advertisements. The logo used will be the CVB logo with the URL. Note - this is a requirement for your ads that are to be reimbursed.

Other types of recognition can include logo placement on signage or banner placement at the project, logo or listing on a title wall, advertisement at a function or in a program book, or a listing in an annual report. The recognition should be visible to all attendees.

The organization listed in any print material (such as donor lists) should be "Collier County Tourist Development Council."

Describe a detailed recognition and acknowledgment plan that would be provided to the Naples Marco Island, Everglades CVB/ Collier County Tourist Development Council.
The Naples Marco Island, Everglades CVB will be recognized on all promotional material, with a logo and text, on platforms including but not limited to:
- Showbills created for each show
- Email newsletters (with link)
- Social media
- Banners and flyers
- Annual report
- Website (with link)

How are recognition levels and placements set and determined?
The recognition level and placement of the CVB logo and text would be included with a presentation of major sponsors and grantors, giving precedence to the sponsor of the entire season.

What other recognition could be provided if the guidelines were updated to allow for the CVB to accept items of value? Include value amounts.
Enter N/A if not applicable.
Should the CVB accept items of value, the recognition of the CVB would remain in place and, should the CVB

sponsor a particular show for example, its logo and text would be a singly showcased.

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Project Attendance

Enter the estimated attendance for the project by the categories below - adult and children and then by location. You also will enter text on how these figures were derived on the next page.

Unknown should be used in cases where any attendance totals are known but you are unaware of location information.

These figures will be a part of your final report so that you can easily track estimated and actual attendance.

Adult Totals	**Estimated Attendance**
Collier County	9,985
Lee County	2,990
Other Florida	470
U.S. - Out of State	2,500
International	25
Unknown	0
SubTotals:	**15,970**

Children Totals	**Estimated Attendance**
Collier County	15
Lee County	10
Other Florida	5
U. S. - Out of State	0
International	0
Unknown	0
SubTotals:	**30**
Grand Totals:	**16,000**

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Attendance Information Description

This section allows for further detail on tickets and attendance and an explanation of how the attendance figures were developed. It is important to note that attendance figures and the summary backup of the attendance will be required as part of the final report.

Average Ticket Price Adult
If free, enter 0
$60

Average Ticket Price Child
If free, enter $0
$10

Total Yearly Attendance For Organization - Adults
16,000 - Our theater seats a total of 250 people.

Total Yearly Attendance for Organization for Adults from Collier County
15,000

Total Yearly Attendance - Children
50

How will you collect attendance figures reported in the attendance projections?
Our theater seats a total of 250 people and we sell out many performances during our season. Attendance figures are counted in our online ticketing system, TIX, where all ticket buyers are logged. TheatreZone monitors attendance figures every week to gauge audience numbers for shows for a multitude of reasons, including quantities of required print collateral and advertising expenditures. We offer a $10 student rush ticket available on the day of the performance.

Upload any files that helps support the attendance figures.
SalesByPostalCode (2025-05-25 10-17am).pdf

Name: Mark Danni
Phone: (239) 249-2090
Email: markdanni@theatre.zone

Visitor Information

This section will describe your estimated visitor data and visitor stays in our region. This will be compared to your actual data in the final report. You can describe and upload information on past visitor data results and information on Collier County stays.

This section also includes any information on any room blocks you might have obtained for this project. This includes hotel rooms and/or rentals/VRBOs/AirBnBs where the bed tax is collected.

These figures will be used by CVB staff to measure the Estimated Economic Impact based on calculators from Destinations International.

Estimated Visitor Room Information -- Collier County

Average Visitor Stay (in number of nights)
1

Number of Rooms Per Night
1

How are you calculating and measuring the Average Stay and Room Nights?
We do not currently have data to support average stays and room nights but know from personal feedback from audience members that hotel rooms are booked to attend certain performances. In addition to audiences, TheatreZone cast members from out of market are housed in apartments and condos paid for by TheatreZone. The average visitor who travels to see friends and family perform in a show is about a 3 night stay. Our Actors are in housing for 3 weeks, with production and designers about a week each production. Some of our musicians who travel will take a hotel room for 2 nights, Friday & Saturday because they play a matinee and an evening show on Saturdays and Sundays. Our Concert performers will be in hotels for 3 nights each concert with several rooms for their entourage.

Upload any additional files, charts or data on average stays or room nights.
No File Uploaded

Project Room Block Information

For this project, what types of rooms do you obtain? Check all that apply.
Hotel Room Block
AirBnB

Name: Mark Danni
Phone: (239) 249-2090
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Other Rental - Bed Tax Collected
Rentals - unsure if Bed Tax Collected

For this project, what are the total room nights in your room block?
35

For this project, what is the room block rate?
$150 night

For this project, list any hotels/realtors/rental agencies used to build your room block.
Fairways Inn, Comfort Inn

For this project, upload any room block reports from your hotel(s). Use .pdf format.
No File Uploaded

Other Room Blocks

Do you obtain other Hotel Rooms/Rentals throughout the year for other projects?
No

For other projects, what are the total room nights in your various room blocks?

For other projects, what is your average room block rate?
(Enter $ and commas as needed.)

For other projects, list any hotels/realtors/rental agencies used to build your room block.

For other projects, upload any Room Block Report(s) from any of your rental partners. Use .pdf format.
No File Uploaded

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Budget

This is a general budget page that provides a high level of the project budget. More detail on income and expenses for the project will follow in other sections. This budget page is similar to what is submitted in other grant applications such as the NEA and state grants. Since this is a template, follow the instructions on entering the budget for the project or seasonal support.

Fiscal Year	Previous	Current	Upcoming
Operating Income	**1,099,720**	**1,087,870**	**1,189,263**
Operating Expense	**1,068,180**	**1,056,395**	**1,098,220**

Project Expenses	
Total artistic fees for this project	$189,980
Total expenses for this project	$1,098,220
Total In-kind for this project	$0
Sources of Project Cash Income	
A. Earned income	$783,263
B. Contributed income	$400,000
C. State arts agency income	$0
D. Local government income	$0
E. Other income (include applicant cash)	$6,000
F. Total project cash income	**$1,189,263**
Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	$189,980
B. Production Costs (personnel, equip.)	$540,745
C. Space rental	$21,568
D. Marketing (publicity, etc.)	$122,000
E. Other expense	$223,927
F. Total project cash expense	**$1,098,220**

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Project Income - Sponsorship Detail

List the top five cash Sponsors/ Donors for this project. The Project Name should be placed in the first value of each section.

For seasonal support or multiple events/exhibitions, list the top 5 donors for each activity of the season included under each section if desired (depending on your sponsorship plan and opportunities).

For example,

- *a performance organization might have 6 productions in their season. The sponsorships can be listed under project 1 as Seasonal Support of Theater Performances or each production can be listed separately if sponsors are obtained for each individual production.*
- *a season of exhibitions and/or events, sponsors are usually obtained for each individual exhibition and those included in this project/season grant application should be listed as separate projects.*

Project 1 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
Broadway Series Sponsor (1x))	25,000
Concert Series Sponsor (1x)	10,000
Title Mainstage Sponsors (4)	40,000
Producing Sponsors (4)	20,000
Season Kick-Off Sponsor (1)	5,000
Title Concert Sponsors (5)	12,500
Theatrical Sponsors (5)	10,000
SubTotals:	**$122,500**

Project 2 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 3 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 4 Sponsors - list Project Name in the first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**

Project 5 Sponsors - list Project Name in the first	**Amount Sponsorship/Donation**

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line	
SubTotals:	**$0**
Project 6 Sponsors - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 7 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Project 8 - list Project Name in first line	**Amount Sponsorship/Donation**
SubTotals:	**$0**
Income Totals:	**$122,500**

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Detailed Project Budget/Request

Marketing Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Email Marketing	3,500	+	0	=	3,500
Print Advertising	45,000	+	15,000	=	60,000
Other Print Materials	10,000	+	2,000	=	12,000
Digital Advertising	5,500	+	3,000	=	8,500
Social Media	4,000	+	0	=	4,000
Website	3,000	+	0	=	3,000
Radio	0	+	0	=	0
Broadcast	17,000	+	5,000	=	22,000
Video	4,000	+	0	=	4,000
Outdoor	500	+	0	=	500
Out of Home (OOH)	0	+	0	=	0
Design/Production	30,000	+	2,000	=	32,000
	0	+	0	=	0
	0	+	0	=	0
	0	+	0	=	0
Subtotals:	**$122,500**	**+**	**$27,000**	**=**	**$149,500**

Exhibition/Production Expenses	Amount Org to Pay		Requested Amount TDT Grant		Total Amount
Artist/Entertainment Fees	160,000	+	14,000	=	174,000
Exhib. Fees /Perf. Rights	60,000	+	10,000	=	70,000
Equipment/Supplies	10,000	+	3,000	=	13,000
Materials - Costume,Wigs No TDT	0	+	0	=	0
Materials - Lighting	3,000	+	0	=	3,000
Materials - Rentals	6,000	+	0	=	6,000
Materials - Scenic	10,000	+	0	=	10,000
Materials - Sound	2,000	+	0	=	2,000
Materials - Other	1,000	+	0	=	1,000
Signage/Collateral No TDT	1,000	+	0	=	1,000
Personnel - Ind Contract	0	+	0	=	0
Personnel - Staff No TDT	408,000	+	0	=	408,000

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Shipping/Freight	1,000 +	0 =	1,000
Temp Housing - No TDT	30,000 +	0 =	30,000
Transportation - Personal No TDT	8,000 +	0 =	8,000
Venue Rental	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
	0 +	0 =	0
Subtotals:	**$700,000 +**	**$27,000 =**	**$727,000**
Expense Totals:	**$822,500 +**	**$54,000 =**	**$876,500**

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Financial Explanations

This page allows the applicant to enter explanations about the budget pages and to further explain the calculations in the budget.
This includes a required upload of the project(s) budget.

Enter any explanations you feel are necessary to explain any of the budget information provided on the previous forms.
TheatreZone's projected advertising expenditures for 2025-2026 include a range of print, digital and broadcast media that extends to audiences outside Collier County. The budget is an estimate at this time, based on previous costs. The completed budget for the season will be completed by August/September 2025. The total budget will increase as the season continues to take advantage of new opportunities.

Enter any other general explanations you feel are necessary.
Advertising rates for 2025-2026 are not yet established by some targeted media platforms.

Sponsorships are still being obtained, with the Broadway Series sponsorship of the season already committed by Private Capital Managment. The remaining sponsors are expected in the coming months to fill the opportunities specified in Sponsorship Detail.

List any project expenses you have planned for any/other entities of Collier County and the amount. This includes any rental fees of County properties or services.
For instance, if you obtain Collier County officers for security, list that and the amount. If non, enter N/A.
Explained in the production expense page.

Upload the complete project(s) budget in a .pdf format. If this is seasonal support with various sub-projects, each sub-project budget should be included along a column for the total budget.
TheatreZone Media Plan 2025-2026.pdf

Upload any .pdf files for any financial explanations if needed.
No File Uploaded

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Estimated Sales Tax

This section collects information on estimated sales taxes paid for the projects in the application and for the organization.

Project Sales Tax Information

Does this project includes sales tax that is collected and paid to the state/Collier County?
No

What are the estimated sales taxes that would be paid concerning the application project(s)?
(Enter $ and commas as needed.)

What areas of the project(s) would have a sales tax collected?

Organization Sales Tax

Does the organization collect and pay sales taxes throughout the year?
No

What is the estimated sales tax the organization pays in a fiscal year?
(Enter $ and commas as needed.)

What areas does the organization collect and pay sales tax?

Naples, Marco Island, and Everglades CVB (Collier County Tourism) - Category “C-2” Non-County Owned and Operated Museum Grants 2025-2026

TheatreZone

Application #C2-25-26-0007

Name: Mark Danni
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Support Material



Title: 2025-2026 TheatreZone Announcement
Download: 296176.
View File



Title: TheatreZone 2025-2026 Season Announcement
Download: 296177.
View File

Title: 1023
Download: 296191.pdf
View File

Title: 1023 Attachment
Download: 296190.pdf
View File

Title: 501 c3
Download: 296189.pdf
View File

Title: Articles of Incorporation
Download: 296193.pdf
View File

Title: Board of Directors
Download: 296188.pdf
View File

Title: Bylaws
Download: 296194.pdf
View File

Title: Concert Budget
Download: 296197.xls
View File

Title: County License
Download: 296192.pdf
View File

Title: IRS determination letter
Download: 296195.pdf
View File

Title: Mainstage Budget
Download: 296196.xls
View File

Title: Substitute W-9
Download: 296239.pdf
View File

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Submission Checklist

Before you submit your application, check off that each item has been uploaded or completed. Once an application is submitted, it cannot be modified.

Select your prior application status to determine your selection of uploads needed.
First Time Applicant

Below are the items that must be uploaded to the Media Library. Select Yes that these have been uploaded.

Organizational Paperwork

Organizational Charter/Articles of Incorporation
No changes this year

Bylaws
Yes

IRS Status Letter
Yes

List of Current Board of Directors or Governing Body/Officers of the Corporation
Yes

State of Florida Paperwork

State of Florida Status
Yes

E-Verify Form (for any organization that is submitting an application for the first time since January 1, 2024.
Yes

Upload your E-Verify form
TheatreZone - E-Verify Account Activated.pdf

Upload a .pdf of the affidavit of employment required by the state of Florida. Note - the affidavit must be notarized.
Affidavid Notorized.pdf

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Tax Information

Copy of Most Recent Tax Filing
Yes

W-9
Yes

Collier County Tax Receipt
Yes

Insurance Requirements

Certificate of Insurance. Follow the template required by Collier County
Yes

Upload your Certificate of Insurance. If no certificate, upload a letter explaining why not.
Collier County Board of County Commissioners_Theatrezone Inc_5-29-2025_256148969.pdf

Worker's Comp Coverage
Yes

Upload Worker's Comp Certificate. If your organizaton does not need Worker's Comp, then a filing must be completed through the state of Florida and uploaded.
WORKMAN%22s COMP THEATREZONE INC. 2025 COI 05-20-25.pdf

Tables/Forms in Application

Project Attendance Table/Form
Yes

Budget Form/Table
Yes

Detailed Project Budget TDT Request Table/Form
Yes

Project Income Sponsorship Detail Form/Table
Yes

Final Certifications

Name: Mark Danni
Phone: (239) 249-2090
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I certify that the Chief Executive has reviewed the contents of this grant and have given the authority to submit this application.
Yes

I certify that the information included in this grant application is accurate and complete.
Yes

I understand that once this application is submitted, the information cannot be updated or changed.
Yes

Business Case

Tourist Development Tax Grants

Tourist Development Taxes

Visitors to Collier County who stay in hotels or short-term rentals pay a 5% tax. This "bed tax" is the Tourist Development Tax (TDT). As the money is collected, Collier County divides the proceeds into various buckets that is used to fund programs each year. Reserves are accumulated with the remaining proceeds moved to the reserve at the end of the fiscal year or used for expenses with money transferred as needed. The use of funds is based on Florida Statute 125.0104 and the County Ordinance for the Tourist Development Tax, and based on the collection and breakout of the first three pennies, and updated for the addition of the fourth and fifth pennies.

The funds for the Tourist Development Tax are below.

Fund Number	Name	Use
1100	TDC Beach Park Facilities	Funds Beach Park Projects - Category A Grants
1101	TDC Tourism Promo	Funds administration of the Tourism Department, Promotions and advertising efforts to fulfill the mission of the department to bring visitors to the areas – leisure, business, sports Includes Sports Marketing Grants and Category B – Marketing Grants
1102	Engineering	No longer used
1103	TDC Museum Non-County	Funds the Category C-2 Grants for Non-County Museums
1104	TDC Admin/Ops	Used in the budget – money is transferred from Fund 1101 for Tourism Administration costs
1105	TDC Beach Renourishment	Funds Beach Renourishment Projects
1106	TDC Prom Res/Dis Rec	Funds Disaster Recovery and Emergency Situations
1107	Museum	Funds the 5 County Museums
1108	TDC Capital Projects	Funds Capital Projects

Use of Taxes in the Budget

As the budget is devised, the income of the TDT funds is budgeted conservatively. As collections occur each month, the budget forecast is revised monthly to determine the probable collection for each fund.

Below is a chart showing the TDT fund along with the % breakout of the tax collection (from the TDT Tax County Ordinance), a four-year history of the tax collections for each fund based on the reports from the Office of Management and Budget (OMB) presented to the TDC each month, and the 2025 Reserves Forecasted as a Carryover, as listed in the FY 026 budget. The TDC approved the budget on July 15, 2025.

	Ordinance Percentage	2022 Actual (Through Sept)	2023 Actual	2024 Actual	2025 Actual Through May	2025 Reserves Forecasted Carryover 2026 Budget
TDT Collections 5%						
Income Collected	**100%**	**$45,611,147**	**$44,107,593**	**$48,636,665**	**$36,841,958**	
1105 Beach Renourishment	**38.98%**	$17,777,743	$17,191,852	$18,956,986	$14,359,901	$93,259,500
1102 Engineering						$286,600
1100 Beach Parks	**3.58%**	$1,633,228	$1,579,401	$1,741,566	$1,319,199	$8,622,800
1103 Non-County Museums	**1.91%**	$869,254	$840,614	$926,907	$702,266	$2,042,300
County Museums	**7.68%**	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$386,900
1101 Marketing/Promotions	**33.57%**	$16,815,122	$16,195,035	$18,063,184	$13,197,694	
1108 Capital/Sports	**14.28%**	$6,515,801	$6,031,052	$6,948,022	$5,262,897	$3,855,400
1106 Disaster						$2,654,700
1104 TDC Administration						$749,300
Promotion Reserve in Expense Budget						$26,451,400

Notes: FY 2022 is only through September as there was no report for October due to Hurricane Ian. The reserves column is obtained from the FY2026 budget approved by the TDC in July 2025.

Grant Programs

To help increase the number of visitors, and to improve the quality of life for our citizens, grants have been provided for various projects throughout the years. Since 2018, these programs have included the following:

Category A – two grants

Beach Renourishment – Fund 1105

Beach Park Facilities – Fund 1101

These projects are for the creation and maintenance of the 30 miles of beach coastline in Collier County and the associated beach parks.

Category B – Marketing Fund – TDC Promotion Fund 1101

This category is for arts and cultural organizations that do not fit into the Non-County Museum description. Organizations can be for-profit or nonprofit and this category includes events, festivals, or marketing campaigns.

Category C-2 Non-County Museums – TDC Museum Non-County Fund 1103

This category is for nonprofit organizations that fits into one of the two descriptions:

- "A museum is a building or institution that cares for and displays a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Many public museums make these items available for public viewing through exhibits that may be permanent or temporary.
- A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates, and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment."

Sports Marketing Grants – TDC Promotion Fund 1101

This category is for organizations that are bringing an amateur sports event or tournament to Collier County.

Arts and Culture Tourist Development Tax Grants

Background Information

Grant Types

The Tourism Development Tax Grant program provides opportunities in two program areas for arts and culture organizations to complete applications for grants. The grant categories follow Florida Statute 125.0104 (5)(a) 1.c and include these two types: "C-2" Non-County Owned and Operated Museums and "B" Marketing Grants. All grant awards are for reimbursed expenses that meet the reimbursement request guidelines and a financial review process.

An organization falls into one of the two categories. Category "C-2" Non-County Museum Grants are open to nonprofit arts and cultural organizations that fit the definition of museum in the Grant Guidelines and not owned by Collier County. The grant provides funding to these organizations for marketing activities, and exhibition/production expenses. Category "B" Marketing Grants are provided to any organization that is producing an event, festival, or activity that is cultural in nature. A full explanation of the grant categories and financial guidelines are found in the document Grant Guidelines 2025-2026 and found online as part of the grant portal for all organizations to reference.

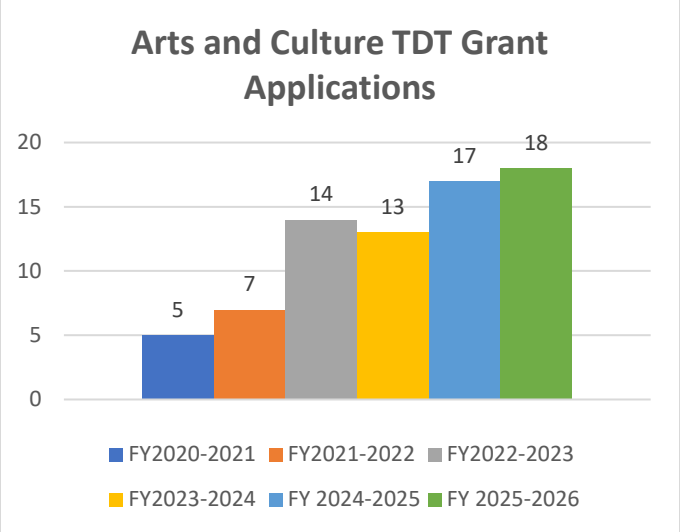
Marketing Activities

The grant funds are used to help attract tourists to our destination and to provide opportunities for visitors and residents to enjoy unique arts and cultural experiences in our county. Reimbursable marketing activities for both grant categories include local campaigns that target tourists (such as a magazine produced by a hotel that is only available in the rooms) and out-of-region marketing. The region is defined as a 50-mile radius from the event site. Per the grant contract, media that includes Collier County as part of a regional package can be included. Reimbursement of any campaigns will be reimbursed up to the percentage distribution outside and based on documentation provided by the grantee organization. Funding is contingent on budget availability and subject to appropriation by the Board.

Grant Application Process

Tourism Grant Applications were made available on the County Tourism website in an online system on April 22, 2025 and were due on June 2, 2025.

Organizations were solicited through weekly emails to the arts and culture organization list developed in the Tourism Department (300 individuals), a press release, and in two of our monthly Tourism partner newsletter (to 900 individuals). To help obtain more applications, an invitational email was sent to 18 organizations that Tourism had in its database that qualified as a Non-County Museum to apply in that category.



Eighteen (18) applications were received- twelve (12) in the Non-County Museum and six (6) in the Marketing Grant Categories. This includes one new Non-County Museum organization and two new organizations in the Marketing Category. Under the Grant Guidelines, the applications were reviewed by Tourism Division staff and verified that all applications met the Grant Guidelines.

Grant Application Review

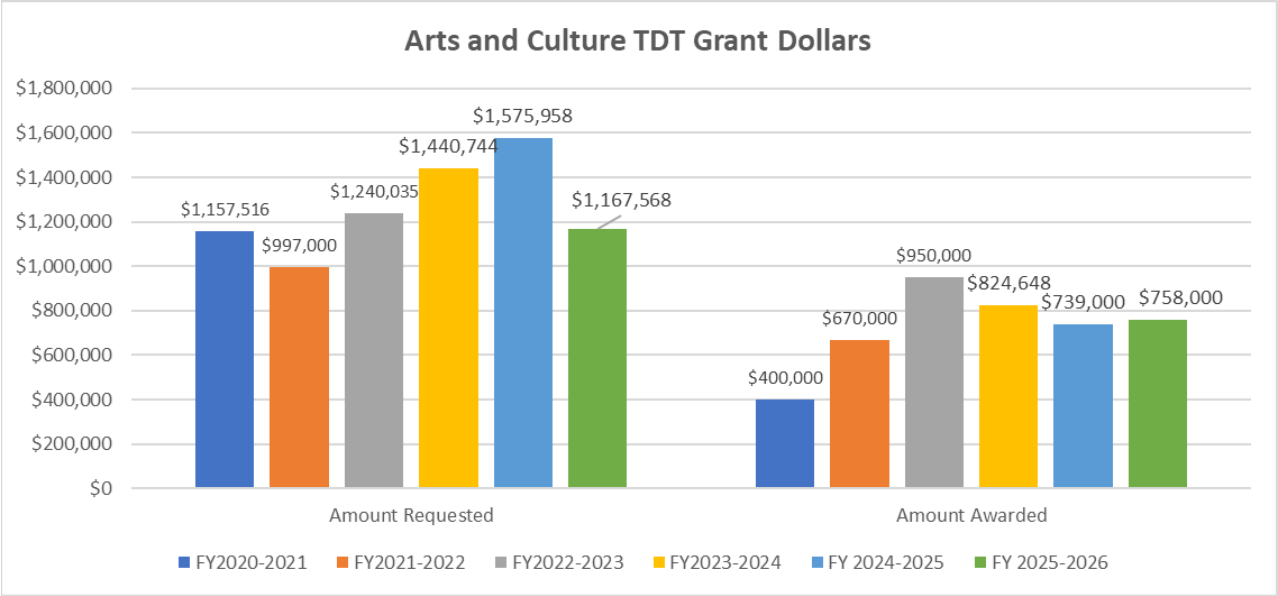
The applications include data tables where data such as the anticipated attendance figures are requested to be provided. These figures are listed below and were obtained directly from the applications. These data tables allow comparisons on estimates and the final results can be reviewed and analyzed by the Tourism Division. Attendance figure estimates now include a breakout of Collier residents to determine the impact of the projects on our residents.

Staff analyzed the grant applications in the Oxford Economics Event Impact Calculator for Festival and Cultural Events to determine economic indicators. This industry-standard calculator is utilized by over 300 destination organizations worldwide and is the global standard for measuring net new money coming to a community because of meetings and events. It is updated annually, the calculator draws on ten different data sources, including Oxford Economics' survey data, Longwood International's ongoing survey of U.S. travel behavior, Convention Industry Council's study on Economic Significance, and primary studies on events and SMG Convention Center activities to provide an industry-wide standard.

The Tourism Division analyzed the application for economic indicators with the Oxford Economics Event Impact Calculator for Festival and Cultural Events, including but not limited to: for arts and cultural activity economic indicators, inputs include the dates of the event, the event type (Festival and Cultural Events), detailed event information that includes performing arts (concerts, theater, and dance); visual arts (crafts, sculptures, painting), film and award ceremonies, food and drink, or other cultural (commemorations, religious, special interests, parades). The number of adult attendees is entered along with a geographic reach that is primarily local attendees, balanced attendees, and primarily out-of-town visitors. The percentage of out-of-town visitors is also entered. A room rate is researched from the formerly known Smith Travel Report (now the company is named STR) for the event date chosen. The model then determines the overnight share of out-of-town visitors as it varies depending on the percent of out-of-town share and the detailed event type. It also determines the overnight visitors and the Tourism Tax Revenue (Bed Tax) from our tax rate table in the model. These two figures are in the grant descriptions.

A panel of five (5) County employees reviewed the grant applications. These individuals are involved in marketing, arts and culture, and tourism. They scored the applications based on artistic value/cultural impact, tourism impact, marketing plan, economic impact, and other general impacts. Scores and award recommendations were averaged, and a meeting was held to determine final recommendations. The County Attorney's Office reviewed the applications for legal sufficiency.

Tourism staff assist the organizations during the grant term. This assistance includes additional workshops, discussions of best practices, and assistance with preparing financial reports and final reports. Staff is available to review marketing campaigns and answer questions as to the validity of marketing campaigns meeting grant requirements before a financial submission by the organization. Financial submissions are reviewed by tourism staff before it is sent to the clerk's office for reimbursement. This will ensure the grant is being utilized to its best ability.



2025-2026 Grant Application Details

Below is a summary of each organization requesting support, the grants received from the past two years, and the application estimates of total attendance of adults, attendance of Collier County residents, overnight visitors, and Tourist Tax Revenue. Additional information collected this year includes total hotel rooms booked by the organization and any tax payments made by the organization. Some events are part of ¡ARTE VIVA!, a Celebration of Hispanic Arts and Culture. This festival was started by the Tourism Department for FY 2022-2023 to promote thematic programming by the arts organizations and is now entering its third season of promotional activities.

Historical grant awards can be found for the past five years in the TDT Grant Amount Awarded History document.

Recommended grant awards and requested amounts over the past 6 years are shown in the graph above and are detailed below in the grant recommendation summaries.

Marketing Grants (Category B)

Fifth Avenue South Business Improvement District

This first-time application funding request is for $25,000 to promote their various events and activities for the 2025-2026 season, including Christmas, Spring, and Summer events. Funding has been requested for promotion, social media, and digital marketing. The organization projects a total adult attendance of 62,000, of which 23,000 are from Collier County. Estimated economic indicators include 9,370 overnight visitors and Tourism Tax Revenue of $98,604. Staff recommends funding for FY 2026 up to $20,000 for reimbursable marketing activities for Fifth Avenue South.

Florida Stone Crabbers Association, Inc.

This application funding request is for $36,700 to promote the 2026 Everglades Seafood Festival (56th Annual Festival) in February 2026. The organization received grants in FY 2025 for $24,500 and in FY 2024 for $41,335. Funding has been requested for promotion of the festival through social media and digital marketing, out-of-home marketing, print and radio campaigns, and website updates. The organization projects a total adult attendance of 55,000, of which 30,000 are from Collier County. Estimated economic indicators include 825 overnight visitors and Tourism Tax Revenue of $16,550. Staff recommends funding for FY 2026 up to $20,000 for reimbursable marketing activities for the Everglades Seafood Festival.

Gulf Coast Orchid Alliance

This first-time application funding request is for $5,000 to promote their 2026 Orchid Sale. Funding has been requested for out-of-region advertising. The organization projects a total adult attendance of 1,935, of which 1,450 are from Collier County. Estimated economic indicators include 46 overnight visitors and Tourism Tax Revenue of $1,798. Staff recommends funding for FY 2026 up to $3,500 for reimbursable marketing activities for the 2026 event.

Gulfshore Opera

This application funding request is for $40,800 to promote their 2025-2026 Collier County season. The organization received grants in FY 2025 for $22,500 and in FY 2024 for $20,000. Funding has been requested for promotion of their Collier County events through digital marketing, print and radio campaigns, and website updates. The organization projects a total adult attendance of 3,725, of which 1,035 are from Collier County. Estimated economic indicators include 1,565 overnight visitors and Tourism Tax Revenue of $15,122. Staff recommends funding for FY 2026 up to $22,500 for reimbursable marketing activities for the 2025-2026 season.

Seraphic Fire

This application funding request is for $10,250 to promote their 2025-2026 Season of six concerts in Collier County. Seraphic Fire is the twice Grammy-nominated professional choral ensemble. The organization received grant funding in FY 2025 for $7,000. Funding has been requested for promotion of email, print, radio, and digital campaigns. The organization projects a total adult attendance of 873, of which 560 are from Collier County. Estimated economic indicators include 31 overnight visitors and Tourism Tax Revenue of $524. An additional room block of 14 rooms occurs throughout the year. Staff recommends funding for FY 2026 up to $5,000 for reimbursable marketing activities for the 2025-2026 season.

United Arts Council of Collier County (now United Arts Collier)

This application funding request is for $14,000 to promote the arts throughout Collier County. The organization received grants in FY 2025 for $13,000 and in FY 2024 for $13,313. Funding has been requested for promotion of arts and culture through social media, digital marketing, email campaigns, and website updates. The organization projects a total adult attendance at their exhibition events of 1,250, of which 865 are from Collier County. Estimated economic indicators include 39 overnight visitors and Tourism Tax Revenue of $720. Staff recommends funding for FY 2025 up to $14,000 for reimbursable marketing activities for the 2025-2026 cultural season.

Non-County Owned/Operated Museums (Category C-2)

Artis--Naples

This application funding request is for $75,000 for seasonal programming that includes the Naples International Film Festival and the exhibition *Tamara de Lempicka* scheduled for October 2025 – February 2026. The organization received grants in FY 2025 for $75,000 and in FY 2024 for $120,000. Funding has been requested for promotion of the season through social media and digital marketing, out-of-home marketing, print and radio campaigns, and website updates. The organization projects a total adult attendance of 24,991, of which 9,997 are from Collier County. Estimated economic indicators include 3,749 overnight visitors and Tourism Tax Revenue of $57,027. Other program room blocks include 2,093 room nights. Projected yearly sales taxes collected are $42,315. Staff recommends funding for FY 2026 up to $75,000 for their reimbursable marketing activities and exhibits for the 2025-2026 season.

The Golisano Children's Museum of Naples (C'mon)

This application funding request is for $40,000 for 2025-2026 summer travelling exhibition: *The Amazing Castle* from May – September 2026. The organization received grants in FY 2025 for $75,000 and in FY 2024 for $90,000. Funding has been requested for promotion of the season through social media and digital marketing, out-of-home marketing, print and radio campaigns, and website updates. The organization projects a total adult attendance of 30,100, of which 15,000 are from Collier County. Estimated economic indicators include 4,515 overnight visitors and Tourism Tax Revenue of $35,218. Staff recommends funding for FY 2026 up to $40,000 for their reimbursable marketing activities and exhibits for the 2025-2026 season.

Gulfshore Playhouse

This application funding request is for $150,000 for 2025-2026 seasonal support for theatre productions. The organization received grants in FY 2025 for $75,000 and in FY 2024 for $85,000. Funding has been requested for promotion of the season through social media and digital marketing, print, radio and broadcast campaigns, and website updates. The organization projects a total adult attendance of 65,757, of which 27,405 are from Collier County. Estimated economic indicators include 9,864 overnight visitors and Tourism Tax Revenue of $203,559. Sales tax estimates are $15,000. Staff recommends funding for FY 2026 up to $75,000 for their reimbursable marketing activities and production expenses for the 2025-2026 season.

Art League of Marco Island (now Marco Island Center for the Arts)

This application funding request is for $49,690 for 2025-2026 seasonal support for their exhibitions, music events, and theatre productions. A portion of the season events are a part of ¡ARTE VIVA!. The organization received grants in FY 2025 for $35,000 and in FY 2024 for $40,000. Funding has been requested for promotion of their season through email, print campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 17,005, of which 10,550 are from Collier County. Estimated economic indicators include 2,551 overnight visitors and Tourism Tax Revenue of $52,644. Staff recommends funding for FY 2026 up to $45,000 for their reimbursable marketing activities, exhibits, and production expenses for the 2025-2026 season.

Naples Art Association (now Naples Art Institute)

This application funding request is for $150,000 for seasonal support of the 2025-2026 season of exhibitions and art festivals. The organization received grants in FY 2025 for $70,000 and in FY 2024 for $100,000. Funding has been requested for promotion of the season activities through email, print

campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 67,000, of which 30,000 are from Collier County. Estimated economic indicators include 10,275 overnight visitors and Tourism Tax Revenue of $205,170. Yearly sales taxes generated is estimated at $365,000. Staff recommends funding for FY 2026 up to $70,000 for reimbursable marketing activities and production expenses for the season.

Naples Art District

This application funding request is for $71,200 for seasonal support of the 2025-2026 season of weekly Open Art Studio Tours events, some of which are a part of ¡ARTE VIVA! The organization received grants in FY 2025 for $50,000 and in FY 2024 for $55,000. Funding has been requested for promotion of the season through social media and digital marketing, print and radio campaigns, and website updates. The organization projects a total adult attendance of 36,055, of which 12,650 are from Collier County. Estimated economic indicators include 1,082 overnight visitors and Tourism Tax Revenue of $21,605. Staff recommends funding for FY 2026 up to $45,000 for reimbursable marketing activities for the 2025-2026 season.

Naples Botanical Garden

This application funding request is for $100,000 for seasonal support of the 2025-2026 season that includes Johnsonville Night Lights and Dia de los Muertos, the latter which is a part of ¡ARTE VIVA! The organization received grants in FY 2025 for $75,000 and in FY 2024 for $100,000. Funding has been requested for promotion of the season through social media, digital marketing, and website updates. The organization projects a total adult attendance of 43,647, of which 20,607 are from Collier County. Estimated economic indicators include 6,142 overnight visitors and Tourism Tax Revenue of $74,105. Sales tax estimates are $120,000. Staff recommends funding for FY 2025 up to $75,000 for their reimbursable marketing activities and production expenses for the 2025-2026 season.

Naples Zoo

This application funding request is for $124,676 for seasonal support of the 2025-2026 season that includes the new South American exhibition, which is a part of ¡ARTE VIVA! The organization received a grant in FY 2025 for $75,000. Funding has been requested for promotion of the season through print and outdoor campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 281,918, of which 107,599 are from Collier County. Estimated economic indicators include 46,516 overnight visitors and Tourism Tax Revenue of $858,608. Staff recommends funding for FY 2026 up to $75,000 for reimbursable marketing activities for the 2025-2026 season.

Opera Naples

This application funding request is for $105,000 for seasonal support including production costs and marketing of their 2026 *Festival Under the Stars (6th annual)* at Cambier Park in February and March 2026. The festival is part of ¡ARTE VIVA! The organization received grants in FY 2025 for $55,000 and in FY 2024 for $100,000. Funding has been requested for promotion of the season through email, print, and radio campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 4,596, of which 2,473 are from Collier County. Estimated economic indicators include 689 overnight visitors and Tourism Tax Revenue of $14,219. Staff recommends funding for FY 2026 up to $60,000 for their reimbursable marketing activities and productions for the 2025-2026 season.

The Holocaust Museum and Education Center of SWFL, Inc.

This application funding request is for $9,000 for seasonal support including marketing costs. The organization received grants in FY 2025 for $12,000 and in FY 2024 for $15,000. Funding has been requested for promotion of the season through email, print and radio campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 3,267, of which 588 are from Collier County. Estimated economic indicators include 706 overnight visitors and Tourism Tax Revenue of $13,302. Staff recommends funding for FY 2026 up to $9,000 for reimbursable marketing activities for the 2025-2026 season.

The Naples Players

This application funding request is for $112,252 for 2025-2026 seasonal support for their theatrical productions. The organization received grants in FY 2025 of $75,000 and in FY 2024 for $45,000. Funding has been requested for promotion of the season through email, print campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 36,500, of which 17,000 are from Collier County. Estimated economic indicators include 5,475 overnight visitors and Tourism Tax Revenue of $112,985. Estimated sales tax collections are $7,000. Staff recommends funding for FY 2026 up to $75,000 for their reimbursable marketing activities and productions for the 2025-2026 season.

TheatreZone

This first-time application funding request is for $54,000 for 2025-2026 seasonal support for their theatrical productions. Funding has been requested for promotion of the season through email, print campaigns, social media and digital marketing, and website updates. The organization projects a total adult attendance of 15,790, of which 9,985 are from Collier County. Estimated economic indicators include 2,368 overnight visitors and Tourism Tax Revenue of $48,867. Staff recommends funding for FY 2026 up to $45,000 for their reimbursable marketing activities and productions for the 2025-2026 season.

TDT Grants Arts and Culture
FY 2025-2026
Master Grant Listing Recommendations

Applicant Type	Legal Name of Organization	Total Requested	Total Eligible	FY 2025-2026 Recommendation	FY 2024-2025 Actual
C-2 Non County Museum	Artis—Naples, Inc.	$75,000	$75,000	$75,000	$75,000
C-2 Non County Museum	Golisano Children's Museum of Naples	$40,000	$40,000	$40,000	$75,000
C-2 Non County Museum	Gulfshore Playhouse	$150,000	$150,000	$75,000	$75,000
C-2 Non County Museum	Marco Island Center for the Arts	$49,690	$49,690	$45,000	$35,000
C-2 Non County Museum	Naples Art Association, Inc./Naples Art Institute	$150,000	$150,000	$70,000	$70,000
C-2 Non County Museum	Naples Art District, Inc	$71,200	$71,200	$45,000	$50,000
C-2 Non County Museum	Naples Botanical Garden, Inc.	$100,000	$100,000	$75,000	$75,000
C-2 Non County Museum	Naples Zoo, Inc.	$124,676	$62,338	$60,000	$75,000
C-2 Non County Museum	Opera Naples, Inc.	$100,000	$100,000	$60,000	$55,000
C-2 Non County Museum	The Holocaust Museum & Education Center of SWFL, Inc.; dba Holocaust Museum & Cohen Education Center	$9,000	$9,000	$9,000	$12,000
C-2 Non County Museum	The Naples Players, INC	$112,252	$112,252	$75,000	$75,000
C-2 Non County Museum	TheatreZone	$54,000	$54,000	$45,000	$0
C-2 Non County Museum	**Total Not to Exceed $750,000**	**$1,035,818**	**$973,480**	**$674,000**	**$672,000**
B-2 Marketing	Fifth Avenue South Business Improvement District, Inc.	$25,000	$25,000	$20,000	$0
B-2 Marketing	Florida Stone Crabbers Association, Inc.	$36,700	$21,100	$20,000	$24,500
B-2 Marketing	Gulf Coast Orchid Alliance	$5,000	$5,000	$2,500	$0
B-2 Marketing	Gulfshore Opera	$40,800	$40,800	$22,500	$22,500
B-2 Marketing	Seraphic Fire, Inc.	$10,250	$10,250	$5,000	$7,000
B-2 Marketing	United Arts Council of Collier County	$14,000	$14,000	$14,000	$13,000
B-2 Marketing	**Total Not to Exceed $100,000**	**$131,750**	**$116,150**	**$84,000**	**$67,000**
TOTAL BOTH GRANTS		**$1,167,568**	**$1,089,630**	**$758,000**	**$739,000**

Note: Marketing grants in FY 2024-2025 totaled $78,000. Two organizations did not apply in 2025-2026.

TOURISM DEVELOPMENT TAX GRANTS AWARDED
Past Five Years

As of 6/13/2025

GRANT TYPE	APPLICANT	FY 2024-2025	FY 2023-2024	FY 2022-2023	FY 2021-2022	FY 2020-2021
MUSEUM GRANTS						
	Artis--Naples- including former name Naples Museum of Art	$75,000	$120,000	$100,000	$100,000	$50,000
	Artis--Naples NIFF (other years in marketing grant)			$50,000		
	City of Naples - Naples Preserve Hedges Visitor Center					
	Conservancy of Southwest Florida					
	Freedom Memorial Task Force					
	Golisano Children's Museum of Naples	$75,000	$90,000	$78,500	$100,000	$50,000
	Gulfshore Playhouse	$75,000	$85,000	$100,000		
	Holocaust Museum	$12,000	$15,000	$30,000	$30,000	
	Marco Island Center for the Arts	$35,000	$40,000	$28,500		
	Marco Island Historical Society also in marketing					
	Naples Art Institute/ Naples Art Association/ Von Leibig Art Center	$70,000	$100,000	$114,500		
	Naples Art District	$50,000	$55,000	$48,500		
	Naples Botanical Garden	$75,000	$100,000	$100,000	$100,000	$50,000

TOURISM DEVELOPMENT TAX GRANTS AWARDED As of 6/13/2025

Past Five Years

GRANT TYPE	APPLICANT		FY 2024-2025	FY 2023-2024	FY 2022-2023	FY 2021-2022	FY 2020-2021
	Naples Botanical Garden - Johnsonville Night Lights Nightlights incl in FY 2019 and 2020				$100,000	$100,000	$50,000
	Naples Historical Society/ Former Palm Cottage/Collier Historical						
	Naples Zoo		$75,000			$100,000	$50,000
	Opera Naples		$55,000	$100,000	$100,000		
	South Florida National Parks Trust						
	The Naples Players (moved to this category in FY 2023-2024)		$75,000	$45,000			
	Museum Grants Total		**$672,000**	**$750,000**	**$850,000**	**$530,000**	**$250,000**
Count Museum			11	10	11	6	5

TOURISM DEVELOPMENT TAX GRANTS AWARDED
Past Five Years

As of 6/13/2025

GRANT TYPE	APPLICANT		FY 2024-2025	FY 2023-2024	FY 2022-2023	FY 2021-2022	FY 2020-2021
MARKETING GRANTS							
	NIFF - part of Artis--Naples 2018 +					$50,000	$50,000
	Arts Naples World Festival						
	Antique Automobile Club of America						
	Betterment Assoc. of the Everglades - Everglades Seafood Festival						
	Collier County Fair - Bluegrass Festival						
	Corrigan Sports						
	Florida Stone Crabbers Assoc. - Everglades Seafood Festival		$24,500	$41,335	$25,000		
	Friends of Rookery Bay, Inc.		$8,500				
	Food Idea Group Restaurant Week						
	Friends of Rookery Bay						
	Friends of the Thackahatchee						
	Gulfshore Opera		$22,500	$20,000	$10,000	$15,000	$15,000
	Hodges University						
	Kiwanis Club Pelican Bay Bacon Fest						
	Marco Island Historical Society				$45,000	$75,000	
	MauRich Productions and Events, Inc.		$2,500				
	Naples Historical Society						
	The Naples Players				$20,000		
	Naples St. Patrick Day Parade						

TOURISM DEVELOPMENT TAX GRANTS AWARDED
Past Five Years

As of 6/13/2025

GRANT TYPE	APPLICANT		FY 2024-2025	FY 2023-2024	FY 2022-2023	FY 2021-2022	FY 2020-2021
	Old Naples Waterfront Assoc. - Stone Crab Festival Tin City						
	Seraphic Fire, Inc.		$7,000				
	Spirit Promotions						
	United Arts Council of Collier/United Arts Collier		$13,000	$13,313			
	Marketing Grant Totals		**$78,000**	**$74,648**	**$100,000**	**$140,000**	**$65,000**
TOTAL GRANTS			**$750,000**	**$824,648**	**$950,000**	**$670,000**	**$315,000**
Count Marketing			6	3	4	3	2
Count Total Grants			17	13	15	9	7

TOURIST DEVELOPMENT TAX GRANTS

FY2025-2026 Dates

Application Open: Tuesday, April 22, 2025 9:00 AM
Application Draft Review Deadline: May 16, 2025 5:00 PM (organization can have the application reviewed prior to final submission)
Application Closes: Monday, June 2, 2025 9:00 AM

GRANT INFORMATION

Category "C-2" Non-County Owned and Operated Museum Grants

Per Florida Statute 125.0104 section 5.a.1.c, Tourist Tax revenues can be used to promote "aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county."

Collier County defines a museum as one of the following:

(1) A museum is a building or institution that cares for and displays a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Many public museums make these items available for public viewing through exhibits that may be permanent or temporary.

(2) A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.

This grant category is only for a nonprofit organization that fits into the above definition. For more clarification, email us.

The organization must have one year of demonstrated cultural programming.

An application is submitted by an organization, therefore a new user to the system must register as an organization and not an individual.

Category "B" Marketing and Non-Sports Grants

Per Florida Statute 125.0104 section 5.a.3, Tourist Tax revenues can be used to "promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must

have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists."

Category "B" Marketing and Non-Sports Grants are for any organization, nonprofit or for-profit, that does not fit into Grant Category C-2 and has an activity, service, venue, or event takes place in Collier County. The organization must have completed one year of this cultural programming.

This grant allows for funding for reimbursable expenses to promote the activity, service, venue, or event.

The event is not sports related, such as a run, walk, triathlon, etc . Sports-related events can apply through the Sports Tourism Event Funding Application.

An application is submitted by an organization, therefore a new user to the system must register as an organization and not an individual.

PROJECT GUIDELINES AND TIME FRAME

Projects must also promote tourism or be a draw for tourism due to the project programming. Projects must run within the fiscal year of the grant - anywhere from **Oct. 1 - Sep. 30 of the fiscal year listed in the grant name**.

See the Financial Guidelines section for details on what can be funded and what is not allowed for each grant type.

Guidelines updated January 2023, dates revised April 2025

ALLOWABLE USES OF FUNDING

Applicants must provide support for the project listed in this grant to show organizational commitment toward the project. This support must be in cash match(es) from the organization (i.e. budgetary support from the organization, donations, ticket sales, etc.) The organization should be supporting the project at a level equal to or exceeding the amount requested in the grant. In-kind services are not allowed for these matching purposes.

Funding will be dependent upon the amount of dollars available in the grant pool each year, which varies due to the taxes collected for this purpose. Funding is also dependent upon the number of requests and project impacts on tourism.

Funding will be provided for projects as follows for each grant type.

"C-2" Non-County Owned and Operated Museum Grants

Exhibitions
Up to 50% of exhibition costs during time frame of grant

- Costs include exhibition fees, transportation, installation, de-installation, and storage
- Full-time or part-time staff working on an exhibition are not eligible.

Performances

- Up to 50% of most production costs during the time frame of grant
- Costs may include performance or music rights, lighting, audiovisual, sets, and independent contractors that are performing or working for that production.
- Full-time or part-time staff working on the production are not included (i.e. front of house staff that is full or part-time are not included).

Marketing

- Marketing expenses for the season or project for advertising to out-of-market audiences.
- Marketing includes such examples as: updates of website, design work for promotional materials, email programs that include outside visitors, social media posts and ads, print ads, rack cards, billboards, commercials, and digital campaigns targeted to potential visitors
- In region marketing that is targeted to tourists or has a distribution to tourists can include programs, airport advertising, and ads in magazines that are placed at the airport or in hotels /hotel rooms since their readership is visitors.
- Rack cards can be reimbursed, but the marketing effort should showcase results of performance of this type of marketing. This could include the tracking of the card via a code on the card for a ticket discount, discount for merchandise, etc.

"B" Marketing and Non Sports Grants

Marketing

- Marketing expenses for the season or project for advertising to out-of-market audiences.
- Marketing includes such examples as: updates of the website, design work for promotional materials, email programs that include outside visitors, social media posts

and ads, print ads, rack cards, billboards, commercials, and digital campaigns targeted to potential visitors

- In-region marketing that is targeted to tourists or has a distribution to tourists can include programs, airport advertising, and ads in magazines that are placed at the airport or in hotels /hotel rooms since their readership is visitors.
- Rack cards can be reimbursed, but the marketing effort should showcase results of the performance of this type of marketing. This could include the tracking of the card via a code on the card for a ticket discount, discount for merchandise, etc.

NON-ALLOWABLE USES OF FUNDING - *Both Grant Types*

Non-allowable uses of Tourist Tax Grant Funds include the following:

1. Prize money, scholarships, awards, plaques, or certificates.
2. Endowment funds.
3. Projects restricted to private or exclusive participation.
4. Educational or tradeshow offerings, such as conference expenses lectures, workshops, registration fees, and speakers fees.
5. Entertainment expenses including receptions, private entertainment, food, beverages, florals, decorations, and lodging.
6. Advertising and promotional materials or giveaways at the project.
7. Signage, banners, or materials at the project.
8. Travel.
9. Admissions to cultural programs, exhibits, or performances.
10. Benefits and projects planned primarily for fundraising purposes.
11. Legal, medical, engineering, accounting, auditing, or feasibility study fees.
12. Salaries or supplements to salaries for existing or future staff, related to the project or event.
13. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art. This includes costumes, wigs, and tangible personal items in a production.
14. Interest or reduction of deficits and loans.
15. Payments for services or goods purchased for previous /other events.
16. Payment for expenses that occur or are delivered prior to the effective date of the agreement with the grantee (agreement starts on Oct. 1 of the funding year).

Guidelines updated January 2023; reviewed April 2025

APPLICATION SCORING

Applications will be scored in the following areas.

Artistic Value (10 out of 100)

- The artistic value and cultural impact of the project. This can include scoring of a project that is unique to Collier County.

Tourism Impact (30 out of 100)

- The impact on tourism of the project. This includes the description in the application of the tourism impact. It also includes the attendance estimates of individuals from outside of the County that is attending the project and how those estimates were calculated. This also includes a project where Collier will be one of a few places for the project, such as a traveling exhibition or a premiere of a production.

Marketing Plan (40 out of 100)

- The detail and depth of the marketing and recognition plans and its use to promote tourism. This includes various initiatives in the marketing plan and the goals and objectives of the plan. Also taken into consideration is the growth of the marketing plan or initiative from the previous year.

Economic Impact (10 out of 100)

- A score of the economic impact generated from the Event Impact Module from Destinations International. This figure is calculated by staff utilizing the entry of figures in the application. This score also evaluates current hotel rooms, hotel room blocks, or rental home blocks that all contribute to the Tourist Tax base.

General Impact of Project (10 out of 100)

- A score used to identify the general impact of the project and its benefit to arts and culture and tourism of Collier County and the recognition plan for the project.

Guidelines updated April 2025



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FLORIDA'S PARADISE COAST

FY 2025-2026 TDT ARTS AND CULTURE GRANTS

TOURIST DEVELOPMENT TAX | FUNDING AREAS



14.28%

PAYING DEBT SERVICE ON AND OPERATING CERTAIN FACILITIES, (CONVENTION CENTERS, SPORTS STADIUMS/ARENAS, COLISEUMS, OR AUDITORIUMS, AQUARIUMS/MUSEUMS)

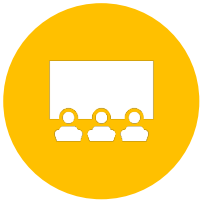


9.59%

PROMOTE ZOOLOGICAL PARKS, MUSEUMS

7.68% COUNTY MUSEUMS

1.91% NON-COUNTY MUSEUMS



33.57%

PROMOTE AND ADVERTISE TOURISM, CONVENTION BUREAUS



3.58%

FINANCE BEACH PARK FACILITIES



38.98%

BEACH MAINTENANCE, RENOURISHMENT, RESTORATION, AND EROSION CONTROL INCLUDING SHORELINE PROTECTION

Descriptions from Fl. Statute Section 125.0104, Tourist Development Tax
Percents from Collier County Ordinance No. 2017-35

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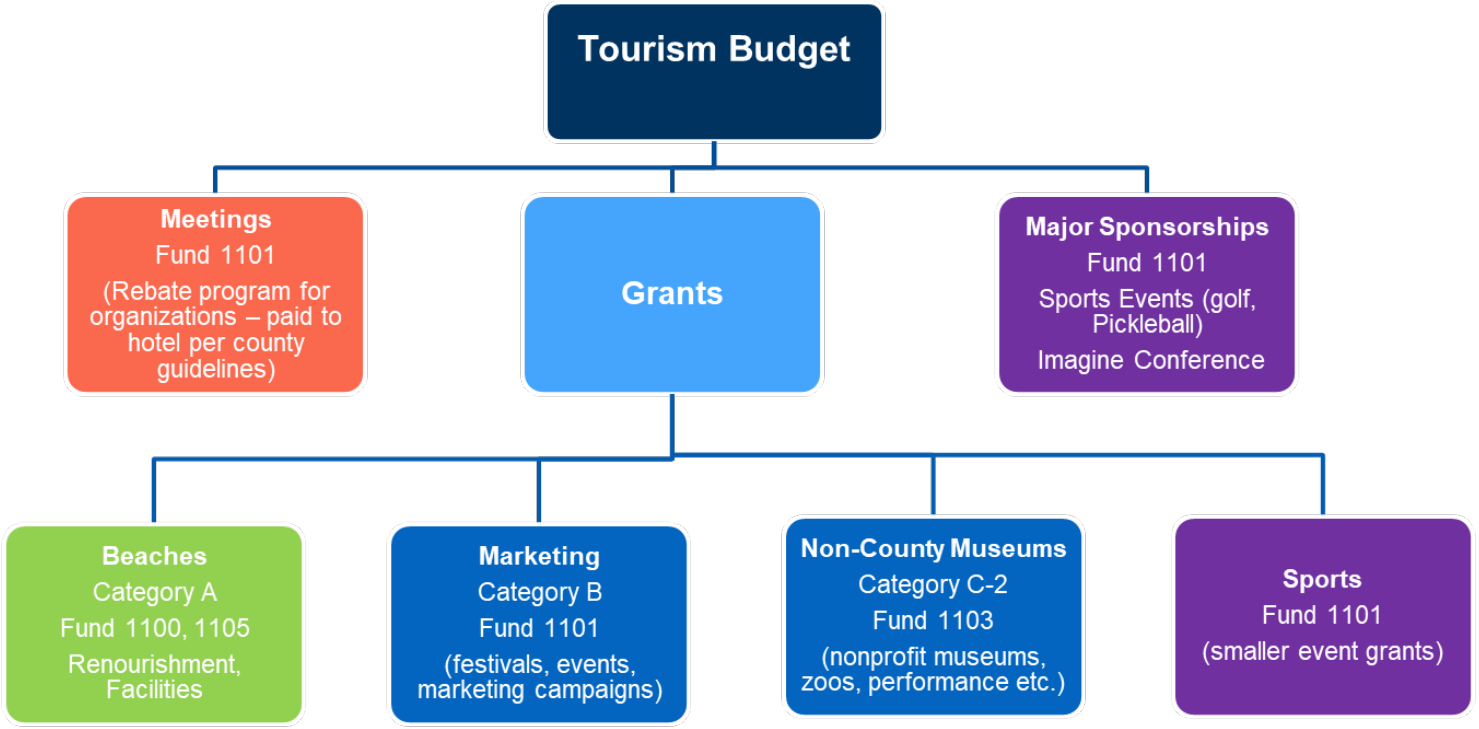
TOURIST DEVELOPMENT TAX | MARKETING/PROMOTION PROGRAMS



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ARTS AND CULTURE SECTOR | OVERVIEW

- **$147,121,291** million in economic impact (AEP6 Study, completed 2023)
- 38% increase from the last study in 2017
- 20 organizations contributed to the 2023 AEP 6 study
- 30% of this study's audiences were non-local, 70% were local
- 84.1% responded yes to "*This venue or facility is an important pillar for me within my community*"
- 86.7% responded yes to "*I would feel a great sense of loss if this activity or venue were no longer available*"



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PARADISECOAST.COM

ARTS AND CULTURE GRANTS | IMPROVEMENTS FY 2025-2026

- More detail on hotel and short-term rental room blocks for projects and throughout the year
- New question on tax collections by the organization
- Non-County Museums tested the final report that is now available to the organizations to complete the FY 2024-2025 grant year
    - Measures on marketing plans
    - Comparison of estimates of attendance and actual attendance
    - Geographic representation of email campaigns



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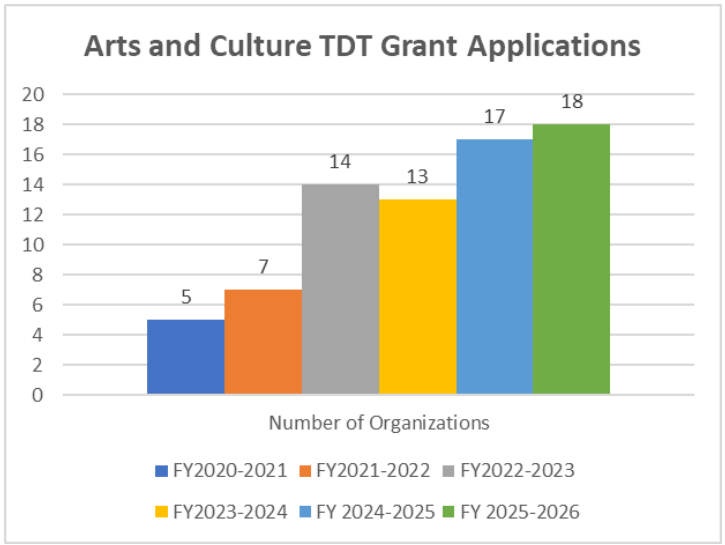
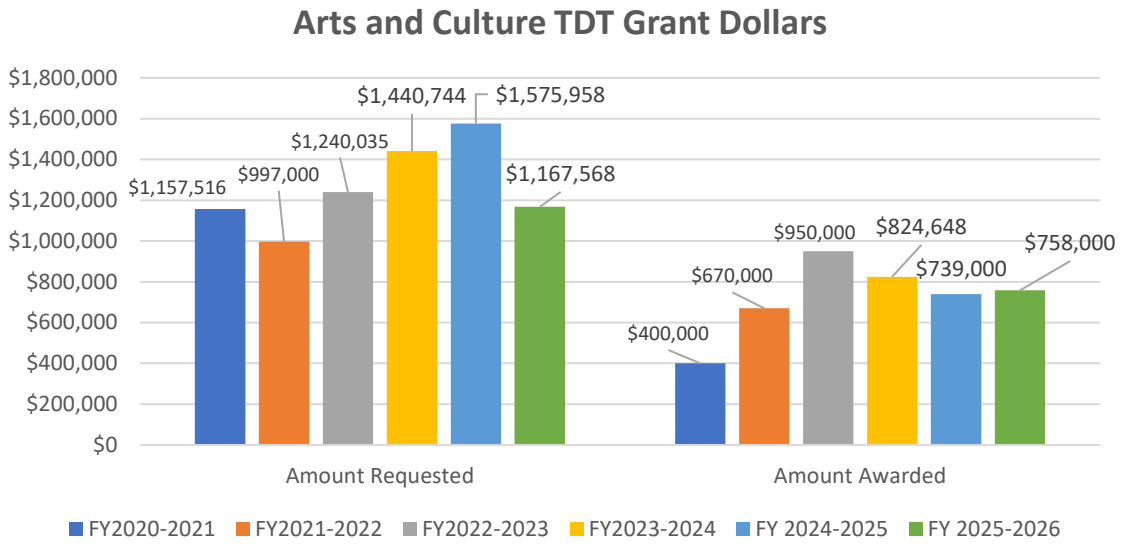
ARTS AND CULTURE GRANTS | FY 2025-2026





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FY 2025 - 2026 GRANTS | CATEGORY “B” MARKETING

Legal Name of Organization	Project	Total Requested	FY 2025-2026 Recommendation	FY 2024-2025 Grant
Fifth Avenue South Business Improvement District*	2025 -2026 Season of Events	$25,000	$20,000	
Florida Stone Crabbers Association, Inc.	2026 Everglades Seafood Festival	$36,700	$20,000	$24,500
Gulf Coast Orchid Alliance*	2026 Orchid Sale	$5,000	$2,500	
Gulfshore Opera, Inc.	2025-2026 Collier Performance Season	$40,800	$22,500	$22,500
Seraphic Fire, Inc.	2025-2026 Collier Performance Season	$10,250	$5,000	$7,000
United Arts Council of Collier County, Inc.	2025-2026 Marketing Support	$14,000	$14,000	$13,000
TOTALS		**$131,750**	**$84,000**	**$65,000+**

* First Time Grant Request FY 2025-2026
+ Total in FY 2024-2025 was $78,000. Two organizations did not apply this year.

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FY 2025- 2026 GRANTS | CATEGORY "C-2" NON-COUNTY MUSEUM

Legal Name of Organization	Project	Total Requested	FY 2025-2026 Recommendation	FY 2024-2025 Grant
Artis—Naples, Inc.	2025-2026 Season Projects: Naples International Film Festival and *Tamara de Lempicka* exhibition	$75,000	$75,000	$75,000
The Golisano Children's Museum of Naples, Inc.	2026 Summer Traveling Exhibition	$40,000	$40,000	$75,000
Gulfshore Playhouse	2025-2026 Performance Season	$150,000	$75,000	$75,000
Art League of Marco Island Inc. dba Marco Island Center for the Arts	2025-2026 Season - Exhibitions, Music Series, Theatre productions	$49,690	$45,000	$35,000
Naples Art Association, Inc. dba Naples Art Institute	2025-2026 Season Exhibitions	$150,000	$70,000	$70,000
Naples Art District, Inc.	2025-2026 Marketing Support	$71,200	$45,000	$50,000

* First Time Grant Request FY 2025-2026

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FY 2025- 2026 GRANTS | CATEGORY "C-2" NON-COUNTY MUSEUM

Legal Name of Organization	Project	Total Requested	FY 2025-2026 Recommendation	FY 2024-2025 Grant
Naples Botanical Garden, Inc.	2025-2026 Exhibition/Events: Día de los Muertos and Johnsonville Night Lights	$100,000	$75,000	$75,000
Naples Zoo, Inc.	2025-2026 Marketing Support	$124,676	$60,000	$75,000
Opera Naples, Inc.	2026 Festival Under the Stars and 2025-2026 Seasonal Support	$100,000	$60,000	$55,000
The Holocaust Museum & Education Center of SWFL, Inc.	2025-2026 Marketing Support	$9,000	$9,000	$12,000
The Naples Players Inc.	2025-2026 Performance Season	$112,252	$75,000	$75,000
TheatreZone*	2025-2026 Performance Season	$54,000	$45,000	
TOTAL		**$1,035,818**	**$674,000**	**$672,000**

* First Time Grant Request FY 2025-2026

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THANK YOU

Executive Summary

Recommendation to approve the FY 2025-2026 Destination Marketing Plan and make a finding that this action promotes tourism.

OBJECTIVE: Approval of the FY 2025-2026 (FY 26) Tourism Marketing Plan

CONSIDERATIONS: The Tourism Division administers the Tourist Development Council (TDC) budget and promotes the destination as a Convention & Visitors Bureau (CVB). This promotion process includes the creation of a marketing plan each year that is presented to the TDC.

The 2025-2026 Destination Marketing Plan attached includes information on key strategies for the year that include a focus on marketing efforts to increase off-peak visitation, expand international markets, leverage advanced data analytics and digital campaigns, and utilize research to optimize marketing campaigns and ensure the highest return on advertising spend while staying ahead of competitors in a rapidly evolving market.

FISCAL IMPACT: Funding for the FY 2025-2026 Destination Marketing Plan is included in the Tourism Division's proposed FY 2026 Budget.

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

RECOMMENDATIONS: To approve the FY 2025-2026 Destination Marketing Plan and make a finding that this action promotes tourism.

PREPARED BY: John Melleky, Arts and Culture Manager, Tourism Department

ATTACHMENTS:

1. CCT FY26 August TDC_Marketing Plan V7 - Long Form

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FLORIDA'S PARADISE COAST

2025-2026 Destination Marketing Plan

August 19, 2025 TDC Presentation

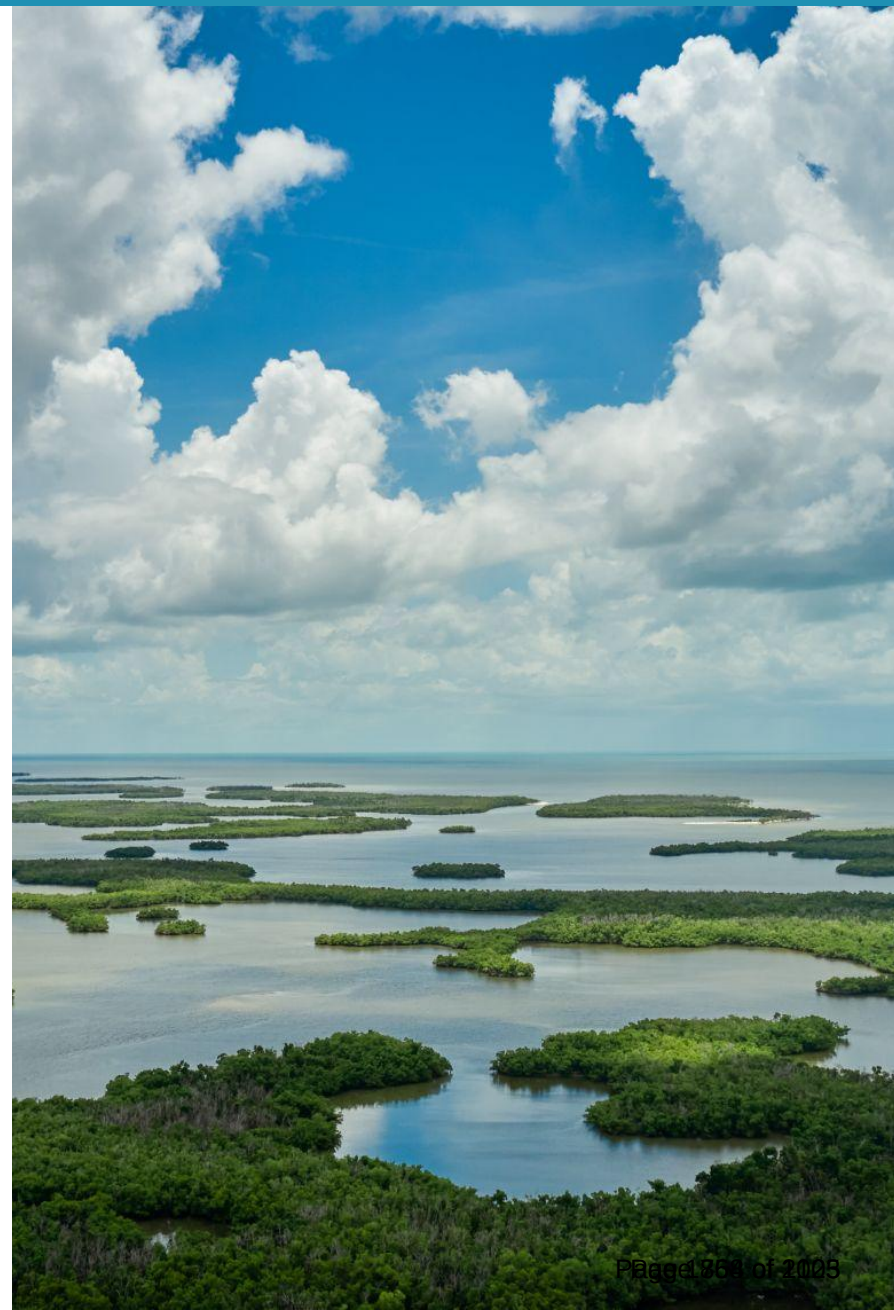


Draft – Subject to Final Approval

Tourism's Vital Role in Collier County

Economic Impact

- **Visitors contributed $4B in total economic impact** (+9.8% YOY)
- Generated **$48M in Tourist Development Tax collections**
- Tourism supports **32,350 local jobs**, making it a key economic driver (+12% YOY)
- Visitor spending fuels **local business growth**, creating economic stability and community investment
- **Tourism tax revenues fund beach improvements, cultural initiatives, recreational amenities, and environmental projects** — benefiting both residents and visitors
- **Vibrant tourism drives investment in dining, shopping, cultural districts, and beachfront facilities**, enhancing the county's overall appeal
- Tourist visitation saves the **average Collier County household $1,694 in taxes annually** (+11% YOY)



Florida's Paradise Coast

FY25 Highlights

- TDC and BCC approved **$5M** supplemental advertising and marketing budget
  - Leisure: Strengthen **Existing Markets** & **Expand** into **New** Markets
  - **Enhanced Sales Efforts** (Groups/Meetings, Travel Trade)
  - Brand & Campaign **Research**
  - **International** Public Relations
  - **New Digital Marketing** Enhancements
- **Occupancy** is beginning to **improve (1.1% Avg. Increase Dec-May YOY)**
- Tremendous **positive growth in transient** travel demand **(15.73% Avg. Increase Dec-May YOY)**
- Experiencing a **softening in international visitation**
- Anticipate to see positive return from enhanced sales efforts, which is a longer lead business

For Reference:

- ***FY25 Expanded Markets:*** *Milwaukee, Cincinnati, Columbus, Nashville, Charlotte, Denver, Dallas-Fort Worth*
- ***FY25 Enhanced Markets:*** *Boston, Philadelphia, Washington DC, Detroit, Cleveland, Minneapolis, Indianapolis*





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FY26: A Year of Opportunity

Looking to FY26

- The destination now has a **unique opportunity to impact growth, broaden its appeal, and strengthen its position in a competitive global travel market**.
- Key factors shaping the current landscape:
  - **Global market shifts**: Opening new opportunities to attract travelers seeking premium U.S. destinations.
  - **New lodging inventory (Four Seasons and other properties)**: Expanding capacity and attracting higher-spending visitors.
  - **Growing competition:** Increased competition from other coastal and upscale destinations increases the need for differentiation and targeted marketing.
- Strong traveler visitation continues, with rising interest in:
  - **Luxury, wellness experiences**
  - **Immersive, personalized travel**
  - **Cultural and ecological authenticity**

The 2025-2026 marketing strategy is designed to **capitalize on these trends, protect brand equity, and drive sustainable visitation growth**.





Goals

- Optimize Occupancy Performance
  - **Grow** Shoulder Seasons **(Jun-Jul-Aug-Sept)**
  - **Sustain** Peak Period **(Jan-Feb-Mar)**
- Maximize Tourism-Driven **Tax Revenue**
- Grow **First-Party Data** & Direct Web Bookings
- Advance **Brand Messaging**
- Deepen **Partner Alignment** & **Engagement**



Measuring Success

Key Performance Indicators (KPIs)

- Occupancy Tax Revenue
- Occupancy
- ADR
- Per Visitor Yield
- RevPAR
- Demand

Marketing Performance Metrics

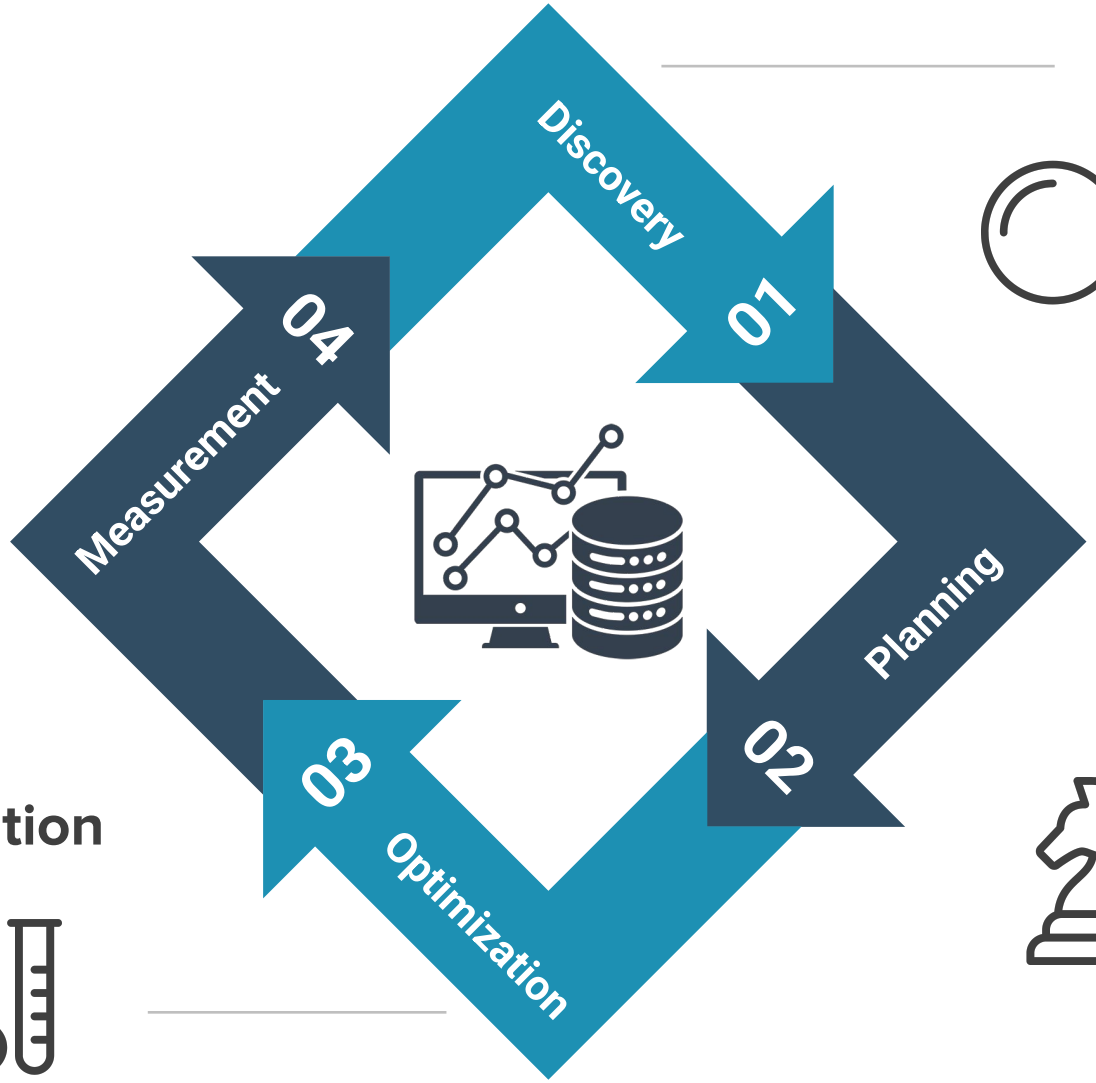
- **Paid Media & Partnerships**
  - Reach, Return on Ad Spend, Conversion=Revenue
- **Owned Media (Website, Social Media, Email)**
  - First-Party Data, Sessions, Time on Site, Pages per Session, Engagement, Conversion
- **Earned Media (Public Relations)**
  - Reach & Impressions + Engagement & Followers
- **Shared/Leveraged Media (Social Media, Partners)**
  - Reach & Impressions + Engagement & Followers



1

Data & Research

Data Driven Precision Marketing



Discovery, Insights

Planning

Monitoring & Optimization

Measuring Success

Research, Data, Insights

Data Powerhouse

- **Industry-leading platforms trusted by DMOs globally** — from small towns to major cities and countries.
- **Answering critical questions:**
  - Who's visiting?
  - Where are they coming from?
  - What are they booking, spending, and doing?
  - How do we compare to competitors?
- **Adara**: Real Return on Ad Spend (ROAS) tied to **actual bookings, travel, and credit card spend data.**
- **AIOpti:** Machine learning-driven audience targeting & campaign optimization based on **real-world visits and spend.**
- **Zartico, KeyData & more:** Precision measurement of **marketing performance, visitor behavior, and destination impact.**

These tools (among others) are **essential** for **smart**, **accountable**, and **competitive marketing** decisions that drive real results.

downs & st. germain RESEARCH

KEYDATA™

ADARA

ZARTICO

aiopti

Expedia®

National Trends

2025/2026

- **Americans** are planning **more international** leisure trips
- **International travel slows down;** Potentially experience ‘Revenge Travel’ in the next year or so
- **Quiet Vacationing, Work-From-Anywhere**
- **Immersive Cultural Experiences** (*validated in March ‘25 focus groups)*
- **Grandparent Getaways** w/grandkids (no parents)

- **New Destinations, More Personalized Itineraries**
- **Weddings**
  - Multi-functional bridal treatments
  - Full-wedding weekends
  - Slow travel honeymoons
- **Destination Dupes**
- **Artificial Intelligence (AI) Trip Planning**
- **Spectator Tourism**

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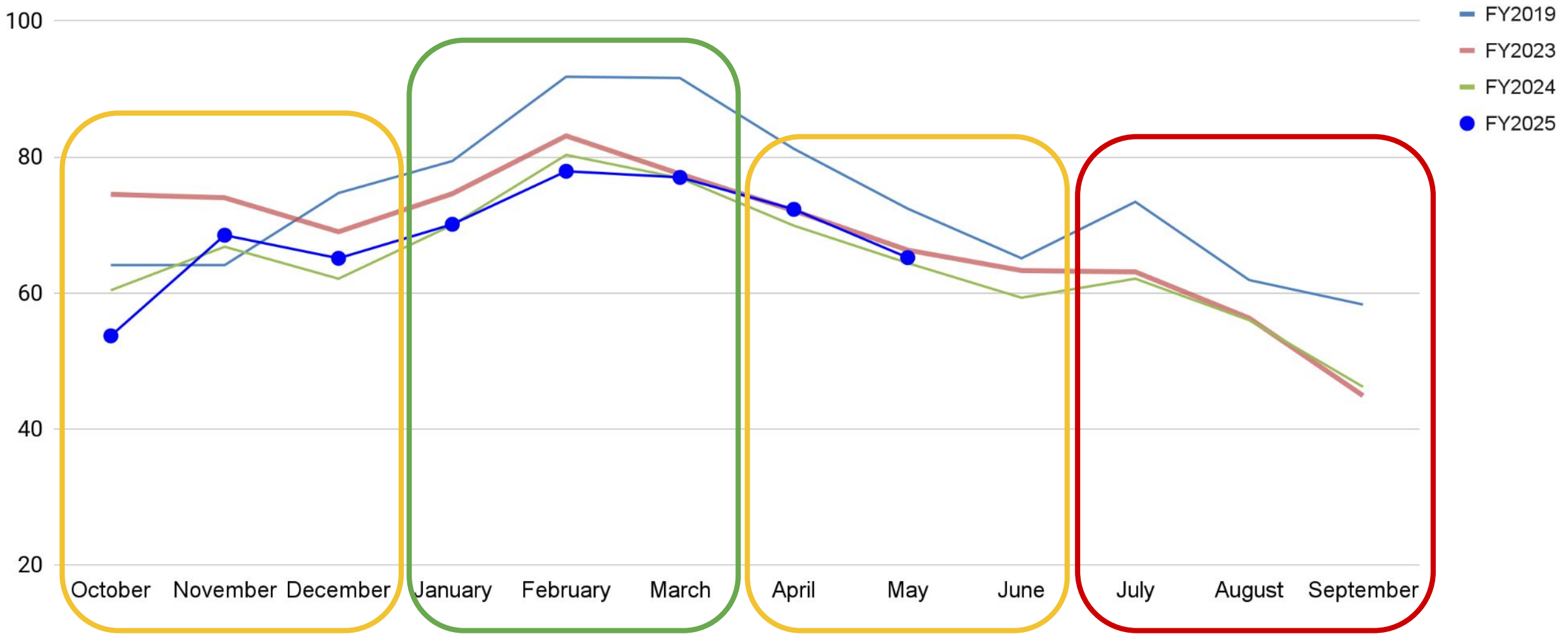
Occupancy Rates (by percentage) (STR)



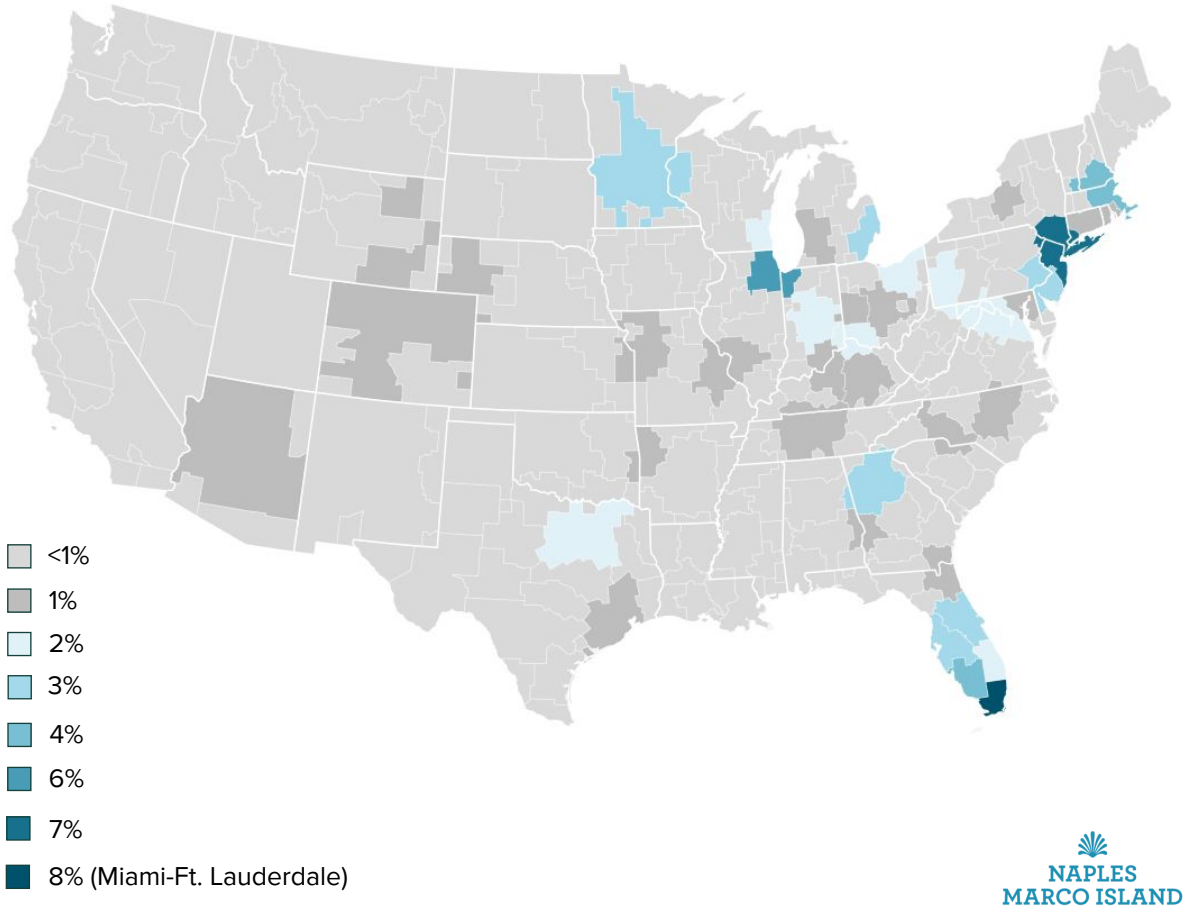
Source: *STR*

Market Research - Annual View

Market	FY23	FY24
Miami-Ft. Lauderdale	8%	8%
New York	8%	7%
Chicago	6%	6%
Fort Myers & Surrounding Areas	7%	4%
Boston	4%	4%
Tampa-St. Petersburg	3%	3%
Orlando-Daytona Beach-Melbourne	2%	3%
Detroit	3%	3%
Atlanta	2%	3%
Minneapolis-St. Paul	1%	3%
Philadelphia	1%	3%
West Palm Beach-Ft. Pierce	1%	2%
Cincinnati	2%	2%
Cleveland-Akron	2%	2%
Indianapolis	2%	2%
Milwaukee	1%	2%
Pittsburgh	1%	2%
Washington, D.C.-Hagerstown	2%	2%
Dallas-Fort Worth	1%	2%

[1] *Sources: DSG Data & Zartico Data*

FY24 Visitation by Market



Top 10 Markets at Accommodations

ZARTICO

Rank	12-Months	Jul - Sept '24	Oct - Dec '24	Jan - Mar '25	Apr - Jun '25
1	Miami-Ft. Lauderdale	Miami-Ft. Lauderdale	Miami-Ft. Lauderdale	Miami-Ft. Lauderdale	Miami-Ft. Lauderdale
2	Tampa-St. Petersburg	Tampa-St. Petersburg	Tampa-St. Petersburg	Tampa-St. Petersburg	Tampa-St. Petersburg
3	Chicago	Orlando	Chicago	Chicago	Chicago
4	New York	West Palm Beach	New York	New York	New York
5	Orlando	New York	Orlando	Orlando	Orlando
6	West Palm Beach	Chicago	West Palm Beach	West Palm Beach	West Palm Beach
7	Detroit	Atlanta	Detroit	Boston	Detroit
8	Atlanta	Detroit	Atlanta	Philadelphia	Atlanta
9	Boston	Dallas-Fort Worth	Cleveland	Detroit	Philadelphia
10	Philadelphia	Philadelphia	Boston	Atlanta	Boston

Source: *Zartico Data. This chart shows the top 10 feeder markets for overnight lodging stays in Collier County, analyzed from both an annual and seasonal perspective.*

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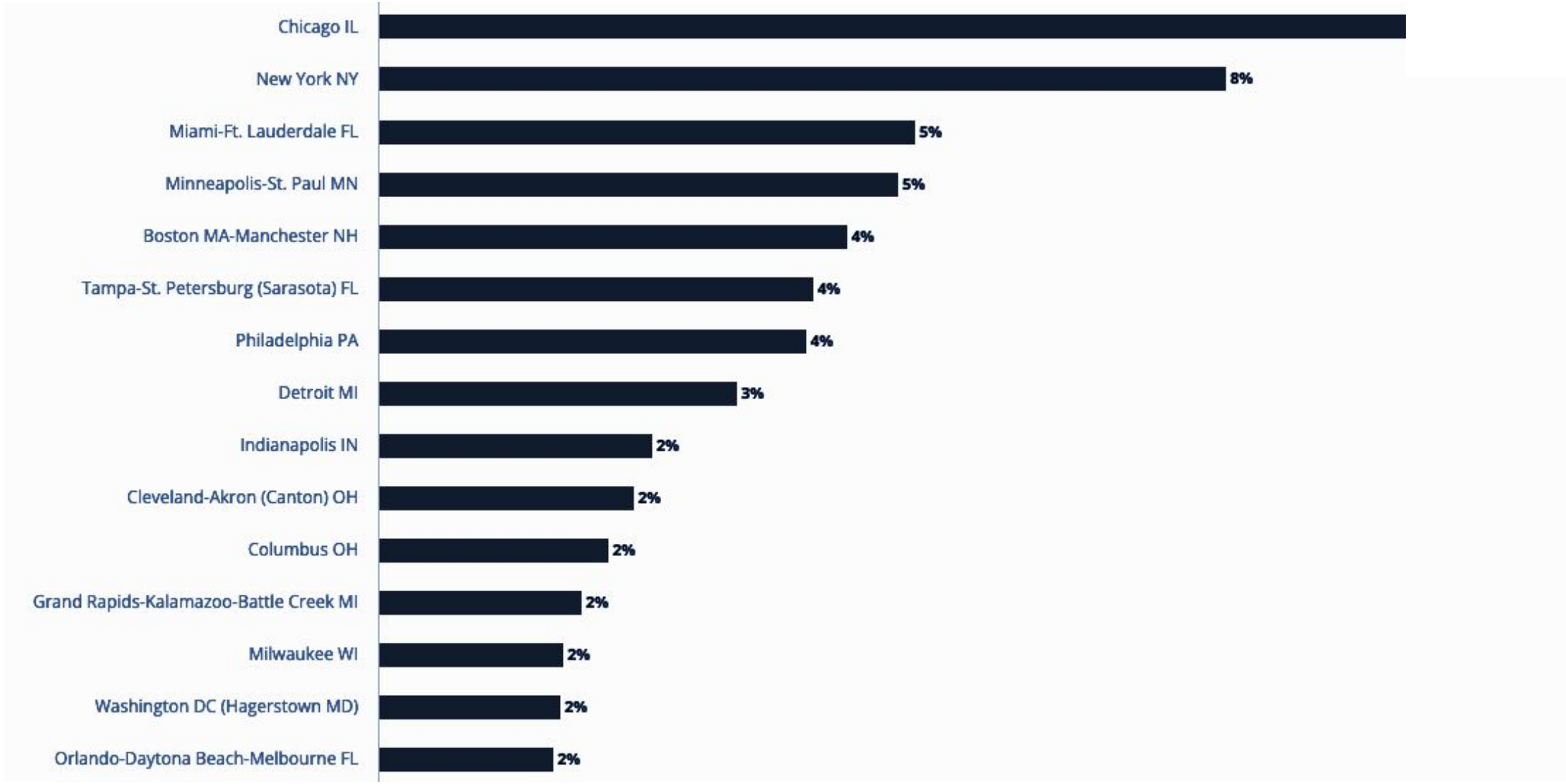
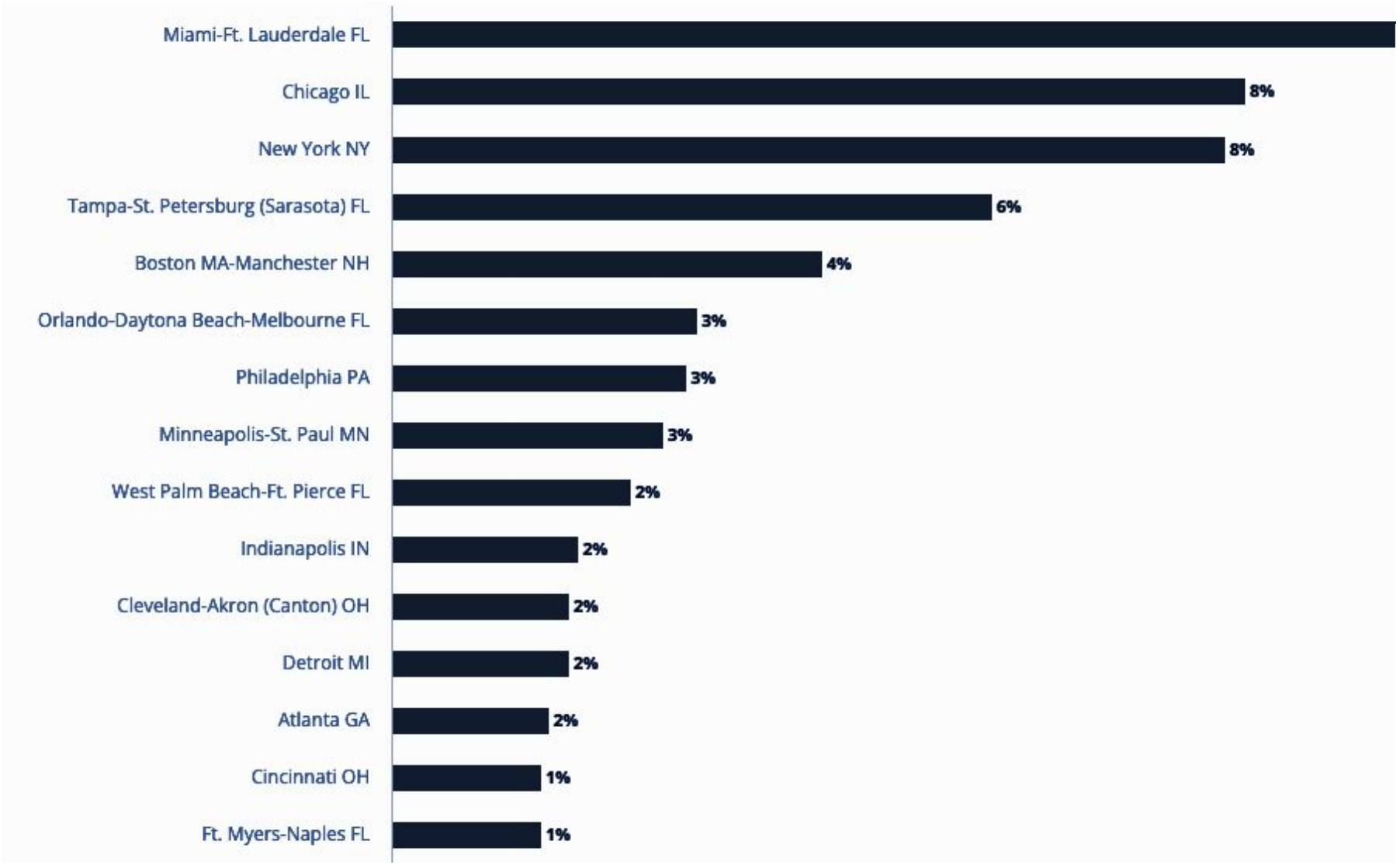
Share of Total Spend by Market (Oct '24 - Mar '25)



Source: *Zartico Data. This chart displays each market's share of total visitor spend for the specified time frame.*

Share of Total Spend by Market (Apr - Jul '25)



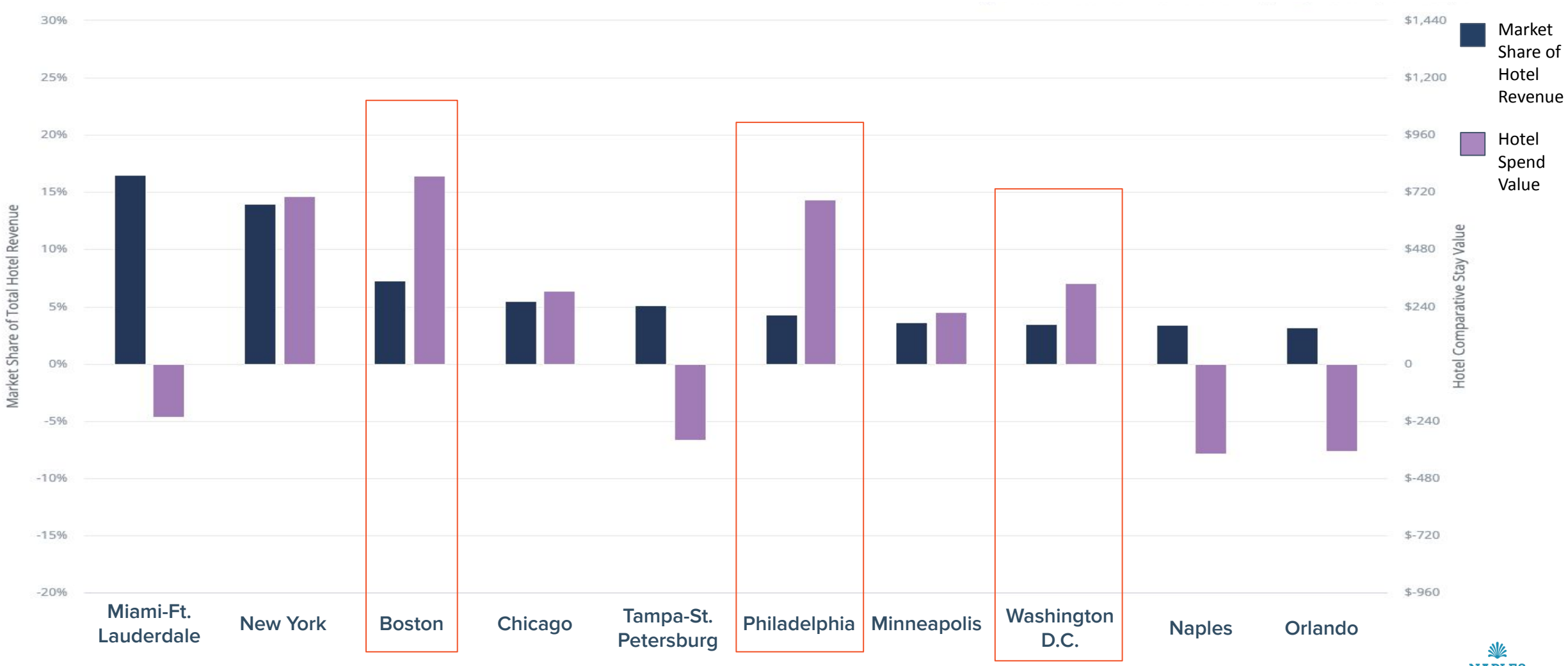
Source: *Zartico Data. This chart displays each market's share of total visitor spend for the specified time frame.*

Hotel Comparative Spend (Oct '24 -Mar '25)



Source: *Zartico Data. This insight illustrates each market's share of total revenue (volume) and overlays the variance in average hotel stay value per market compared to the overall market average (quality).*

Hotel Comparative Spend (Apr -Jul '25)



Source: *Zartico Data. This insight illustrates each market's share of total revenue (volume) and overlays the variance in average hotel stay value per market compared to the overall market average (quality).*

Layered Feeder Market Data - Summary

Rank	DSG *FY24 Annual Report*	Zartico *FY24 Quality Visitor Index*	Adara Impact *FY24 Campaign Performance*	Expedia *Jan Dec 2024 - Hotels*	Expedia *Jan - Dec 2024 - VRBO*
1	Miami-Ft. Lauderdale	Cincinnati	New York	Miami	Miami
2	Tampa-St. Petersburg	Pittsburgh	Miami	Pompano Beach	Chicago
3	Chicago	Columbus	Tampa	Naples	Minneapolis
4	New York	Nashville	Boston	Pembroke Pines	Naples
5	Orlando	Dallas-Fort. Worth	Chicago	Tampa	Indianapolis
6	West Palm Beach	Grand Rapids	West Palm Beach	Orlando	Cincinnati
7	Detroit	Indianapolis	Philadelphia	Chicago	Pompano Beach
8	Atlanta	Charlotte	Orlando	Atlanta	Columbus
9	Boston	Denver	Atlanta	New York	Atlanta
10	Philadelphia	Miami-Ft. Lauderdale	San Francisco	Ft. Lauderdale	Detroit

Source: *Top 10 markets for each data source listed, reflecting 12 months of data. Sources include DSG FY24 Annual Report; Zartico Data Quality Visitor Index FY24; Adara Impact FY24; and Expedia (Hotels and VRBO) January–December 2024 bookings.* ***Note:*** *Each source defines markets differently (e.g., DMAs, MSAs, or city-level data). Additionally, Expedia only reports on calendar year data.*

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FY25 Advertising Campaign Markets – Adara Impact Insights

March - July 2025

High-Performing Markets	**Boston**: Highest total revenue (observed $426k), bookings (168), and total nights (799); Also strong enriched funnel data with $5M in enriched revenue. **New York**: Second in revenue ($341k); High ADR ($640.33) **Cleveland**: Smaller volume, but **highest average hotel revenue per booking** ($2,925).
Revenue Per Booking	**Cleveland** ($2,942), **Detroit** ($2,925), and **Philadelphia** ($2,736) **have the highest revenue per booking.** *FL Markets have lower hotel revenue per booking, but good volume; indicate aspiring luxury traveler segment. They also have strong in-destination spend.*
High ADR Markets	**Cleveland**: Highest ADR at $777.98; **Philadelphia**: $683.91; **New York**: $640.33 **These cities may attract premium or business travelers.**
Traveler Behavior Insights	**Longest stays:** Detroit (5.35 nights), Boston (4.76), Columbus (4.55), Minneapolis (4.35) **Shortest stays:** Miami (2.17), Charlotte (2.7), Dallas (2.64) *Average travelers for Collier County per booking is fairly consistent, hovering around 2–2.5 nights.*

Source: *Adara Impact. This insight reflects markets included in FY25 advertising campaigns, based on data from the first full month through the most recent full month of the Expanded and Enhanced campaigns (March – July 2025).*

FY25 Advertising Campaign Markets – Adara Impact Insights

Campaign	ROAS	Target Markets	Actionable Insights
Expanded	**$19**	**Milwaukee, Cincinnati, Columbus, Nashville, Charlotte, Denver, Dallas-Fort Worth**	**Dallas–Fort Worth:** Top volume performer with most searches, bookings, travelers, and nights compared to other expanded markets. **Cincinnati** had the second highest volume of travelers and room nights booked; Both markets had strong ADRs with an average of $483. **Dallas, Cincinnati and Columbus** had the highest engagement and conversions; These market justify continued ad investment. Consider nurturing travelers earlier in the booking journey (~8-10 weeks before desired travel impact). Nashville, Charlotte, Denver: These markets generated a **lower volume of bookings** and had **low or untrackable average hotel revenue per booking**, limiting their overall contribution to campaign ROI. To ensure the most efficient use of media dollars, we recommend **optimizing ad spend by focusing on high-performing, scalable markets** and eliminating those with **limited or unclear ROI, inefficient booking behavior, or lower conversion impact**. We suggest **continuing to monitor these markets throughout FY26** and consider reintegration into future campaigns **if performance trends improve** or tracking issues are resolved, with a potential revisit in FY26 or FY27.
Enhanced	**$10**	**Boston, Philadelphia, Washington DC, Detroit, Cleveland, Minneapolis, Indianapolis**	**Continue investment in Boston, Detroit, Cleveland, and Philadelphia** — these markets offer the best combination of volume and revenue per booking. **Leverage long search-to-arrival windows** in markets like Minneapolis and Detroit to plan **early-phase marketing pushes** (e.g., campaigns 2–3 months out). **Monitor Indianapolis** — lowest ROI across Enhanced markets, yet continued to show strong interest and engagement.

Source: *Adara Impact and Expedia Reporting. Data reflects performance from March 1 – July 31, 2025, during the Expanded and Enhanced advertising campaigns. Total revenue and return on ad spend are based on initial reports from media partners where observed revenue attribution is available. Additional data is anticipated and may impact final results.*

FY25 Marketing Performance Summary

+2.1%

Occupancy[1]

Supply increased 10.3%

+15.13%

Transient Demand[1]

$14.50

ROAS[3]

Return on Ad Spend

+9.64%

Expanded Markets Hotel Revenue[2]

+6.81%

Enhanced Markets Hotel Revenue[2]

Source: *[1] STR Demand data for March - June 2025 compared to same period in 2024; [2] KeyData revenue based on Hotel Feeder Market data for March 2025 to July 2025 compared to same period in 2024. [3] Return on ad spend (ROAS) is calculated using initial Adara Impact reports from media partners with observed revenue attribution. Additional data is expected, which may affect the final results. ROAS represents the revenue generated for every dollar spent on advertising.*



2

Strategic Framework

Audience Segments



Leisure

Domestic
- Establish, Growth, Emerging
- Florida Residents
- Niche Interests

International
- Canada
- United Kingdom
- Germany



Sales

- Groups / Meetings
- Travel Trade
- Weddings
- Sports

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Overarching Strategies

Key Strategies:

- **Visitation During Need Periods**: Focus marketing efforts to increase off-peak visitation, especially targeting visitors during shoulder seasons.
- **Research- and Data-Driven Campaigns:** Continuously optimize campaign targeting, creative, and spend using data and research insights to maximize return on ad spend and maintain a competitive edge.
- **Market Agility & Adaptive Campaigns**: Monitor real-time market factors and quickly refine targeted campaigns to optimize performance and return on investment.
- **Experience-Driven Growth:** Position Collier County as a leader in eco-luxury, wellness, adventure, curated cultural experiences, destination weddings, and upscale group, meetings and sports tourism to attract experience-seeking travelers and planners.
- **Leverage Digital Innovation and AI:** Utilize advanced data analytics, AI, and dynamic digital platforms to create personalized and high-impact marketing campaigns, driving deeper engagement.
- **Refine International Market Approach:** Further develop international marketing strategies to capitalize on existing and growing interest from Canada, Europe, and potentially South America.

Paradise Coast Brand

- Foundation for Strategic Destination Growth
- Evolves to Stay Culturally Relevant
- Rooted in Traveler & Market Insights
- Authentic to Place and People
- Keeps Messaging Fresh and Resonant



Digital Marketing Enhancements

Ripe Booking Platform:

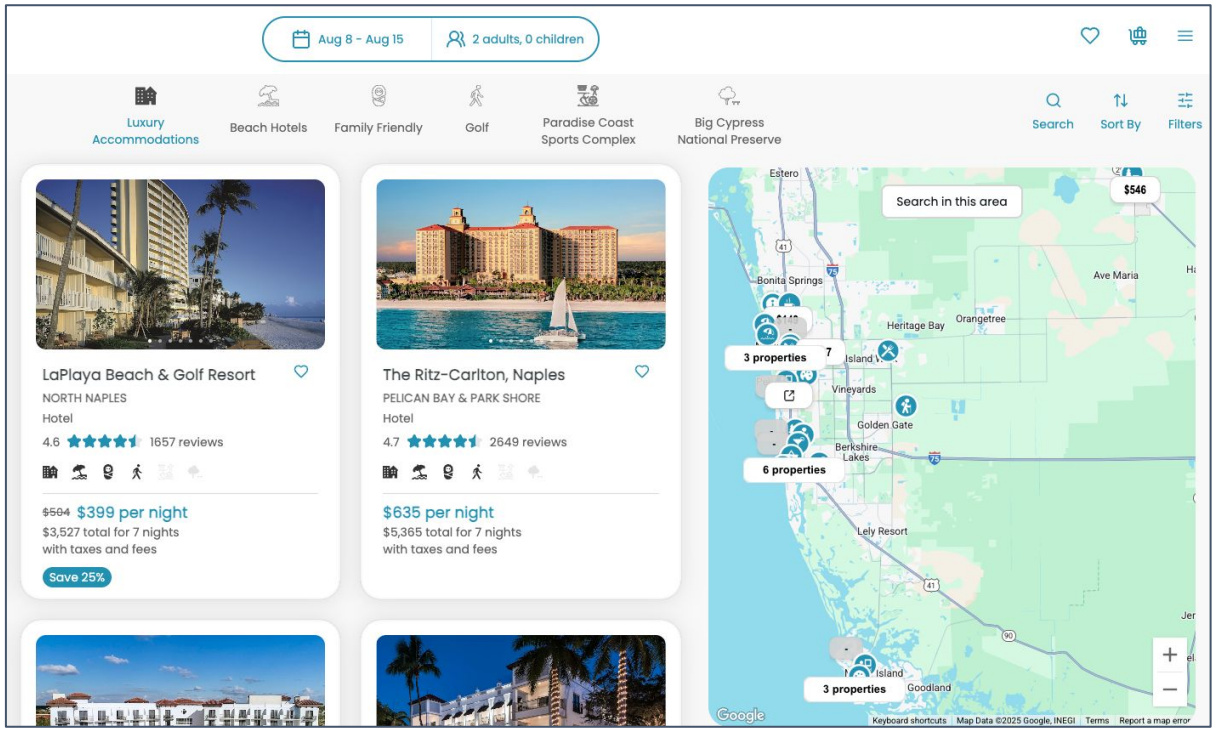
- Seamless research-to-booking experience for visitors
- Commission-free bookings for CVB partners
- Fosters direct connections with travelers
- Empowered ownership through first-party data
- Support local economies and stakeholders

Bandwango Experiences:

- Drives measurable foot traffic to local businesses and attractions
- Captures first-party data and grows email marketing lists for ongoing re-engagement
- Allows for full tracking of user behavior, check-ins, and redemptions
- Complete ownership of visitor data for future campaign targeting

How We're Using It:

- Pickleball Pass (Live Now): Visitors can explore and check in at top public pickleball courts across Collier County, earning rewards and exclusive offers
- Future Passes in Development: Paradise Coast Family Pass, Epicurean Dining Pass, Stone Crab Tasting Pass



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3

Leisure Plan Overview

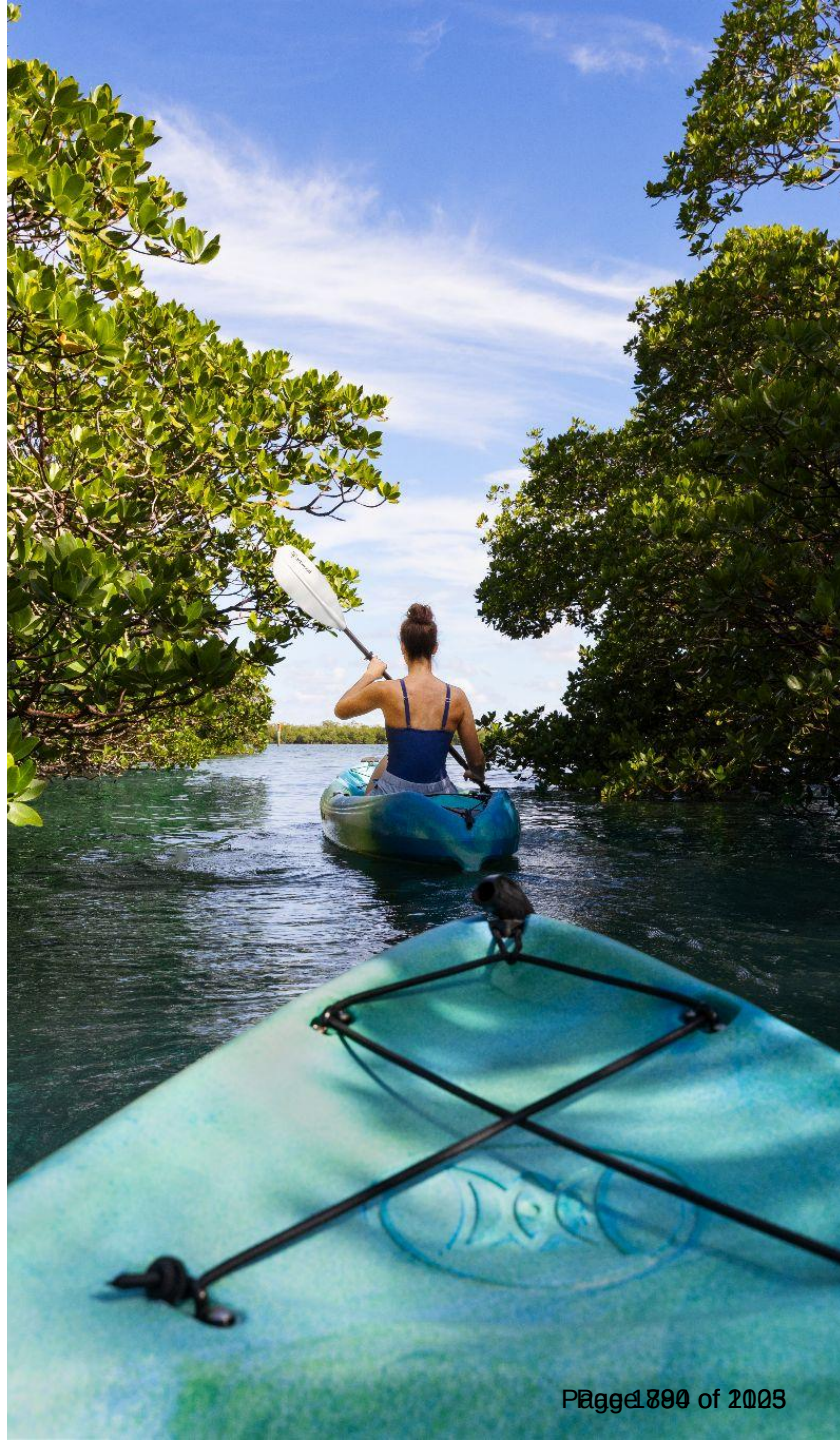
Marketing Approach

Four Core Campaigns

- Sustaining Campaign
- Fall/Winter Campaign
- Spring/Summer Campaign
- International Campaign

Each campaign will:

- Reinforce the destination's **elevated appeal as a premier coastal, cultural, culinary, and ecological paradise.**
- Execute an integrated, omnichannel strategy to **maximize reach, frequency**, and **engagement** across the entire consumer journey.
- Sustain a **strong presence in key feeder markets** to drive consistent visitation and brand recognition.
- Leverage **audience segmentation** to deliver **precise, relevant messaging and creative** tailored to distinct traveler profiles.
- Deploy **high-impact paid and earned media** in strategically prioritized markets to **amplify visibility and optimize campaign performance.**



Leisure Media Audiences (Domestic & International)

Audience Focus

These segments vary in what visitors seek from a vacation, where they consume media, and how they prefer to receive messages.

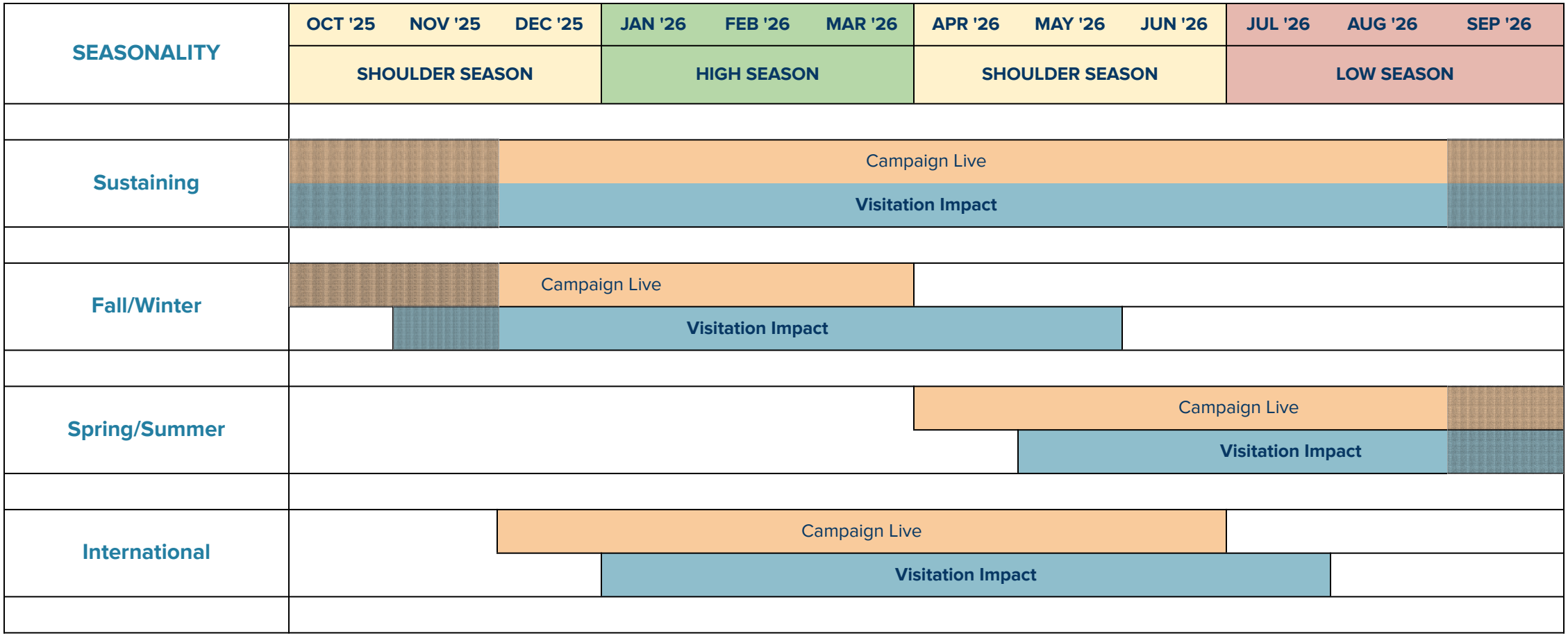
Luxury:

- **Affluence:** Household income of $250K+
- **Accommodations:** Branded luxury resorts, boutique hotels, upscale vacation rentals with high-end amenities
- **Experiences:** Private tours, exclusive cultural events, fine dining
- **Travel Style:** First/business class, efficient arrangements, values loyalty programs
- **Shopping:** Designer boutiques, luxury fashion, art galleries
- **Wellness:** Unique spa offerings and wellness amenities
- **Social:** Enjoys sharing luxury trips on social media.

Luxury Elite:

- **Affluence:** $1M+ Net worth
- **Accommodations:** Private luxury homes, exclusive resorts with top-tier services
- **Experiences:** Private yacht charters, bespoke adventures, VIP events
- **Travel Style:** Private jets, luxury travel services, concierge support
- **Shopping:** High-end designers, personal shoppers, custom items
- **Wellness**: Exclusive retreats, private consultations, custom wellness programs
- **Social:** Values discretion, prefers private spaces and services

Leisure Advertising Campaigns (4)



Note: *Shaded areas within each campaign timeframe indicate tentative live dates. These periods may be dark or delayed due to pending purchase order (PO) processing.*

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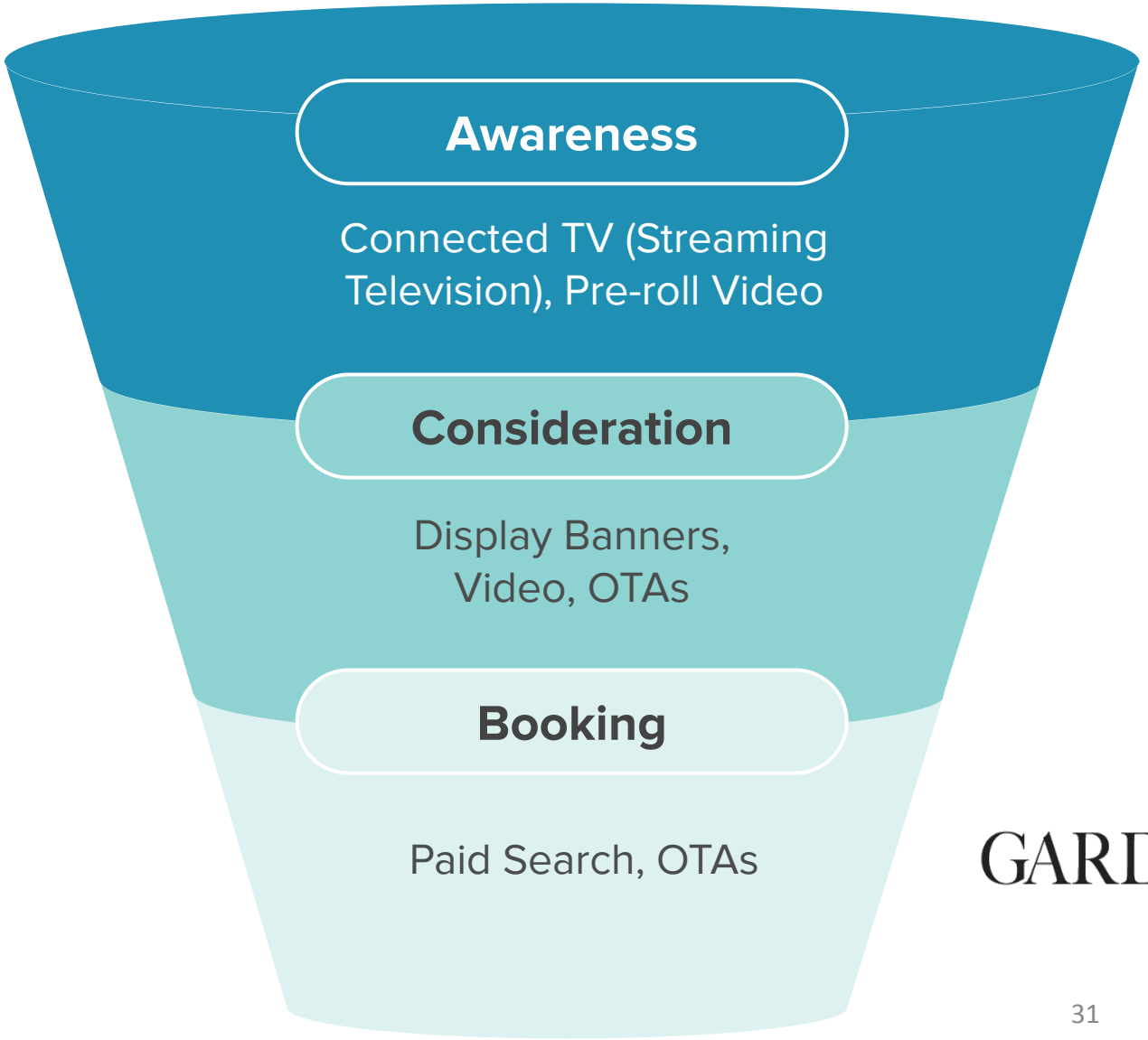
Leisure - Consumer Funnel & Example Channels



Wilkins
pandora
hulu
gumgum
Cadent
Magnite
TravelSpike
TIKI
ampersand
aiopti
Tripadvisor
KAYAK
ADARA
Predictive Traveler Intelligence
GARDEN & GUN
Expedia
Google Ads

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Sustaining Campaign

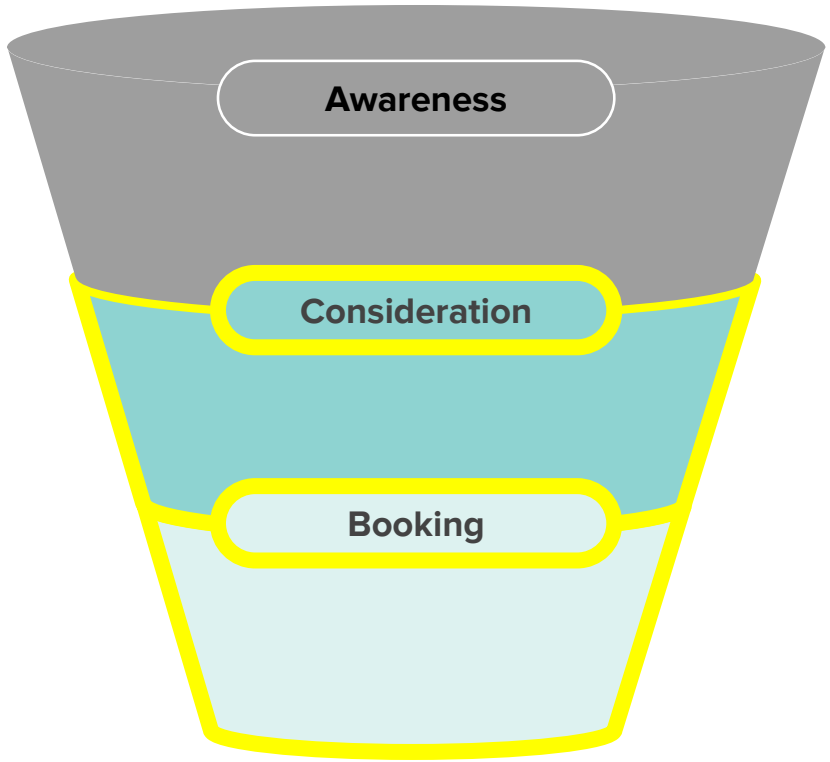
October 2025 - September 2026

Markets:

- Market agnostic targeting - destination, interest and competitive targeting (e.g., Luxury, Beach Travel, West Palm Beach, etc.)
- Geographic market targeting:
    - **In-state:** Miami-Ft Lauderdale, Tampa-St Petersburg, Orlando, West Palm Beach, Jacksonville/Ponte Vedra
    - **Midwest:** Detroit, Chicago, Cleveland, **Cincinnati**, **Columbus**, Minneapolis, Indianapolis, **Milwaukee**
    - **Northeast:** NYC, Boston, Philadelphia, Hartford-New Haven, Washington D.C.
    - **Southeast:** Atlanta
    - **West: Dallas-Fort Worth**

Approach: Lower-funnel partners and **Online Travel Agencies (OTA's)** for year-round presence when travelers are searching and booking their travel.

- Google Ads
- Meta (Facebook/Instagram)
- Pinterest
- Direct & OTAs (Ripe, Expedia, Kayak, TripAdvisor, etc)



Note: Markets in bold represent new markets added in FY25 as part of the Expanded Campaign during Spring/Summer 2025.

Fall/Winter Campaign

October 2025 - March 2026

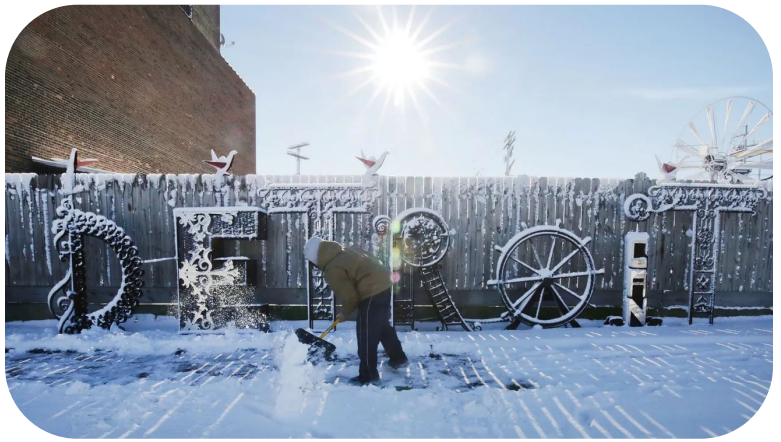
Markets:

- Chicago (maintain), Detroit (grow)

Approach: Focus on **upper- and mid-funnel media** to build awareness, inspire intent, and strengthen brand recognition.

- Leverage **high-visibility placements**: wrapped buses, EV charging stations, airports, transit, and digital boards.
- Utilize **premium storytelling formats**: high-impact print, custom TV segments, radio, and digital audio.
- Deploy **retargeting strategies** to move audiences from awareness to consideration and conversion.
- Use **dynamic retargeting** based on website behaviors to serve relevant, action-driving messages.





Spring/Summer Campaign

April 2026 - September 2026

Markets:

- **In-state:** Miami-Ft Lauderdale, Tampa-St Petersburg, Orlando, West Palm Beach, Jacksonville/Ponte Vedra
- **Midwest:** Chicago, Cleveland, **Cincinnati, Columbus**
- **Northeast:** NYC, Boston
- **Southeast**: Atlanta

Approach: Focus on **upper- and mid-funnel media** to build awareness, inspire intent, and strengthen brand recognition.

- Utilize **high-visibility Out-of-Home (OOH)** with retargeting capabilities.
- Leverage **premium storytelling formats**: high-impact print, custom TV segments, radio, and digital audio.
- Activate **measurable full-funnel media** strategies that engage travelers from awareness through to conversion.
- Deploy **retargeting tactics** to move audiences from awareness to consideration and booking.
- Use **dynamic retargeting** based on website behaviors to serve relevant, action-driving messages.



Note: Markets in bold represent new markets added in FY25 as part of the Expanded Campaign during Spring/Summer 2025.

International Campaign

December 2025 - July 2026 (UK, Germany) and March - July 2026 (Canada)







Markets:

- Canada, Germany, UK (monitor Central + South America)

Audience:

- Primary Focus: Affluent families (adults w/children, 25-54, HHI $250K).
- Secondary Focus: Couples, Millennials, Gen X, Boomers.

Approach: Target high-potential international markets with proven interest in Florida and upscale coastal destinations.

- **Use data-driven segmentation** to focus on travelers most likely to convert (affluent Canadians, select Europeans, emerging South Americans).
- **Craft messaging that emphasizes safety, flexibility, and unique elevated experiences** to differentiate Collier County.
- **Leverage Brand USA and optimize budget allocation** to maximize reach and return in priority markets.
- **Drive digital engagement through targeted media, OTAs, and travel intent platforms** to capture active travel planners.



3

Sales Plan Overview

Sales Campaign

October 2025 - September 2026

Markets:
Meetings, Incentives Conventions, Exhibitions (MICE), Associations, Sports, Weddings, Travel Trade

Approach:

- **Coordinated Sales & Marketing Campaigns:** Align campaigns with sales priorities like need periods and high-value accounts, delivering targeted content via digital, email, and trade media channels.
- **Elevated Trade Show Presence:** Support sales with pre-event digital campaigns and post-event follow-ups to reinforce messaging, nurture leads, and boost conversions.
- **Account-Based Digital Advertising (ABM):** Use precise, targeted ads on platforms like LinkedIn and programmatic channels focused on key planners, agencies, and tour operators to drive engagement and inquiries



Sales Campaign

Approach Continued:

- **Content & Collateral Development:** Produce engaging sales assets like videos, brochures, planner guides, and FAM trip recaps to highlight the destination and support the sales process.
- **Trade Media Partnerships & Sponsored Content:** Partner with leading meetings, sports, and travel trade publications to run sponsored articles, advertorials, and digital ads targeting key decision-makers.
- **FAM Trip Amplification & Testimonials:** Showcase planner and advisor testimonials and behind-the-scenes content from FAM trips to build trust and generate authentic interest.
- **Email Nurture & Lead Retargeting:** Use automated email campaigns and retargeting ads tailored to planners' and advisors' interests and event types to nurture leads and encourage bookings.




Questions?

Executive Summary

Recommendation to review proposals up to $5,000,000 for FY 2025-2026 Supplemental Tourism Marketing efforts, determine a final recommendation to send to the Board of County Commissioners, and make a finding that this action promotes tourism.

OBJECTIVE: Determine and approve a recommendation to be sent to the Board of County Commissioners, not to exceed $5,000,000, for an increase to the Tourism advertising budget from the proposed TDC Promotion Reserve in Fund 1101 for FY2025-2026 (FY 26).

CONSIDERATIONS: The Tourism Division administers the Tourist Development Council (TDC) budget and promotes the destination as a Convention & Visitors Bureau (CVB).

At the July 15, 2025, meeting, the TDC reviewed the budget for FY 2026. During the discussion, the question was raised about the planned $6 million advertising spend and the $18 million advertising and promotion reserve. In FY 2025, a supplement of $5 million was added to the advertising budget and approved by the Board of County Commissioners by a vote of 5-0 on November 12, 2024 (Agenda Item 11.A). The TDC requested information from staff on possible options for utilizing a portion of the proposed FY 2026 reserves for further advertising and promotion of the destination.

Hotel occupancy is comprised of leisure travel and group travel. The chart below shows the occupancy over the past two fiscal years.

Time Frame	Leisure	Group	Total
Total FY 2024	46.2%	18.1%	64.3%
FY 2024 (through June)	45.7%	25.8%	71.5%
FY 2025 (through June)	48.8%	18.8%	67.6%
Percent Change FY 2025 (through June)	3.1%	-7.0%	

(Downs & St. Germain June 2025 FYTD report presented at August TDC meeting, metrics provided by STR)

Leisure travel consists of individuals who book a trip and are not part of a group or conference. Group travel relates to bookings of 10 rooms or more per night and is sold by a signed agreement, and books a year to a year and a half in advance.

In FY 2024, the occupancy rate placed Collier County at the lowest occupancy rate for leisure sales, compared to the competitive set of Florida locales. Currently, for FY 2025, the destination still has the lowest hotel occupancy rate, but now only .5% behind the next competitor, Ft. Myers at 49.4%

To help increase the leisure occupancy rate in FY 2025, the supplemental $5 million was utilized to enhance leisure market advertising and identify new markets for campaigns. The enhanced advertising increased in current markets, including Boston, Philadelphia, Washington D.C., Detroit, Cleveland, and Minneapolis. New campaigns were started in Milwaukee, Cincinnati, Columbus, Nashville, Charlotte, Denver, and Dallas-Fort Worth.

With an additional 1,000 hotel rooms now in the area market, the occupancy rate for FY 2025 year-to-date leisure travel is at 48.8%, which is an increase of 3.1% from FY 2024, putting this year on track to finish higher. More importantly, as the new advertising campaigns started in December/January of 2025, the leisure travel demand has seen a growth of 15.73% from December to May in FY 2025. This increase has placed Collier County in the middle of our competitive set in relation to growth, with Clearwater, St. Petersburg, and Sarasota showing higher increases of leisure visitors.

The current planned FY 2026 advertising budget of $6M places the Tourism advertising budget at 12.35% of the Total

Tourist Development Tax dollar collections. Our competitors range from an average of 37.8%, of their TDT collections spent on advertising, with a range from 16.33% - 75.27%. The current budgeted figure of $6M places Collier County last in the competitive set.

A supplemental increase in the advertising budget allows for further expansion of the top-performing new and current markets from FY 2025, which include Washington, DC, Minneapolis, and Boston (current markets) and the top new markets of Dallas-Fort Worth, Cincinnati, and Columbus. In addition, Group sales activities can be enhanced, which can bolster the Group occupancy rate in future years (bookings now occurring for 2027 and 2028). Three proposals are attached for review with a $2.5M, $4M, or $5M investment.

A summary of the proposals is below.

$2.5 Million Investment

- Stronger marketing presence in currently identified key source markets
- Expand Spring /Summer Campaign to 3 more target markets – Dallas-Fort Worth, Washington DC, and Philadelphia
- Digital Marketing Enhancements
- Sales Enhancements

$4 Million Investment

- Includes all $2.5 Million Investment elements
- Expand the Fall/Winter Campaign to include two additional markets – Boston and Minneapolis

$5 Million Investment

- Includes all $4 Million Investment elements
- Add one additional marketing for the Fall/Winter Campaign – Philadelphia
- Collaboration with Luxury Media Partners

FISCAL IMPACT: The additional funding, not to exceed $5,000,000, is available within the proposed reserves included in the Tentative FY 2026 Budget for TDC Tourism Promotion Fund (Fund 1101).

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

RECOMMENDATIONS: To review proposals up to $5,000,000 for FY 2025-2026 Supplemental Tourism Marketing efforts, determine a final recommendation to send to the Board of County Commissioners, and make a finding that this action promotes tourism.

PREPARED BY: John Melleky, Arts and Culture Manager, Tourism

ATTACHMENTS:

1. CCT FY26 August TDC_Supplemental Budget Options V7 - Long Form

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FLORIDA'S PARADISE COAST

Supplemental Investment Options

August 19, 2025 TDC



Situational Analysis

$6M FY26 Investment: Harsh Realities

- Competitive Destinations Continue to Increase Destination Marketing Budgets
- October-November Marketing is Dark (Paused)
  - Prime holiday and early winter booking period is missed
  - Reduction in visitor demand, destination booking and visitation
- New Hotel and Rental Property Awareness Will Suffer & Harder to Fill
- Inconsistent Promotion Likely to Cause Visitors to Choose Other Destinations
- Lowered Hotel Prices and ADR Negatively Impact Local Business Health, Profitability, and Jobs
- Peak and Need Period Tourism Seasons are Completely At Risk

Competitive Spending

DMO Name (Visitor Tax %)	County	Total TDT Collected FY 2024	"Advertising & Promotion" FY 24/25	Percent TDT Spent on Advertising
Bradenton Area CVB (6% as of 8/1/24)	Manatee	$21,880,570	$16,467,791	75.27%
Brevard County/Space Coast (5%)	Brevard	$25,260,000	$13,400,000	53.05%
Florida Keys TDC (5%)	Monroe	$61,000,000	$30,000,000	49.18%
Amelia Island CVB (5%)	Nassau	$11,531,453	$4,624,180	40.13%
Fort Myers/Sanibel (5%)	Lee	$44,262,302	$12,500,000	28.24%
The Palm Beaches (6%)	Palm Beach	$86,700,000	$19,799,608	22.83%
Visit Tampa Bay (6%)	Hillsborough	$65,035,754	$11,300,000	17.38%
Visit Sarasota (6%)	Sarasota	$48,381,296	$7,900,671	16.33%
Naples, Marco Island, Everglades CVB (5%)	Collier	$48,600,000	$6,000,000*	12.35%

In order by percent spent on advertising and marketing.
Note: With the addition of another 600 hotel rooms on the horizon, Collier County will have added approximately 1,600 rooms to its inventory over the past two years.
*Current approved TDC budget.

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Situational Analysis at the End of FY26

The Harsh Reality: Best Case Scenario

- Partially Used Inventory with Increased Pressure on Rates
- Demand Slightly Increases
  - To what level is TBD as Competitors Gain Ground & Overinvest
- Core Audiences Maintain Loyal
- Tax Revenue Is Moderately Growing, but not Reaching Full Potential
- Leveling Off of Brand Visibility in Key Markets Won't Affect High Season Need

Situational Analysis at the End of FY26

The Harsh Reality: Worst Case Scenario

- Momentum is Completely Stalled
- Oversupply Drastically Drives Down ADR and Partner Profitability
- New Inventory Success in Serious Jeopardy from Struggled Ramp Up
- Occupancy Dramatically Declines Despite More Inventory
- Weakened Destination Visitation, Brand and Engagement
- Tax Collections Under Grave Threat to Unravel Years of Progress
- Peak and Need Period Seasons Hang in Balance
- One Year Decline = Years of Recovery

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Supplemental Investment Options for FY26

Introduction

- Developed in Response to TDC Request and FY26 TDC Priorities
- Informed by Performance, Data, and Trend Insights
- Focused on Sustaining Momentum, Growth, Occupancy, and Revenue
- Strengthens Priority Markets and Expands Reach
- Scalable, Flexible, Strategy-Accelerating Solutions

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FY25 Marketing Performance Summary

+2.1%

Occupancy[1]

Supply increased 10.3%

+15.13%

Transient Demand[1]

$14.50

ROAS[3]

Return on Ad Spend

+9.64%

Expanded Markets Hotel Revenue[2]

+6.81%

Enhanced Markets Hotel Revenue[2]

Source: *[1] STR Demand data for March - June 2025 compared to same period in 2024; [2] KeyData revenue based on Hotel Feeder Market data for March 2025 to July 2025 compared to same period in 2024. [3] Return on ad spend (ROAS) is calculated using initial Adara Impact reports from media partners with observed revenue attribution. Additional data is expected, which may affect the final results. ROAS represents the revenue generated for every dollar spent on advertising.*

Supplemental Investment Options

$2.5M INVESTMENT	$4M INVESTMENT	$5M INVESTMENT
Stronger Presence in Currently Identified Key Source Markets	Stronger Presence in Currently Identified Key Source Markets	Stronger Presence in Currently Identified Key Source Markets
Expand Spring/Summer Target Markets (3) (Dallas-Fort Worth, D.C., Philadelphia)	Expand Spring/Summer Target Markets (3) (Dallas-Fort Worth, D.C., Philadelphia)	Expand Spring/Summer Target Markets (3) (Dallas-Fort Worth, D.C., Philadelphia)
Digital Marketing Enhancements	Digital Marketing Enhancements	Digital Marketing Enhancements
Sales Enhancements	Sales Enhancements	Sales Enhancements
	Expand Fall/Winter Target Markets (2) (Boston, Minneapolis)	Expand Fall/Winter Target Markets (3) (Boston, Minneapolis, **Philadelphia)**
		Luxury Media Partner Collaborations

Note: *Bolded items indicate new additions at that specific investment level compared to the level below it. For example, "Expand Fall/Winter Target Markets (2) (Boston, Minneapolis)" is bolded in the $4M option because it is not included in the $2M level. Similarly, "Philadelphia" is bolded in the $5M level as it is not part of the $4M option. This applies to other items like Luxury Media Partner Collaborations as well.*

Market Summary by Season by Investment Level

FY26 Sustaining Campaign			
$6M (flat)	**+$2M**	**+$4M**	**+$5M**
Miami-Ft Lauderdale, Tampa-St Petersburg, Orlando, West Palm Beach, Jacksonville/ Ponte Vedra, Detroit, Chicago, Cleveland, Cincinnati, Columbus, Minneapolis, Indianapolis, Milwaukee, New York City,, Boston, Philadelphia, Hartford-New Haven, Washington D.C., Atlanta, Dallas-Fort Worth	Strengthen existing markets with stronger presence	Strengthen existing markets with stronger presence	Strengthen existing markets with stronger presence

FY26 Fall/Winter Campaign			
$6M (flat)	**+$2M**	**+$4M**	**+$5M**
Chicago Detroit	No additional winter markets added at this level	Boston Minneapolis	Boston Minneapolis Philadelphia

FY26 Spring/Summer Campaign			
$6M (flat)	**+$2M**	**+$4M**	**+$5M**
Miami-Ft Lauderdale, Tampa-St Petersburg, Orlando, West Palm Beach, Jacksonville/Ponte Vedra, Chicago, Cleveland, Cincinnati, Columbus, New York City, Boston, Atlanta	Dallas-Fort Worth Washington D.C. Philadelphia	Dallas-Fort Worth Washington D.C. Philadelphia	Dallas-Fort Worth Washington D.C. Philadelphia

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Stronger Presence in Existing Market

Continue to Strengthen Existing Markets

Infuse additional budget into existing markets **currently identified sustaining campaign markets** to bolster market share.

The approach may include:

- Boost Digital Advertising Saturation & Frequency
- Enhanced Retargeting & Sequential Messaging Campaigns
- Lookalike Audience Expansion
- Geo-Targeted Mobile & Location-Based Ads
- Influencer & Content Amplification
- Branded Video Content & Retargeting Loops
- Sponsored Content with Retargeting Integration



Markets may include but are not limited to: Miami-Ft Lauderdale, Tampa-St Petersburg, Orlando, West Palm Beach, Jacksonville/Ponte Vedra, Detroit, Chicago, Cleveland, Cincinnati, Columbus, Minneapolis, Indianapolis, Milwaukee, NYC, Boston, Philadelphia, Hartford-New Haven, Washington D.C., Atlanta, Dallas-Fort Worth

Approximate budget: $1M - $2M

Enhance Summer Markets

Recommended Markets to Strengthen Advertising: Dallas/Fort Worth, Washington D.C., Philadelphia

- The summer season presents a valuable opportunity to increase visitation to Collier County, Florida.
- By targeting markets that meet the household income (HHI) criteria and have demonstrated interest in Florida as a summer destination, the CVB can drive higher occupancy rates during its softer months.
- Identify up to 3 new opportunity markets that have shown potential to drive visitation growth during its most needed season and were previously targeted during the enhanced or expanded campaigns in FY25 to ensure the campaigns are capitalizing on momentum and past efforts.
- Success will require the CVB to execute a plan that delivers its messaging to a broad audience with a high frequency of exposure, which will also be needed to stay competitive.
- Utilize a mix of media tactics that work best for each of the target markets.

All 3 markets added beginning at $2M supplemental budget level; Approx. $250k-$500k/market based on supplemental budget approved.

Digital Marketing Enhancements

Florida's Paradise Coast YouTube Channel Integration

- Branded Channel Design
  - Channel and Subchannel build outs (owned + approved partners + curated user generated content (UGC)
  - Custom visuals and search engine optimized (SEO) titles, tags, and descriptions
  - Curated playlists by travel type with a mix of short and long-form videos
  - Clear in-video call-to-action (CTA) and links driving to the Artificial Intelligence (AI)-powered itinerary builder
- AI Itinerary Integration
  - Exclusive to our channels in a closed loop environment
- Personalization Layer
- Feedback Loop & Tracking

Sample User Journey

Watch "Top 5 Outdoor Adventures" >> Clicks "Build This Trip" >> AI Fills Itinerary* >> Save/Share

**what to do, where to stay, events listicle with partner links and video clips*

Approximate budget: $150k-$200k

Digital Marketing Enhancements

AI-Powered Itinerary Builder + Machine Learning (ML) Integrations ($40k-$75k)

- Itineraries based on preferences; Real-time event feed sync; Data for retargeting and campaign insights.

Yodel Calendar Integration ($15k-$25k)

- Embedded calendar to highlight real-time local events; Suggests activities based on travel dates.

AI-Powered Chat Assistant ($10k-$30k)

- Real-time visitor support and trip planning answers 24/7.

AI SEO + Conversational Search Optimization ($15k-$20k)

- Structured for voice search and AI assistant queries; Focus on semantic, long-tail questions.

AI-Driven Social Listening ($5k-$20k)

- Monitors travel trends, sentiment, and UGC; Fuels proactive content creation and influencer alignment.

Personalized Content Engine ($15k-$35k)

- Blocks based on personas, engagement; Personalized CTAs, imagery, and copy by user behavior.

Digital Marketing Enhancement Success Metrics

- **After the Click Attribution:** Track itinerary interactions, return visits, and conversions using UTM parameters, on-site behavior analytics, and CRM integration to connect clicks from YouTube or AI tools to downstream travel actions.
- **Increased Engagement:** Higher time on site, video watch time, and interaction with AI tools.
- **Itinerary Conversions:** Growth in “Build This Trip” clicks, saved/shared itineraries, and trip completions.
- **Content Performance:** Improved YouTube views, CTA click-through rates, and playlist engagement.
- **Personalization Impact:** Higher return visits and conversions from AI-tailored content and itineraries.
- **Voice & Search Visibility:** Increase in organic traffic from AI/voice search and long-tail queries.
- **Trend Responsiveness:** Faster content adaptation based on AI-driven social listening and behavior data.

Sales Enhancements

Expanded Strategic Partnerships ($150k)

- **Trade Trade:** Exclusive events, virtual training, enhanced listings and opportunities to engage luxury advisor (i.e., Amadeus, Signature Travel Network, TravPRO.)
- **Groups/Meetings:** Strengthen relationships with key third-party meeting professionals (i.e., HelmsBriscoe, ConferenceDirect, and HPN Global)

Strengthened Advertising & Marketing Efforts Content Development ($190k): Enhanced sales and marketing efforts targeting groups, meetings, and travel trade, including content development to support these initiatives. Tactics may include social media campaigns, consumer e-newsletters, travel advisor webinars, curated FAM trips, LinkedIn strategies, digital content, email blasts, banner ads, print ads, geofencing, and BranchUp Digital Marketing to promote the region.

Ripe Booking Platform for Groups ($45k-$75k): A centralized platform offering planners a wide selection of venues for meetings and groups, with instant booking, easy room block management, quick custom proposals at competitive pricing, and real-time availability and confirmation for a seamless planning experience.

Luxury FAM Trips ($40k-$50k): Personalized invitation strategies and all associated expenses to curate and host exclusive high-end experiences for select travel trade professionals and group/meeting organizers.

Industry Presence + Travel ($75k): Attend key events and meet face-to-face with groups and meetings professionals.

Approximate additional budget: $500k-$540k

Expand Fall/Winter Markets

Expand Fall/Winter Target Markets

- Expand the the Fall/Winter campaign targeting to include an additional 2 to 3 markets *(the number of markets contingent upon approved supplemental budget beginning at $4M; This is not included in the $2M supplemental budget level)*
- Increase visitation, occupancy, and average daily spend during the need periods.
- Success will require a consistent, well-executed plan that delivers messaging to an expanded audience with high frequency.
- Media tactics will be tailored to each market, ensuring optimal reach and impact for the additional investment.
- **Potential markets to expand to: Boston, Minneapolis (added at $4M level), Philadelphia (added at $5M level).**

Starting approximate budget: $275k-$350k/market

Luxury Media Partnerships + Collaborations

Opportunity Examples:

- **Exclusive Editorial Integrations:** Partner with luxury travel and lifestyle publications for in-depth features and destination highlights.
- **High-Impact Digital Campaigns:** Collaborate on targeted digital and email marketing with publications like *Forbes Travel Guide* or *Elite Visitor*.
- **Experiential VIP Events & Virtual Engagements:** Host luxury-focused virtual events or VIP concierge experiences with partners like Virtuoso Life or AMEX Platinum.
- **Branded Content & Influencer Collaborations:** Develop co-branded content and interactive guides with fashion and lifestyle magazines like *Vogue* or *Harper's Bazaar*.
- **Curated Travel & Shopping Experiences:** Create exclusive shopping or gourmet travel events, partnering with *Food & Wine*, *Bon Appétit*, or private jet publications.

AFAR

CONDÉ NAST Traveler

TRAVEL+ LEISURE

DEPARTURES

Robb Report

NAVIGATING GLOBAL LUXURY Curator

Approximate additional budget for one collaboration: $425,000

Supplemental Investment Options

$2.5M INVESTMENT
Stronger Presence in Currently Identified Key Source Markets
Expand Spring/Summer Target Markets (3) (Dallas-Fort Worth, D.C., Philadelphia)
Digital Marketing Enhancements
Sales Enhancements

$4M INVESTMENT
Stronger Presence in Currently Identified Key Source Markets
Expand Spring/Summer Target Markets (3) (Dallas-Fort Worth, D.C., Philadelphia)
Digital Marketing Enhancements
Sales Enhancements
Expand Fall/Winter Target Markets (2) (Boston, Minneapolis)

$5M INVESTMENT
Stronger Presence in Currently Identified Key Source Markets
Expand Spring/Summer Target Markets (3) (Dallas-Fort Worth, D.C., Philadelphia)
Digital Marketing Enhancements
Sales Enhancements
Expand Fall/Winter Target Markets (3) (Boston, Minneapolis, **Philadelphia)**
Luxury Media Partner Collaborations


Thank You.



1

PRESENTATION



2

MONTHLY HIGHLIGHTS

JUNE 2025 | KEY PERFORMANCE METRICS

downs & st. germain RESEARCH

Metric	June 2024	June 2025	Percent Change
Visitors	207,500	215,400	+ 3.8%
Visitor Days	1,126,700	1,186,900	+ 5.3%
Direct Spending	$196,063,200	$173,270,200	- 11.6%
Economic Impact	$271,743,600	$239,459,400	- 11.9%
Room Nights	202,300	211,300	+ 4.4%
Occupancy	51.7%	53.5%	+ 3.5%
Average Daily Rate	$293.01	$289.64	- 1.2%
RevPAR	$151.49	$154.96	+ 2.3%

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FLORIDA'S PARADISE COAST
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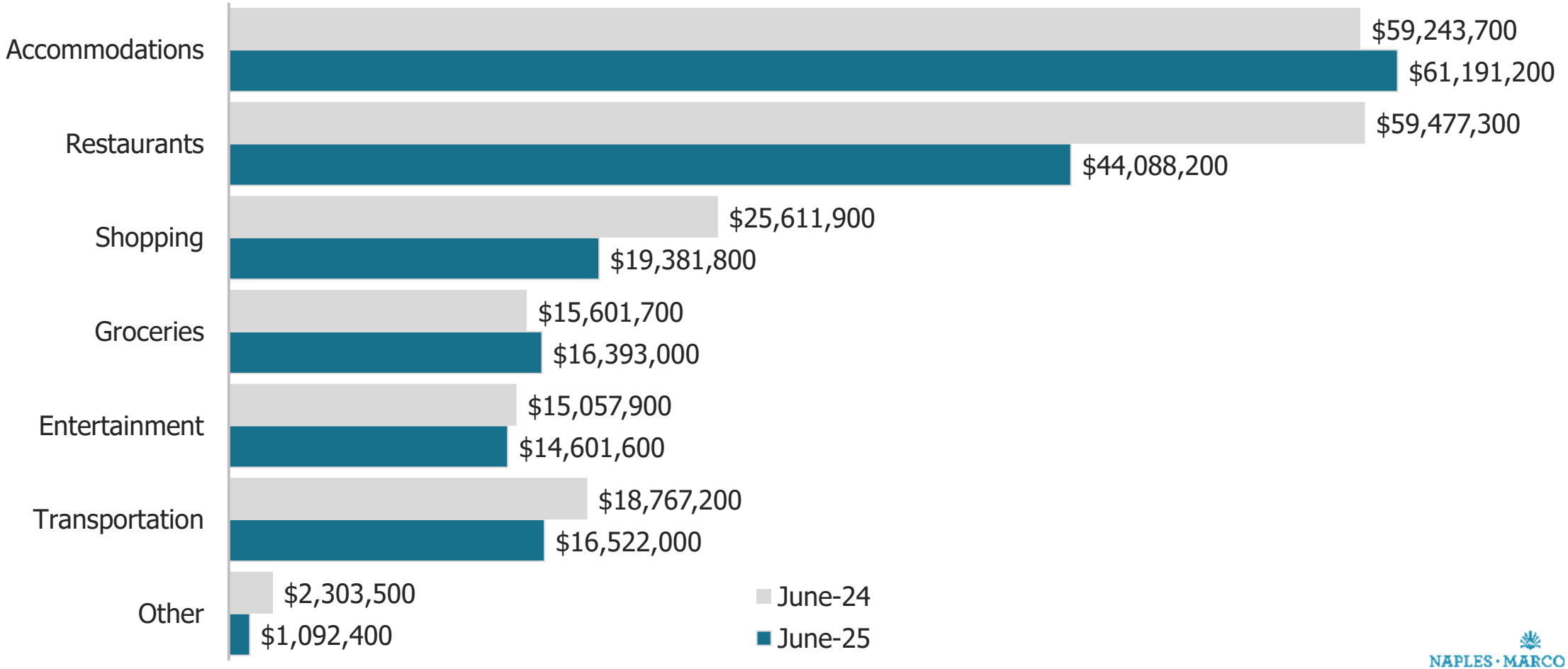
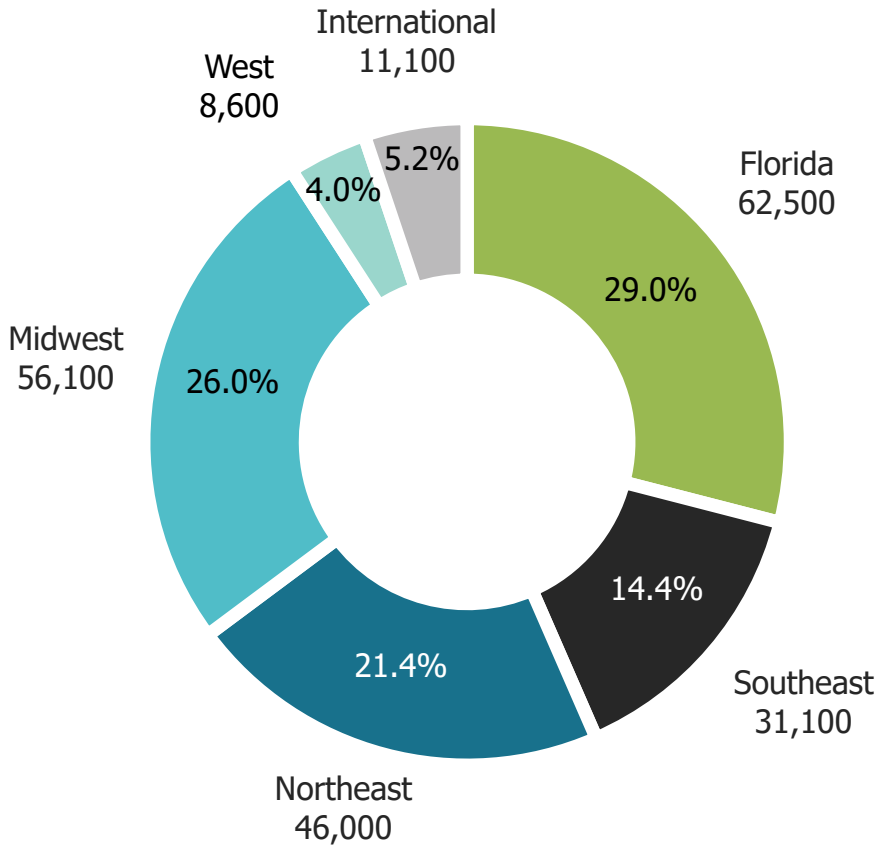
JUNE 2025 | SPENDING BY CATEGORY

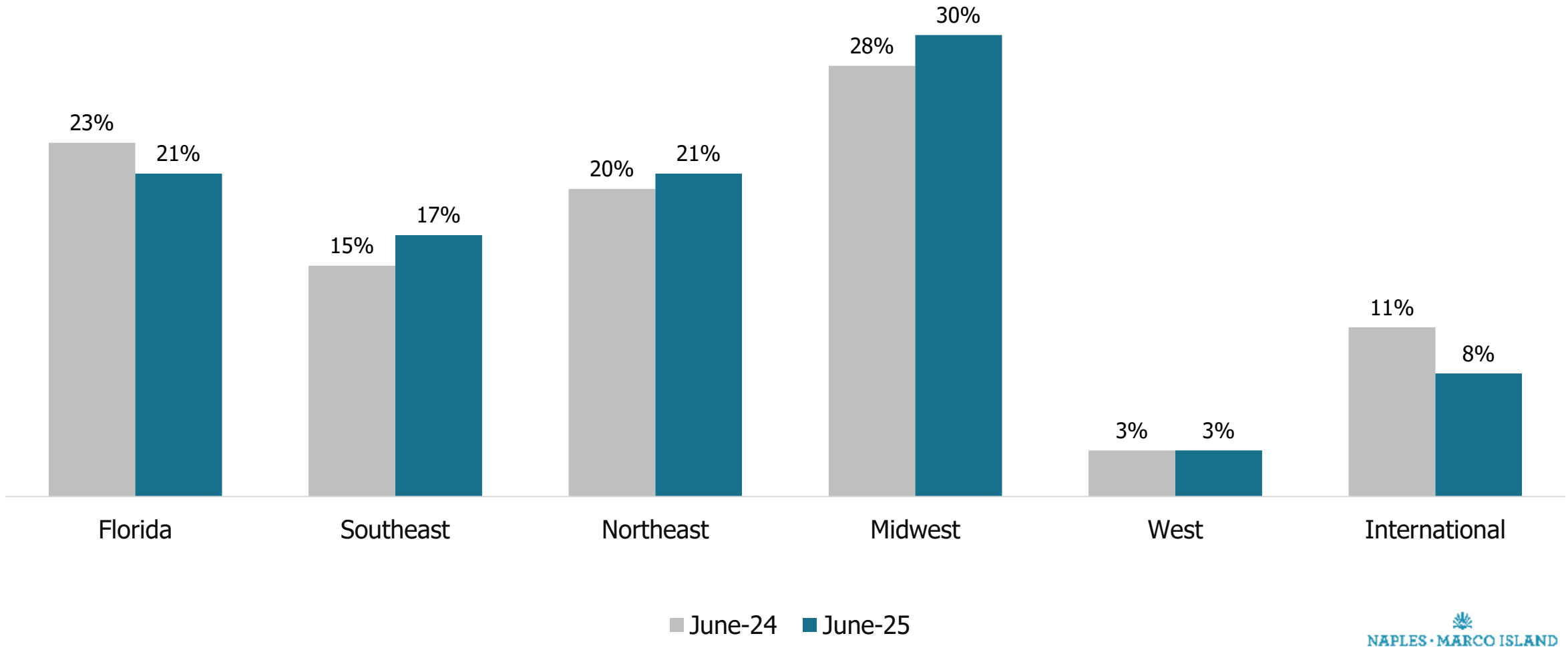


JUNE 2025 | VISITOR ORIGIN REGIONS

	JUNE 2024		JUNE 2025		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	192,200	92.6%	204,300	94.8%	+ 6.3%	+ 2.4%
Florida	73,100	35.2%	62,500	29.0%	- 14.5%	- 17.6%
Southeast	24,900	12.0%	31,100	14.4%	+ 24.9%	+ 20.0%
Northeast	38,800	18.7%	46,000	21.4%	+ 18.6%	+ 14.4%
Midwest	45,200	21.8%	56,100	26.0%	+ 24.1%	+ 19.3%
West	10,200	4.9%	8,600	4.0%	- 15.7%	- 18.4%
International	15,300	7.4%	11,100	5.2%	- 27.5%	- 29.7%
Canada	5,800	2.8%	4,300	2.0%	- 25.9%	- 28.6%
Europe	7,700	3.7%	5,600	2.6%	- 27.3%	- 29.7%
C/S America	800	0.4%	600	0.3%	- 25.0%	- 25.0%
Other	1,000	0.5%	600	0.3%	- 40.0%	- 40.0%
Total	207,500	100.0%	215,400	100.0%	+ 3.8%	



JUNE 2025 | OVERNIGHT VISITOR ORIGIN





3

QUARTERLY HIGHLIGHTS

APRIL - JUNE 2025 | Highlights & Potential Areas of Concern

Highlights

- Room Nights and Visitors Days were up 2.5% and 3.0% year-over-year, respectively.
- Occupancy increased YOY from 58.2% to 59.8%, despite increases in supply, showing that growth in room night demand outpaced growth in room night supply.
- For the second quarter in a row, there was a significant increase in the number of visitors reporting outdoor activities as being a main reason for their decision to visit. Golf/tennis/pickleball, sporting events, and fishing saw the largest year-over-year increases.

Potential Areas of Concern

- Visitor Spending and Economic Impact decreased 4.1% and 4.4% year-over-year, respectively. Leading these declines was a 15.2% decrease in spending on Shopping and a 7.3% decrease in spending at Restaurants. These two spending categories are usually the 2nd and 3rd largest, behind only Accommodations.
- Overall Visitation was down 2.2% year-over-year, led by a 22.7% year-over-year decrease in International Visitation.
- Visitors who have been to the area 5 times or fewer in the past accounted for 58% of visitors, down from 66% last year. Within that group, first-time visitors decreased from 27% to 24%.

APRIL – JUNE 2025 | KEY PERFORMANCE METRICS

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Metric	April-June 2024	April-June 2025	Percent Change
Visitors	704,800	689,600	- 2.2%
Visitor Days	4,443,200	4,577,500	+ 3.0%
Direct Spending	$774,593,300	$742,554,100	- 4.1%
Economic Impact	$1,073,586,400	$1,026,209,700	- 4.4%
Room Nights	690,900	708,300	+ 2.5%
Occupancy	58.2%	59.8%	+ 2.7%
Average Daily Rate	$325.81	$323.14	- 0.8%
RevPAR	$189.62	$193.24	+ 1.9%

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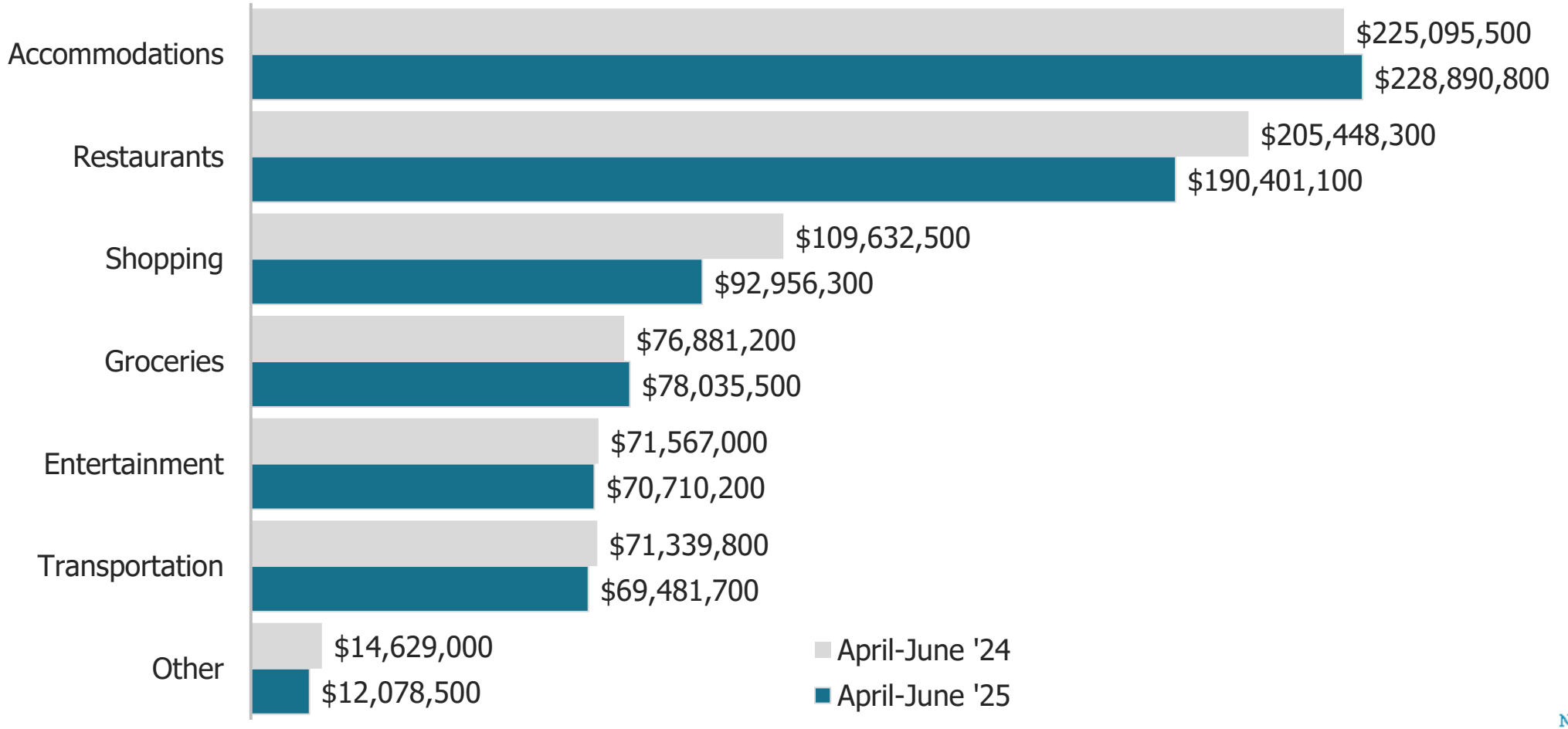
APRIL - JUNE 2025 | SPENDING BY CATEGORY



APRIL – JUNE 2025 | VISITOR ORIGIN REGIONS

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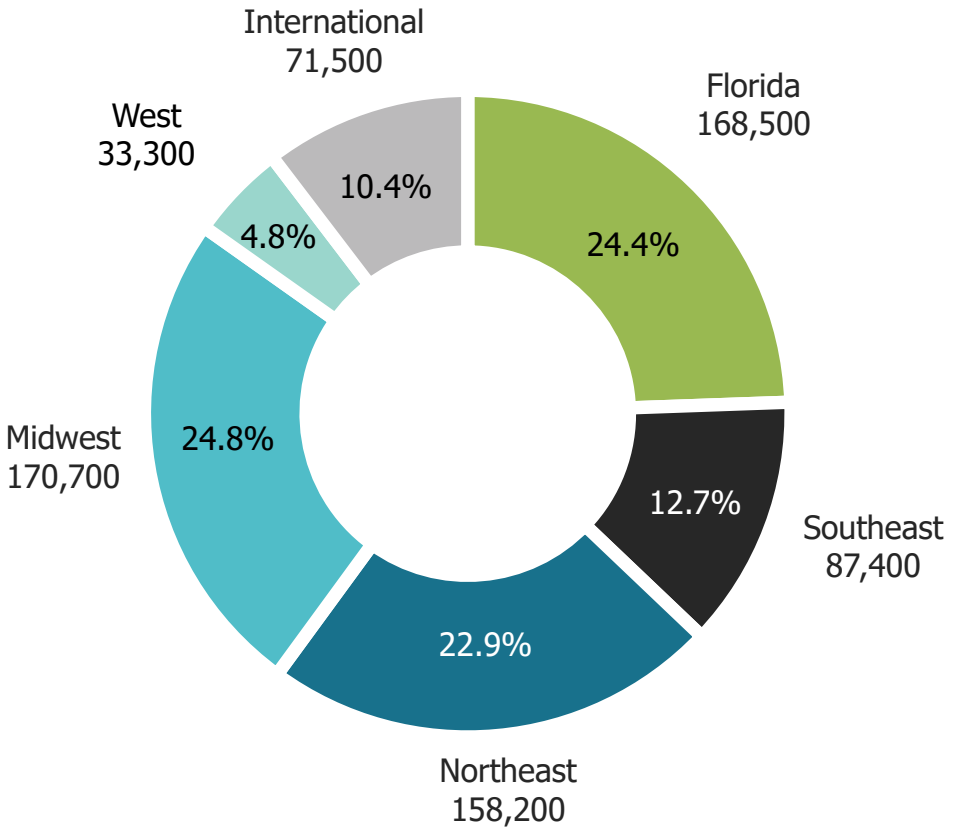
	April - June 2024		April - June 2025		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	612,300	86.8%	618,100	89.6%	+ 0.9%	+ 3.2%
Florida	179,900	25.5%	168,500	24.4%	- 6.3%	- 4.3%
Southeast	86,300	12.2%	87,400	12.7%	+ 1.3%	+ 4.1%
Northeast	142,800	20.3%	158,200	22.9%	+ 10.8%	+ 12.8%
Midwest	167,000	23.7%	170,700	24.8%	+ 2.2%	+ 4.6%
West	36,300	5.1%	33,300	4.8%	- 8.3%	- 5.9%
International	92,500	13.2%	71,500	10.4%	- 22.7%	- 21.2%
Canada	35,600	5.1%	28,300	4.1%	- 20.5%	- 19.6%
Europe	35,900	5.1%	28,200	4.1%	- 21.4%	- 19.6%
UK	[12,600]	[1.8%]	[9,100]	[1.3%]	- 27.8%	- 27.8%
Germany	[3,600]	[0.5%]	[2,500]	[0.4%]	- 30.6%	- 20.0%
Other Europe	[19,700]	[2.8%]	[16,600]	[2.4%]	- 15.7%	- 14.3%
C/S America	14,800	2.1%	10,100	1.5%	- 31.8%	- 28.6%
Other	6,200	0.9%	4,900	0.7%	- 21.0%	- 22.2%
Total	704,800	100.0%	689,600	100.0%	- 2.2%	



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APRIL - JUNE 2025 | OVERNIGHT VISITOR ORIGIN TRENDS

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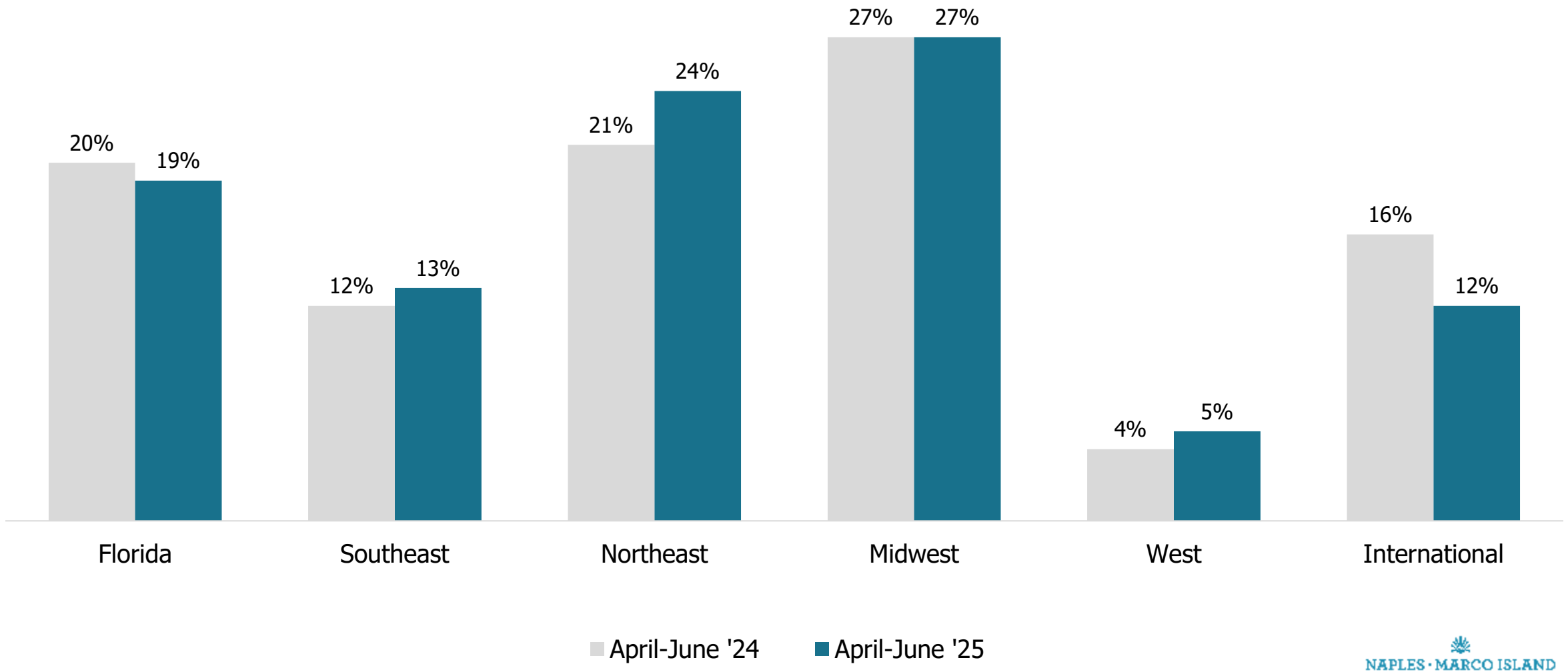

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APRIL - JUNE 2025 | TOP ORIGIN STATES[1]

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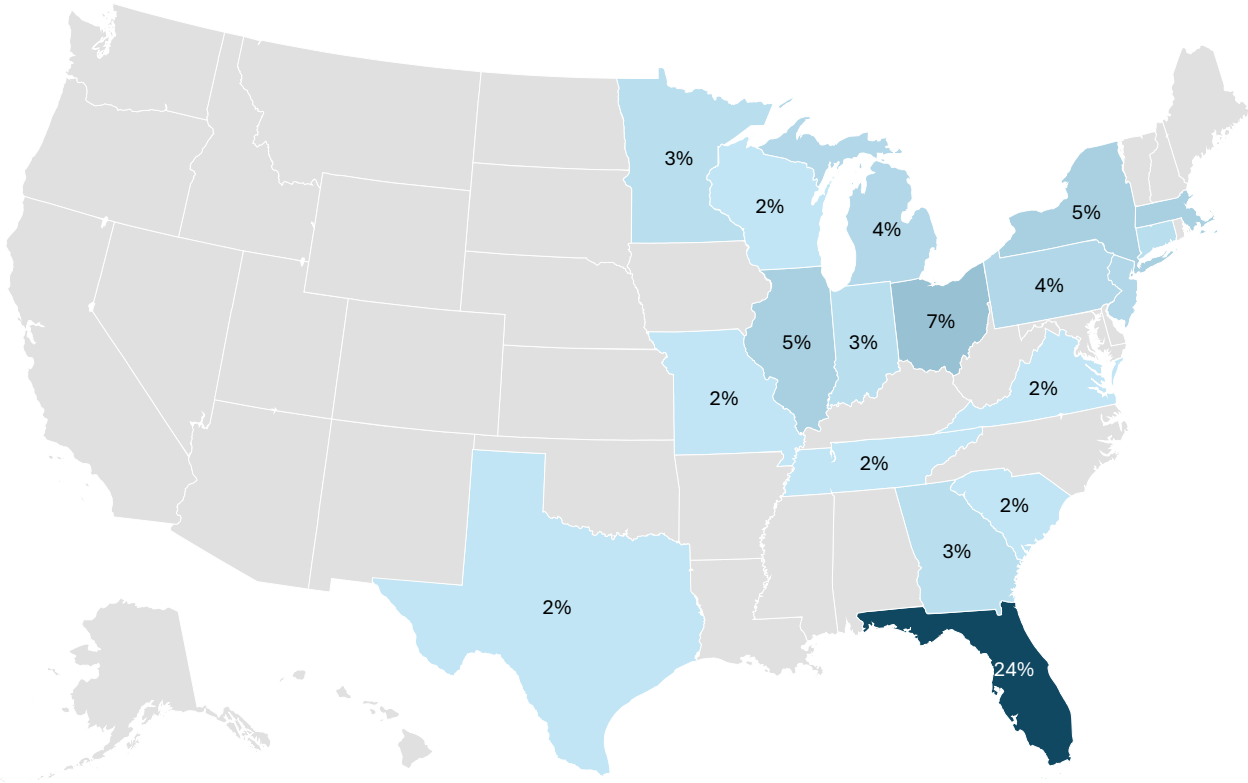
State	April-June 2024	April-June 2025
Florida	26%	24%
Ohio	5%	7%
Illinois	6%	5%
Massachusetts	3%	5%
New York	6%	5%
Michigan	4%	4%
New Jersey	4%	4%
Pennsylvania	3%	4%
Minnesota	2%	3%
Georgia	3%	3%
Indiana	2%	3%
Connecticut	2%	3%
Wisconsin	2%	2%
South Carolina	1%	2%
Tennessee	1%	2%
Texas	2%	2%
Virginia	1%	2%
Missouri	1%	2%

[1] Sources: DSG Data & Zartico Data

Apr-Jun 2025 Visitation by State



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APRIL - JUNE 2025 | TOP ORIGIN MARKETS[1]

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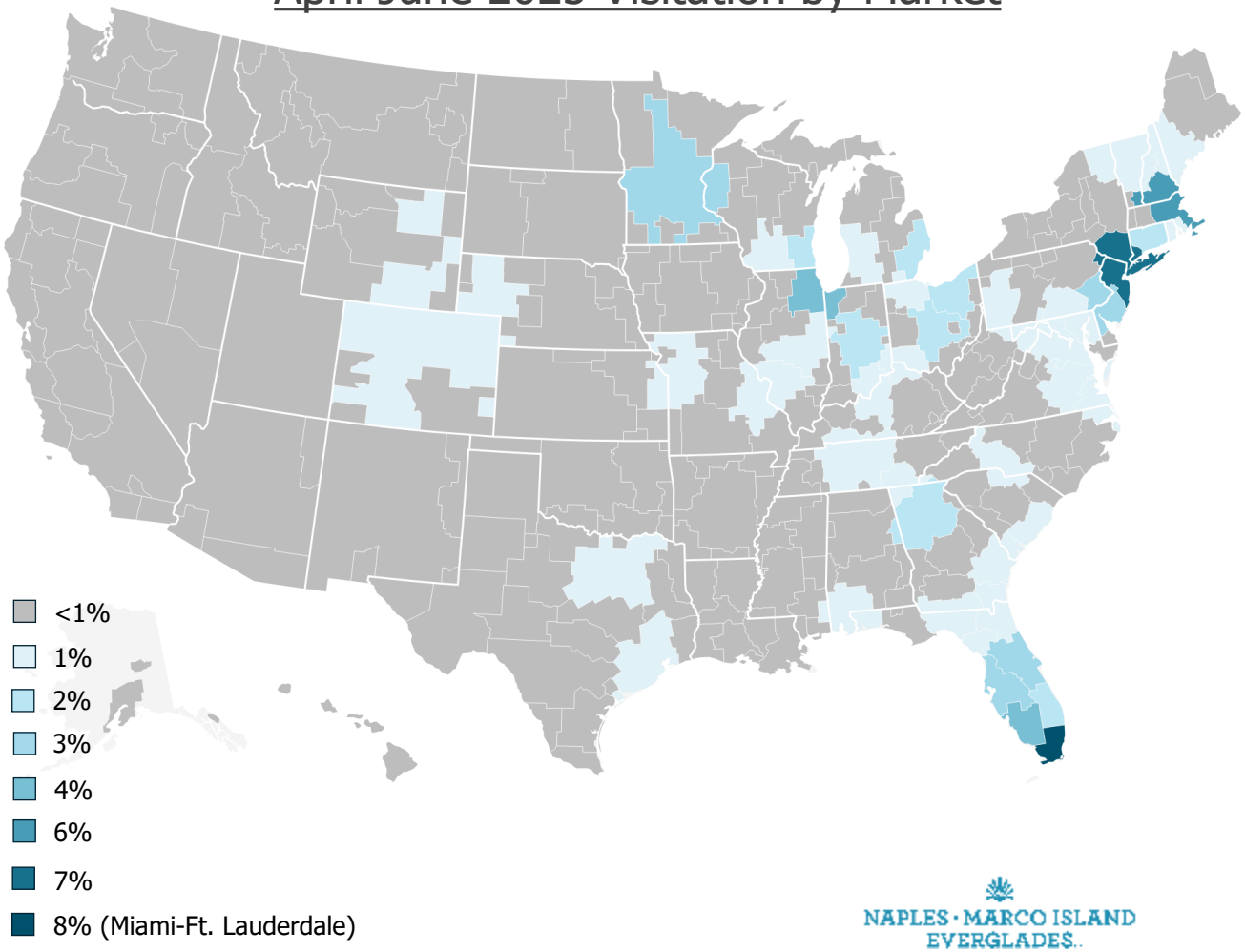
Market	April-June 2024	April-June 2025
Miami-Ft. Lauderdale	9%	8%
New York	7%	7%
Boston	4%	6%
Fort Myers & Surrounding Areas	6%	4%
Chicago	5%	4%
Orlando-Daytona Beach-Melbourne	3%	3%
Minneapolis-St. Paul	2%	3%
Philadelphia	2%	3%
Tampa-St. Petersburg	4%	3%
Detroit	3%	2%
West Palm Beach-Ft. Pierce	3%	2%
Cleveland-Akron	2%	2%
Columbus	2%	2%
Milwaukee	2%	2%
Hartford-New Haven	1%	2%
Indianapolis	1%	2%
Sarasota-Bradenton	1%	2%
Atlanta	3%	2%

[1] Sources: DSG Data & Zartico Data

April-June 2025 Visitation by Market



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4

FISCAL YTD HIGHLIGHTS

FYTD 2025 | KEY PERFORMANCE METRICS

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Metric	FYTD 2024	FYTD 2025	Percent Change
Visitors	2,154,800	2,156,900	+ 0.1%
Visitor Days	13,907,000	14,875,500	+ 7.0%
Direct Spending	$2,449,162,700	$2,429,129,800	- 0.8%
Economic Impact	$3,395,732,200	$3,357,567,500	- 1.1%
Room Nights	2,195,600	2,265,800	+ 3.2%
Occupancy	62.8%	63.5%	+ 1.1%
Average Daily Rate	$385.34	$367.05	- 4.7%
RevPAR	$241.96	$233.04	- 3.7%

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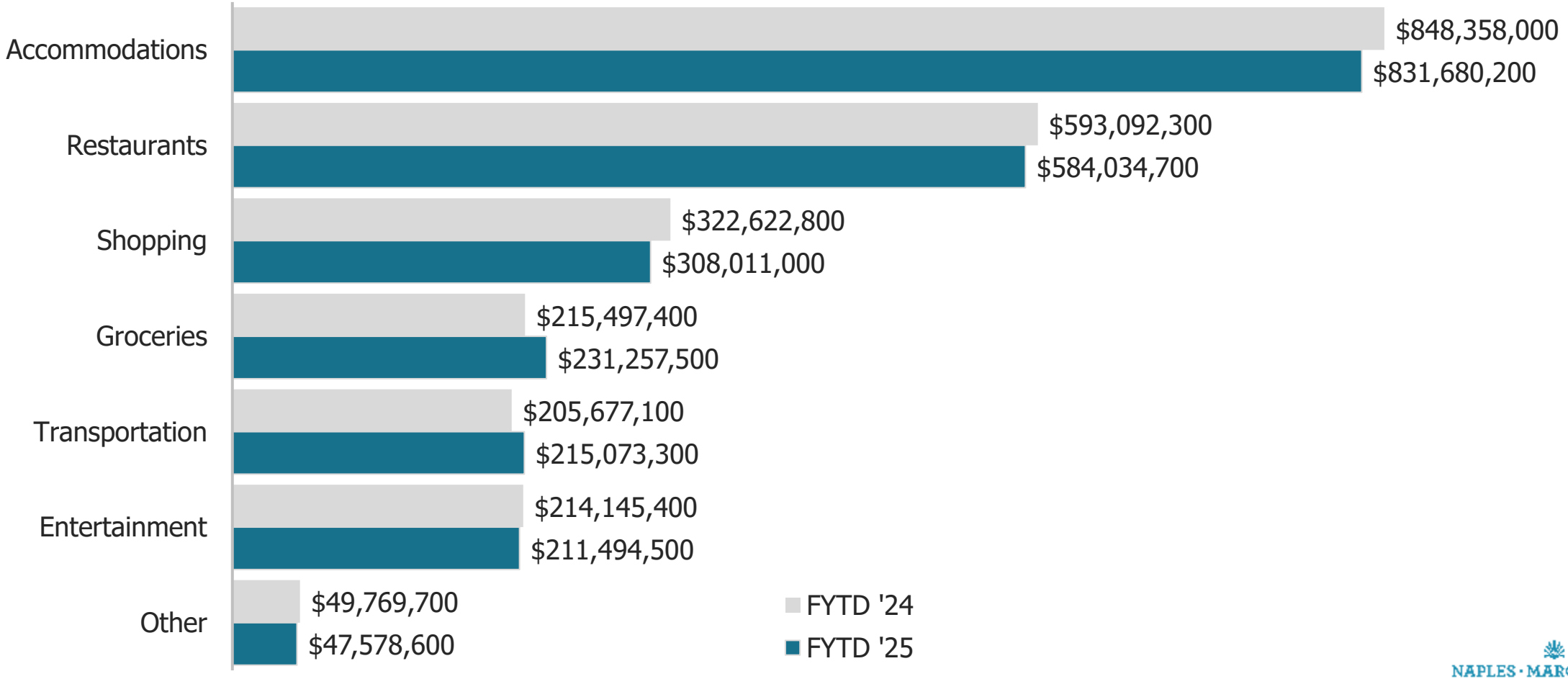
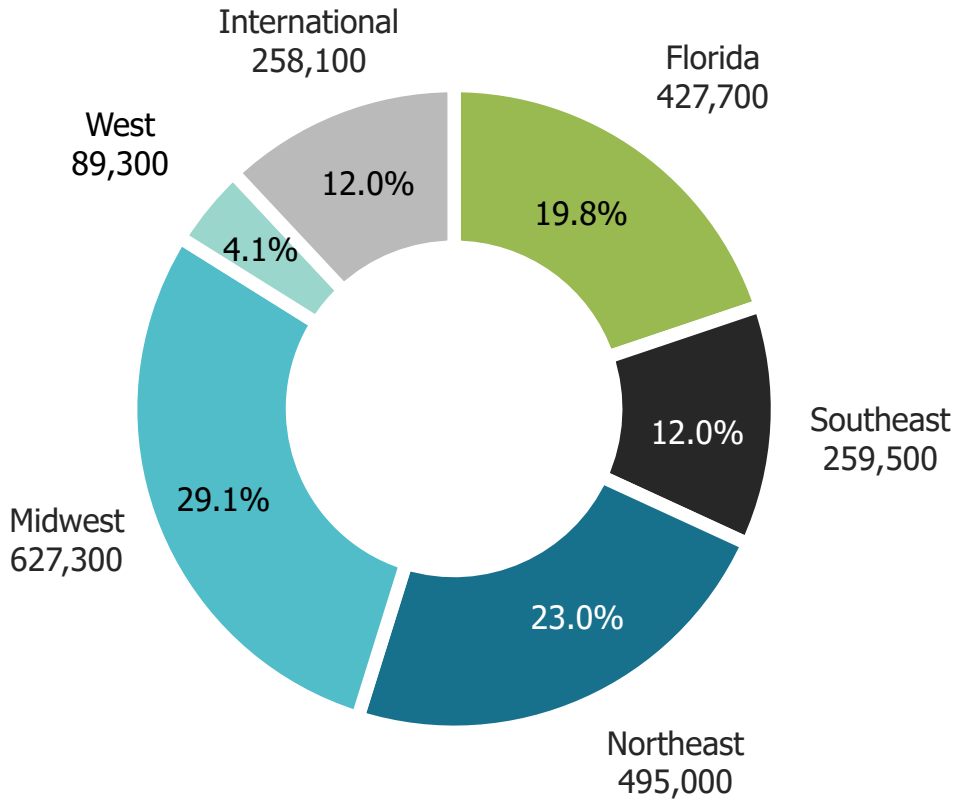
FYTD 2025 | SPENDING BY CATEGORY

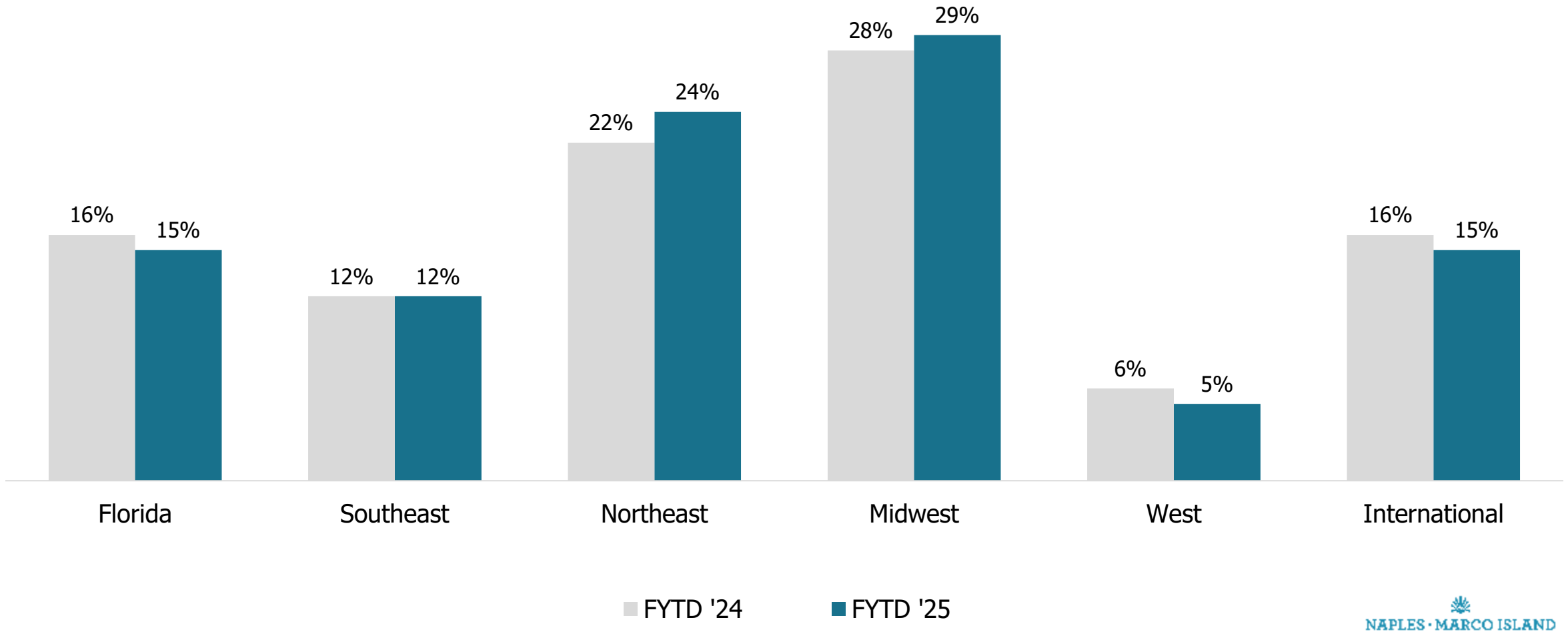


FYTD 2025 | VISITOR ORIGIN REGIONS

	FYTD 2024		FYTD 2025		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	1,873,100	86.9%	1,898,800	88.0%	+ 1.4%	+ 1.3%
Florida	459,100	21.3%	427,700	19.8%	- 6.8%	- 6.9%
Southeast	255,000	11.8%	259,500	12.0%	+ 1.8%	+ 1.7%
Northeast	469,200	21.8%	495,000	23.0%	+ 5.5%	+ 5.4%
Midwest	582,000	27.0%	627,300	29.1%	+ 7.8%	+ 7.7%
West	107,800	5.0%	89,300	4.1%	- 17.2%	- 17.2%
International	281,700	13.1%	258,100	12.0%	- 8.4%	- 8.4%
Canada	105,400	4.9%	103,700	4.8%	- 1.6%	- 1.7%
Europe	121,300	5.6%	106,000	4.9%	- 12.6%	- 12.7%
UK	[42,100]	[2.0%]	[33,800]	[1.6%]	- 19.7%	- 19.8%
Germany	[33,900]	[1.6%]	[35,400]	[1.6%]	+ 4.4%	+ 4.3%
Other Europe	[43,900]	[2.0%]	[36,800]	[1.7%]	- 16.2%	- 16.3%
C/S America	31,400	1.5%	27,900	1.3%	- 11.1%	- 11.2%
Other	23,600	1.1%	20,500	1.0%	- 13.1%	- 13.2%
Total	2,154,800	100.0%	2,156,900	100.0%	+ 0.1%	



FYTD 2025 | OVERNIGHT VISITOR ORIGIN TREND



3-MONTH FORECAST[1] | JULY - SEPTEMBER

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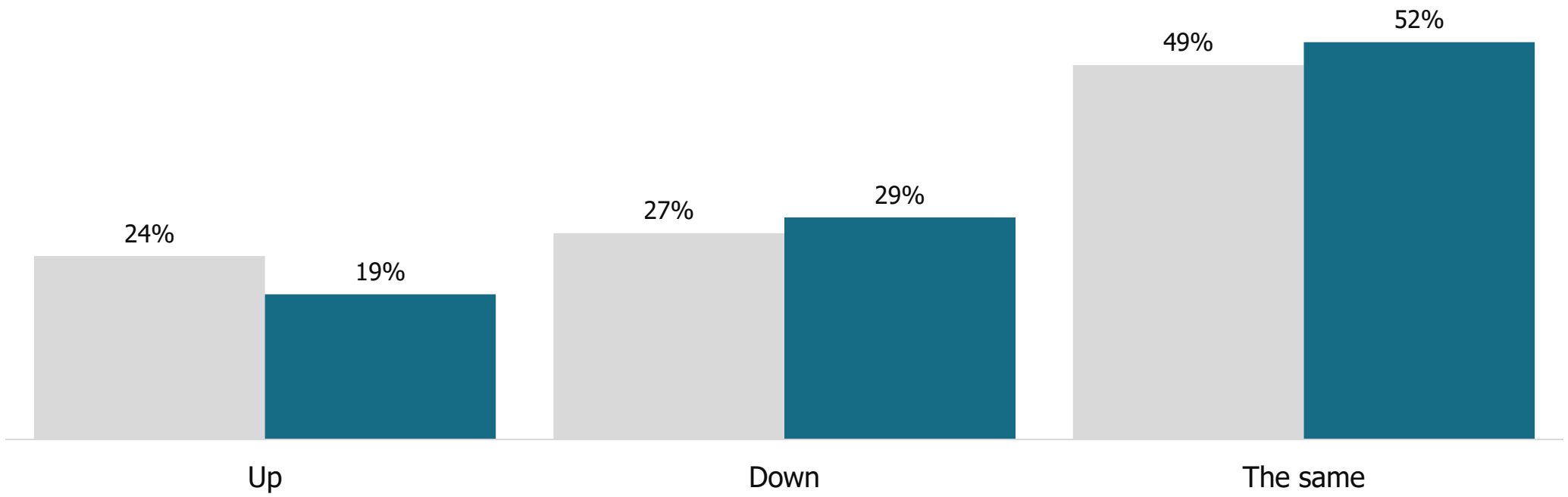
Looking ahead to the next three months, are your property's reservations up, down, or the same compared to this time last year?



[1] Source: Data provided by Collier County hotel and vacation rental partners who respond to DSG's Monthly Occupancy Survey.

Disclaimer: This forecast is based on three-month forward-looking expectations provided by a sample of accommodation partners. Actual lodging performance has historically differed from these projections.

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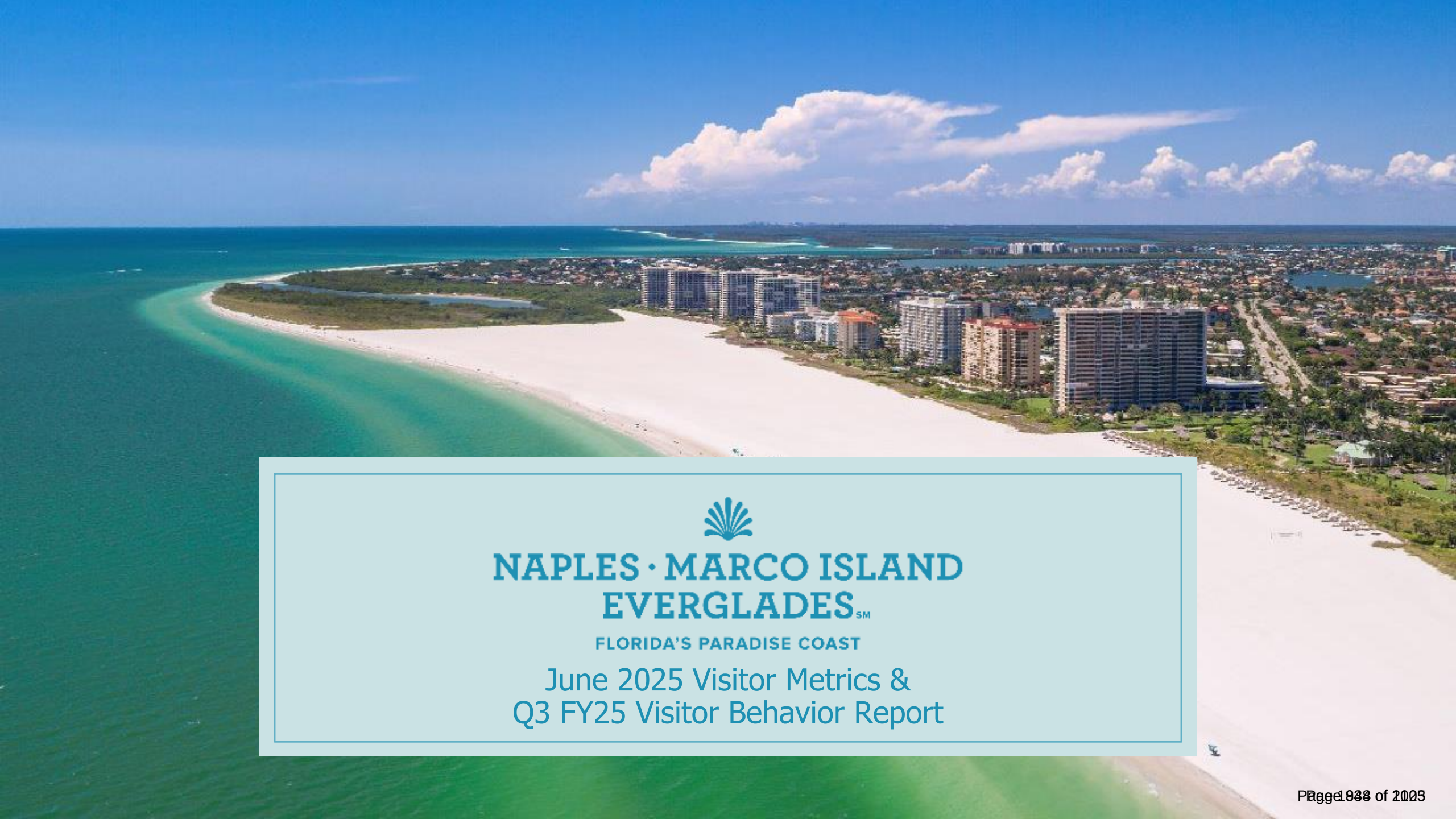
THANK YOU



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June 2025 Visitor Metrics & Q3 FY25 Visitor Behavior Report

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1

Highlights, Potenital Concerns, and 3-Month Lodging Forecast

APRIL - JUNE 2025 | Highlights & Potential Areas of Concern

Highlights

- Room Nights and Visitors Days were up 2.5% and 3.0% year-over-year, respectively.
- Occupancy increased YOY from 58.2% to 59.8%, despite increases in supply, showing that growth in room night demand outpaced growth in room night supply.
- For the second quarter in a row, there was a significant increase in the number of visitors reporting outdoor activities as being a main reason for their decision to visit. Golf/tennis/pickleball, sporting events, and fishing saw the largest year-over-year increases.

Potential Areas of Concern

- Visitor Spending and Economic Impact decreased 4.1% and 4.4% year-over-year, respectively. Leading these declines was a 15.2% decrease in spending on Shopping and a 7.3% decrease in spending at Restaurants. These two spending categories are usually the 2nd and 3rd largest, behind only Accommodations.
- Overall Visitation was down 2.2% year-over-year, led by a 22.7% year-over-year decrease in International Visitation.
- Visitors who have been to the area 5 times or fewer in the past accounted for 58% of visitors, down from 66% last year. Within that group, first-time visitors decreased from 27% to 24%.

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3-MONTH FORECAST[1] | JULY - SEPTEMBER

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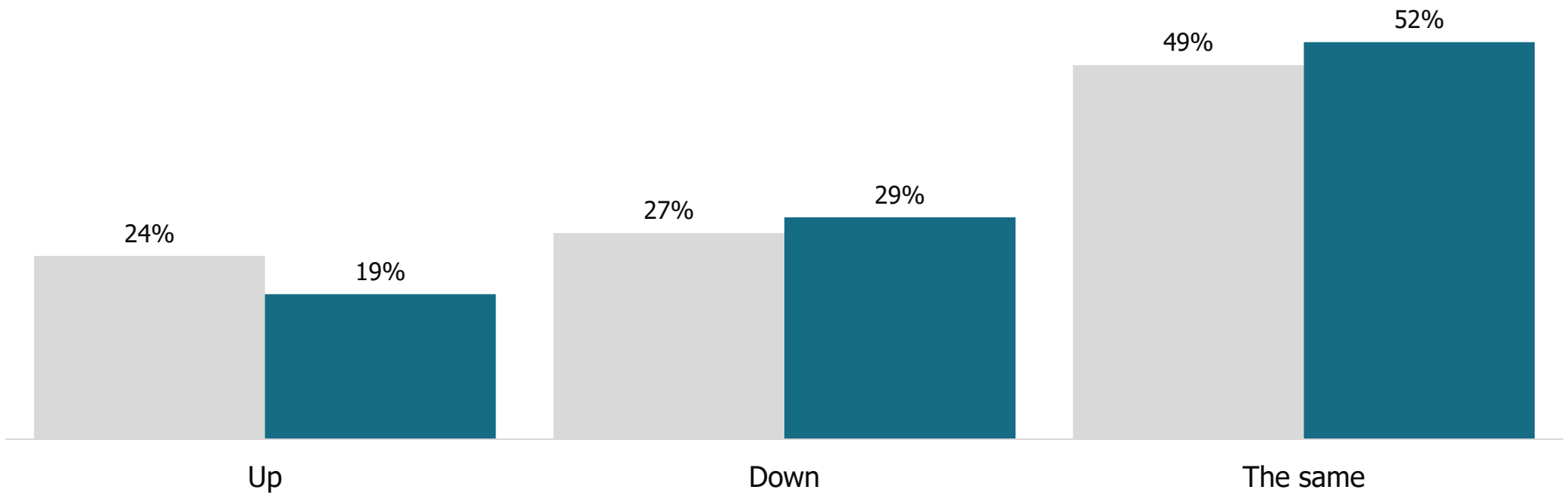
Looking ahead to the next three months, are your property's reservations up, down, or the same compared to this time last year?



[1] Source: Data provided by Collier County hotel and vacation rental partners who respond to DSG's Monthly Occupancy Survey.

Disclaimer: This forecast is based on three-month forward-looking expectations provided by a sample of accommodation partners. Actual lodging performance has historically differed from these projections.

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2

MONTHLY EXECUTIVE SUMMARY

JUNE 2025 | VISITATION & ROOM NIGHTS

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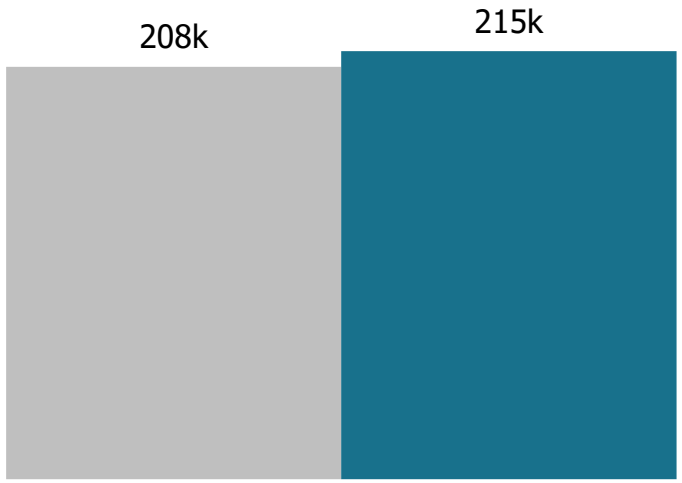
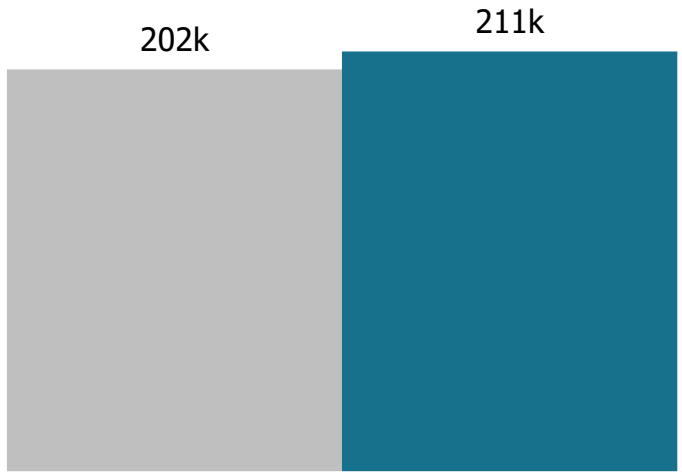
VISITORS
215,400



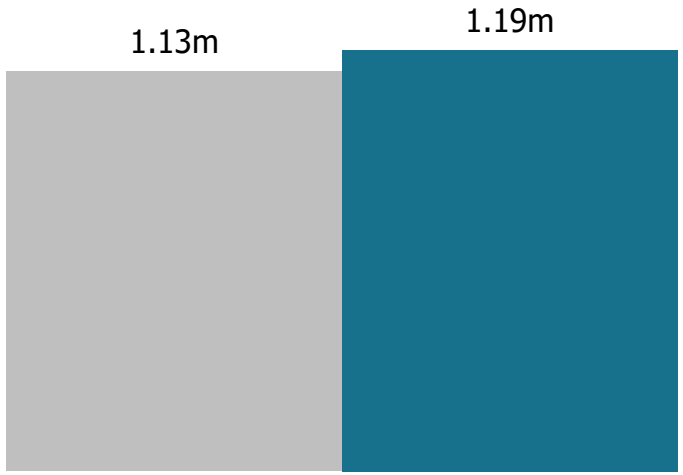
+ 3.8% from 2024

ROOM NIGHTS
211,300



+ 4.4% from 2024

VISITOR DAYS
1,186,900



+ 5.3% from 2024

June-24 June-25

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JUNE 2025 | SPENDING & ECONOMIC IMPACT[1]

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DIRECT SPENDING

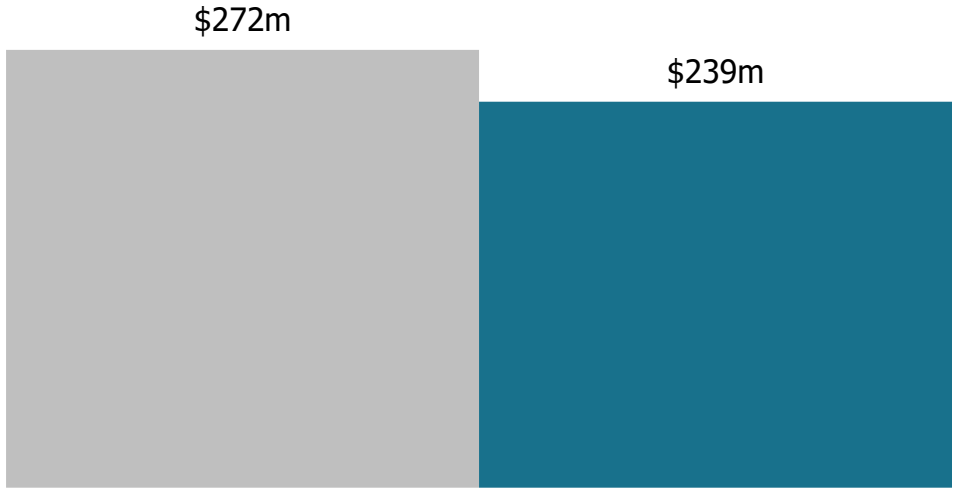
$173,270,200



- 11.6% from 2024

ECONOMIC IMPACT

$239,459,400



- 11.9% from 2024

June-24 June-25

[1] The IMPLAN multiplier for Collier County was 1.386 for 2024 and is 1.382 in 2025.

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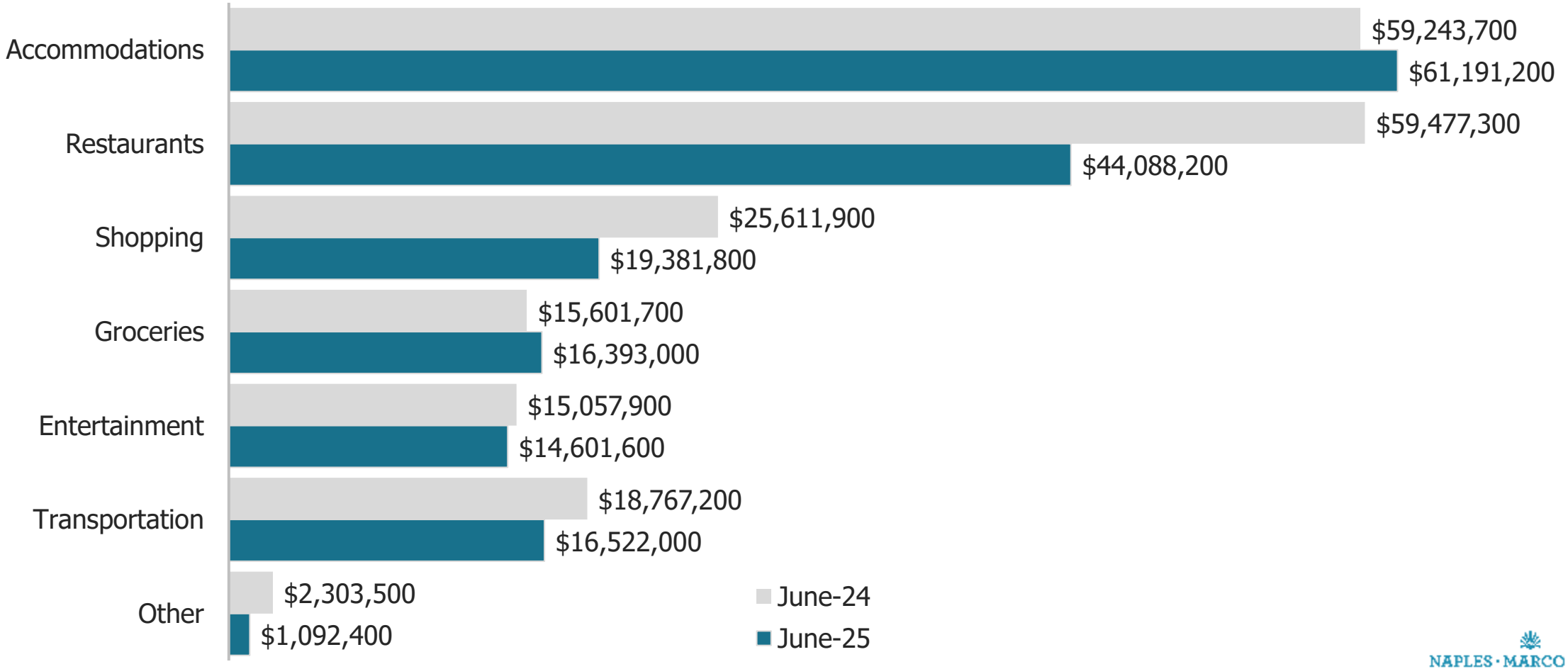
JUNE 2025 | SPENDING BY CATEGORY



JUNE 2025 | OVERALL LODGING METRICS[1,2]

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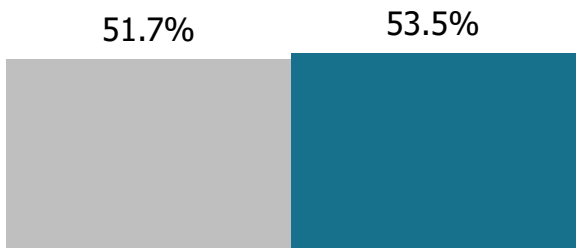
OCCUPANCY RATE

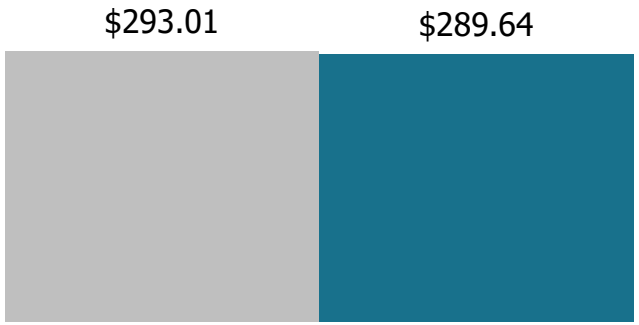
53.5%



+ 3.5% from 2024

AVERAGE DAILY RATE

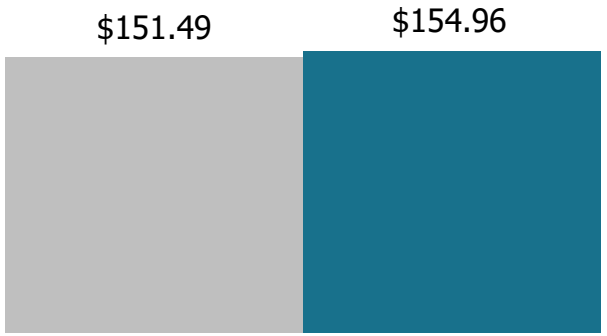
$289.64



- 1.2% from 2024

REVENUE PER AVAILABLE ROOM

$154.96



+ 2.3% from 2024

June-24 June-25

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.
[2] Overall Lodging Metrics are reflective of paid accommodations as a whole, including both hotels and vacation rentals within Collier County.

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JUNE 2025 | HOTEL LODGING METRICS[1,2]

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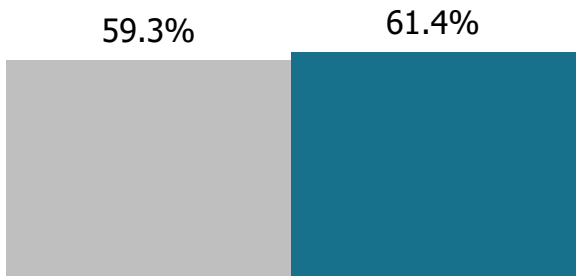
OCCUPANCY RATE

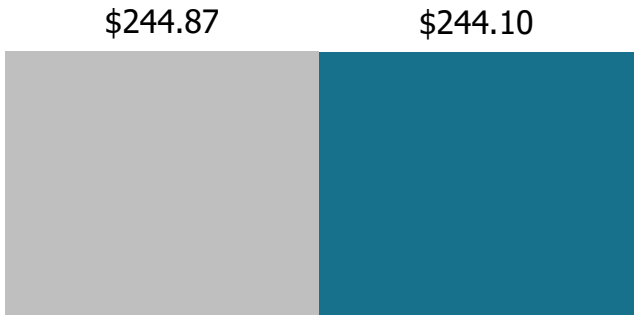
61.4%



+ 3.4% from 2024

AVERAGE DAILY RATE

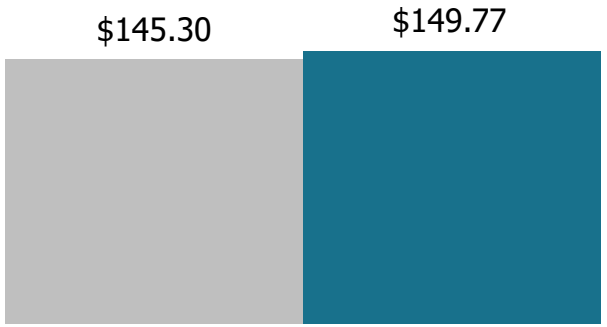
$244.10



- 0.3% from 2024

REVENUE PER AVAILABLE ROOM

$149.77



+ 3.1% from 2024

June-24 June-25

[1] Source: STR data
[2] Lodging metrics on this slide are only reflective of the hotels within Collier County.

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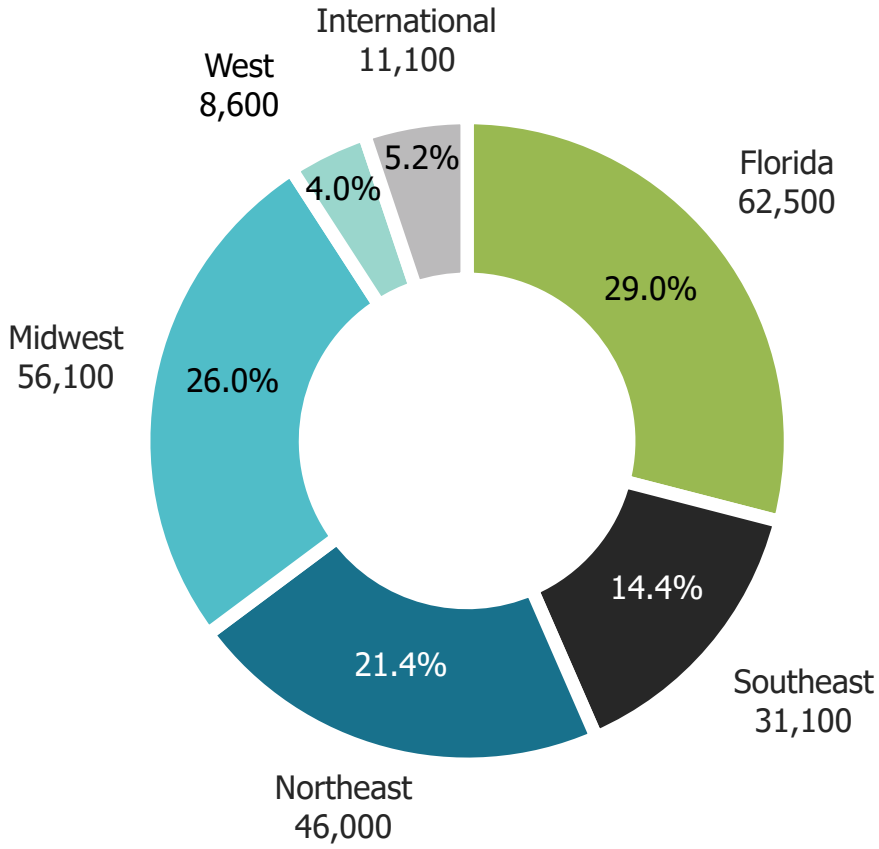
JUNE 2025 | VISITOR ORIGIN REGIONS

	JUNE 2024		JUNE 2025		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	192,200	92.6%	204,300	94.8%	+ 6.3%	+ 2.4%
Florida	73,100	35.2%	62,500	29.0%	- 14.5%	- 17.6%
Southeast	24,900	12.0%	31,100	14.4%	+ 24.9%	+ 20.0%
Northeast	38,800	18.7%	46,000	21.4%	+ 18.6%	+ 14.4%
Midwest	45,200	21.8%	56,100	26.0%	+ 24.1%	+ 19.3%
West	10,200	4.9%	8,600	4.0%	- 15.7%	- 18.4%
International	15,300	7.4%	11,100	5.2%	- 27.5%	- 29.7%
Canada	5,800	2.8%	4,300	2.0%	- 25.9%	- 28.6%
Europe	7,700	3.7%	5,600	2.6%	- 27.3%	- 29.7%
C/S America	800	0.4%	600	0.3%	- 25.0%	- 25.0%
Other	1,000	0.5%	600	0.3%	- 40.0%	- 40.0%
Total	207,500	100.0%	215,400	100.0%	+ 3.8%	



JUNE 2025 | VISITOR ORIGIN

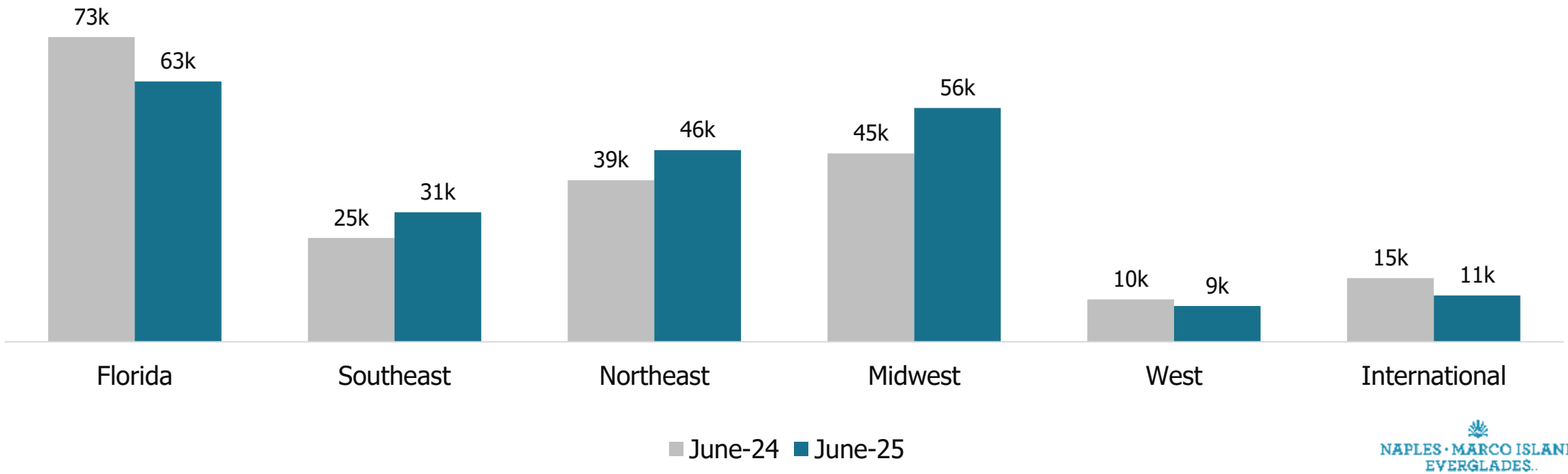
downs & st. germain RESEARCH

FLORIDA VISITORS

62,500

OUT-OF-STATE VISITORS

152,900



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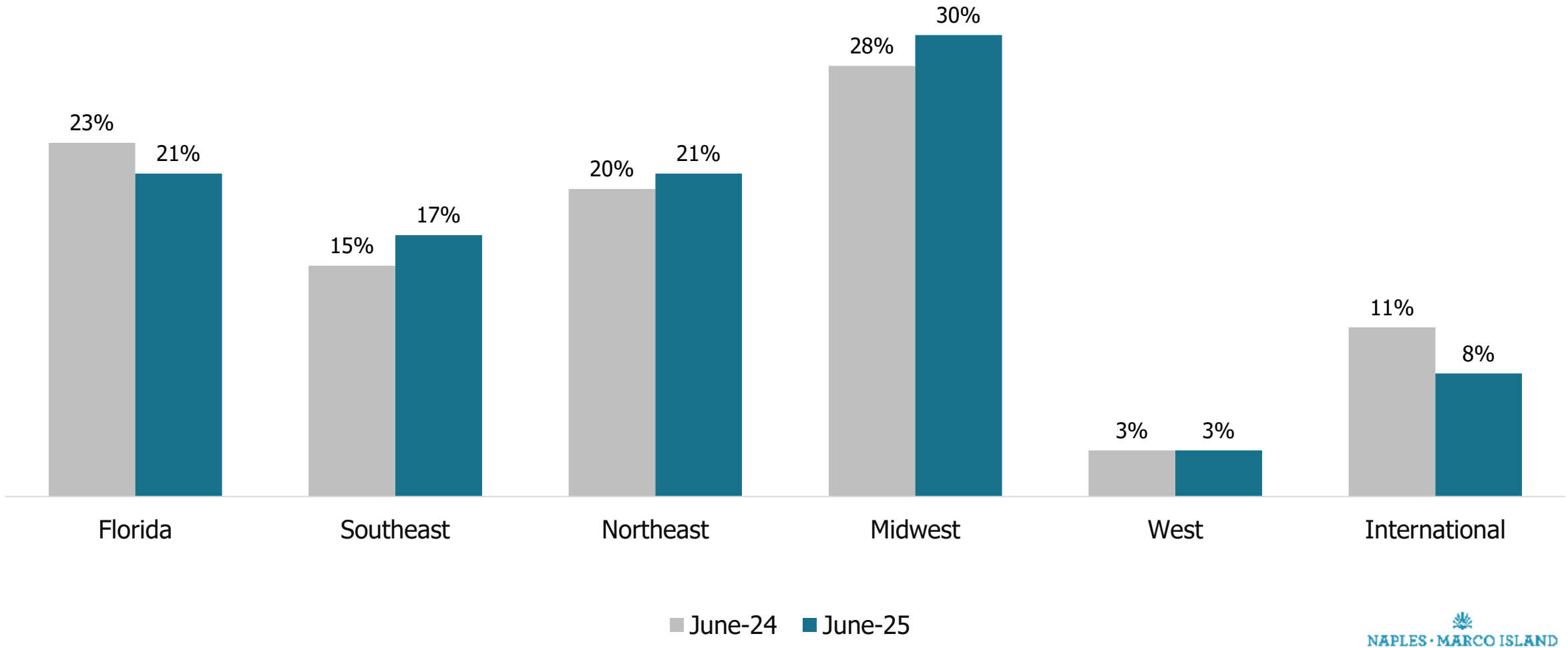
JUNE 2025 | OVERNIGHT VISITOR ORIGIN





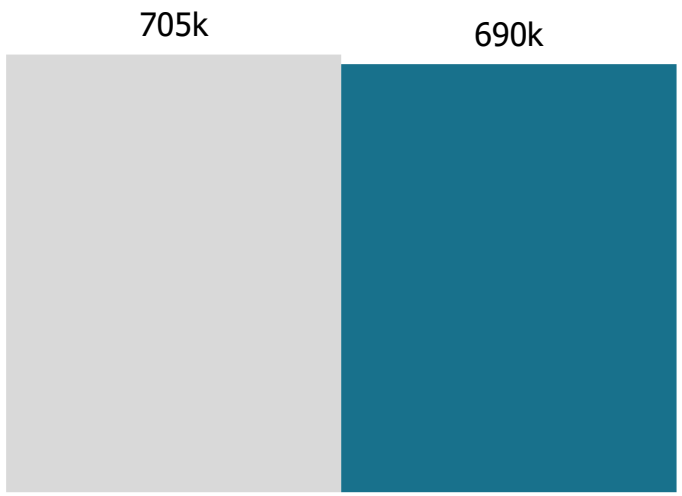
3

QUARTERLY EXECUTIVE SUMMARY

APRIL - JUNE 2025 | VISITATION & ROOM NIGHTS

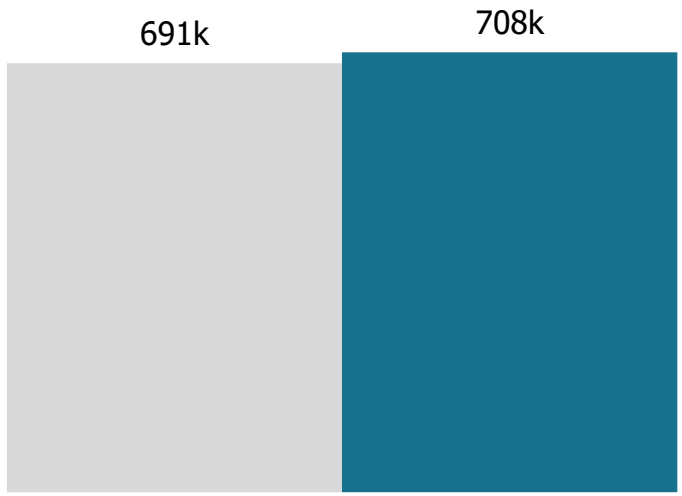
downs & st. germain RESEARCH

VISITORS
689,600



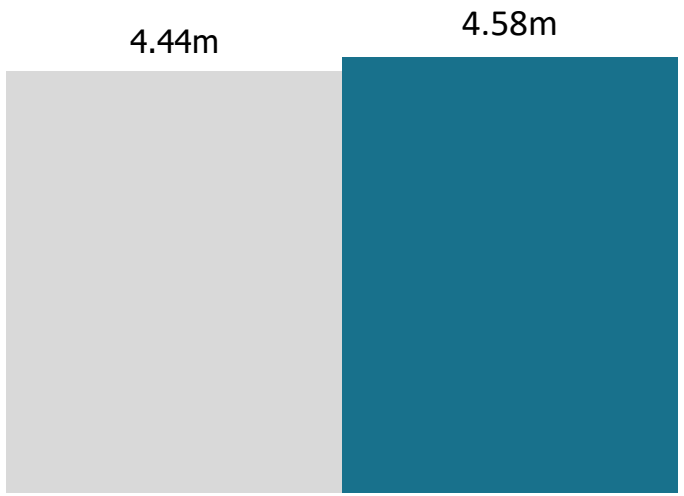
- 2.2% from 2024

ROOM NIGHTS
708,300



+ 2.5% from 2024

VISITOR DAYS
4,577,500



+ 3.0% from 2024

April-June '24 April-June '25

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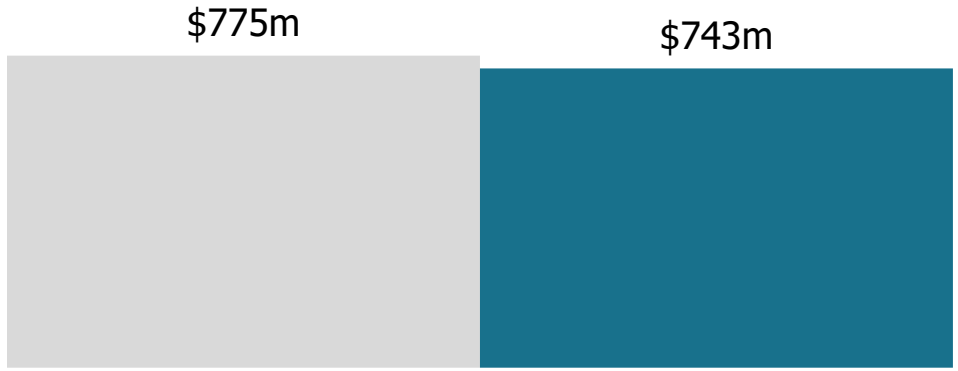
APRIL - JUNE 2025 | SPENDING & ECONOMIC IMPACT[1]

downs & st. germain RESEARCH

DIRECT SPENDING

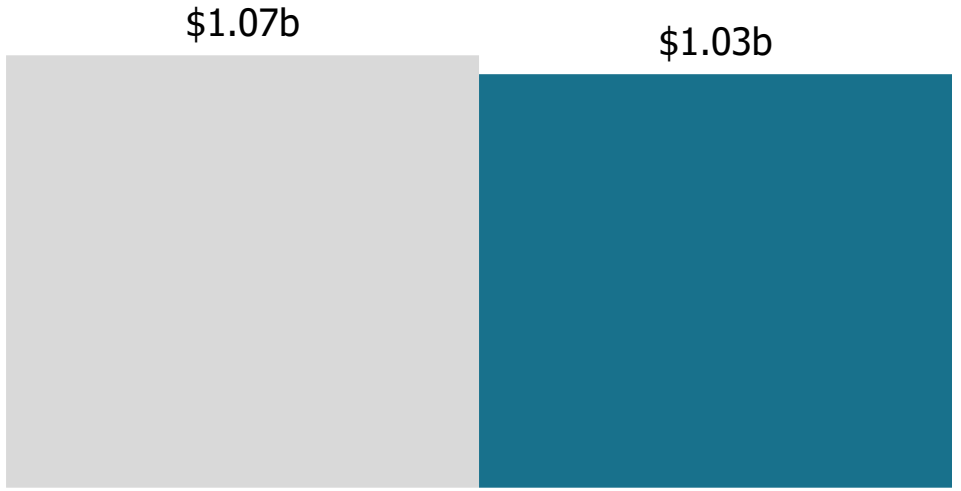
$742,554,100



- 4.1% from 2024

ECONOMIC IMPACT

$1,026,209,700



- 4.4% from 2024

April-June '24 April-June '25

[1] The IMPLAN multiplier for Collier County was 1.386 for 2024 and is 1.382 in 2025.

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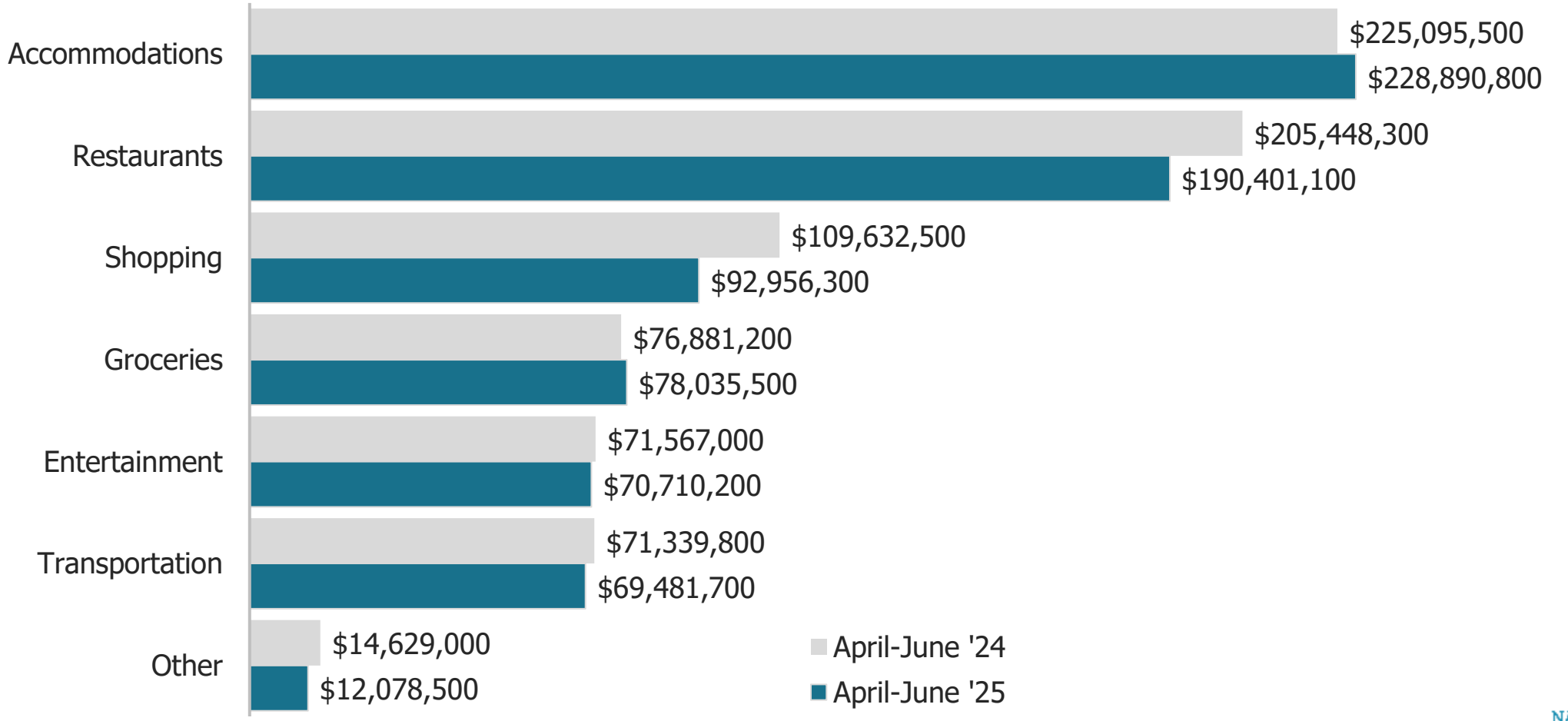
APRIL - JUNE 2025 | SPENDING BY CATEGORY

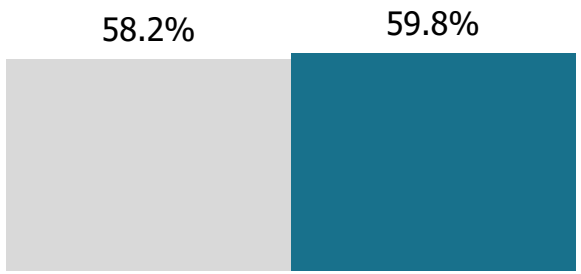


APRIL - JUNE 2025 | OVERALL LODGING METRICS[1]

downs & st. germain RESEARCH

OCCUPANCY RATE

59.8%



+ 2.7% from 2024

AVERAGE DAILY RATE

$323.14



- 0.8% from 2024

REVENUE PER AVAILABLE ROOM

$193.24



+ 1.9% from 2024

April-June '24 April-June '25

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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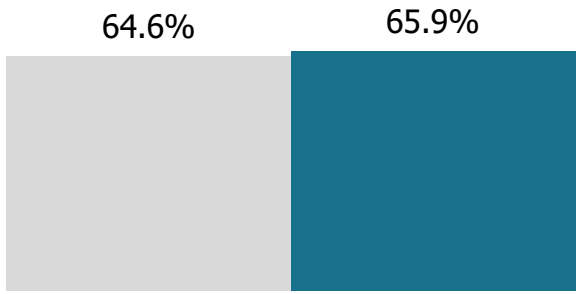
APRIL - JUNE 2025 | HOTEL LODGING METRICS[1]

downs & st. germain RESEARCH

OCCUPANCY RATE

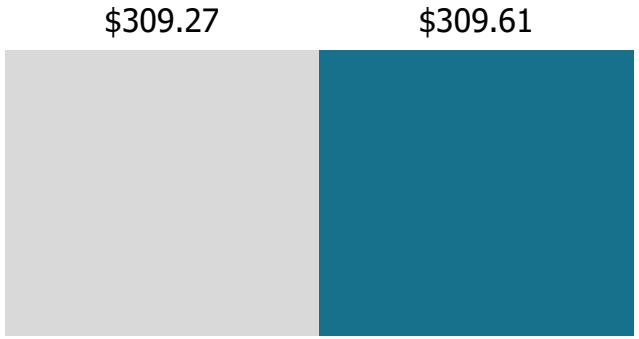
65.9%



+ 2.1% from 2024

AVERAGE DAILY RATE

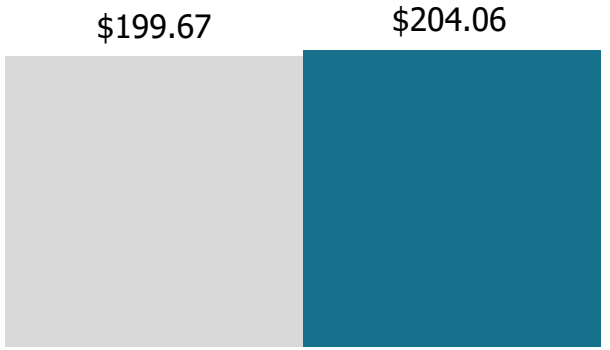
$309.61



+ 0.1% from 2024

REVENUE PER AVAILABLE ROOM

$204.06



+ 2.2% from 2024

April-June '24 April-June '25

[1] Source: STR

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APRIL – JUNE 2025 | VISITOR ORIGIN REGIONS

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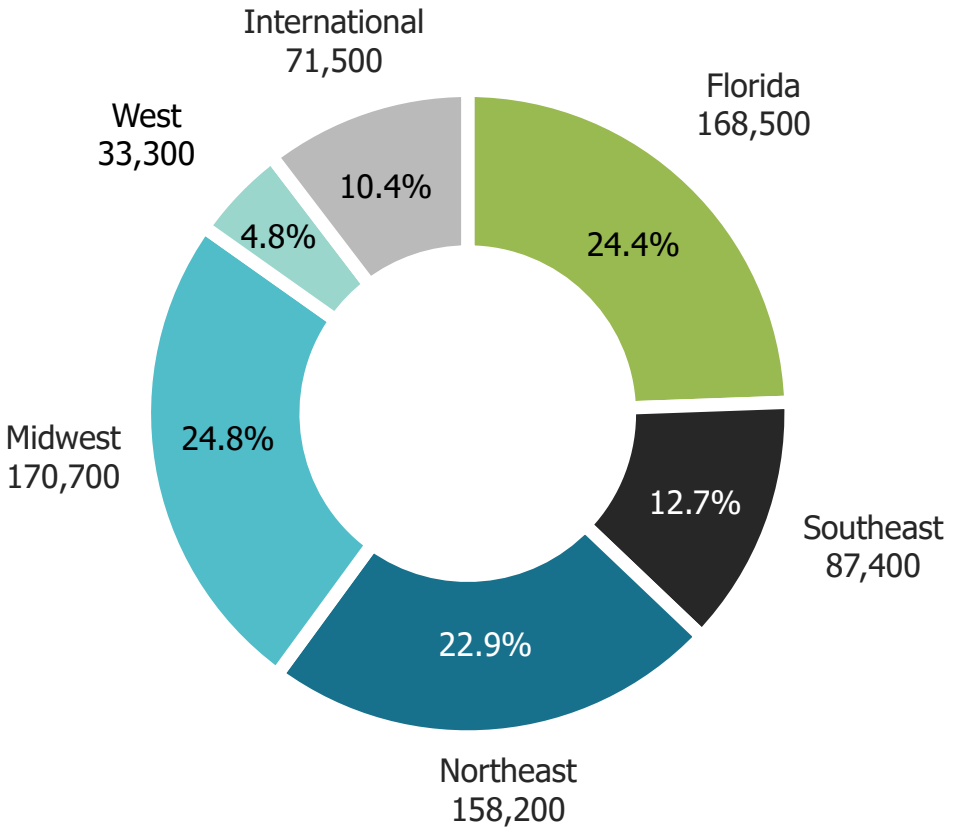
	April - June 2024		April - June 2025		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	612,300	86.8%	618,100	89.6%	+ 0.9%	+ 3.2%
Florida	179,900	25.5%	168,500	24.4%	- 6.3%	- 4.3%
Southeast	86,300	12.2%	87,400	12.7%	+ 1.3%	+ 4.1%
Northeast	142,800	20.3%	158,200	22.9%	+ 10.8%	+ 12.8%
Midwest	167,000	23.7%	170,700	24.8%	+ 2.2%	+ 4.6%
West	36,300	5.1%	33,300	4.8%	- 8.3%	- 5.9%
International	92,500	13.2%	71,500	10.4%	- 22.7%	- 21.2%
Canada	35,600	5.1%	28,300	4.1%	- 20.5%	- 19.6%
Europe	35,900	5.1%	28,200	4.1%	- 21.4%	- 19.6%
UK	[12,600]	[1.8%]	[9,100]	[1.3%]	- 27.8%	- 27.8%
Germany	[3,600]	[0.5%]	[2,500]	[0.4%]	- 30.6%	- 20.0%
Other Europe	[19,700]	[2.8%]	[16,600]	[2.4%]	- 15.7%	- 14.3%
C/S America	14,800	2.1%	10,100	1.5%	- 31.8%	- 28.6%
Other	6,200	0.9%	4,900	0.7%	- 21.0%	- 22.2%
Total	704,800	100.0%	689,600	100.0%	- 2.2%	



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APRIL - JUNE 2025 | VISITOR ORIGIN

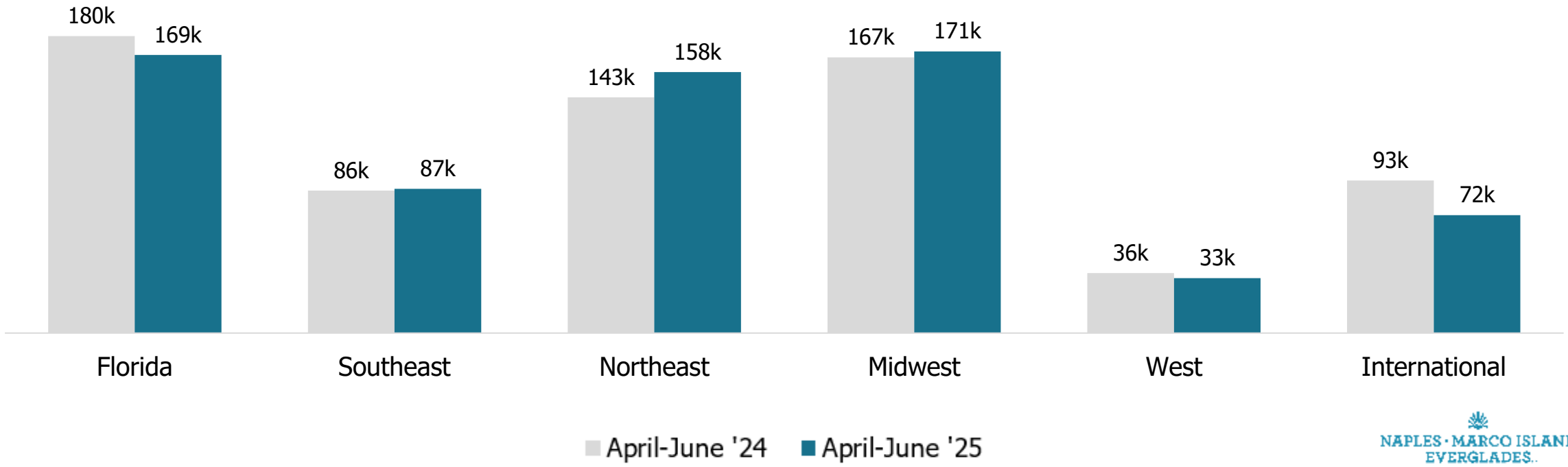
downs & st. germain RESEARCH

FLORIDA VISITORS

168,500

OUT-OF-STATE VISITORS

521,100



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APRIL - JUNE 2025 | TOP ORIGIN STATES[1]

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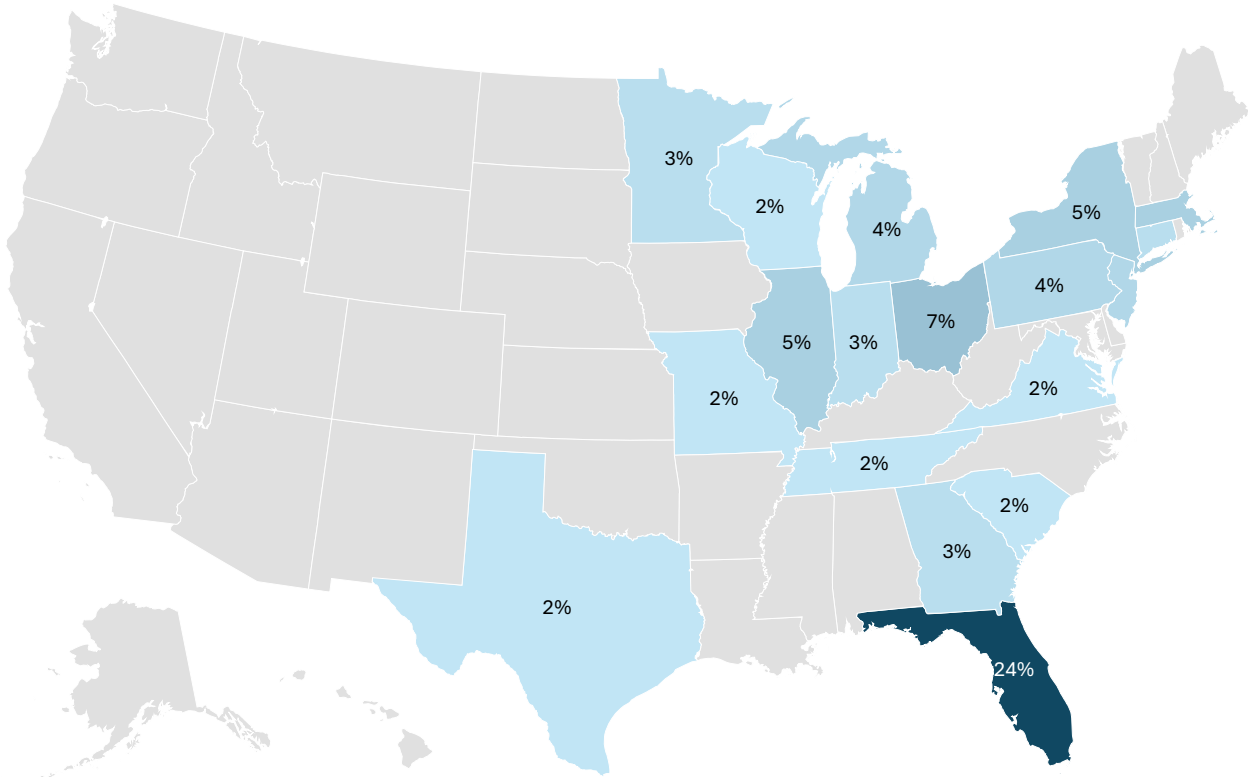
State	April-June 2024	April-June 2025
Florida	26%	24%
Ohio	5%	7%
Illinois	6%	5%
Massachusetts	3%	5%
New York	6%	5%
Michigan	4%	4%
New Jersey	4%	4%
Pennsylvania	3%	4%
Minnesota	2%	3%
Georgia	3%	3%
Indiana	2%	3%
Connecticut	2%	3%
Wisconsin	2%	2%
South Carolina	1%	2%
Tennessee	1%	2%
Texas	2%	2%
Virginia	1%	2%
Missouri	1%	2%

[1] Sources: DSG Data & Zartico Data

Apr-Jun 2025 Visitation by State



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APRIL - JUNE 2025 | TOP ORIGIN MARKETS[1]

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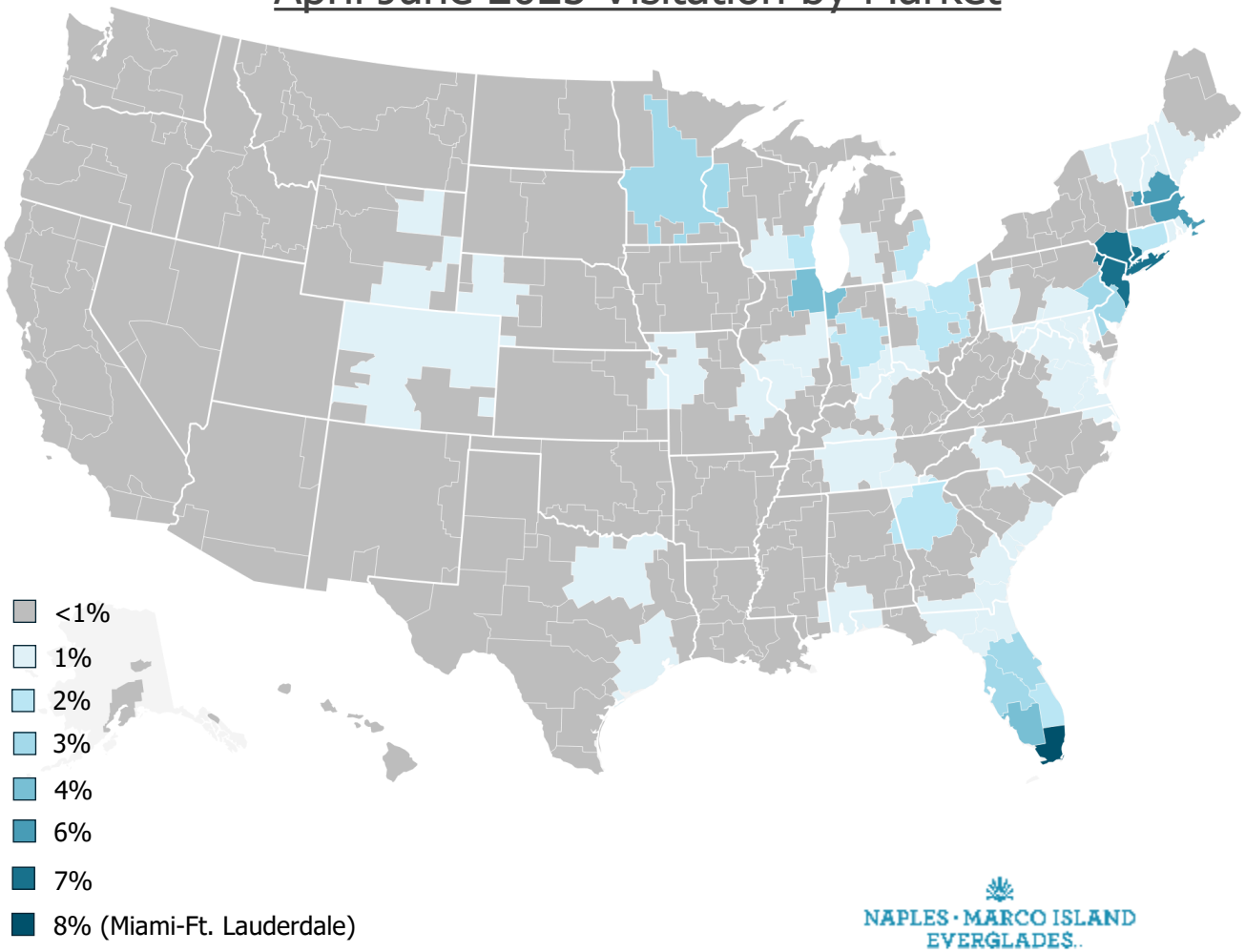
Market	April-June 2024	April-June 2025
Miami-Ft. Lauderdale	9%	8%
New York	7%	7%
Boston	4%	6%
Fort Myers & Surrounding Areas	6%	4%
Chicago	5%	4%
Orlando-Daytona Beach-Melbourne	3%	3%
Minneapolis-St. Paul	2%	3%
Philadelphia	2%	3%
Tampa-St. Petersburg	4%	3%
Detroit	3%	2%
West Palm Beach-Ft. Pierce	3%	2%
Cleveland-Akron	2%	2%
Columbus	2%	2%
Milwaukee	2%	2%
Hartford-New Haven	1%	2%
Indianapolis	1%	2%
Sarasota-Bradenton	1%	2%
Atlanta	3%	2%

[1] Sources: DSG Data & Zartico Data

April-June 2025 Visitation by Market



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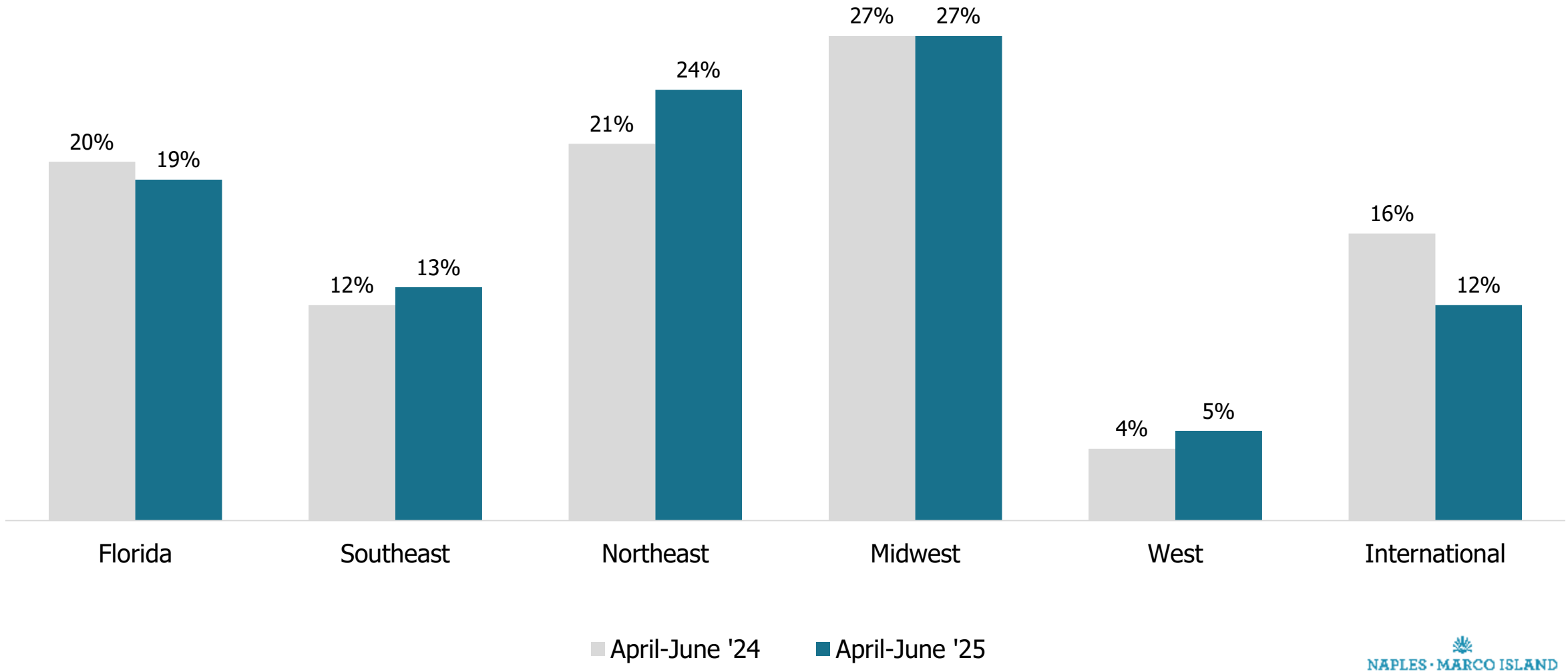
APRIL - JUNE 2025 | OVERNIGHT VISITOR ORIGIN TRENDS





4

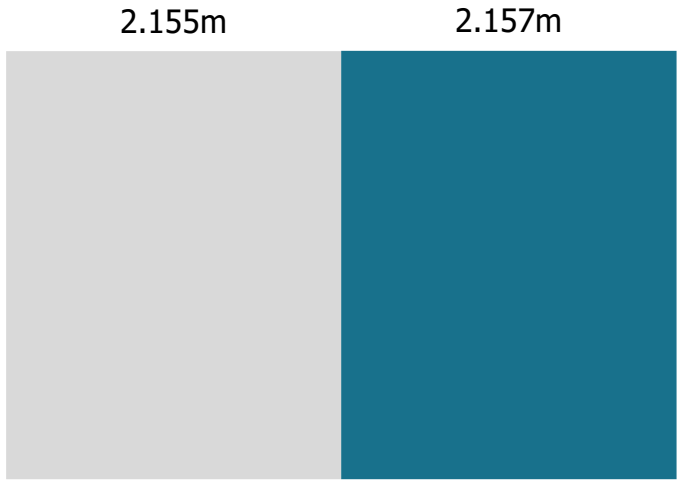
FISCAL YTD EXECUTIVE SUMMARY

FYTD 2025 | VISITATION & ROOM NIGHTS

downs & st. germain RESEARCH

VISITORS

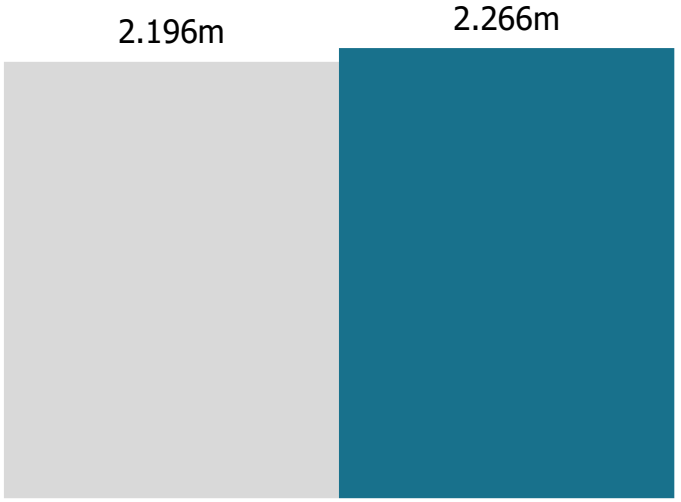
2,156,900



+ 0.1% from 2024

ROOM NIGHTS

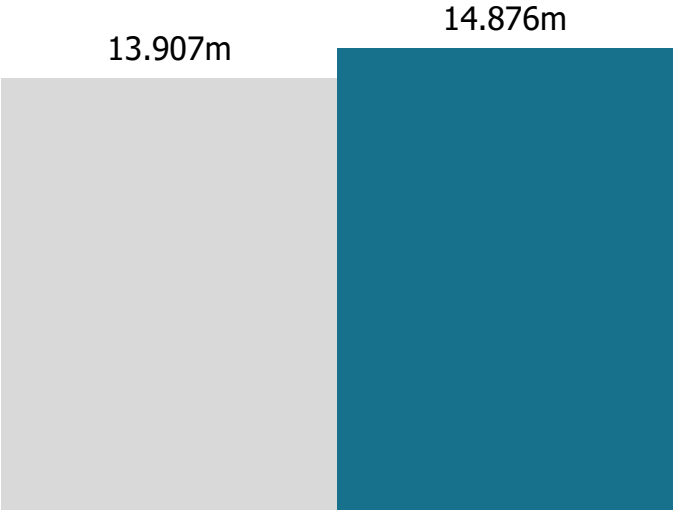
2,265,800



+ 3.2% from 2024

VISITOR DAYS

14,875,500



+ 7.0% from 2024

FYTD '24 FYTD '25

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FYTD 2025 | SPENDING & ECONOMIC IMPACT[1]

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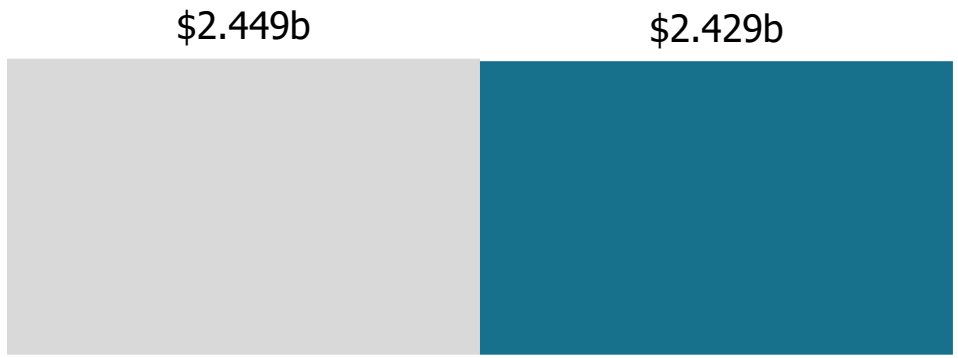
DIRECT SPENDING

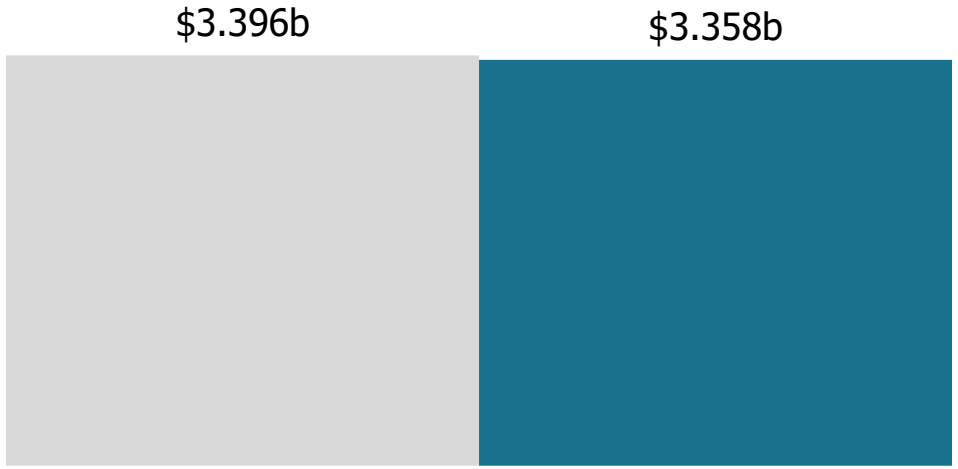
$2,429,129,800



- 0.8% from 2024

ECONOMIC IMPACT

$3,357,567,500



- 1.1% from 2024

FYTD '24 FYTD '25

[1] The IMPLAN multiplier for Collier County was 1.386 for 2024 and is 1.382 in 2025.

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FYTD 2025 | OVERALL LODGING METRICS[1]

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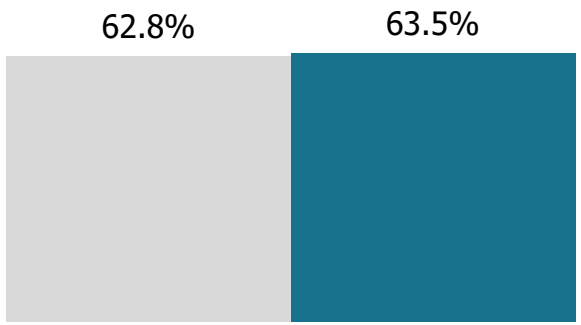
OCCUPANCY RATE

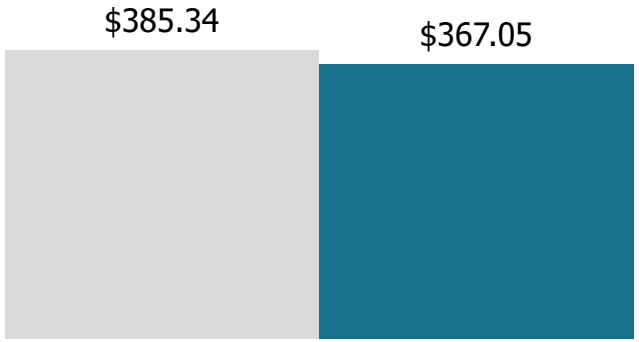
63.5%



+ 1.1% from 2024

AVERAGE DAILY RATE

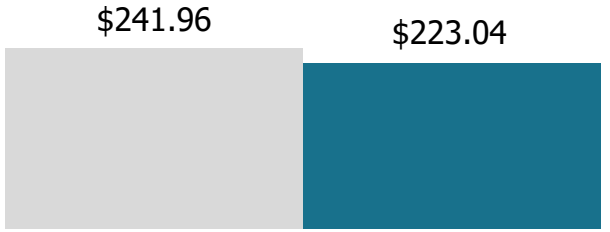
$367.05



- 4.7% from 2024

REVENUE PER AVAILABLE ROOM

$223.04



- 3.7% from 2024

FYTD '24 FYTD '25

[1] Sources: STR data, DSG Occupancy Study data, and AllTheRooms data.

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FLOR DAYS PARADISE COAST
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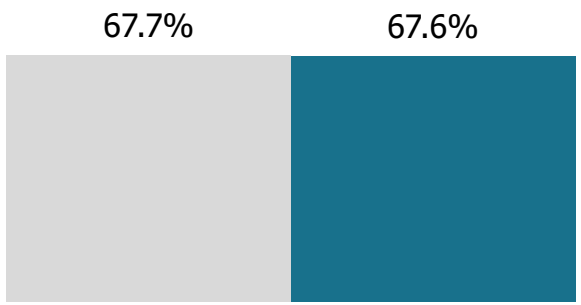
FYTD 2025 | HOTEL LODGING METRICS[1]

downs & st. germain RESEARCH

OCCUPANCY RATE

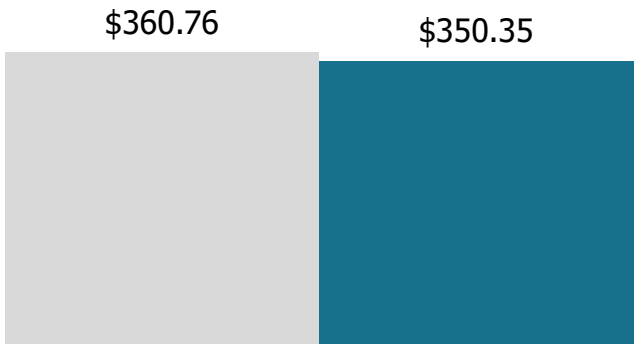
67.6%



- 0.1% from 2024

AVERAGE DAILY RATE

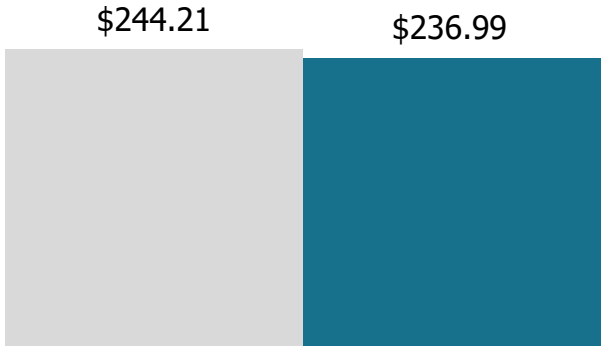
$350.35



- 2.9% from 2024

REVENUE PER AVAILABLE ROOM

$236.99



- 3.0% from 2024

FYTD '24 FYTD '25

[1] Source: STR

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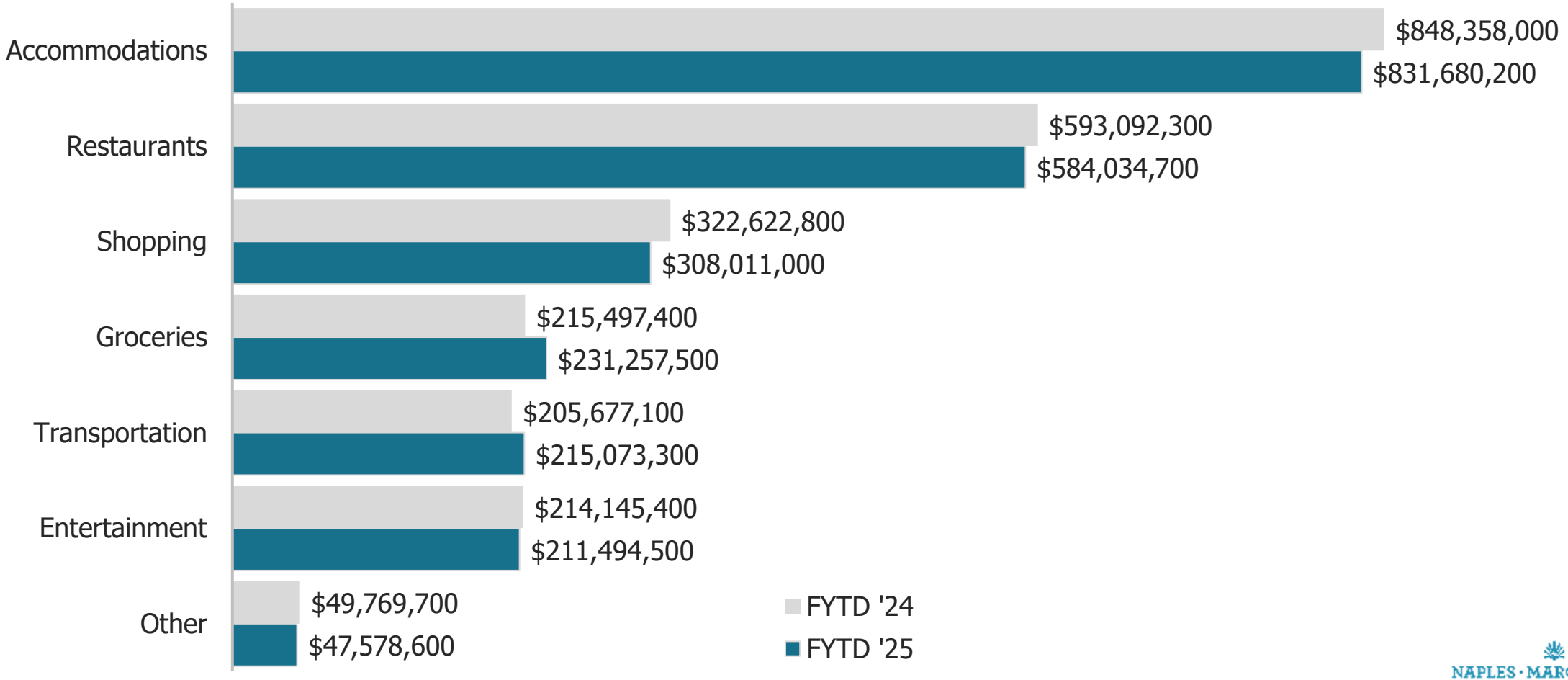
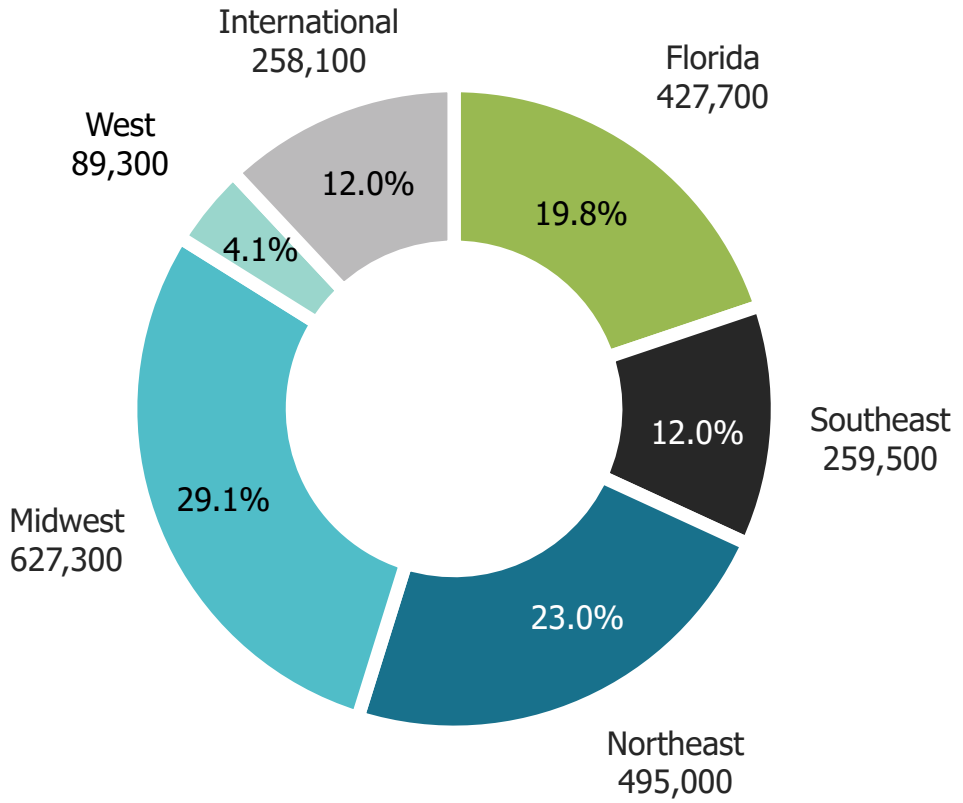
FYTD 2025 | SPENDING BY CATEGORY

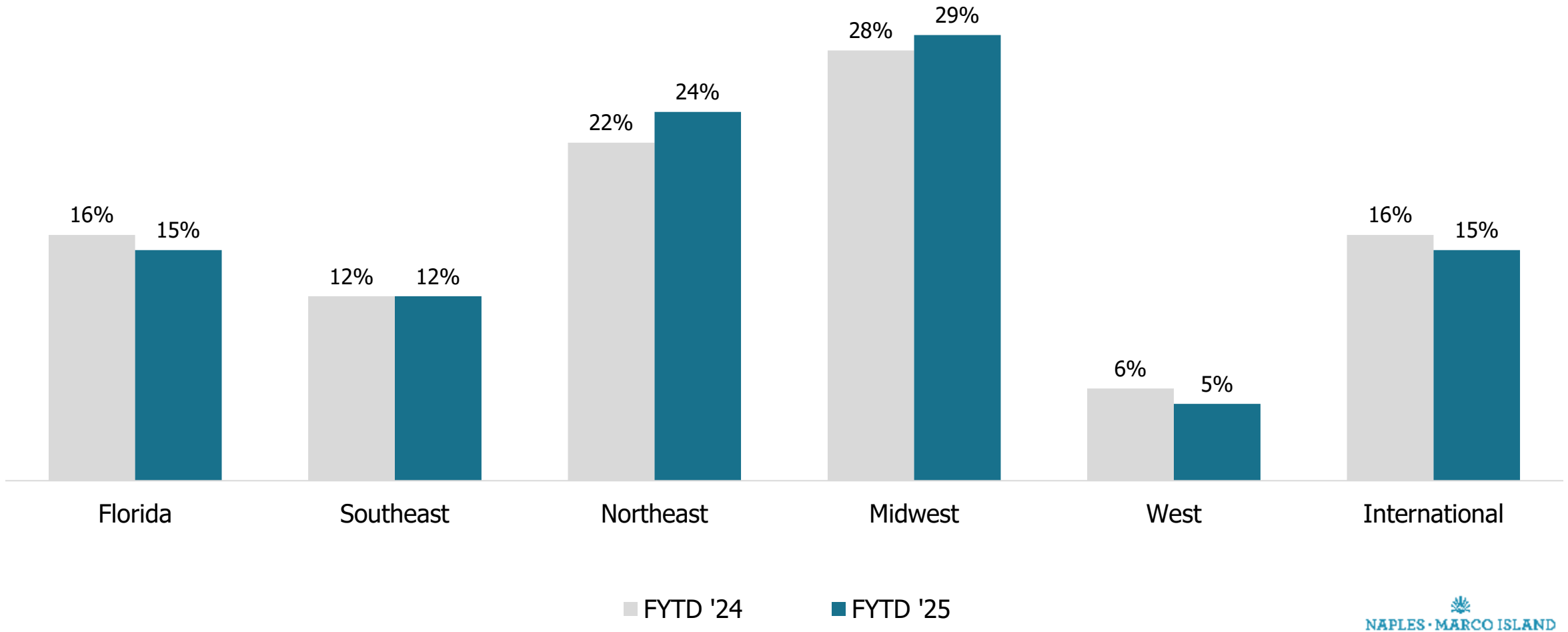


FYTD 2025 | VISITOR ORIGIN REGIONS

	FYTD 2024		FYTD 2025		Percent Change (±Δ%)	
Region	# Visitors	% Share	# Visitors	% Share	# Visitors	% Share
Domestic	1,873,100	86.9%	1,898,800	88.0%	+ 1.4%	+ 1.3%
Florida	459,100	21.3%	427,700	19.8%	- 6.8%	- 6.9%
Southeast	255,000	11.8%	259,500	12.0%	+ 1.8%	+ 1.7%
Northeast	469,200	21.8%	495,000	23.0%	+ 5.5%	+ 5.4%
Midwest	582,000	27.0%	627,300	29.1%	+ 7.8%	+ 7.7%
West	107,800	5.0%	89,300	4.1%	- 17.2%	- 17.2%
International	281,700	13.1%	258,100	12.0%	- 8.4%	- 8.4%
Canada	105,400	4.9%	103,700	4.8%	- 1.6%	- 1.7%
Europe	121,300	5.6%	106,000	4.9%	- 12.6%	- 12.7%
UK	[42,100]	[2.0%]	[33,800]	[1.6%]	- 19.7%	- 19.8%
Germany	[33,900]	[1.6%]	[35,400]	[1.6%]	+ 4.4%	+ 4.3%
Other Europe	[43,900]	[2.0%]	[36,800]	[1.7%]	- 16.2%	- 16.3%
C/S America	31,400	1.5%	27,900	1.3%	- 11.1%	- 11.2%
Other	23,600	1.1%	20,500	1.0%	- 13.1%	- 13.2%
Total	2,154,800	100.0%	2,156,900	100.0%	+ 0.1%	



FYTD 2025 | OVERNIGHT VISITOR ORIGIN TREND

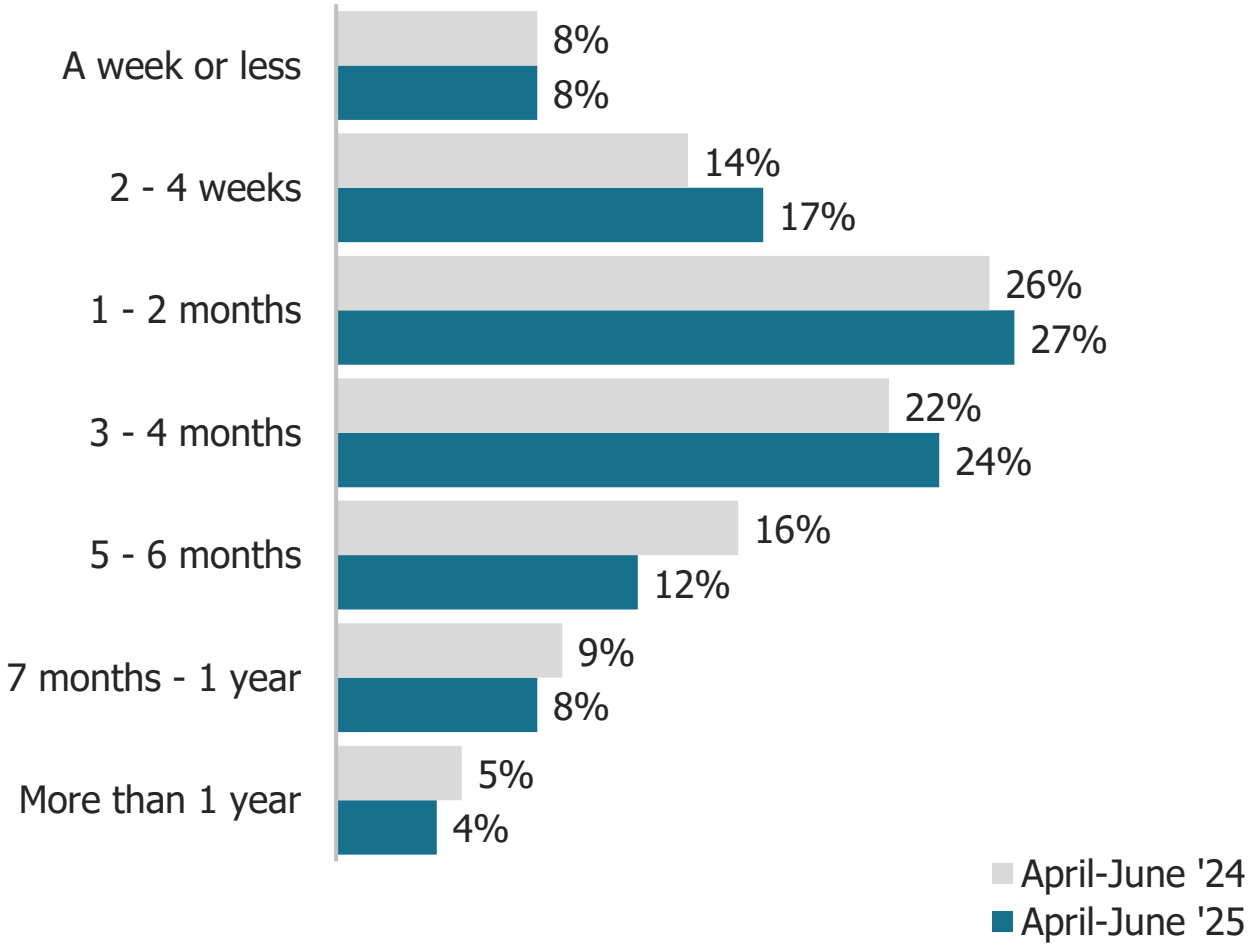




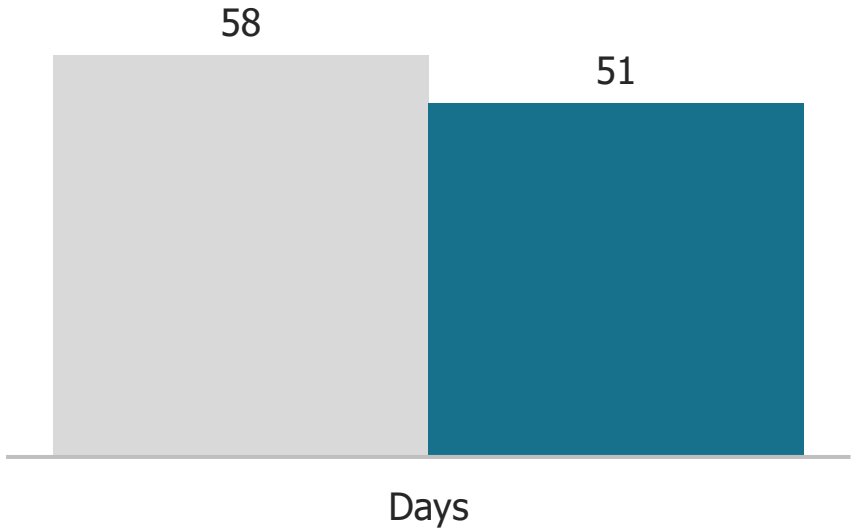
5a

APRIL - JUNE VISITOR BEHAVIOR: PRE-VISIT

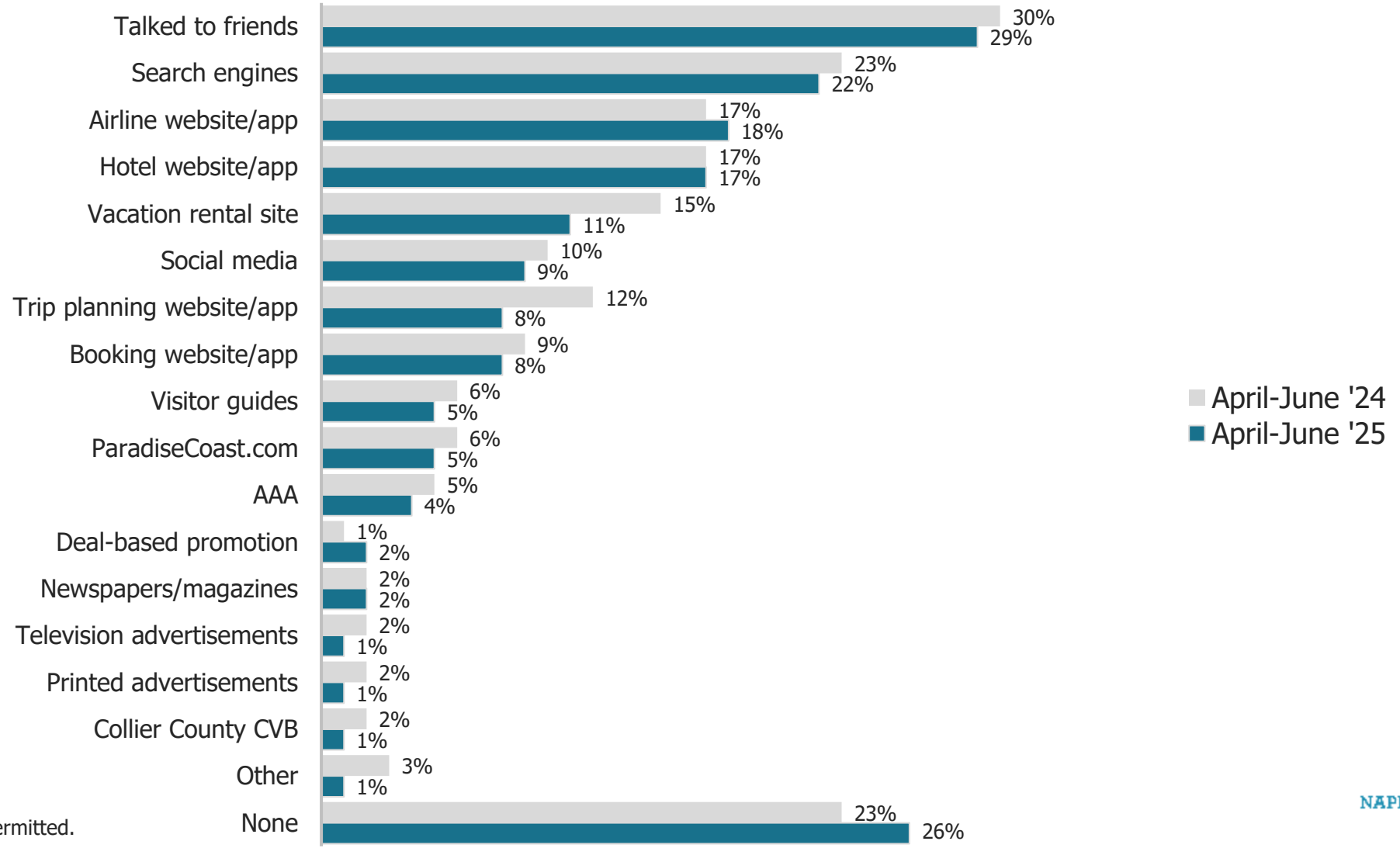
APRIL - JUNE 2025 | TRIP PLANNING CYCLE



Median Trip Planning Time

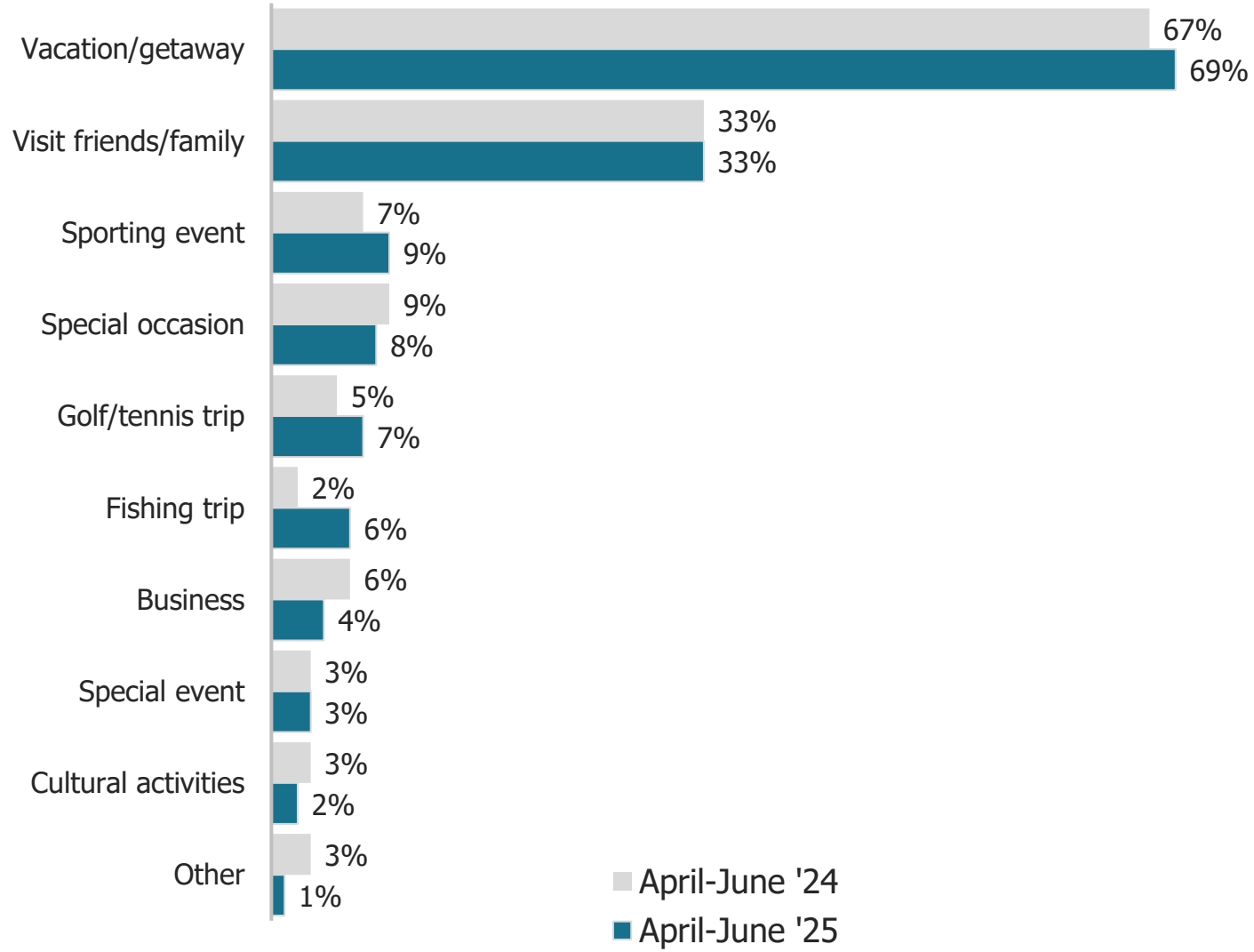


APRIL - JUNE 2025 | TRIP PLANNING SOURCES[1]



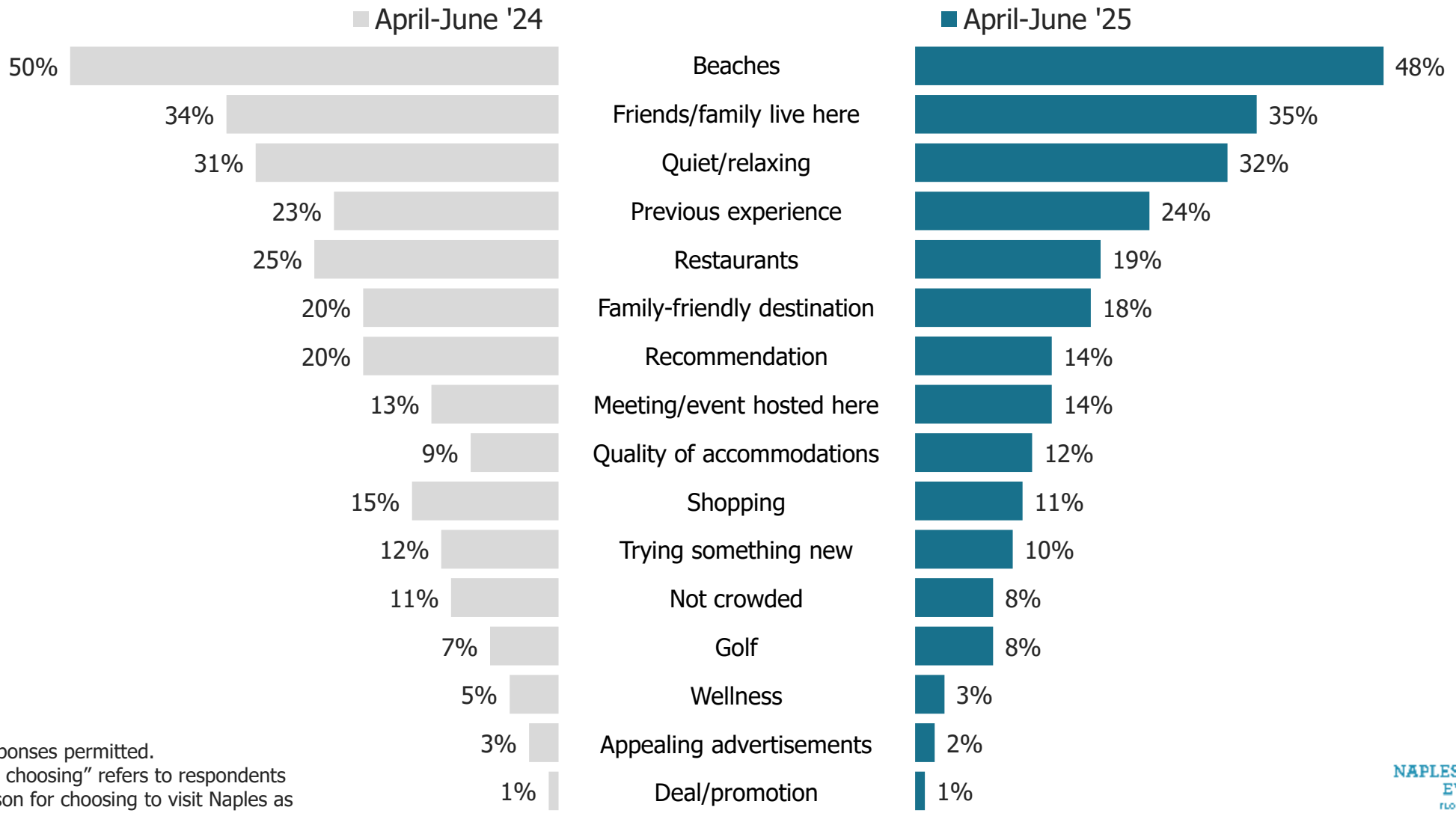
[1] Multiple responses permitted.

APRIL - JUNE 2025 | REASONS FOR VISITING[1]



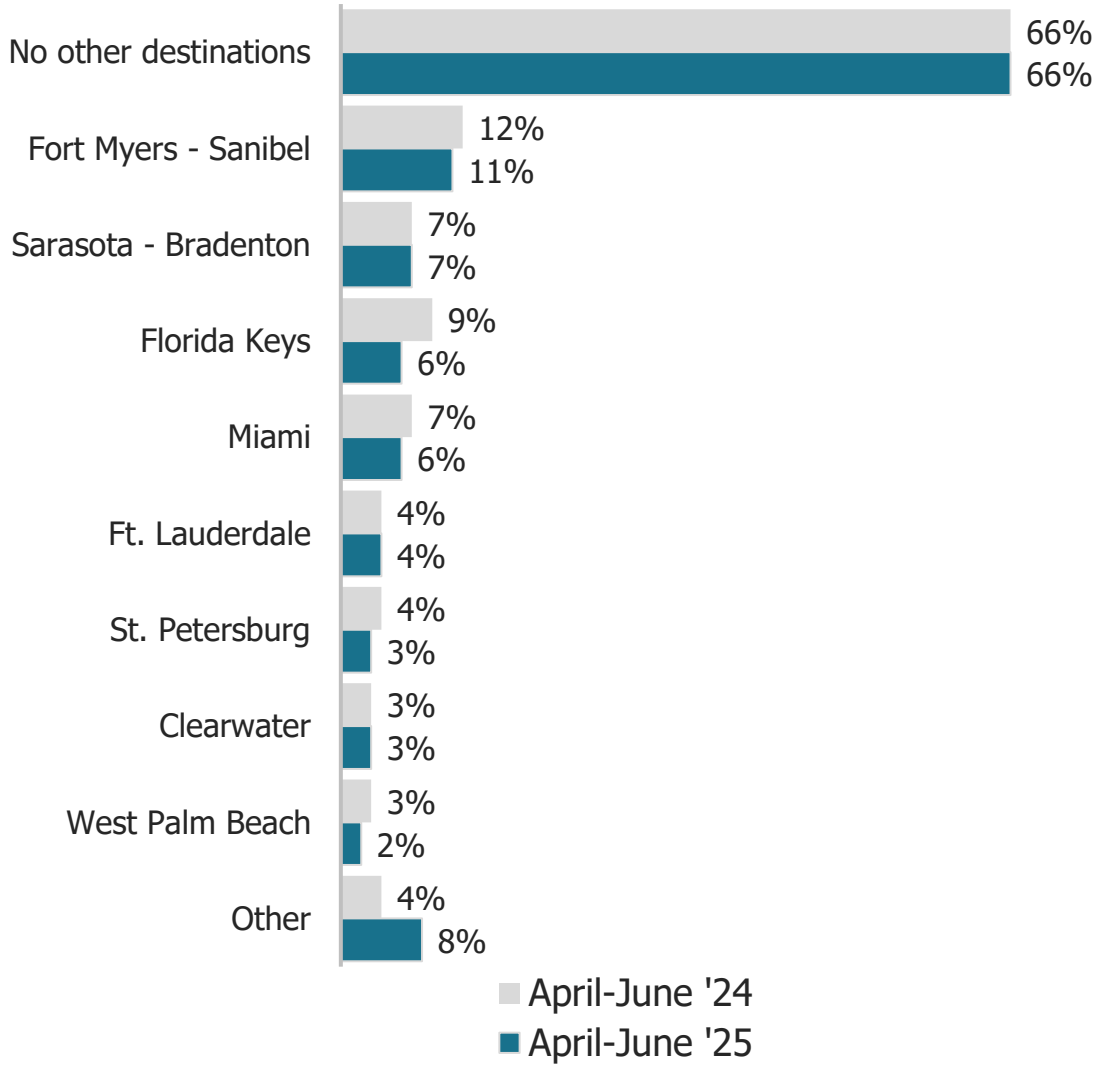
[1] Multiple responses permitted.

APRIL - JUNE 2025 | REASONS FOR CHOOSING[1,2]



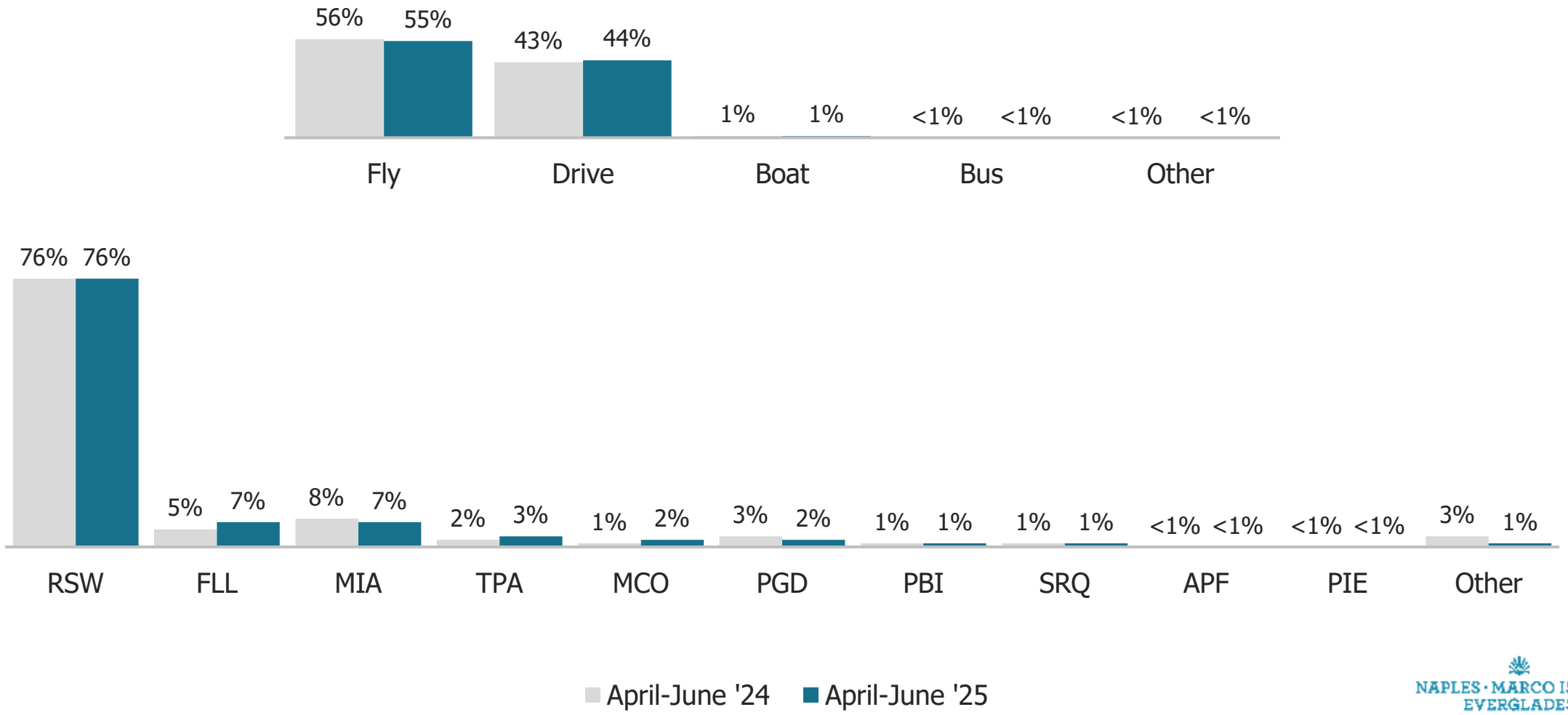
[1] Multiple responses permitted.
[2] "Reason for choosing" refers to respondents reported reason for choosing to visit Naples as opposed to other Florida destinations.

APRIL - JUNE 2025 | DESTINATIONS CONSIDERED[1]



[1] Multiple responses permitted.

APRIL - JUNE 2025 | TRANSPORTATION

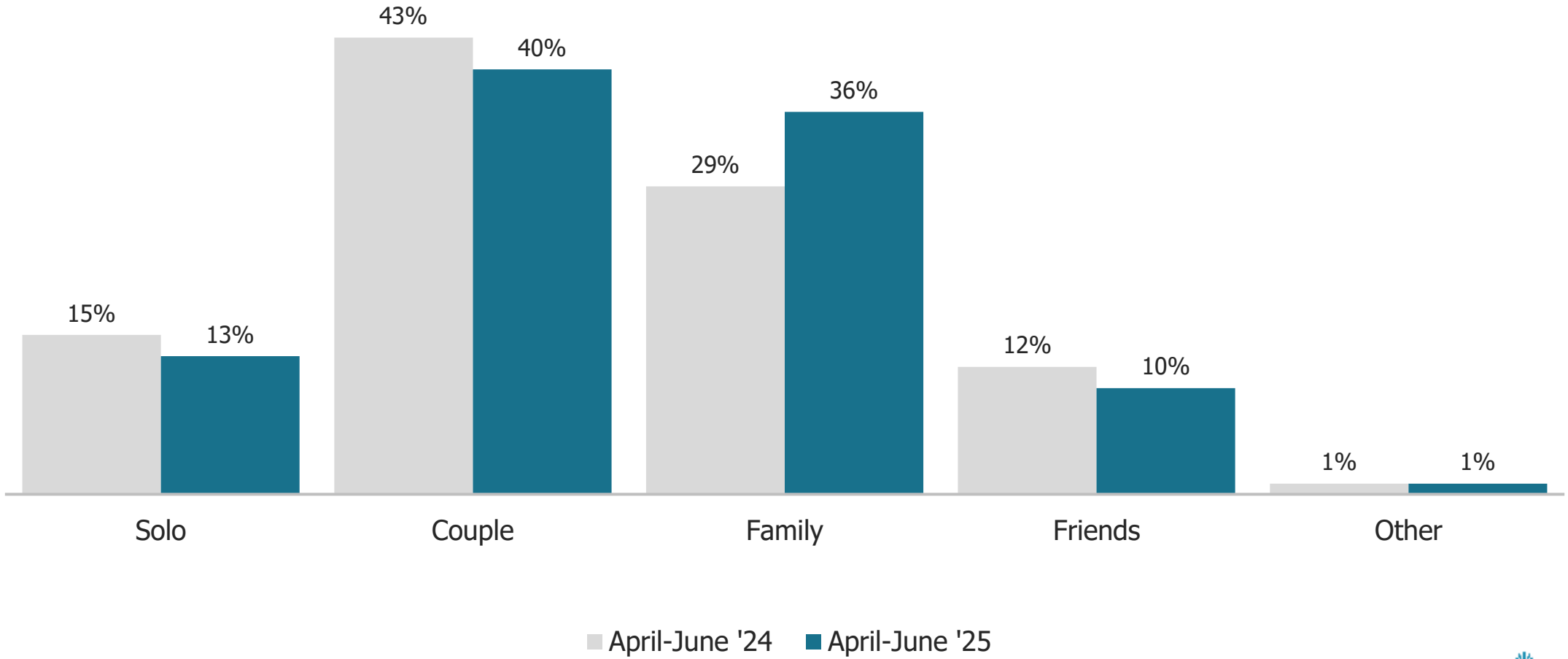




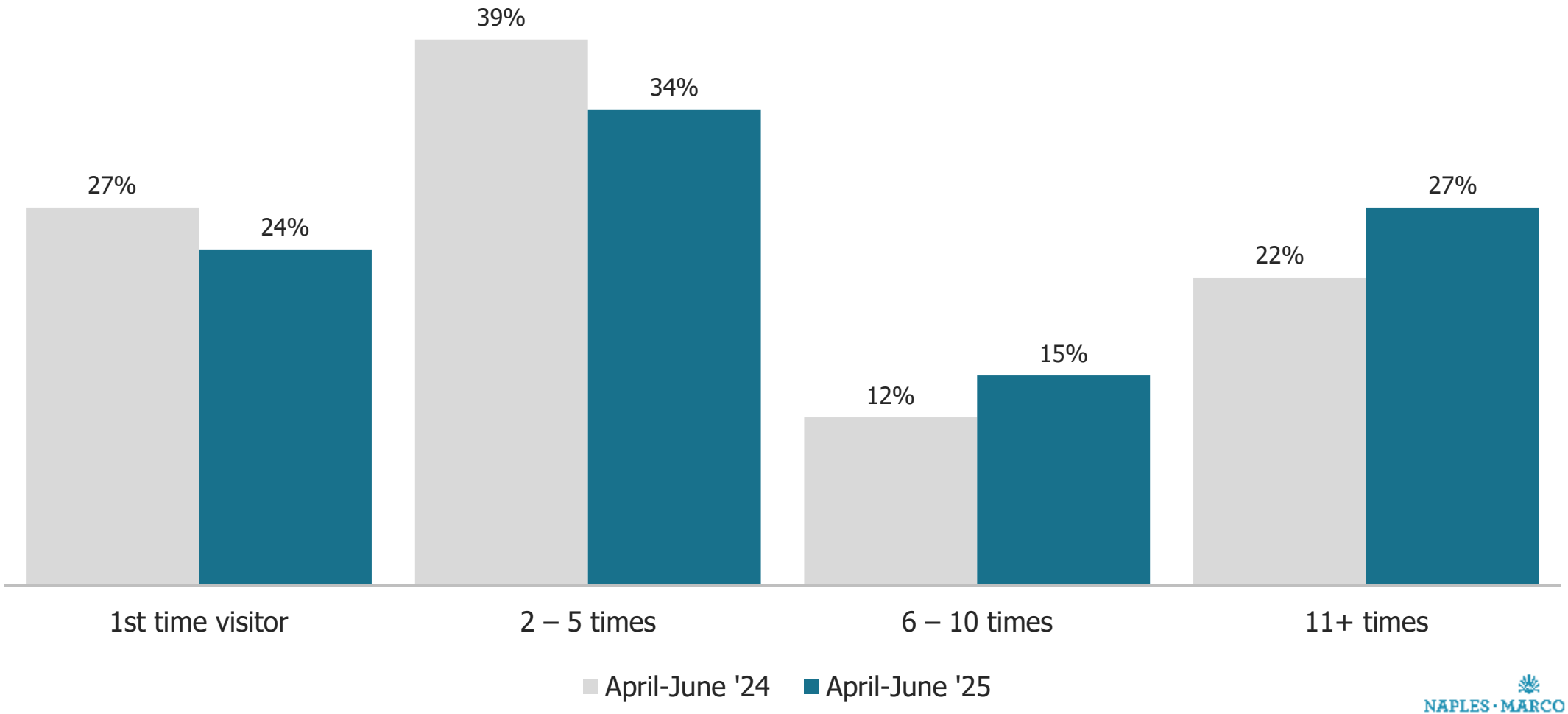
5b

APRIL - JUNE VISITOR BEHAVIOR: TRAVEL PARTY PROFILE

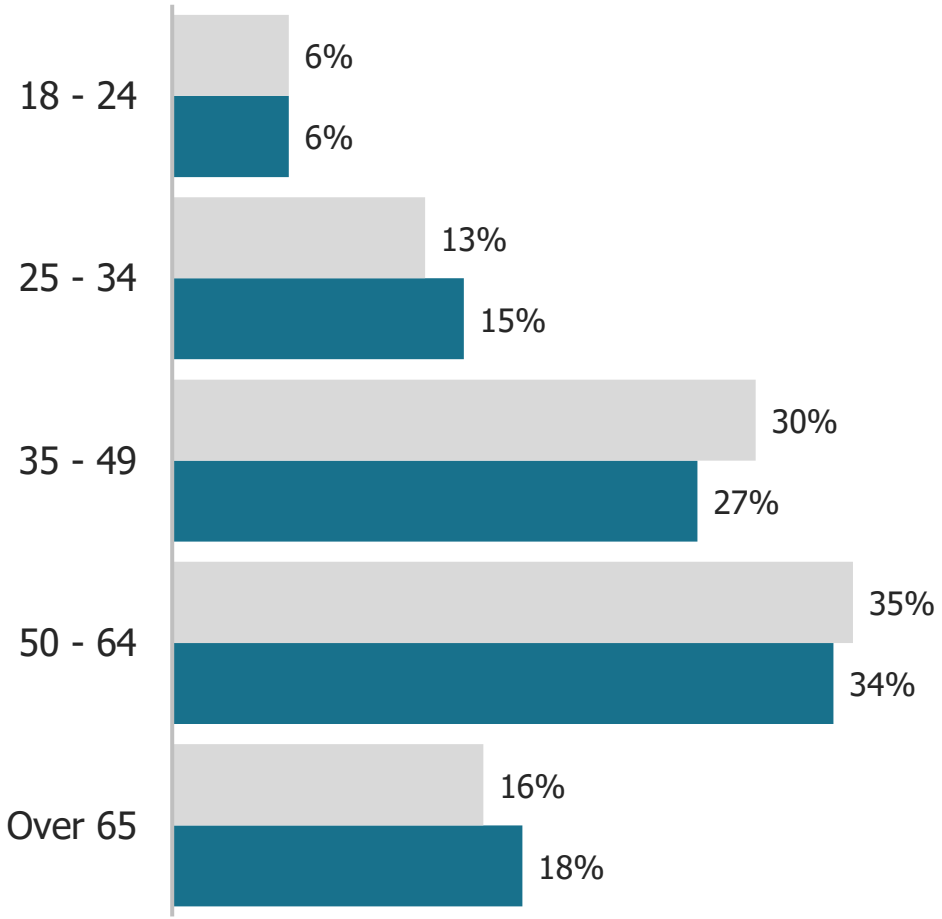
APRIL - JUNE 2025 | TRAVEL PARTY TYPE



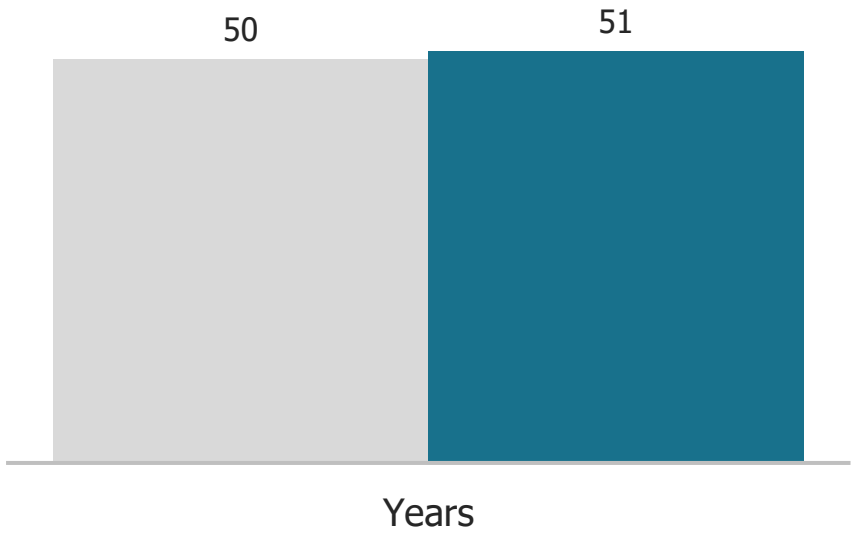
APRIL - JUNE 2025 | PREVIOUS VISITS



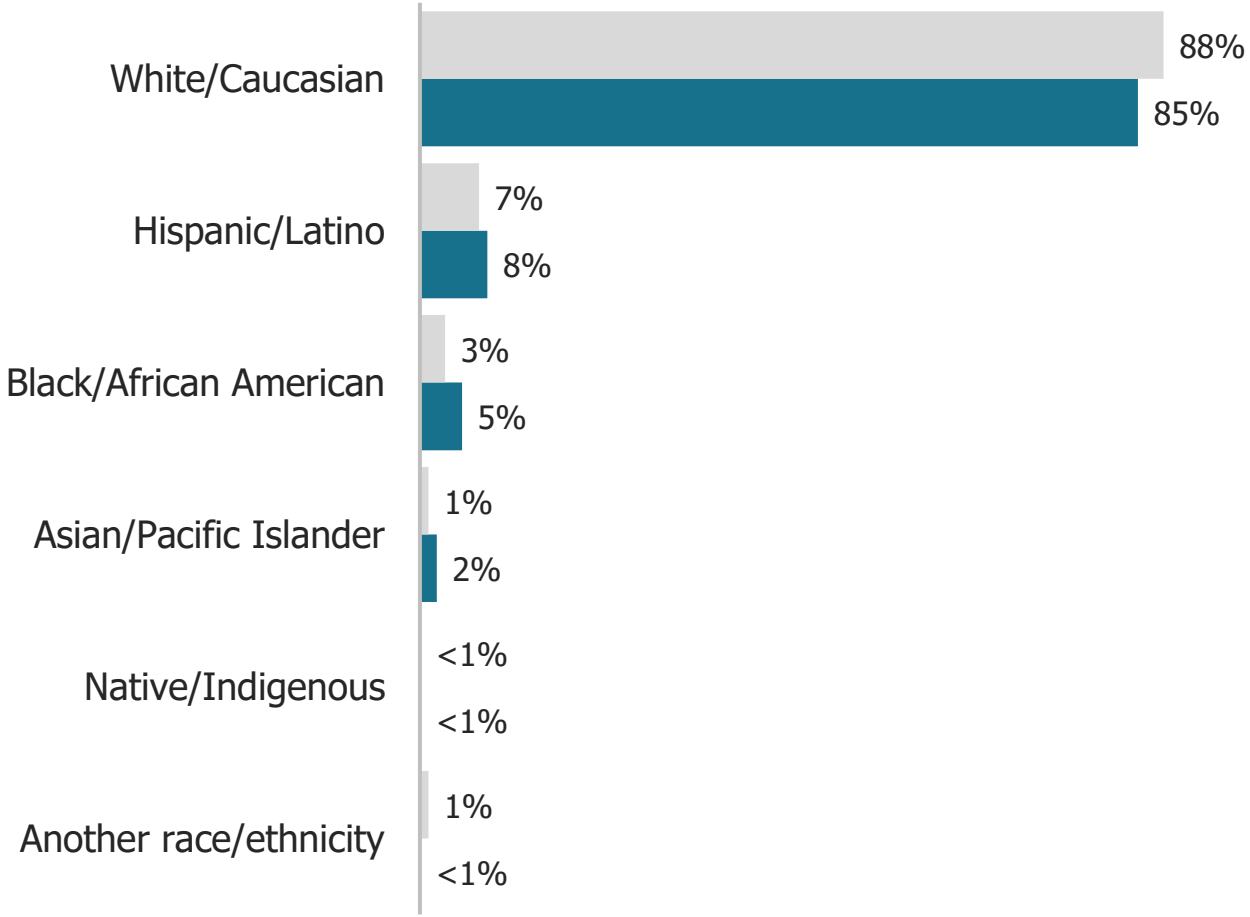
APRIL - JUNE 2025 | VISITOR AGES

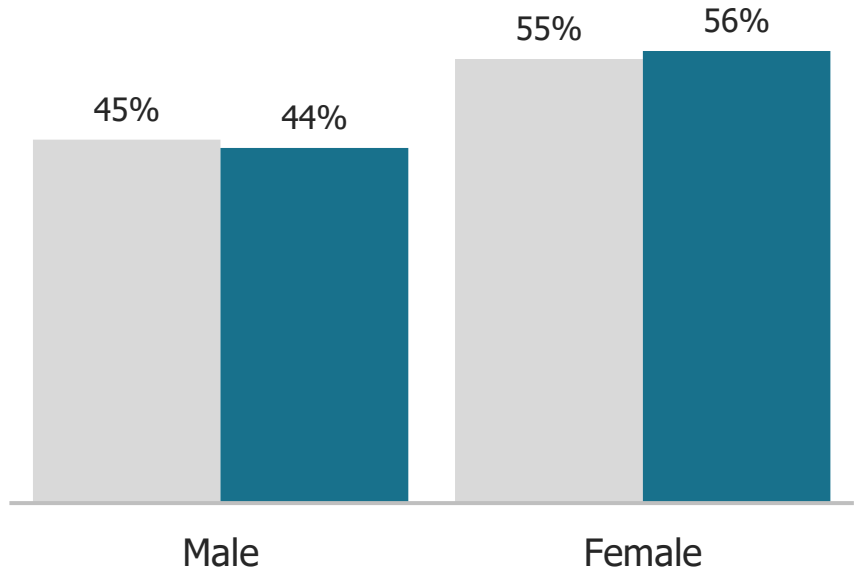


Median Age



APRIL - JUNE 2025 | VISITOR RACE & GENDER[1]

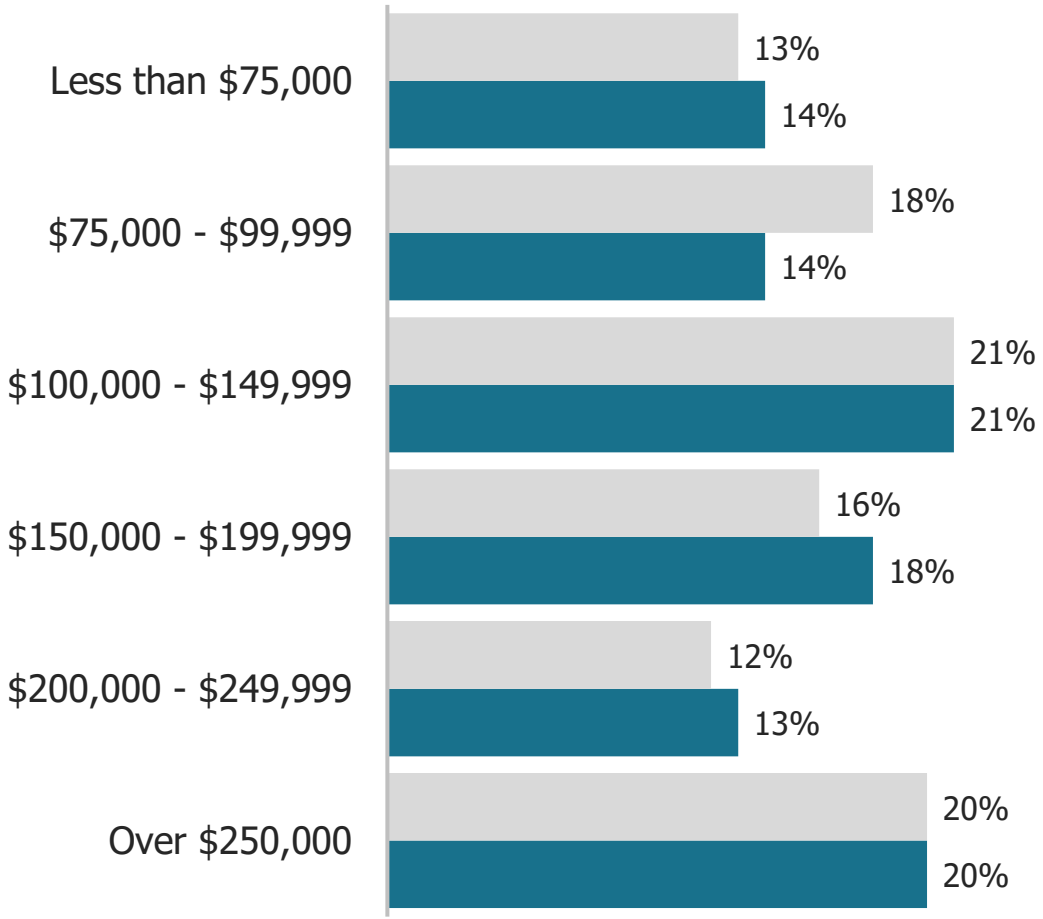




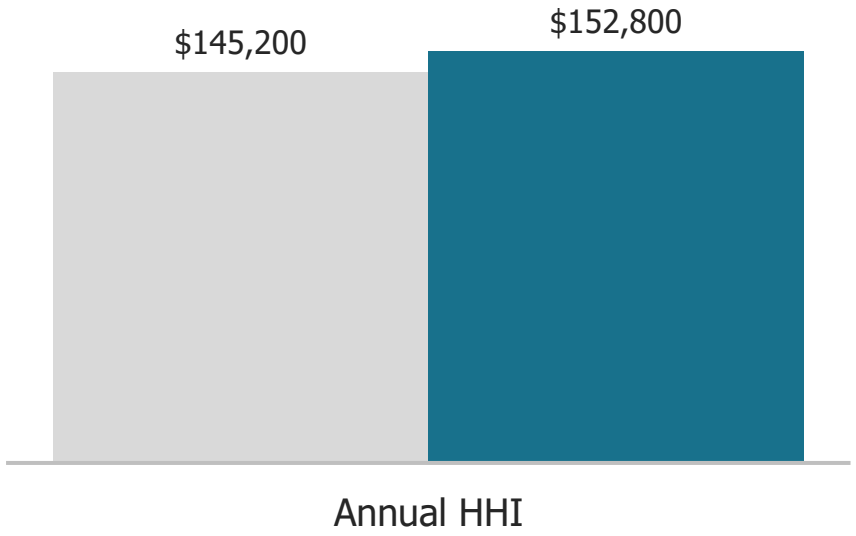
[1] Of person interviewed. Females are generally more likely to agree to participate in survey research.

April-June '24 April-June '25

APRIL - JUNE 2025 | VISITOR INCOME



Median Household Income





5C

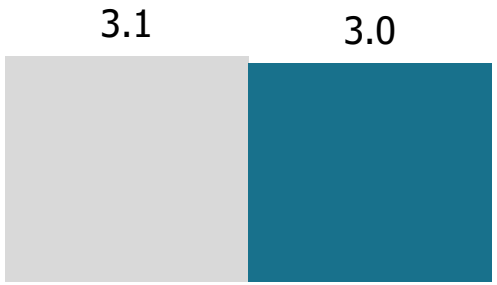
APRIL - JUNE
VISITOR BEHAVIOR: TRIP EXPERIENCE

APRIL – JUNE 2025 | TRIP CHARACTERISTICS

downs & st. germain RESEARCH

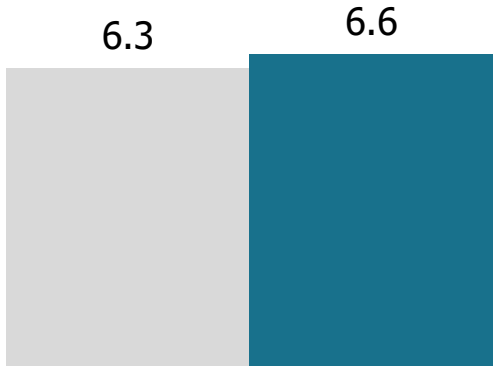
TRAVEL PARTY SIZE

3.0



NIGHTS STAYED

6.6



April-June '24 April-June '25

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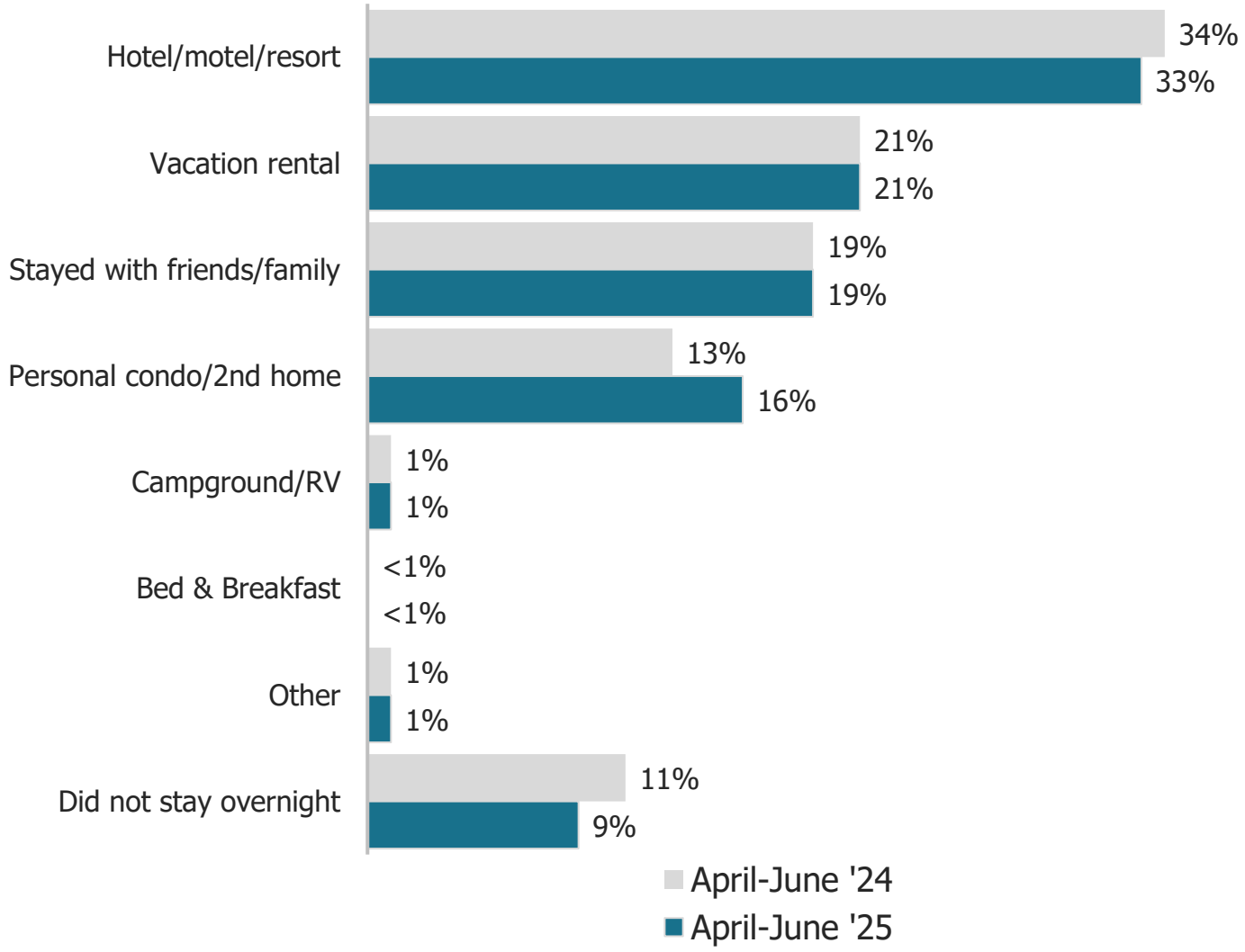
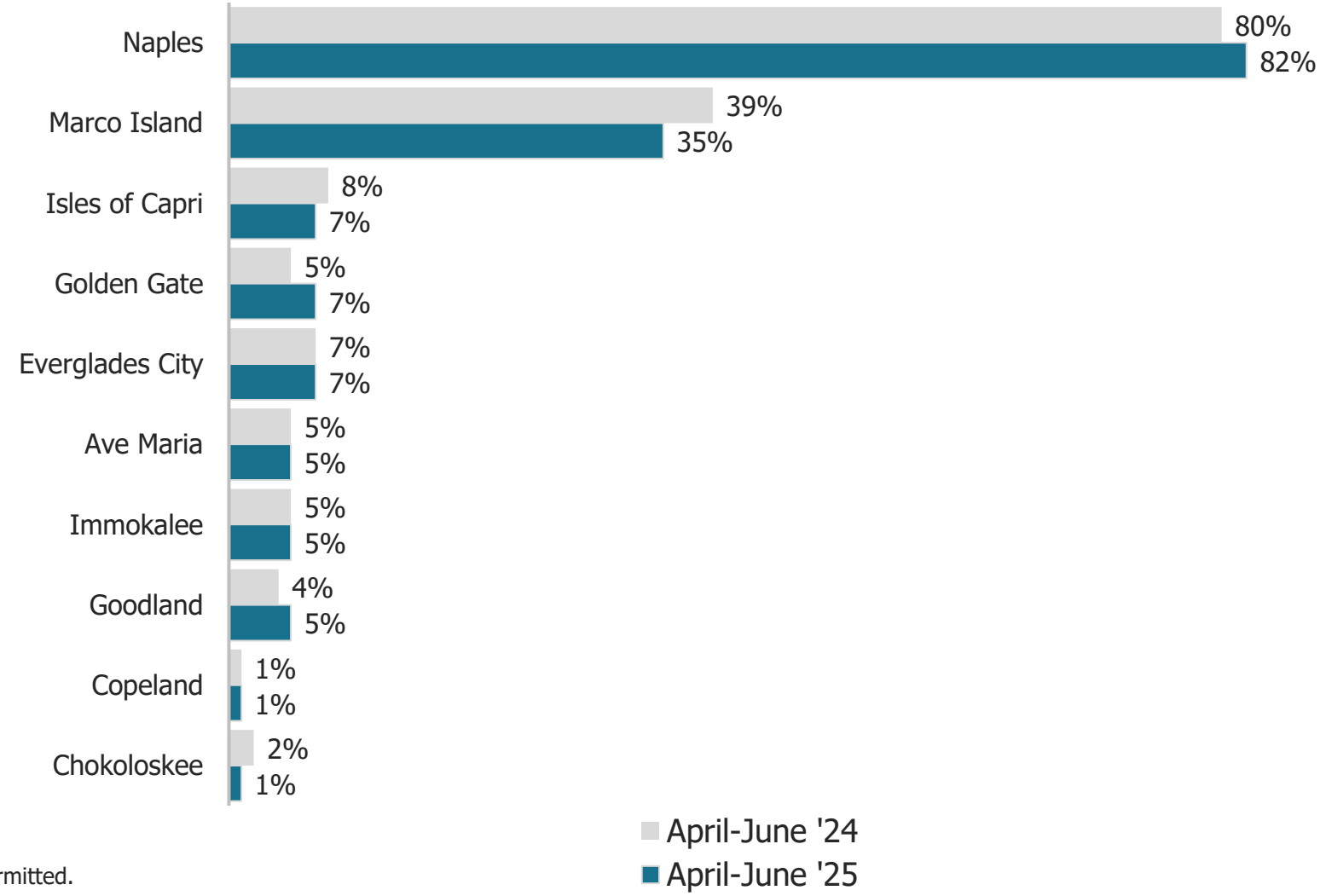
APRIL - JUNE 2025 | TYPE OF ACCOMODATIONS

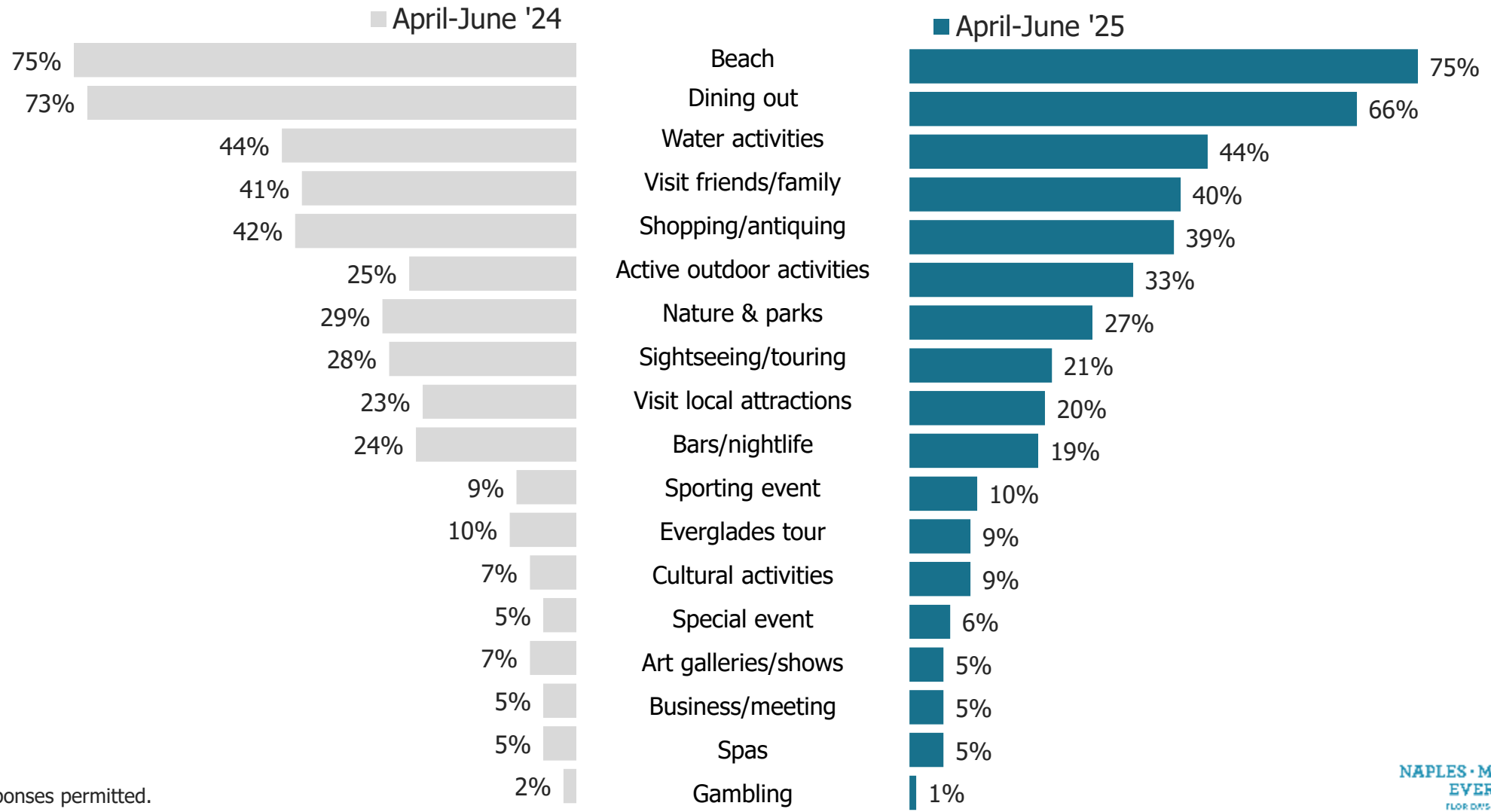


APRIL - JUNE 2025 | AREAS VISITED[1]



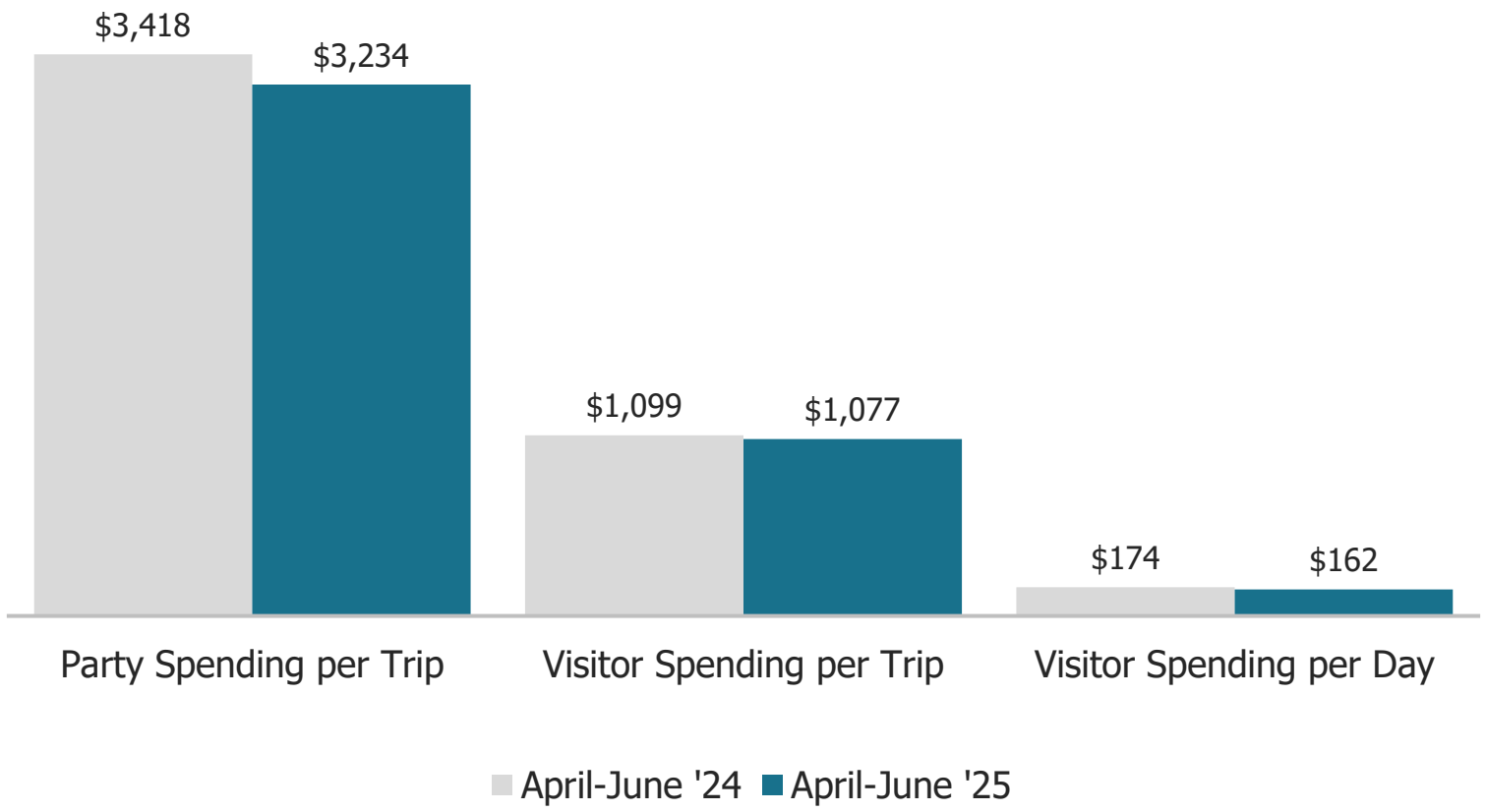
[1] Multiple responses permitted.

APRIL - JUNE 2025 | TRIP ACTIVITIES[1]



[1] Multiple responses permitted.

APRIL - JUNE 2025 | VISITOR SPENDING





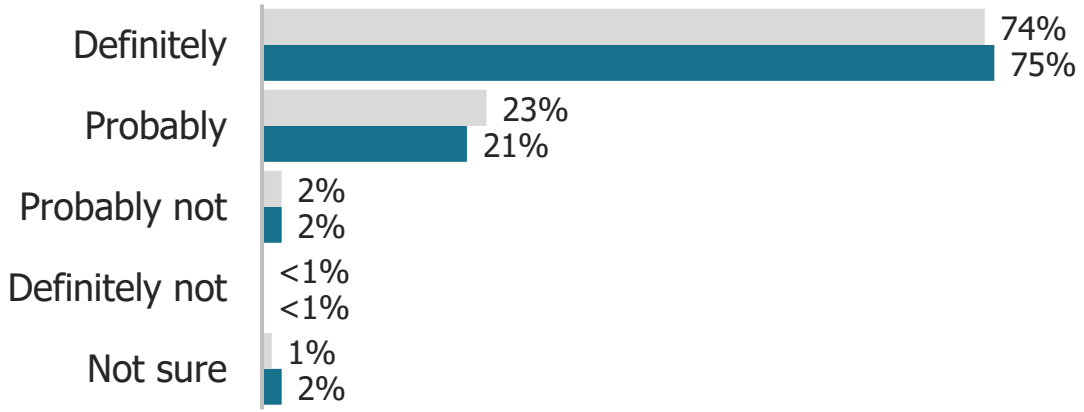
5d

APRIL - JUNE VISITOR BEHAVIOR: POST-TRIP EVALUATION

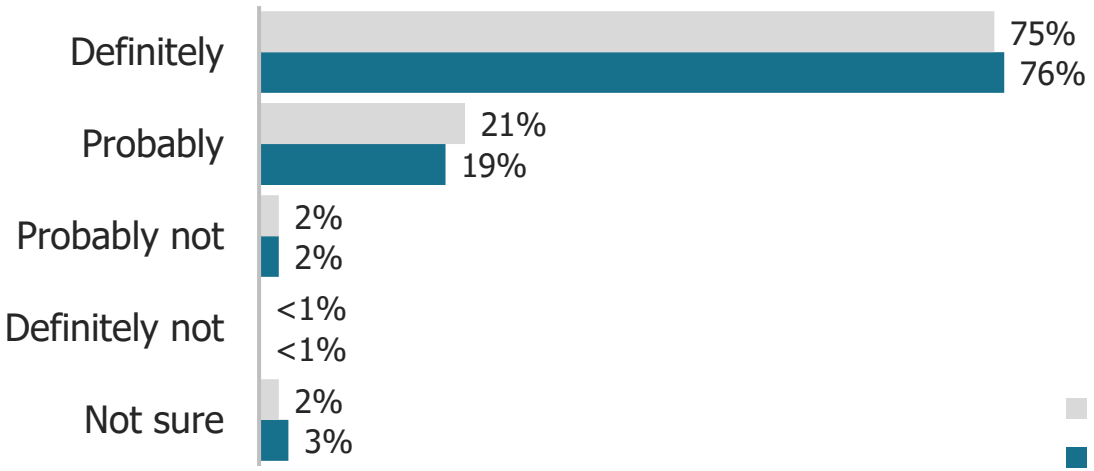
APRIL - JUNE 2025 | POST-TRIP EVALUATIONS

downs & st. germain RESEARCH

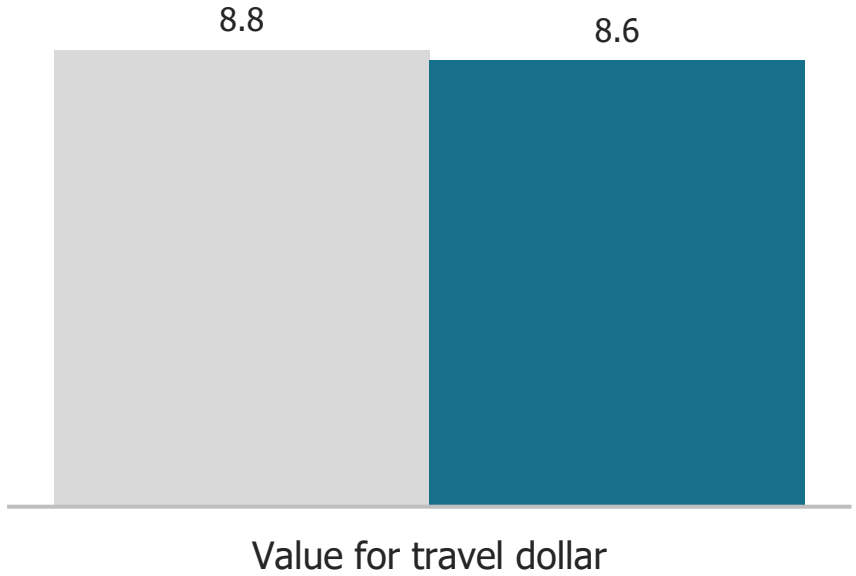
Will recommend the Naples area?



Will return to the Naples area?



VALUE FOR TRAVEL DOLLAR[1,2]



[1] 10-point scale where 10 is "excellent" and 1 is "poor".
[2] All visitors who gave a rating of 6 or below cited high prices as their primary reason for giving lower ratings.

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6a

MONTHLY DESTINATION COMPARISONS

JUNE 2025 COMPARISONS | SUPPLY

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	Hotel Supply (Rooms)	Δ% in Supply from June 2024
	Total	Total
Miami	1,942,350	- 0.3%
Ft. Lauderdale	1,179,840	+ 0.9%
Palm Beach	585,540	+ 2.1%
Sarasota	390,960	+ 10.6%
Ft. Myers	377,430	+ 2.2%
Florida Keys	321,210	+ 2.1%
St. Petersburg	317,910	- 7.3%
Clearwater	278,430	+ 2.0%
Naples	255,360	+ 10.2%

[1] Metrics provided by STR.
[2] Transient bookings include rooms sold to individuals or groups occupying less than 10 rooms per night.
[3] Group bookings include bookings of 10 rooms or more per night, sold pursuant to a signed agreement.
[4] Contract bookings include a consistent block of rooms committed at stipulated contract rates for an extended period longer than 30 days, with payment guaranteed regardless of use, such as for airline crews and long-term guests.

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JUNE 2025 COMPARISONS | DEMAND

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	Hotel Demand (Rooms)				Δ% in Demand from June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	1,089,712	194,700	85,794	1,370,206	+ 0.2%	+ 4.2%	+ 6.4%	+ 1.1%
Ft. Lauderdale	634,732	150,313	21,167	806,212	- 1.5%	+ 11.1%	- 5.9%	+ 0.5%
Palm Beach	288,266	84,251	7,986	380,503	+ 6.3%	+ 2.2%	+ 8.2%	+ 5.4%
Sarasota	211,923	40,401	5,460	257,784	+ 4.2%	+ 4.0%	+ 29.2%	+ 4.6%
Florida Keys	219,655	19,470	1,008	240,133	+ 9.5%	+ 2.0%	+ 130.9%	+ 9.1%
St. Petersburg	172,927	43,900	2,184	219,010	- 12.0%	+ 2.6%	+ 14.2%	- 9.2%
Ft. Myers	170,755	33,924	13,606	218,284	+ 7.4%	+ 2.7%	+ 31.7%	+ 7.9%
Clearwater	172,967	27,732	0	200,699	+ 1.7%	- 12.9%	-	- 0.6%
Naples	111,974	44,767	0	156,741	+ 20.0%	+ 1.4%	- 100.0%	+ 13.9%

[1] Metrics provided by STR.
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JUNE 2025 COMPARISONS | OCCUPANCY

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	Hotel Occupancy (%)				Δ% in Occupancy from June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	68.4%	6.1%	0.3%	74.8%	+ 7.2%	- 0.1%	+ 126.2%	+ 6.8%
Clearwater	62.1%	10.0%	0.0%	72.1%	- 0.3%	- 14.6%	0.0%	- 2.6%
Miami	56.1%	10.0%	4.4%	70.5%	+ 0.5%	+ 4.5%	+ 6.7%	+ 1.4%
St. Petersburg	54.4%	13.8%	0.7%	68.9%	- 5.1%	+ 10.6%	+ 23.2%	- 2.1%
Ft. Lauderdale	53.8%	12.7%	1.8%	68.3%	- 2.4%	+ 10.1%	- 6.7%	- 0.4%
Sarasota	56.1%	10.7%	1.4%	68.3%	+ 2.0%	+ 1.8%	+ 26.5%	+ 2.3%
Palm Beach	49.2%	14.4%	1.4%	65.0%	+ 4.1%	+ 0.1%	+ 6.0%	+ 3.2%
Naples	43.8%	17.5%	0.0%	61.4%	+ 8.8%	- 8.0%	- 100.0%	+ 3.4%
Ft. Myers	43.7%	8.7%	3.5%	55.8%	- 3.0%	- 7.2%	+ 19.0%	- 2.5%

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JUNE 2025 COMPARISONS | REVENUE

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	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	$191.65	$40.10	$10.69	$242.44	+ 2.8%	+ 10.0%	+ 10.9%	+ 4.2%
Ft. Lauderdale	$95.80	$28.72	$2.34	$126.85	+ 2.1%	+ 16.4%	- 7.9%	+ 4.8%
Palm Beach	$53.79	$19.10	$0.86	$73.75	+ 10.7%	+ 19.3%	+ 17.6%	+ 12.9%
Florida Keys	$62.79	$5.92	$0.15	$68.87	+ 4.3%	+ 2.3%	+ 41.8%	+ 4.2%
Sarasota	$41.52	$7.55	$0.58	$49.65	+ 14.1%	+ 14.7%	+ 48.3%	+ 14.5%
Clearwater	$35.45	$5.12	$0.00	$40.56	+ 2.1%	- 2.9%	-	+ 1.4%
Naples	$26.95	$11.26	$0.00	$38.21	+ 16.1%	+ 7.6%	- 100.0%	+ 13.4%
St. Petersburg	$30.87	$6.81	$0.26	$37.95	- 15.4%	+ 10.1%	+ 17.0%	- 11.5%
Ft. Myers	$26.15	$5.50	$1.60	$33.26	+ 16.3%	+ 14.3%	+ 47.3%	+ 17.1%

[1] Metrics provided by STR.
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JUNE 2025 COMPARISONS | DAILY RATE

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	Hotel Average Daily Rate ($)				Δ% in ADR from June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$285.87	$304.10	$153.22	$286.79	- 4.7%	+ 0.3%	- 38.6%	- 4.5%
Naples	$240.70	$251.45	$0.00	$243.77	- 3.2%	+ 6.1%	- 100.0%	- 0.4%
Clearwater	$204.93	$184.49	$0.00	$202.11	+ 0.4%	+ 11.5%	0.0%	+ 2.0%
Palm Beach	$186.58	$226.72	$108.09	$193.82	+ 4.2%	+ 16.7%	+ 8.7%	+ 7.1%
Sarasota	$195.94	$186.80	$106.02	$192.60	+ 9.6%	+ 10.3%	+ 14.8%	+ 9.5%
Miami	$175.87	$205.98	$124.62	$176.94	+ 2.6%	+ 5.6%	+ 4.2%	+ 3.1%
St. Petersburg	$178.51	$155.20	$121.07	$173.26	- 3.9%	+ 7.3%	+ 2.5%	- 2.6%
Ft. Lauderdale	$150.93	$191.04	$110.37	$157.34	+ 3.7%	+ 4.8%	- 2.1%	+ 4.3%
Ft. Myers	$153.15	$162.17	$117.82	$152.35	+ 8.3%	+ 11.2%	+ 11.9%	+ 8.6%

[1] Metrics provided by STR.
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JUNE 2025 COMPARISONS | REVPAR

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	Hotel Revenue Per Available Room ($)				Δ% in RevPAR from June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$195.49	$18.43	$0.48	$214.40	+ 2.2%	+ 0.2%	+ 38.9%	+ 2.0%
Naples	$105.55	$44.08	$0.00	$149.63	+ 5.3%	- 2.4%	- 100.0%	+ 2.9%
Clearwater	$127.31	$18.38	$0.00	$145.68	+ 0.1%	- 4.8%	0.0%	- 0.6%
Sarasota	$110.02	$20.00	$1.53	$131.55	+ 11.7%	+ 12.3%	+ 45.2%	+ 12.1%
Palm Beach	$91.86	$32.62	$1.47	$125.95	+ 8.4%	+ 16.9%	+ 15.2%	+ 10.6%
Miami	$98.67	$20.65	$5.50	$124.82	+ 3.1%	+ 10.3%	+ 11.2%	+ 4.5%
St. Petersburg	$97.10	$21.43	$0.83	$119.36	- 8.7%	+ 18.7%	+ 26.2%	- 4.6%
Ft. Lauderdale	$81.20	$24.34	$1.98	$107.51	+ 1.3%	+ 15.4%	- 8.7%	+ 3.9%
Ft. Myers	$66.89	$14.07	$4.10	$85.06	+ 5.1%	+ 3.3%	+ 33.2%	+ 5.9%

[1] Metrics provided by STR.
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6b

QUARTERLY DESTINATION COMPARISONS

APRIL-JUNE 2025 COMPARISONS | SUPPLY

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	Hotel Supply (Rooms)	Δ% in Supply from April-June 2024
	Total	Total
Miami	5,948,363	+ 0.4%
Ft. Lauderdale	3,565,736	+ 0.9%
Palm Beach	1,776,079	+ 1.9%
Ft. Myers	1,182,398	+ 10.1%
Sarasota	1,155,400	+ 3.1%
Florida Keys	976,845	+ 2.1%
St. Petersburg	964,194	- 7.3%
Clearwater	837,266	+ 1.1%
Naples	780,730	+ 11.1%

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APRIL-JUNE 2025 COMPARISONS | DEMAND

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	Hotel Demand (Rooms)				Δ% in Demand from April-June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	3,424,886	726,330	262,109	4,413,325	+ 0.1%	+ 0.2%	+ 11.5%	+ 0.7%
Ft. Lauderdale	2,013,134	462,259	64,655	2,540,049	+ 0.5%	+ 2.4%	- 9.8%	+ 0.6%
Palm Beach	903,812	299,220	24,901	1,227,932	+ 2.5%	+ 17.1%	- 1.5%	+ 5.6%
Sarasota	643,207	124,223	18,877	786,307	+ 3.7%	- 10.1%	+ 31.9%	+ 1.7%
Florida Keys	671,339	77,534	2,600	751,472	+ 6.5%	- 6.4%	+ 64.5%	+ 5.2%
Ft. Myers	540,702	110,127	51,780	702,609	+ 6.4%	+ 2.9%	+ 15.5%	+ 6.5%
St. Petersburg	538,796	137,360	6,073	682,228	- 8.6%	- 11.0%	- 5.7%	- 9.1%
Clearwater	520,727	106,357	0	627,084	+ 3.1%	- 4.3%	-	+ 1.8%
Naples	381,052	132,189	1,003	514,244	+ 19.5%	- 1.3%	- 9.0%	+ 13.3%

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APRIL-JUNE 2025 COMPARISONS | OCCUPANCY

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	Hotel Occupancy (%)				Δ% in Occupancy from April-June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	68.7%	7.9%	0.3%	76.9%	+ 4.4%	- 8.3%	+ 61.1%	+ 3.0%
Clearwater	62.2%	12.7%	0.0%	74.9%	+ 2.0%	- 5.4%	-	+ 0.7%
Miami	57.6%	12.2%	4.4%	74.2%	- 0.3%	- 0.2%	+ 11.1%	+ 0.3%
Ft. Lauderdale	56.5%	13.0%	1.8%	71.2%	- 0.3%	+ 1.5%	- 10.6%	- 0.3%
St. Petersburg	55.9%	14.2%	0.6%	70.8%	- 1.5%	- 4.1%	+ 1.7%	- 2.0%
Palm Beach	50.9%	16.8%	1.4%	69.1%	+ 0.6%	+ 14.9%	- 3.3%	+ 3.6%
Sarasota	55.7%	10.8%	1.6%	68.1%	+ 0.5%	- 12.8%	+ 27.9%	- 1.4%
Naples	48.8%	16.9%	0.1%	65.9%	+ 7.5%	- 11.1%	- 18.1%	+ 1.9%
Ft. Myers	45.7%	9.3%	4.4%	59.4%	- 3.3%	- 6.5%	+ 4.9%	- 3.3%

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APRIL-JUNE 2025 COMPARISONS | REVENUE

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	Hotel Revenue (Millions of Dollars)				Δ% in Revenue from April-June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	$731.96	$191.35	$33.96	$957.27	+ 3.2%	+ 2.7%	+ 16.4%	+ 3.5%
Ft. Lauderdale	$349.36	$98.89	$8.53	$456.79	+ 3.1%	+ 1.9%	- 9.8%	+ 2.6%
Palm Beach	$223.36	$80.45	$3.42	$307.24	+ 13.5%	+ 18.5%	+ 8.1%	+ 14.7%
Florida Keys	$229.37	$27.80	$0.52	$257.68	+ 3.0%	- 5.7%	+ 10.6%	+ 2.0%
Sarasota	$139.10	$25.56	$2.41	$167.06	+ 15.6%	- 5.3%	+ 35.8%	+ 12.1%
Naples	$117.80	$40.52	$0.26	$158.59	+ 18.3%	0.0%	+ 11.7%	+ 13.0%
Clearwater	$120.28	$21.25	$0.00	$141.52	+ 9.8%	+ 2.3%	-	+ 8.6%
St. Petersburg	$109.05	$24.32	$0.78	$134.15	- 8.8%	- 10.9%	- 0.2%	- 9.1%
Ft. Myers	$91.67	$19.68	$7.35	$118.71	+ 13.6%	+ 7.6%	+ 28.0%	+ 13.4%

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APRIL-JUNE 2025 COMPARISONS | DAILY RATE

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	Hotel Average Daily Rate ($)				Δ% in ADR from April-June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$341.66	$358.51	$198.22	$342.90	- 3.3%	+ 0.7%	- 32.7%	- 3.0%
Naples	$309.14	$306.56	$263.49	$308.39	- 1.0%	+ 1.3%	+ 22.7%	- 0.3%
Palm Beach	$247.14	$268.88	$137.17	$250.21	+ 10.8%	+ 1.2%	+ 9.7%	+ 8.6%
Clearwater	$230.98	$199.76	-	$225.68	+ 6.5%	+ 6.9%	-	+ 6.7%
Miami	$213.72	$263.45	$129.56	$216.90	+ 3.1%	+ 2.5%	+ 4.4%	+ 2.8%
Sarasota	$216.26	$205.75	$127.45	$212.46	+ 11.5%	+ 5.3%	+ 2.9%	+ 10.2%
St. Petersburg	$202.39	$177.05	$128.13	$196.63	- 0.1%	+ 0.2%	+ 5.9%	0.0%
Ft. Lauderdale	$173.54	$213.93	$131.93	$179.83	+ 2.6%	- 0.5%	0.0%	+ 2.0%
Ft. Myers	$169.55	$178.74	$141.91	$168.95	+ 6.8%	+ 4.6%	+ 10.8%	+ 6.5%

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APRIL-JUNE 2025 COMPARISONS | REVPAR

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	Hotel Revenue Per Available Room ($)				Δ% in RevPAR from April-June 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$234.81	$28.46	$0.53	$263.79	+ 0.9%	- 7.7%	+ 8.4%	- 0.1%
Naples	$150.88	$51.91	$0.34	$203.13	+ 6.4%	- 10.0%	+ 0.5%	+ 1.7%
Clearwater	$125.76	$45.30	$1.92	$172.99	+ 11.4%	+ 16.3%	+ 6.0%	+ 12.6%
Sarasota	$143.65	$25.38	$0.00	$169.03	+ 8.6%	+ 1.2%	-	+ 7.4%
Palm Beach	$123.05	$32.17	$5.71	$160.93	+ 2.8%	+ 2.3%	+ 16.0%	+ 3.1%
Miami	$120.39	$22.12	$2.08	$144.59	+ 12.1%	- 8.2%	+ 31.7%	+ 8.7%
St. Petersburg	$113.10	$25.22	$0.81	$139.13	- 1.6%	- 3.9%	+ 7.6%	- 2.0%
Ft. Lauderdale	$97.98	$27.73	$2.39	$128.10	+ 2.2%	+ 1.0%	- 10.6%	+ 1.7%
Ft. Myers	$77.53	$16.65	$6.21	$100.39	+ 3.2%	- 2.3%	+ 16.2%	+ 3.0%

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FYTD 2025 COMPARISONS | SUPPLY

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	Hotel Supply (Rooms)	%Δ in Supply from FYTD 2024
	Total	Total
Miami	17,796,255	0.0%
Ft. Lauderdale	10,706,944	+ 0.5%
Palm Beach	5,303,131	+ 1.2%
Sarasota	3,420,864	+ 1.5%
Ft. Myers	3,384,235	+ 7.8%
Florida Keys	2,916,415	+ 1.5%
St. Petersburg	2,850,688	- 8.6%
Clearwater	2,479,867	- 0.3%
Naples	2,305,446	+ 12.5%

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FYTD 2025 COMPARISONS | DEMAND

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	Hotel Demand (Rooms)				%Δ in Demand from FYTD 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	10,473,111	2,309,164	823,176	13,605,451	- 0.6%	+ 3.6%	+ 11.5%	+ 0.8%
Ft. Lauderdale	6,284,552	1,381,076	213,547	7,879,175	- 0.3%	+ 1.7%	- 19.1%	- 0.6%
Palm Beach	2,887,168	953,783	83,134	3,924,086	+ 3.0%	+ 23.9%	- 7.3%	+ 7.2%
Sarasota	1,975,721	466,903	72,059	2,514,683	+ 7.4%	+ 5.4%	+ 20.9%	+ 7.3%
Ft. Myers	1,672,545	389,070	169,788	2,231,404	+ 6.3%	+ 4.4%	+ 2.8%	+ 5.7%
Florida Keys	1,926,391	250,622	11,556	2,188,569	+ 1.9%	- 8.5%	+ 112.4%	+ 0.8%
St. Petersburg	1,610,203	519,566	37,865	2,167,634	- 1.2%	+ 6.7%	+ 82.3%	+ 1.4%
Clearwater	1,456,151	474,259	186	1,930,596	+ 7.0%	+ 21.5%	- 1.8%	+ 10.2%
Naples	1,125,159	433,051	1,320	1,559,529	+ 16.0%	+ 4.7%	- 54.6%	+ 12.5%

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FYTD 2025 COMPARISONS | OCCUPANCY

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	Hotel Occupancy (%)				%Δ in Occupancy from FYTD 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Clearwater	58.7%	19.1%	0.0%	77.9%	+ 7.3%	+ 21.9%	- 1.5%	+ 10.5%
Miami	58.9%	13.0%	4.6%	76.5%	- 0.6%	+ 3.6%	+ 11.5%	+ 0.8%
St. Petersburg	56.5%	18.2%	1.3%	76.0%	+ 8.1%	+ 16.7%	+ 99.5%	+ 11.0%
Florida Keys	66.1%	8.6%	0.4%	75.0%	+ 0.4%	- 9.8%	+ 109.4%	- 0.6%
Palm Beach	54.4%	18.0%	1.6%	74.0%	+ 1.8%	+ 22.4%	- 8.4%	+ 5.9%
Ft. Lauderdale	58.7%	12.9%	2.0%	73.6%	- 0.8%	+ 1.1%	- 19.6%	- 1.1%
Sarasota	57.8%	13.6%	2.1%	73.5%	+ 5.7%	+ 3.8%	+ 19.1%	+ 5.7%
Naples	48.8%	18.8%	0.1%	67.6%	+ 3.1%	- 7.0%	- 59.7%	- 0.1%
Ft. Myers	49.4%	11.5%	5.0%	65.9%	- 1.4%	- 3.1%	- 4.6%	- 2.0%

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FYTD 2025 COMPARISONS | REVENUE

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	Hotel Revenue (Millions of Dollars)				%Δ in Revenue from FYTD 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Miami	$2,560.82	$642.13	$110.92	$3,313.87	+ 1.9%	+ 8.3%	+ 20.0%	+ 3.6%
Ft. Lauderdale	$1,201.69	$316.85	$31.52	$1,550.06	+ 0.5%	+ 2.7%	- 14.0%	+ 0.6%
Palm Beach	$849.33	$275.41	$11.99	$1,136.74	+ 10.7%	+ 22.8%	+ 0.9%	+ 13.3%
Florida Keys	$723.84	$92.24	$5.36	$821.44	- 1.3%	- 7.7%	+ 134.0%	- 1.7%
Sarasota	$437.78	$99.60	$11.51	$548.89	+ 12.0%	+ 15.9%	+ 49.5%	+ 13.3%
Naples	$402.82	$143.21	$0.35	$546.38	+ 9.8%	+ 7.8%	- 47.2%	+ 9.2%
St. Petersburg	$325.77	$94.72	$4.83	$425.32	- 2.1%	+ 8.9%	+ 120.7%	+ 0.8%
Clearwater	$319.45	$96.54	$0.00	$415.99	+ 9.9%	+ 30.2%	- 11.7%	+ 14.0%
Ft. Myers	$304.23	$73.49	$27.21	$404.93	+ 7.9%	+ 3.0%	+ 9.9%	+ 7.1%

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FYTD 2025 COMPARISONS | OCCUPANCY

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	Hotel Occupancy (%)				%Δ in Occupancy from FYTD 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Clearwater	58.7%	19.1%	0.0%	77.9%	+ 7.3%	+ 21.9%	- 1.5%	+ 10.5%
Miami	58.9%	13.0%	4.6%	76.5%	- 0.6%	+ 3.6%	+ 11.5%	+ 0.8%
St. Petersburg	56.5%	18.2%	1.3%	76.0%	+ 8.1%	+ 16.7%	+ 99.5%	+ 11.0%
Florida Keys	66.1%	8.6%	0.4%	75.0%	+ 0.4%	- 9.8%	+ 109.4%	- 0.6%
Palm Beach	54.4%	18.0%	1.6%	74.0%	+ 1.8%	+ 22.4%	- 8.4%	+ 5.9%
Ft. Lauderdale	58.7%	12.9%	2.0%	73.6%	- 0.8%	+ 1.1%	- 19.6%	- 1.1%
Sarasota	57.8%	13.6%	2.1%	73.5%	+ 5.7%	+ 3.8%	+ 19.1%	+ 5.7%
Naples	48.8%	18.8%	0.1%	67.6%	+ 3.1%	- 7.0%	- 59.7%	- 0.1%
Ft. Myers	49.4%	11.5%	5.0%	65.9%	- 1.4%	- 3.1%	- 4.6%	- 2.0%

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FYTD 2025 COMPARISONS | DAILY RATE

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	Hotel Average Daily Rate ($)				%Δ in ADR from FYTD 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$375.75	$368.03	$464.17	$375.33	- 3.1%	+ 0.9%	+ 10.1%	- 2.5%
Naples	$358.01	$330.70	$261.94	$350.35	- 5.3%	+ 3.0%	+ 16.4%	- 2.9%
Palm Beach	$294.18	$288.76	$144.24	$289.68	+ 7.5%	- 0.9%	+ 8.9%	+ 5.7%
Miami	$244.51	$278.08	$134.75	$243.57	+ 2.5%	+ 4.6%	+ 7.6%	+ 2.8%
Sarasota	$221.58	$213.32	$159.73	$218.27	+ 4.3%	+ 10.0%	+ 23.6%	+ 5.5%
Clearwater	$219.38	$203.56	$6.69	$215.47	+ 2.7%	+ 7.1%	- 10.1%	+ 3.5%
Ft. Lauderdale	$191.21	$229.42	$147.61	$196.73	+ 0.8%	+ 1.0%	+ 6.4%	+ 1.2%
St. Petersburg	$202.32	$182.31	$127.59	$196.22	- 1.0%	+ 2.1%	+ 21.0%	- 0.6%
Ft. Myers	$181.89	$188.89	$160.26	$181.47	+ 1.5%	- 1.4%	+ 7.0%	+ 1.3%

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FYTD 2025 COMPARISONS | REVPAR

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	Hotel Revenue Per Available Room ($)				%Δ in RevPAR from FYTD 2024			
	Transient[2]	Group[3]	Contract[4]	Total	Transient[2]	Group[3]	Contract[4]	Total
Florida Keys	$248.19	$31.63	$1.84	$281.66	- 2.7%	- 9.0%	+ 130.6%	- 3.1%
Naples	$174.73	$62.12	$0.15	$236.99	- 2.4%	- 4.2%	- 53.1%	- 3.0%
Palm Beach	$160.16	$51.93	$2.26	$214.35	+ 9.4%	+ 21.3%	- 0.3%	+ 11.9%
Miami	$143.90	$36.08	$6.23	$186.21	+ 1.9%	+ 8.3%	+ 20.0%	+ 3.6%
Clearwater	$128.82	$38.93	$0.00	$167.75	+ 10.2%	+ 30.5%	- 11.4%	+ 14.3%
Sarasota	$127.97	$29.12	$3.36	$160.45	+ 10.3%	+ 14.1%	+ 47.2%	+ 11.6%
St. Petersburg	$114.28	$33.23	$1.69	$149.20	+ 7.1%	+ 19.1%	+ 141.4%	+ 10.3%
Ft. Lauderdale	$112.23	$29.59	$2.94	$144.77	0.0%	+ 2.2%	- 14.5%	+ 0.1%
Ft. Myers	$89.89	$21.72	$8.04	$119.65	+ 0.1%	- 4.5%	+ 2.0%	- 0.7%

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INDUSTRY DATA

INDUSTRY DATA | CURRENT EMPLOYMENT

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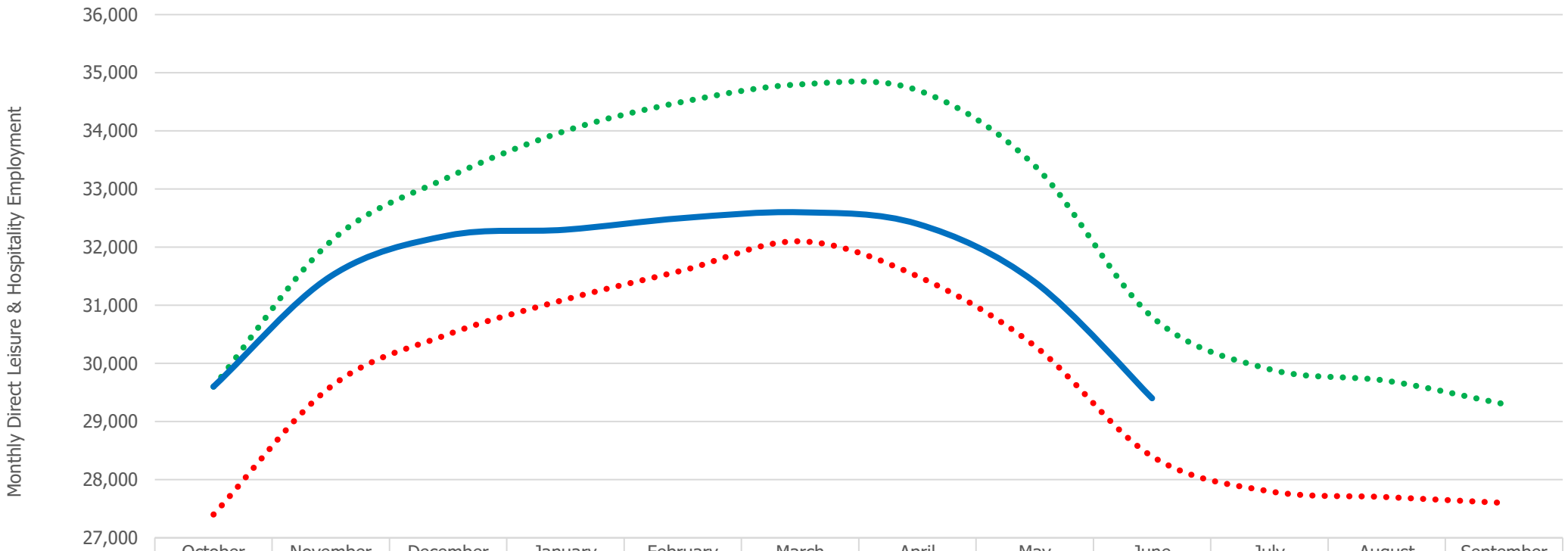
Collier County Direct Leisure and Hospitality Employment[1]



	October	November	December	January	February	March	April	May	June	July	August	September
FY23	27,400	29,600	30,500	31,100	31,600	32,100	31,500	30,300	28,400	27,800	27,700	27,600
FY24	29,600	32,100	33,200	34,000	34,500	34,800	34,700	33,400	30,800	29,900	29,700	29,300
FY25	29,600	31,500	32,200	32,300	32,500	32,600	32,400	31,400	29,400 (P)			

[1] SOURCE: Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector, not seasonally adjusted.
(P) Preliminary.

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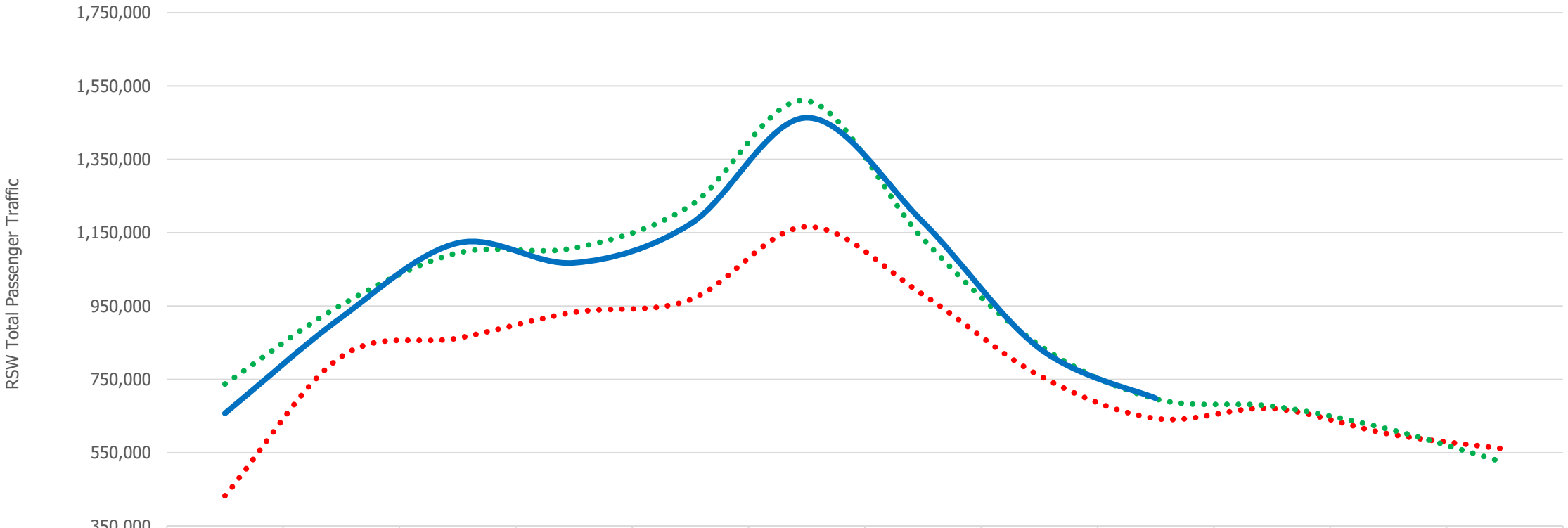
INDUSTRY DATA | RSW TOTAL PASSENGER TRAFFIC

downs & st. germain RESEARCH

Southwest Florida International Airport (RSW) Total Passenger Traffic[1]



	October	November	December	January	February	March	April	May	June	July	August	September
FY23	432,667	812,305	862,368	932,896	967,416	1,166,442	981,216	760,330	643,486	670,818	601,542	560,358
FY24	737,527	953,025	1,094,783	1,108,190	1,223,761	1,509,777	1,133,256	843,270	696,867	677,137	614,531	523,004
FY25	657,488	919,108	1,121,793	1,067,794	1,173,638	1,463,628	1,178,980	834,862	698,573			

[1] SOURCE: Lee County Port Authority Monthly Statistics.

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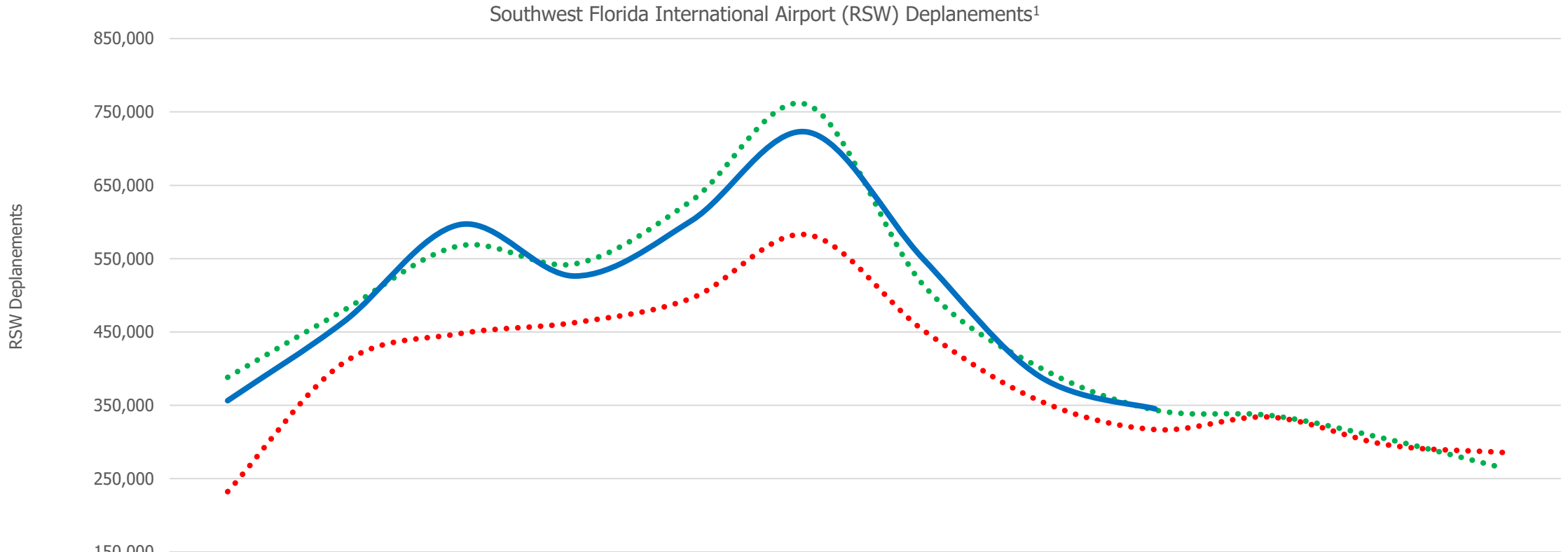
INDUSTRY DATA | RSW INFLOW (DEPLANEMENTS)



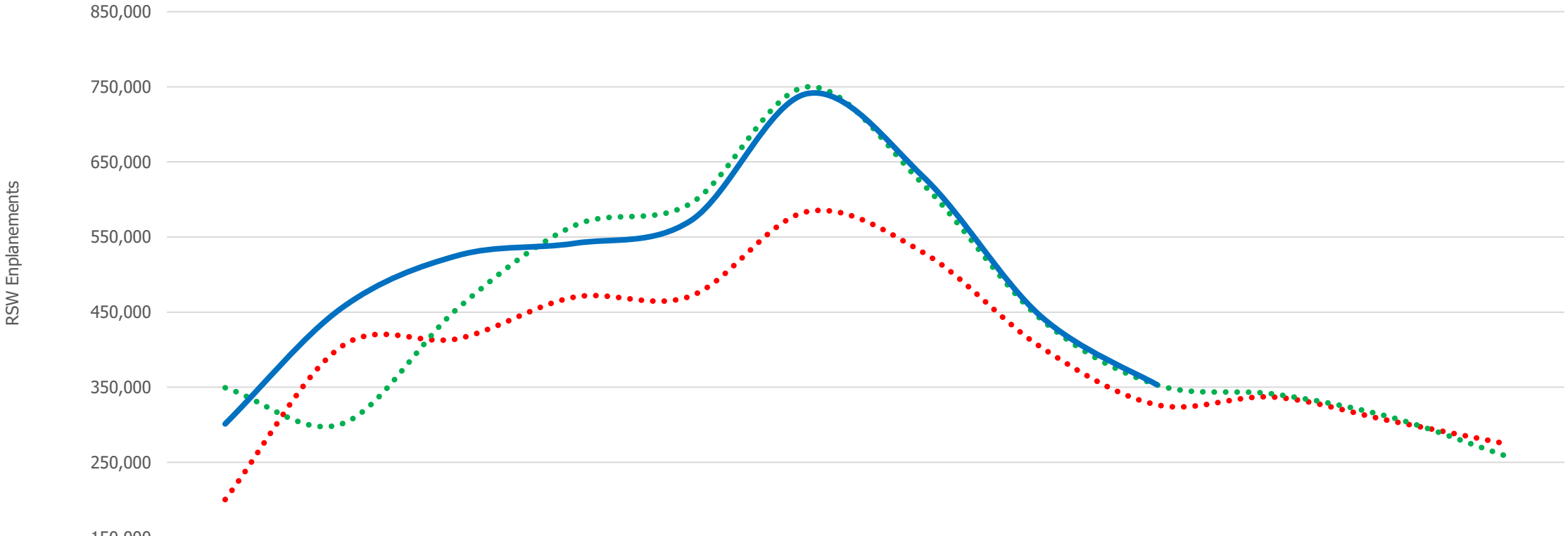
	October	November	December	January	February	March	April	May	June	July	August	September
FY23	232,239	407,927	447,666	462,851	495,943	582,580	452,356	356,361	316,887	333,862	296,092	285,679
FY24	388,153	479,404	567,439	542,929	628,786	759,836	514,166	401,868	343,614	336,069	303,982	264,625
FY25	356,316	463,688	596,290	526,231	601,672	722,642	549,572	389,793	345,133			

[1] SOURCE: Lee County Port Authority Monthly Statistics.

INDUSTRY DATA | RSW OUTFLOW (ENPLANEMENTS)

downs & st. germain RESEARCH

Southwest Florida International Airport (RSW) Enplanements[1]



	October	November	December	January	February	March	April	May	June	July	August	September
FY23	200,428	404,378	414,702	470,045	471,473	583,862	528,860	403,969	326,599	336,956	305,450	274,679
FY24	349,374	301,172	455,420	565,261	594,975	749,941	619,090	441,402	353,253	341,068	310,549	258,379
FY25	301,172	455,420	525,503	541,563	571,966	740,986	629,408	445,069	353,440			

[1] SOURCE: Lee County Port Authority Monthly Statistics.

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INDUSTRY DATA | LICENSED RENTAL UNITS

downs & st. germain RESEARCH

Licensed Transient Rental Units as of July 1st, 2025[1]				
	Hotel	Motel	Vacation Rental	Total
Naples	5,570	1,360	2,608	**9,394**
Marco Island	1,275	121	1,979	**3,349**
Immokalee	0	70	45	**115**
Everglades City	38	36	8	**82**
Chokoloskee	0	13	1	**14**
Goodland	0	5	6	**10**
Ave Maria	0	0	8	**6**
Ochopee	0	0	1	**1**
Total	**6,883**	**1,605**	**4,656**	**13,144**

[1] SOURCE: Florida Department of Business & Professional Regulation.

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FLORIDA'S PARADISE COAST

Monthly Report | June 2025

Paradise | a partner for good

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1

Zartico
Visitor Insights

Zartico: Visitor Insights | June 2025

Out-Of-State In-State Visitors

Out-of-state visitors made up 58% of visits and 77% of overall spend in June 2025

In-state visitors made up 42% of visits and 23% of overall spend

Out of State visitation outperformed in-state stats for visitor spending

Overnight Vs. Day Visitation

Day visitors (48%)

Overnight visitors (52%)

Top DMA Spending Market

Chicago, IL ranked as the top DMA in spending market

Followed by:
Miami- Ft. Lauderdale, Tampa- St. Petersburg, and New York, NY

Chicago visitors spent more on food, retail and gas

Top Overnight Markets

Miami-Ft Lauderdale overnight visitors continue to rank #1 in top visitation for the month of June

Followed by:
Tampa-St Petersburg, FL, Orlando, FL and West Palm Beach

Top 2 Out-Of-State:
Chicago and New York, NY DMAs

Destination Visitation

In-state top visited place in June: **Fakapachee Strand Preserve State Park**

Out-of-State top visited place in June: **Riviera Golf Club followed by Hilton Marco Island Beach Resort and Spa**

Zartico: Visitor Insights | JUNE 2025

63%	-3%	-8%
June Hotel Occupancy	Hotel occupancy change from May	Hotel Occupancy Change from Same Month Last Year

ZARTICO

*Approximate total, all final Nov invoices not received yet



2

Organic Social Media

Social Media (Organic) - Summary

- Implemented annual content strategy across all social media platforms.
- Conducted day-to-day operations, including but not limited to content creation, LIVE streams, content curation, and reporting/analysis, etc.
- Completed the July 2025 content calendars to be shared across social media platforms.
- Established Facebook LIVE and Instagram Story topics for Client to implement in July 2025.
- Supported Client in community management, social listening, optimization, and reporting/analysis, etc.
- Increased timely event coverage resulting in more live story shares, recap videos and an asset library which will be used for future event promotions.
- For future months, the team is consistently implementing tactics such as a LIVE stream schedule, engagement-boosting video voice overs, interview style reels and strong calls to action.



Organic Social | Facebook

62,907 Followers	+392 Net Growth ↑
6,595 Engagements	41.2% Decrease ↓
4,199,363 Impressions	16.3% Increase ↑

Summary:

In June, we continued to see steady follower growth, adding 392 new followers for a total of 62,907. Impressions increased by 16% and engagements declined by 41% compared to May—largely due to the seasonal slowdown, which is typical for this time of year when compared to previous years.

Despite this, organic performance remained strong, with one Organic post gathering more than 13,000 impressions. Our top-performing posts include a **timely-captured reel post for Third Street South,** a **UGC carousel featuring June events** and a timely-captured reel promoting the **Marco Island Esplanade Shoppes.**

Looking ahead, we'll keep prioritizing timely content captures, with a renewed emphasis on beach live streams and live Stories to drive interaction and maintain momentum as we move into July.

Organic Social | Instagram

24,151 Followers	+153 Net Growth ↑
1,967 Engagements	44.2% Decrease ↓
174,217 Impressions	51.6% Decrease ↓
31,882 Video Views	47.3% Decrease ↓

Summary:

On Instagram, we added 153 new followers in June, continuing steady growth. Impressions saw a 44% decrease compared to May, while engagements dipped by 44%, these dips in numbers is comparable to June in previous years.

Top-performing content included Timely Capture reels featuring a timely capture at **Beeline Cocktail Lounge, a UGC carousel post for FC Naples** and a timely capture **reel of Third Street South.**

Looking ahead, we'll focus on maintaining engagement momentum by producing more high-quality reels and timely, interactive content throughout July, as these timely captures always perform in the top 5 posts each month.

Media | Organic Social

Year-To-Date			
Instagram	**3,046,822** Total Impressions	**19,574** Post Engagements	**24,151** Total Followers
Facebook	**37,718,368** Total Impressions	**107,362** Post Engagements	**62,907** Total Followers



3
Email

Email | Lesiure E-Scapes

Subject Line: Plan a Summer Vacation on Florida's Paradise Coast

Most-Clicked Link: Plan Your Trip

Recipients	Open Rate	CTO Rate
57,604 Owned	22.59% Owned	20.29% Owned



Email | Meetings E-Scapes

Subject Line: Plan Tasteful Meetings on Florida's Paradise Coast

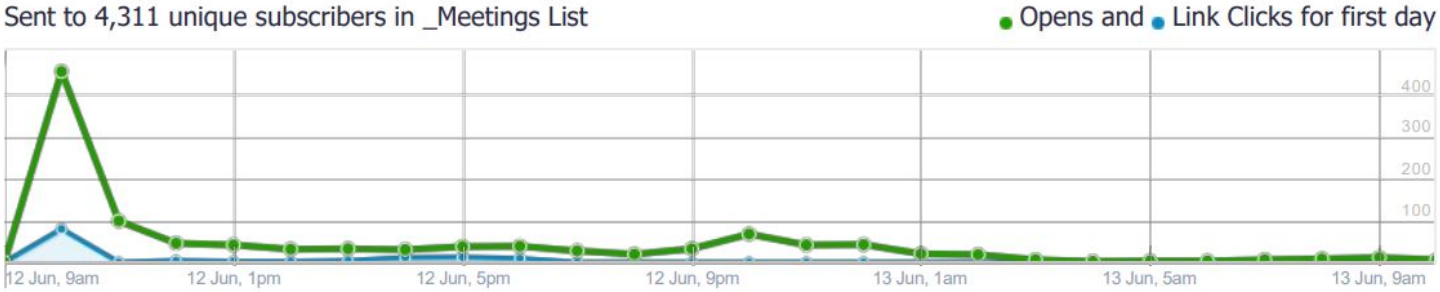
Most-Clicked Link: Paradise Coast/Meetings

Recipients	Open Rate	CTO Rate
4,311 Owned	22.8% Owned	20.84% Owned

CCT-1358 - FY25 Meetings Escapes - June

Sent Jun 12, 2025 at 10:02AM

Sent to 4,311 unique subscribers in _Meetings List





4

Campaigns

Media | Performance

June's eight campaigns: **Sustaining, Canada, Weddings, Arts & Culture, Spring/Summer, Luxury Elite, Enhanced and Expanded**

$660,363.61
Total Estimated Digital Spend

63,754,791
Total Impressions

145,915
Total Clicks to Site

2,595,208
Total Video Views

0.23%
CTR

92%
VCR

Media | Performance

June's eight campaigns: Sustaining, Canada, Weddings, Arts & Culture, Spring/Summer, Luxury Elite, Enhanced and Expanded

Top performing media partners for June:

- **On the Sustaining Campaign, Expedia was our top performer with a 0.46% CTR, and Adara lead with a VCR of 87%**
- **For the Canada Campaign Expedia delivered a 0.13% CTR**
- **For Weddings, The Wedding Trade Desk was top performing with a 3.55% CTR**
- **For Arts & Culture, DigDev Direct delivered a top CTR of 0.80%**
- **For the Luxury Elite campaign, Undertone was top performer delivering a 1.45% CTR**
- **For the Spring/Summer campaign, Garden & Gun delivered a 0.11% CTR**
- **On the Enhanced Campaign, MobileFuse is the top performer with CTR ending at 0.47%, and AiOpti ended the month with a 89% VCR**
- **On the Expanded Campaign, Kayak is our top performer with a 1.27% CTR and AiOpti with a 93% VCR**

Industry Benchmark:
CTR: 0.33%
VCR: 70%

Media | Paid Search

June had four campaigns: **Sustaining, Sustaining Spanish, Canada, and Weddings**

263,93	11,885	4.50%	$0.60
Total Impressions	Total Clicks to Site	CTR	CPC

Top Performing Campaign:
Sustaining with nearly 8,500 clicks. This accounted for around 80% of all clicks on the account.

Top Performing Ad:
Sustaining Beach Search Ad

Insights:
With the pausing of Dark Skies we had noticeable drops on the account as a whole with no awareness level campaigns. **Sustaining saw a 9% increase in impressions and 4% increase in clicks MoM**. This is likely caused by the added awareness from Dark Skies in May.

Media | Paid Search Breakdown

Campaign	Campaign Type	Impressions	Clicks	CTR	CTR Industry Benchmark	Avg. CPC	CPC Industry Benchmark
Weddings	Search	15,481	1,043	6.74%	*4%*	$0.73	*$1.35*
Sustaining	Search	209,722	8,498	4.05%	*4%*	$0.50	*$1.35*
Sustaining Spanish	Search	27,091	1,694	6.25%	*4%*	$0.52	*$1.35*
Canada	Search	11,641	650	5.58%	*4%*	$1.82	*$1.35*

Media | Paid Social

Meta: June

4,138,381	303,712	80,146	1.94%	$11.2k
Total Impressions	Post Engagements	Clicks	CTR	Spend
↓ 15% MoM	↓ 8% MoM	↓ 8% MoM	↑ 9% MoM	↓ 8% MoM

Traffic Campaigns CTR
Sustaining: 6.91%
Weddings: 2.96%
Arts & Culture: 7.22%
Travel industry benchmark: 2.2%

Awareness Campaigns CTR
Sustaining: 0.15%
Weddings: 0.11%
Arts & Culture: 0.11%
Travel industry benchmark: 0.05%

In June, the Sustaining, Weddings, and Arts & Culture campaigns continued to run, showing continued strong results. With lowered spend, we improved efficiencies to capitalize off high quality users and maximize budget:

- **Impressions dropped 15% MoM, which is expected and was done strategically with a drop in spend**. This is to focus on more key audiences that drive traffic over awareness.
- With that drop in impressions we had a drop in clicks however, **focusing on higher quality audiences paid off, resulting in a CTR that was 9% higher** compared to May.
- **Huge callout is also the drops in metrics reflect the 8% drop in spend**. This means **efficiency improved or remained flat**, relative to spend.

Media | Paid Social

Meta: Year-To-Date

33,305,624
Total Impressions



1,492,236
Post Engagements



454,779
Clicks



1.37%
CTR



Media | Paid Social

Pinterest: June

390,002	6,073	3,038	0.78%	$2.2k
Total Impressions	Engagements	Clicks	CTR	Cost
↓ 38% MoM	↓ 29% MoM	↓ 29% MoM	↑ 15% MoM	↑/↓ 0% MoM

CTR

Sustaining: 0.87%

Wedding: 0.68%

Travel industry benchmark: 0.3%

In June, the Sustaining and Weddings campaigns continued to run:

- Moving from May, we saw expected slowdowns in Impressions on the Wedding campaign. Audiences that would be served a wedding ad are shrinking as we move into summer season.
- Overall impression volume slowed down however, we saw efficiency improve among those users served an ad, reaching a CTR at 0.78%, over 2x higher than benchmark.
- “Plan Your Stay in Paradise” was the top ad of the month.

Media | Paid Social

Pinterest: Year-To-Date

3,486,732	49,575	24,087	0.69%
Total Impressions	Engagements	Clicks	CTR



5

Digital Media Insights

Expedia | June Room Night Results - Sustaining

From those exposed to the Expedia advertising in the month of June came the following performance

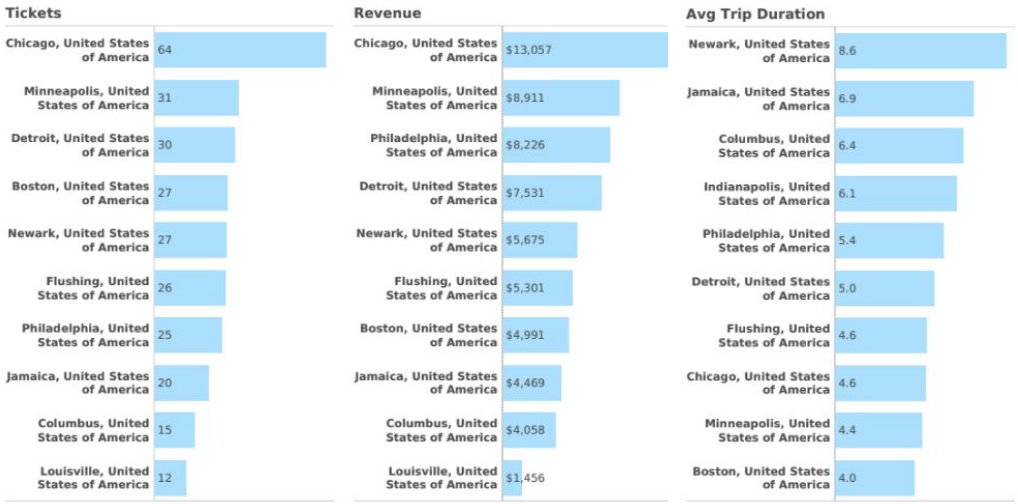
Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Revenue	ROAS
457K	1,182	0.26%	$14K	704	309.2	407	1,393	$397K	28.0

Highlights:

- The advertising drove **704 room nights** for total gross bookings of $397k
- The largest share of bookings came from Expedia Plus US ($179,000 with VRBO in 2nd at $138,000)
- The $397,000 in gross bookings made for a **28.0 Return on Ad Spend**
- **407 Airline Tickets** were sold to those exposed to the advertising
- The largest percentage (30.7%) booked 0-6 days out. The second largest was 16.4%, booked 31 to 60 days out

Expedia | June Flight Results - Sustaining

Flights booked on Expedia from those exposed to advertising



The most tickets were sold from the Chicago, Minneapolis, and Detroit markets.

Newark has the longest stay in market, at 8.6 days.

Expedia | June Room Night Results - Canada

From those exposed to the Expedia advertising in the month of June came the following performance

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Revenue	ROAS
130K	107	0.08%	$4K	23	0	116	133	$37K	9.9

Highlights:

- The advertising drove **23 room nights** for total gross bookings of $37k
- Expedia Plus Canada drove all bookings for June
- The $37,000 in gross bookings made for a **9.9 Return on Ad Spend**
- **116 Airline Tickets** were sold to those exposed to the advertising
- The largest percentage (24.8%) booked 0-6 days out. The second largest was 23.5%, tied between 7-13 and 14-20 days out

Expedia | June Room Night Results - Enhanced

From those exposed to the Expedia advertising in the month of June came the following performance

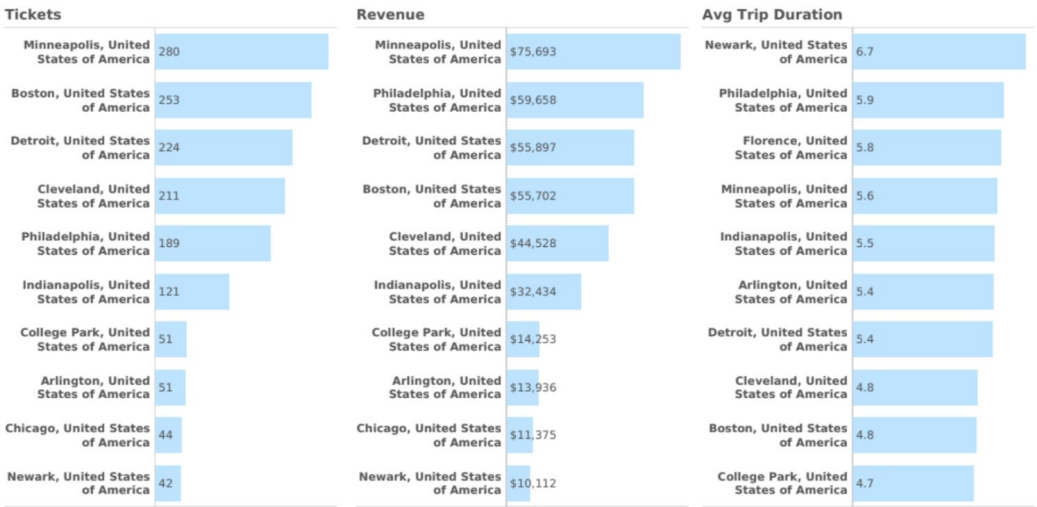
Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Revenue	ROAS
1,349K	1,471	0.12%	$41K	426	129.8	1,942	2,220	$676K	16.3

Highlights:

- The advertising drove **426 room nights** for total gross bookings of $676k
- The largest share of bookings came from ExpediaPlus US ($580,000 with VRBO second at $77,000)
- The $676,000 in gross bookings made for a **16.3 Return on Ad Spend**
- **1,942 Airline Tickets** were sold to those exposed to the advertising
- The largest percentage (22.4%) were those who booked 31 to 60 days out and the second largest (16.6%) were 0 to 6 days out

Expedia | June Flight Results - Enhanced

Flights booked on Expedia from those exposed to advertising



The most tickets were sold from the Minneapolis, Boston, & Detroit markets.

Newark has the longest stay in market, at 6.7 days.

Expedia | June Room Night Results - Expanded

From those exposed to the Expedia advertising in the month of June came the following performance

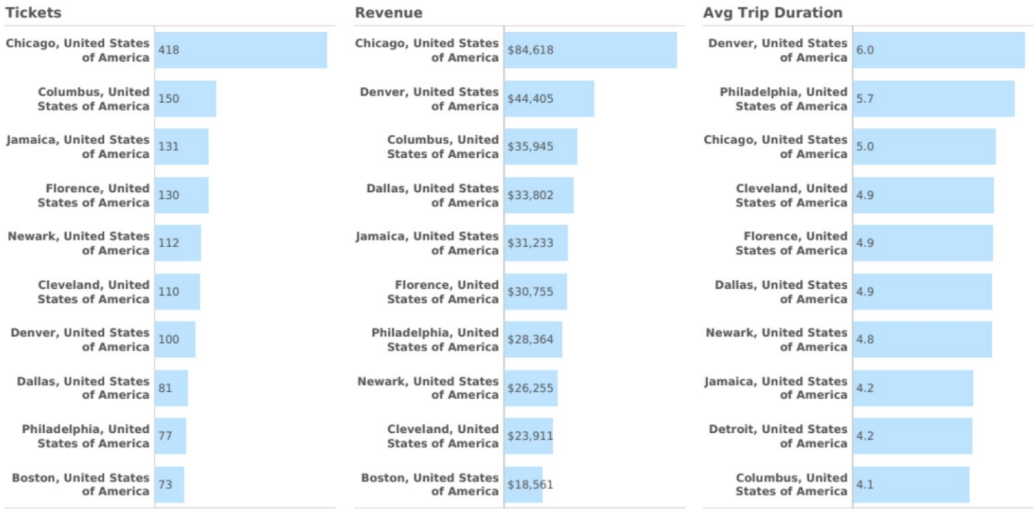
Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Revenue	ROAS
2,130K	1,917	0.10%	$54K	3,153	1,392	2,570	5,758	$2,157K	40.0

Highlights:

- The advertising drove **3,153 room nights** for total gross bookings of $2,157,000
- The largest share of bookings came from ExpediaPlus US ($1,475,000) with VRBO second ($635k)
- The $2,157,000 in gross bookings made for a **40.0 Return on Ad Spend**
- **2,570 Airline Tickets** were sold to those exposed to the advertising
- The largest percentage (23.3%) booked 0 to 6 days out. The second largest (18.8%), booked 31 to 60 days out

Expedia | June Flight Results - Expanded

Flights booked on Expedia from those exposed to advertising



The most tickets were sold from the Chicago, Columbus, and Jamaica markets.

Denver has the longest stay in market, at 6 days.

Digital Media ROAS | June Results

$239,738	$3,267,000	$3,506,738	$660,363.61
Adara Impact hotel revenue.	**Expedia** hotel and vacation rental revenue.	**Total Revenue** from those exposed to digital advertising in June FY25	Spent in June digital advertising

June FY25 ROAS = 5.31X Return on Ad Spend

Adara IMPACT | June Results

From those exposed to our digital advertising in June the following results were shown.

126
Hotel Bookings

5,532
Hotel Searches

588
Flight Bookings

11,744
Flight Searches

$239,738
Hotel Revenue

44,447,580	**55,573**	**27,498**
Total Impressions	Total Clicks	Total Trackable Website Visits

Adara IMPACT | June Booking Window

From those exposed to our digital advertising in June the following results were shown.



Booking Windows:
The booking window - from when they booked to arrived in destination - for flights was approx. 53 days, around 7.5 weeks.

The booking window - from when they booked to arrived in destination - for hotels was 80 days, about 11 weeks.



THANK YOU



Website Analytics

June 2025 I August 19, 2025

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Google Analytics

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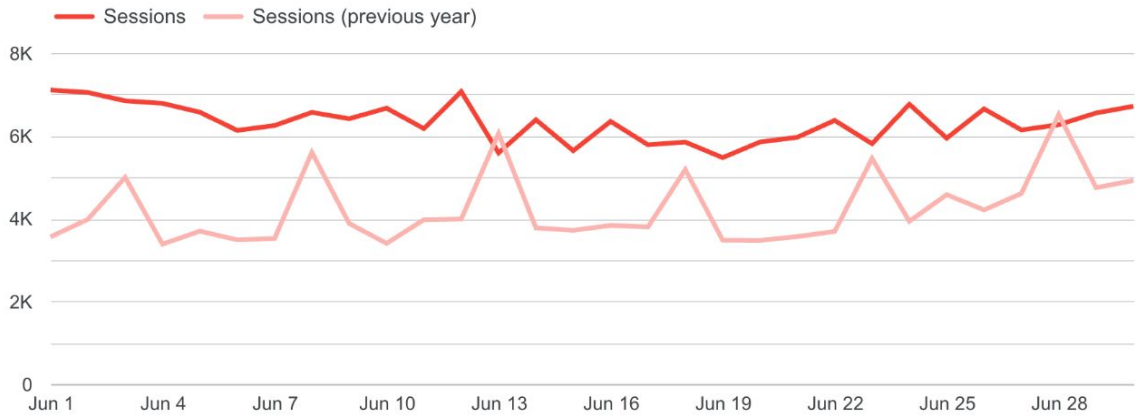
Jun 1, 2025 - Jun 30, 2025

Sessions	Engaged sessions	Total users	Views	Engagement rate	Views per session
187.9K	53.1K	166.3K	245.0K	28.3%	1.3
↑ 49.1% YoY % Change	↑ 5.6% YoY % Change	↑ 48.4% YoY % Change	↑ 31.6% YoY % Change	↓ -29.2% YoY % Change	↓ -11.8% YoY % Change

Traffic Over Time



Traffic Over Time

Day of week	Sessions
Monday	
Tuesday	
Wednesday	
Friday	
7	
Thursday	
Saturday	

1 - 7 / 7

Top Pages by Views

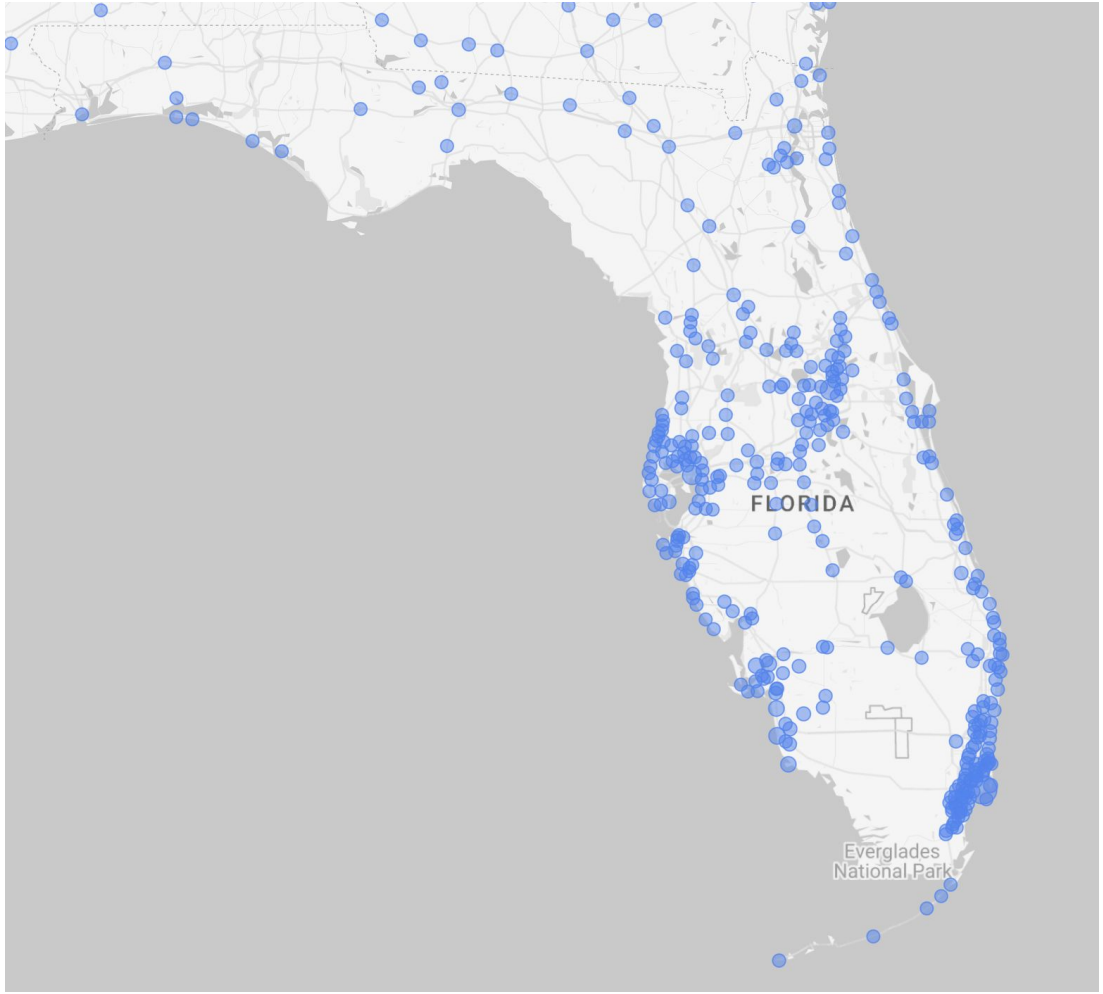
Landing page	Views ▼	% Δ
/	66,759	-13.3%
/beaches	37,756	-9.4%
/es	23,113	-19.2%
/plan-your-trip/articles/find-your-beach-naples-marco-island	17,716	3,890.1%
/listing/jw-marriott-marco-island-beach-resort	8,656	11.0%
/things-to-do/dining	8,231	-28.6%
/places-to-go/cities/marco-island	4,640	-12.7%
/plan-your-trip/weddings	3,881	-1.3%
/things-to-do/events	3,850	-32.1%
/plan-your-trip/articles/things-do-marco-island-florida	3,294	23.0%

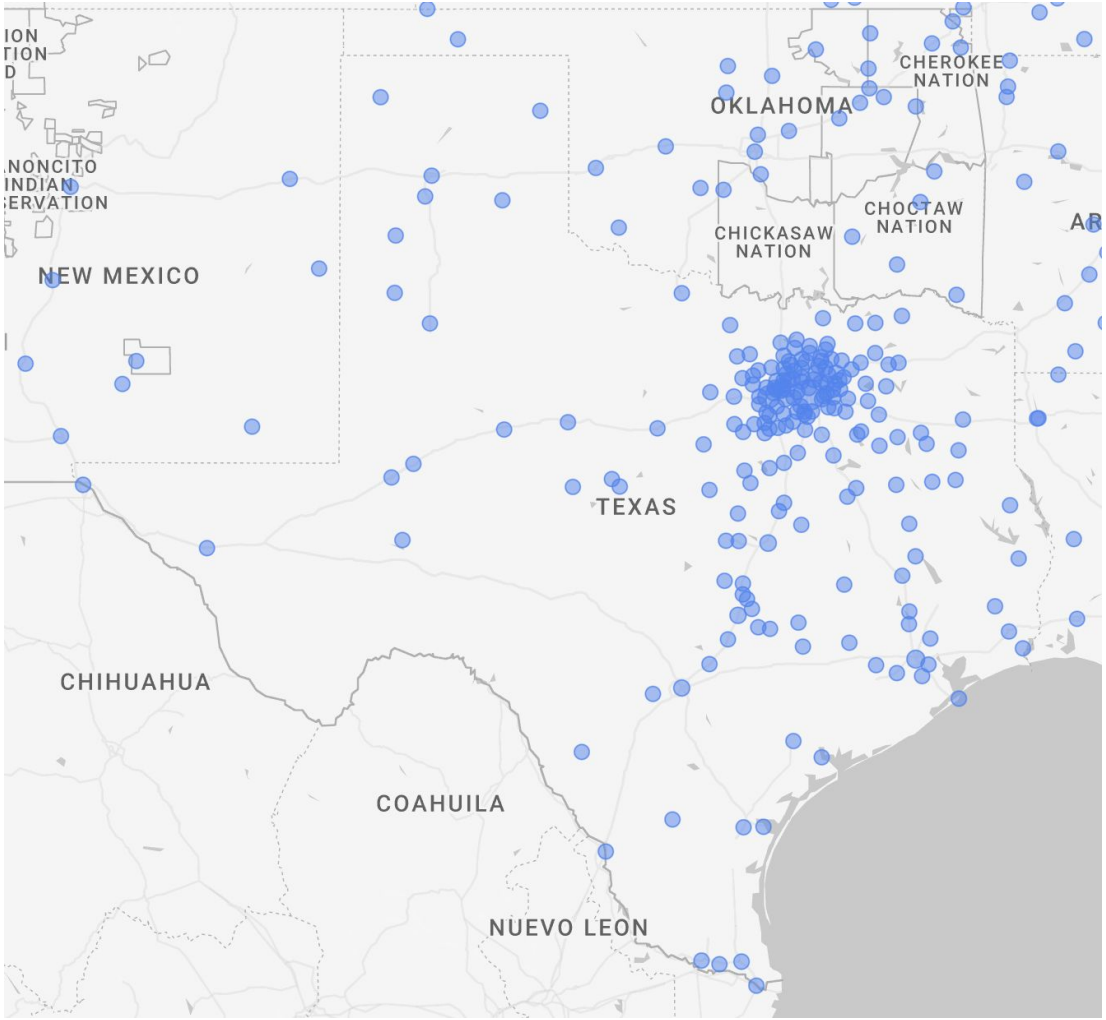
Top Locations

	City	Sessions ▼	% Δ
1.	(not set)	19,683	111.4% ↑
2.	New York	7,135	39.6% ↑
3.	Miami	4,886	-57.6% ↓
4.	Dallas	4,241	303.1% ↑
5.	Ashburn	3,680	-69.5% ↓
6.	Chicago	3,534	16.9% ↑
7.	Columbus	2,611	782.1% ↑
8.	Atlanta	2,595	-3.5% ↓
9.	Charlotte	2,460	1,136.2% ↑
10.	Orlando	2,359	24.7% ↑

	Region	Sessions ▼	% Δ
1.	Florida	35,365	-16.7% ↓
2.	Texas	16,844	509.0% ↑
3.	New York	11,923	68.3% ↑
4.	Ohio	11,323	343.5% ↑
5.	Georgia	8,405	67.7% ↑
6.	Illinois	7,702	81.8% ↑
7.	North Carolina	7,276	323.3% ↑
8.	Virginia	6,962	-48.5% ↓
9.	Pennsylvania	6,058	121.9% ↑
10.	Colorado	5,830	1,195.6% ↑

Understanding top origin markets helps inform future geo-targeting strategies and validates current marketing efforts in those DMAs.


FLORIDA
Everglades
National Park


CHEROKEE NATION
OKLAHOMA
CHICKASAW NATION
CHOCTAW NATION
NEW MEXICO
TEXAS
CHIHUAHUA
COAHUILA
NUEVO LEON

Events - Goal Completions

eNews SIgnup	Guide Order	Deals Views	eBook Views
309	192	1,190	0
⬆ 1.3% YoY % Change	⬆ 2.1% YoY % Change	⬆ 18.8% YoY % Change	N/A YoY % Change

Definitions

Views (Pageviews): Fire immediately when the web browser begins to load a page

Sessions: Group of user interactions with your site or app that take place in a given time frame. Is initiated when a user views a page or screen and no other sessions is active, a session is end after 30 minutes of inactivity

Engaged Session: The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screens or page views

Engagement Rate: Percent of engaged sessions; the inverse of bounce rate; (Engaged Session / Sessions)

Views per Session: The number of pages your users viewed per session

Total Users: The total number of unique users who logged an event on the site

YoY % Change: Year over Year, the change in metric as a comparison to the previous year

Thank You for Your Partnership.

Paradise
apartnerforgood.com

National Public Relations Update

TDC Meeting

Services conducted in
June 2025

LHG & CVB PR EFFORTS

LOU HAMMOND GROUP

Media Highlights

Media Impressions: 212.8M
Media Value: $190.9K

Monthly Content Topics

- Hotel & Resort Summer Deals
- Skip The Hamptons: Naples + Marco Island Dupes
- Coastal Wildlife Encounters
- 40th Anniversary of The Ritz-Carlton, Naples
- The Opening of the Naples Beach Club, A Four Seasons Resort
- Multi-Generational Travel
- Health & Wellness Resorts; Destinations for Rest & Relaxation
- Best Stargazing Experiences
- Where to Go in 2026 – Best Places to Travel & Why

Media Highlights

NAPLES MARCO ISLAND EVERGLADES℠
FLORIDA'S PARADISE COAST

Condé Nast Traveler

June 8, 2025
UMV: 3,789,325

ROAD TRIPS

The 10 Best Road Trips on the East Coast, From Maine to Florida

From Florida's Overseas Highway to upper Maine, these East Coast gems are rife with historic sites, culinary stops, and incredible hotels.

Where to stop: From Miami, take the Tamiami Trail across the Everglades. For a true backcountry experience, detour to Chokoloskee for a boat tour of the Ten Thousand Islands or stay overnight at Big Cypress Gallery Swamp Cottages, run by renowned Everglades photographer Clyde Butcher. Guests can book a guided swamp walk—yes, it involves wading waist-deep through flooded terrain—for a rare, immersive look at this ecosystem. Prefer to stay dry? Try Corkscrew Swamp Sanctuary near Naples, where a boardwalk trail weaves through orchid-filled wetlands and bird habitats. Once on the Gulf side, head for Longboat, Lido, and Siesta Keys for ambles along endless powdery beaches and the charm of laidback coastal towns.

Where to eat: In Miami Beach, hit Tala Beach for toes-in-the-sand Spanish plates with live music (during Florida's cooler months); or feast at Aviv, where James Beard Award-winner Michael Solomonov brings Israeli flavors to Miami's booming dining scene. While crossing the state, stop in Everglades City at Camellia Street Grill for blackened grouper tacos and peanut butter pie. On Longboat Key, linger over a sublime steak or expertly grilled seafood at CW Prime, where local ingredients meet open-flame precision.

USA TODAY 10BEST

June 4, 2025
UMV: 393,536

Top destinations for food lovers: 5 towns in the South to put on your radar

Naples, Florida



Championship golf courses? Check. Gorgeous beaches? Yup. One of the best small town food scenes in America? You betcha.

With its coastal setting, you know Naples' seafood restaurants and waterfront dining are [chef's kiss], but this small town food scene delivers beyond the obvious. For instance, you'll find SOFRA Restaurant at The Ritz-Carlton, one of the best hotel restaurants in the country — not only for its eastern Mediterranean cuisine, but for its impeccable service and attention to detail. There's also chef Vincenzo Butelia's culinary stars: Osteria Tulia for Italian fare and The French Brasserie Rustique for a plate of steak frites that's très magnifique.

If seafood is what you're after, slurp fresh oysters and order a bowl of seafood bouillabaisse at the wildly popular Swan River Seafood. Not sure what sounds good? Take a stroll along Fifth Avenue South and Third Street South, where you'll find an impressive lineup of dining hot spots of all culinary persuasions.

January is a great time to visit Naples, as the town hosts its nationally ranked Winter Wine Festival. This annual event, which draws top chefs and vintners, offers a full social calendar of wine tastings and intimate dinners for those with a distinguished palate. Even better, this is a mission-driven festival, with those in attendance raising their glasses to raise money for children's charities.

Media Highlights

NAPLES MARCO ISLAND EVERGLADES℠
FLORIDA'S PARADISE COAST

Southern Living yahoo!life — June 8, 2025 — UMV: 57,662,874

Florida's 14 Gorgeous Coasts Each Have Something Unique To Offer—Here's Our Ultimate Guide



Paradise Coast

- Sophisticated, but balanced with a natural, untamed side

Where Is The Paradise Coast?

Paradise Coast spans from Naples to Marco Island and into the western Everglades.

FUN FACT

You can now step into the shoes (or behind the lens) of famed Everglades photographer Clyde Butcher by staying in a cottage behind his Big Cypress Gallery. Take a guided swamp walk to understand how the artist captures his photographs.

https://tinyurl.com/2xyh3cyh

Southern Living Aol. — June 19, 2025 — UMV: 39,212,210

19 Florida Beaches That Could Pass For The Caribbean

Keewaydin Island



Naples/Marco Island

Although in-the-know locals flock here on the weekends, most beach connoisseurs don't even realize this pristine seven-mile stretch of paradise exists. A barrier island located between Marco Island and Naples, Keewaydin Island is mostly undeveloped land, lending the spot a remote vibe you'll love. Since there are no roads, cars, or bridges, you'll need to a boat to get around. For that, try the services of Hemingway Water Shuttle. When you're not sunning yourself, take a trip to Rookery Bay, one of the few remaining undisturbed mangrove estuaries in North America, or watch for wildlife, including loggerhead sea turtles, wild boars, and bobcats.

paradisecoast.com; barrier island beach between Naples and Marco Island, Marco Island, FL 34145

PLAN YOUR TRIP

https://tinyurl.com/3b7fdjpm

Southern Living yahoo!life — June 8, 2025 — UMV: 57,662,874

9 Southern Retreats With The Dreamiest Skies For Stargazing

Below, we rounded up some of the best places in the South for stargazing—from a Dark Sky Park on the coast of North Carolina to a mountaintop observatory in the Blue Ridge Mountains.



Big Cypress National Preserve, Florida

Big Cypress National Preserve might be located between two major Florida cities, Naples and Fort Lauderdale, but its 700,000-plus acres are bordered by Everglades National Park and other protected lands, which keep the region wild and its skies dark. The Dark Sky Park has a lineup of ranger-led astronomy programs throughout the year—they're free and open to the public—bringing visitors on a journey through constellations, planets, and other galaxies. Even if you don't end up participating in one of the programs, the preserve is still a place you definitely want to check out; it's home to the Florida black bear and the Florida panther, after all.

https://tinyurl.com/2xyh3cyh

Media Highlights

NAPLES MARCO ISLAND EVERGLADES℠
FLORIDA'S PARADISE COAST

FLAMINGO

June 4, 2025
UMV: 11,643

New and Noteworthy Openings Across Florida



The Perry Hotel Naples

NAPLES

Naples has long been known for luxe living, and now the new Perry Hotel adds a modern take on Old Florida to its hospitality scene. Situated along the Cocohatchee River, The Perry Hotel Naples is the region's newest boutique property, a 160-room hotel with a host of sophisticated offerings. At the top: Tigress, a Cantonese-style restaurant from celebrity chef Dale Talde, pairs bold flavors with panoramic coastal views. Next door is cocktail lounge Easy Tiger. Led by James Beard Award-winning mixologist Lynnette Marrero, the lounge delivers inventive drinks like the Fun-tini in a chic, sky-high setting. Outdoorsy types can take advantage of the resort-style pool, set off on kayak excursions on the Cocohatchee River, relax on sunset cruises and hire private charters from the nearby nature preserve.
perryhotelnaples.com

USA TODAY

June 27, 2025
UMV: 50,707,665

Breathtaking scenes from Florida Everglades National Park



A tour of the Everglades.

Florida's Paradise Coast, USA TODAY



The milky way looms over the Everglades off the Tamiami Trail in the early morning hours of June 17, 2020. In Florida, the best time to view the milky way is April-September. It will be visible in the southern sky.

Media Meetings

At IPW 2025 (June 16), the U.S. Travel Association's four-day event in Chicago showcasing U.S. travel destinations to international and domestic journalists, LHG met nearly 20 high-profile media contacts, including:

- Elaine Glusac (Freelance: *The New York Times*)
- Sheeka Sanahori (Freelance: *The Washington Post*)
- Karen Cicero (Contributing Editor; *Good Housekeeping*)
- Andrea Guthmann (Freelance Journalist: *TIME*)
- Larry Bleiberg (Freelance: *BBC Travel*)
- Cynthia Drake (Freelance: *Travel + Leisure*)
- Benjamin Din (Lead Travel Writer and Content Strategist: *NerdWallet*)
- Derrick Lang (Editor-in-Chief: AAA – *Westways* and *Explorer*)
- Scott Laird (Freelance: *Fodor's Travel*)

Media Relations

Media Visits: Current

UK FAM (June 9-13)

- **Mira Sergeant**, Freelance Travel Writer, *ARCADIA Magazine*: luxury print and digital platform covering style, culture, and travel.
- **Harry Williamson**, Staff Journalist, *The Scottish Sun*: Scotland's top-selling daily covering news, sport, and lifestyle.
- **Nicola Donnelly**, Staff Journalist, *Irish Daily Star*: widely read Irish paper with a lively mix of news.
- **Bridget McGrouther**, Freelance Journalist, *The Sunday Post*: popular weekly with human interest and travel features across Scotland and beyond.





Media Visits: Upcoming

- Germany Group FAM (July 12-17)
- Garden & Gun Event at Sails Restaurant (July 25)
- Lisa Beach, Freelance (Nov. 13-16)

Communications

Partner Newsletter

- Monthly CoastLines Newsletter on May 29
- Award e-blast congratulating Rising Tide Explorers and The Dolphin Explorer on USA Today 10Best recognition

Written Materials

- Shared pitch materials with international PR teams to amplify their efforts
- Destinations Florida's newsletter, Tourism Marketing Today, spotlighting the PR team's work in establishing Naples as a premiere culinary destination

Projects

- Vetted (2) influencer inquiries on behalf of Florida's Paradise Coast
- Vetted inbound America250 partnership request, providing PR council

Thank you!

Proud to be your Partner in Paradise!

Collier COUNTY MUSEUMS

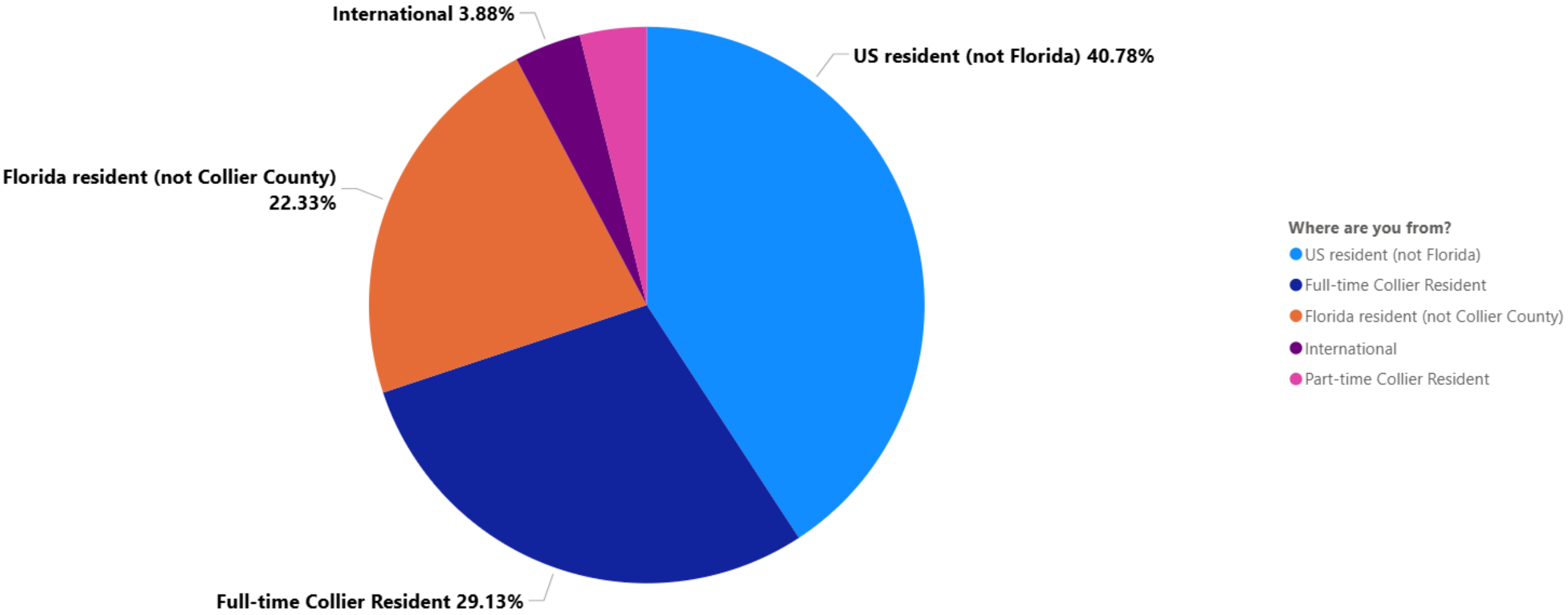
VISITATION

June 2025

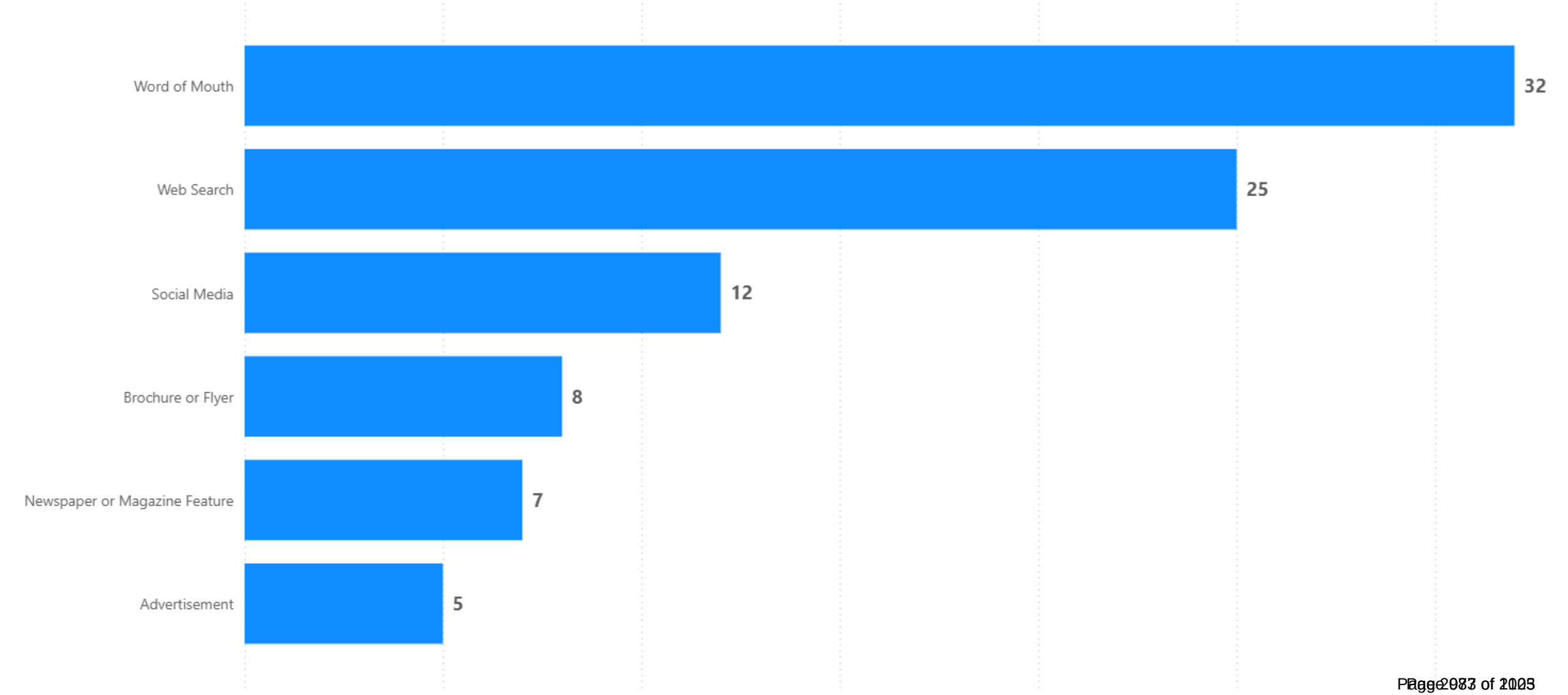
3,902 TOTAL VISITORS IN JUNE

	June 2024	June 2025
Collier Museum at Government Center	839	653
Immokalee Pioneer Museum at Roberts Ranch	256	536
Marco Island Historical Museum	1813	2073
Museum of the Everglades	554	640
Naples Depot Museum	36	0
TOTAL	**3,498**	**3,902**
Outreach: Educational	194	135
Outreach: Marketing	20	0

Where are you from?



How did you hear about us?



Free-Form Responses

How would you describe your experience at the museum today?

"This museum has the most extensive one we've ever seen. The property is large and the separate buildings that all show off different aspects of Collier"

"Great visit, we learned a lot."

Do you have any recommendations for improving the museum experience?

"It would be nice to possibly have a tour guide since the facility is so large although the building with the artifacts had a very nice lady in it."

"Make the bank across the street a museum."

Customer Satisfaction

Overall Experience

4.97

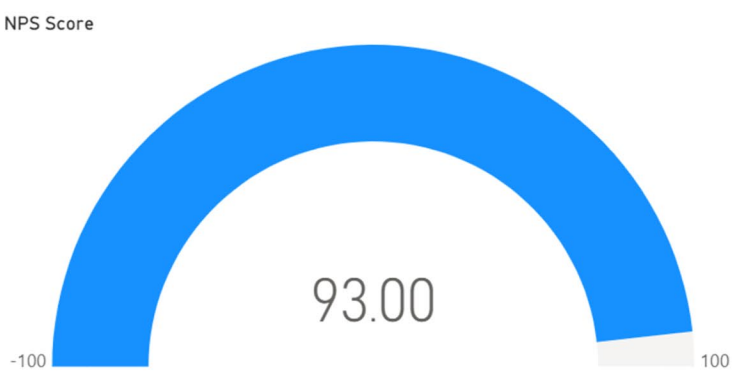
★★★★★

Service Satisfaction

5.00

★★★★★

How likely are you to recommend us to a friend or colleague?



93
Promoters

7
Passives

(Blank)
Detractors

Current Exhibits

Collier COUNTY MUSEUMS

MENU

From Piccadilly Pub to The Pewter Mug: A Local's Dining Experience

Collier Museum at Government Center

July 8 to August 30



Folklore, Fish Tales, & Family Stories: Legends of the Everglades

Museum of the Everglades

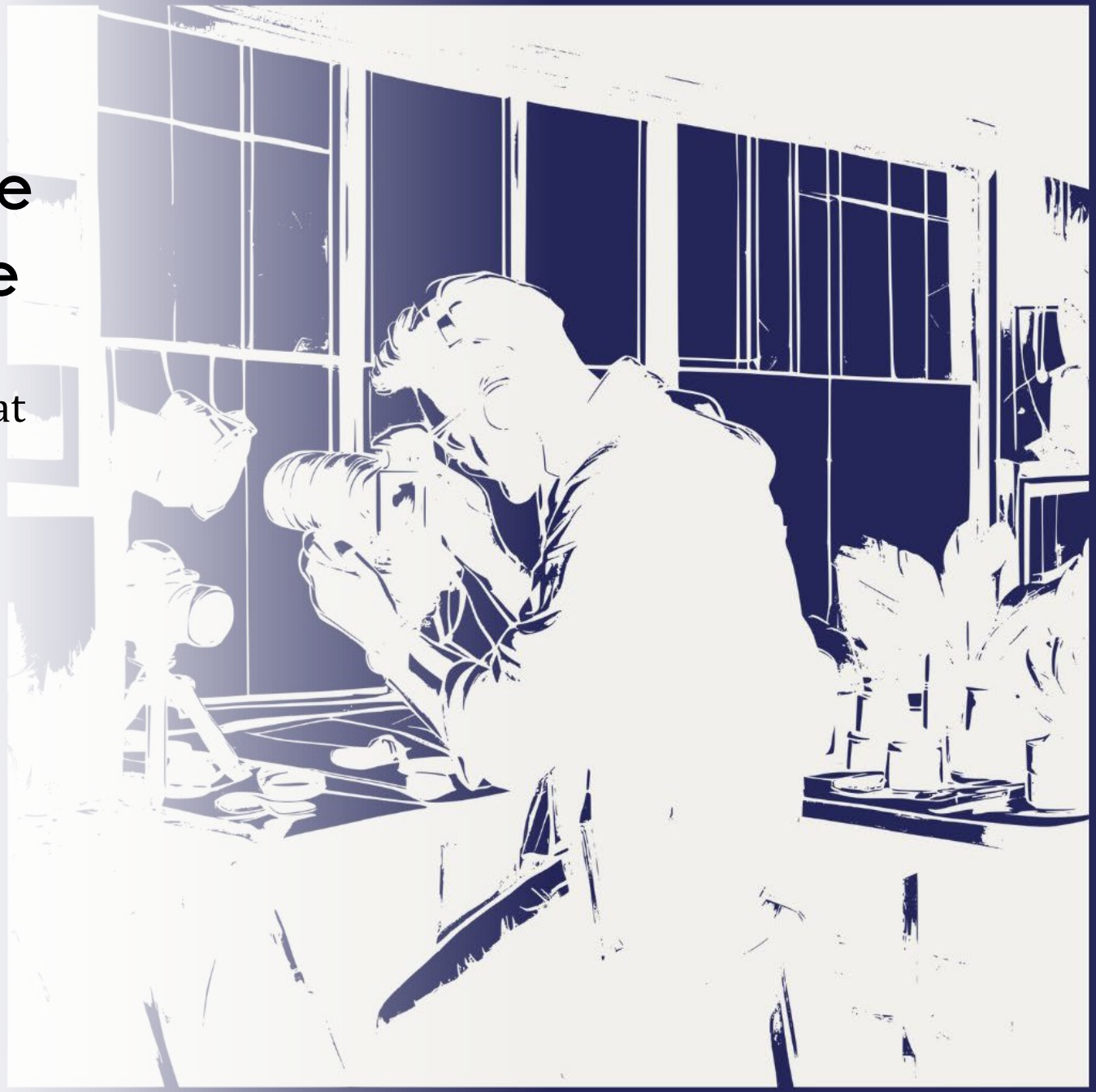
May 6 to September 6

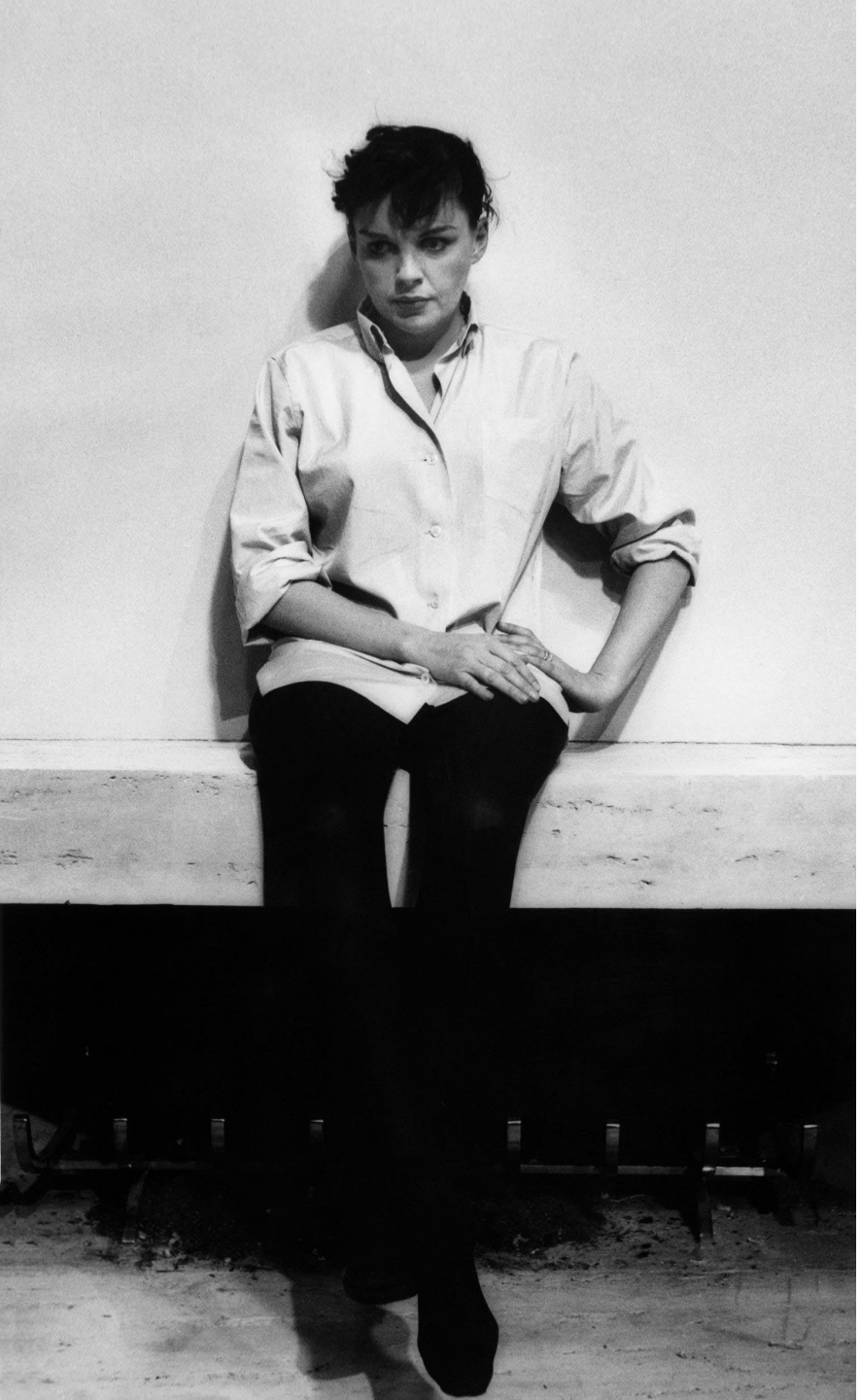


A Community Art Fair: Exploring the Art of Perspective

Immokalee Pioneer Museum at Roberts Ranch

July 1 to October 18





Backstage Hollywood: The Photographs of Bob Willoughby

Marco Island Historical Museum

June 7 to October 18



UPCOMING PROGRAMS

Third Thursday Lecture: Remembering Mayor McLeod

Museum of the Everglades

August 21 at 2pm

Visit colliermuseums.com for more



UK & IRELAND MONTHLY REPORT
OMMAC Activities
Reporting Period: June 1-30, 2025

STRATEGIC HIGHLIGHTS

- Group Media FAM in destination, 9-13 June 2025, with four UK & Irish media see details below.
- UK Trade FAM pre IPW in destination, 11-14 June 2025 – see details below.
- IPW Attendance – Signature US Travel Association event, Chicago, 14-19 June 2025

UK AND IRELAND MARKET UPDATE

- The UK economy improved modestly in June, inflation easing to 3.4% due to lower energy prices. Bank of England cut base interest to 4.25% - possibly lower if inflation continues to slow.
- GDP growth was positive in Q1 at approximately 0.7%, but overall growth for 2025 is forecast to remain around 1%.
- Official government figures indicate that UK visitor numbers to the US are holding firm despite concerns over the impact of the current administration's global trade policies and dollar value.

MARKETING, SALES, AND PROMOTIONAL ACTIVITY
TRADE OVERVIEW

- Despite cost-of-living concerns, travel demand remains resilient, according to a new report on outbound travel from ABTA. Brits are prioritising quality and experience, with increased spend per trip even as the overall volume of travellers softens slightly.
- Premium leisure remains buoyant, with clear growth in shoulder-season and long-haul travel.
- Agents continue to play a key role in driving bookings, supported by operator innovation and investment with TUI and Hays Travel reporting strong year-on-year growth while high-end brands such as Carrier and Abercrombie & Kent are seeing solid demand.
- At IPW, Brand USA reported steady UK market performance despite exchange rate pressures. The USA May MegaFAM incentive generated over 10,000 bookings, highlighting strong trade engagement and sustained interest in US travel.

TRADE ACTIVITY

- IPW 14-19 June, Chicago, participated with leading USTA trade show, with estimate 5K delegates. Attended with CVB colleagues and Industry partner Hilton Marco Island Resort and Spa. Supported planning and appointments ahead of the show and worked closely with CVB team to facilitate and prepare for key trade meetings. The show delivered a valuable cross-market appointment programme, meaningful connections driving new opportunities to grow travel to Florida's Paradise Coast (FPC) including FAM planning, co-op proposals, tactical marketing and itinerary content for 2025/26.
  Engagement with 26 scheduled appointments, including Visit Florida Head office and NTTO. Plus an estimated 60+ total engagements, including informal meetings and additional networking events with Visit USA UK and Ireland and Visit USA France, pre-opening IPW event.
  Key Themes: strengthened relationships with international buyers and DMO partners; advanced co-op and FAM discussions for 2025–26; shared latest destination developments and positive messaging and reinforced FPC image as an inspiring, welcoming and differentiated Florida destination.
- Media Fam 09-14 June, final activation of fam together with Tour Operator, Travelplanners to act as our Call to Action (CTA) and secure airline support. Four national media from UK and

Ireland confirmed: ARCADIA Magazine; The Irish Daily Star; The Scottish Sun and The Sunday Post. Hosted hotel partners included Hilton Marco Island and Inn on Fifth. Worked closely with LHR regarding the itinerary and to ensure execution of this very successful trip.

- Trade Fam-pre IPW 11-14 June '25 – together with Aer Lingus and Central Florida. Attendees included: USAirtours; Hays Travel; Gold Medal and Travel Weekly – with focus on showcasing hotel partners and post hurricane recovery. Opportunity to meet senior teams within hotels and interview with Travel Weekly provided. A very successful trip and first visit for all attendees.
- Attended meeting with CVB team during week of fams – current updates received.
- Ongoing follow up post current activity mentioned above and registration for upcoming events and opportunities for remainder of 2025.
- Updates – industry updates included within our CVB weekly zoom meeting for planning.
- Mailing House – maintaining the distribution of CVB literature for consumer and trade requests.
- **Images:** L to R: *Trade Fam group at Perry Hotel with their team; Media Fam Group at JW Marriott Marco Island with their team; IPW booth with G. Katzman, Hilton Marco Island and attending IPW meeting.*







PUBLIC RELATIONS AND COMMUNICATIONS ACTIVITY

- **Media Trends** - Active and adventure travel, summer beach holidays and solo travel.
- **Media Pitches (5)** - Themes include: Escorted tours, 2026 travel news, major global sporting events, hotel openings and island holidays.
- **Media Meetings (4) -** April Hutchinson, Editor, TTG Luxury; Chris Leadbeater, Travel Correspondent, The Telegraph; Kim Davis, Freelance; Lucy Aspden, Senior Commissioning Editor, The Telegraph.
- **Media Fam (4)** – mentioned above - OMMAC has sent follow ups and are tracking coverage.

DATE	PUBLICATION	MEDIA TYPE	JOURNALIST	HEADLINE	REACH	EAV ($)
04.06.25	H&N Magazine	Online	Angela Riches	Five ways to explore Big Cypress National Preserve, the first national preserve in the United States	22,200	$608
09.06.25 -14.06.25	@miramakeup on Instagram	Instagram Stories	Mira Sergeant	118x instagram stories	141,000	$3,847
18.06.25	Viestra Magazine	Online	Alex Holman	Florida's Paradise Coast Is Having a Moment	56,000	$1,523
20.06.25	The Borough of Hounslow Herald	Print	Alex Holman	Florida's Paradise Coast Is Having a Moment	5,000	$1,360
21.06.25	The Scottish Sun	Online	Harry Williamson	See you later alligator! You have the eyes of a hawk if you can find the alligator hiding in this swamp	1,450,000	$39,160

PDFs here

TOTAL (5)	**1,674,200**	**$46,498**

10. DACH & BeNeLux MARKETS

DiaMonde e.K., Annette Eckhardt, Account Director

June Review

- Site visit of Annette Eckhardt, German rep. in Naples, June 10-14
- Site visit of Swiss tour operator KUONI Switzerland (2 pax) in Naples/Marco Island, June 16-17/June 19-20
- Attendance at IPW 2025 in Chicago, June 15-19
- Attendance at German delegation breakfast of Visit USA Germany on June 15
- Launch of our standalone podcast with Germany's leading trade magazine fvw
- Mail-out of our standalone Paradise Coast B2C newsletter, June 4
- Publication of our standalone podcast with fvw.
- Sent out the "Save the date" for our luxury trade fam from Dec 6-11

July Forecast

- Campaign planning FY 25-26
- Finalization IPW Follow-up
- Destination Germany market update call w. The Perry Hotel, Jamie Willie & Claudia Wood, July 1
- Launch of our family travel blog w. Little Travel Society

Summary of Achievements

- In June 2025, BZ. COMM generated 9 media placements with a combined reach of 2.799.522and a media value of 49,967 EUR which equals in 58,671USD.
- Executed 20+ confirmed trade and media appointments during IPW 2025 – Detailed report will be sent to Claudia Wood.
- Secured all hotel partners (LaPlaya, Inn on 5fh and The Perry Hotel) for our luxury trade fam im December 2025

Sales Activities – B2B & B2C

- Exciting West, Charlotte Van de Sompele
  New Contact
  They are a new tour company, established two years ago specializing in North America. They plan to publish a luxury travel book incl. an itinerary linking to the website. The deadline is mid-July, and publication is in Sep (20 k copies). They are using NWT as DMC and are interested in cooperation with FL Keys. Charlotte is planning a personal trip in April/May 2026. DiaMonde will follow up on the opportunity.
- TUI Deutschland GmbH, Product Management North America, Sonja Rabba, Germany
  Key Account
  Their business is a little down and they hope for some late summer/early fall bookings. They are using Bonotel, ATI and Hotelbeds. Sonja told us that she would like to add more static wholesale contracts, and they have just signed the contract with Naples Grande which is one of their bestsellers. They are planning a Florida campaign with Brand USA and DiaMonde will follow up with the marketing team after IPW. We gave detailed hotel update, and she was very interested in the Perry Hotel. Regarding their room night production Sonja

gave us the following data: Summer 24: high 3-digit pax figures and high 4-digit room nights (each slightly above the previous year). Winter 24/25: medium 3-digit pax figures and high 3-digit room nights (each slightly below the previous year). Summer 25: low 3-digit pax figures and low/medium 3-digit room nights (each significantly below the previous year) The figures for Florida have been back on a good growth trajectory since summer 24 (after the recovery phase since the pandemic took longer here than in other regions of the USA). Unfortunately, however, we have also seen a sharp slump in the US booking business since the spring.

- **Faszination Fernweh, Manuela Duebler, CEO, Germany**
  They are launching a new website including a new microsite for Naples. They are working with NWT and ATI and the requests for 2026 are on the same level as for 2025. Ski and Florida combinations are very popular with their clients and FY 25 (until 05/31) they have already booked 698 room nights for our region. Manuela thinks that the business will develop positively, good flight rates and the hotel rates seem to go down. To push sales for fall and 2026 we are planning a standalone Naples, Marco Island & Everglades campaign to be launched in September.
- **Expedia Group Media Solutions, Mario Retzerau, Senior Business Development Manager DACH**
  Followed up with Mario regarding the latest night room production. So far, they have booked 1286 pax and 2,868 room nights to Naples, Marco Island & Everglades from Germany.

Marketing Activities

- **fvw Medien Gruppe, Verlag Dieter Niedecken GmbH, Florian Hölzen, Deputy Director Sales, Germany**
  Confirmed our participation at "South Florida Destination Day" of Germanys leading travel trade publication "FVW". For the B2B education day we will be collaborating with Sarasota and The Keys and the package a 25-minute webinar, editorial expert round, live stream, 2 weeks banner placement, editorial announcements (online, social media, stand-alone newsletter). The day is planned for September 10 and in average 150 B2B contacts follow the live stream and the average views in the media library are 500 viewers afterwards.
- **Urlaubstracker GmbH, Melanie Wittek, Germany**
  Melanie shared the results of our recent campaign. Please see details in the clipping report. Our deal post has generated 144 room nights at Naples Bay Resort / US$ 37,728 turnover Cost share for the campaign was US$ 2,500.

Media / PR / Communications Activities

- **Naples, Marco Island & Everglades Press Release**
  In June 2025, BZ. COMM generated 9 media placements with a combined reach of 2.799.522and a media value of 49,967 EUR which equals in 58,671USD.
- **Naples, Marco Island & Everglades Newsletter**
  We created and mailed-out of our standalone Paradise Coast B2C newsletter to our data base of 2,501 contacts (B2B/B2C) in Germany on June 4. The newsletter had an overage opening rate of 28.1%.

- **Social Media Posts**
  Paradise Coast has been allocated a series of social media posts on the German Paradise Coast B2C Page (16k followers) and the B2B page. The total reach for June 2025 was 2,262.. Please refer to the clipping report for screenshots of the posts.

Addendum

- DiaMonde Clipping Report June 2025

SYNERGY DESTINATIONS
Reporting Period: June 1 - 30,, 2025

Highlights:

- **Fantastic month for bookings - 7 definite programs**
- **3422 Total Room Nights including a short term program for July 2025**

Subject	June 2024	June 2025
Number of Meeting Planner Contacts	375	370
Number of RFP leads sent	22	35
Number of Shows Attended	2	2

RFPS

Event Name	Organization	Contact	State	Dates	Room Nights
Stamford NFOM	**Helmsbriscoe**	**Theresa Sajnaj**	**IL**	**October 16-18, 2025**	**1100**
NADA March 21-24, 2027	**Maritz Global Events**	**Amy Braun**	**MO**	**March 21-24, 2027**	**87**
AmerisourceBergen 2026 Thought Leaders	Maritz Global Events	Patty Lai	PA/MO	April 13-16, 2026	1040
Red Stone Equty Partners Company Meeting	Red Stone Equity Partners	Lisa Zent	KY	April 19-22, 2027	342
PKA Fall Summit	Maritz Global Events	Missy Erickson	FL/MO	December 16-18, 2025	96
2026 MFS DOE	One10	Elizabeth Anderson	OH	April 13-22, 2027	207
NADA January 21-23, 2026	Maritz Global Events	Amy Braun	MO	January 20-24, 2026	38
PDS Health OM Champions 2027	Maritz Global Events	Elaine Kady	CA/MO	September 16-19, 2027	309
2026 Williams Parker Spring Retreat	Maritz Global Events	Missy Erickson	FL/MO	May 1-3,2026	188
ManSol 2026 Sales Kickoff	Meetings Made Easy	Michael Ferreira	MI	January 26-29, 2026	387
Sherwin-Williams Circle of Excellence 2027	BI Worldwide	Debra Deneen	MN	March 7-14, 2027	611
Sherwin-Williams SWMIP 2027	BI Worldwide	Debra Deneen	MN	February 24-28, 2027	1064

SYNERGY DESTINATIONS
Reporting Period: June 1 - 30,, 2025

Chiesi Presidents Club 2026	BI Worldwide	Debra Deneen	MN	April 4-8, 2027	175
National Interstate Turbo Advisory Board Meeting (JW Marriott)	**National Interstate Insurance**	**Maureen Primosch**	**OH**	**March 3-6, 2026**	**100**
Best Buy T4 Q2 Strategy Meeting (Hilton Marco Island)	**HelmsBriscoe**	**Lisa Heim**	**MO**	**July 14-16, 2025**	**40**
Trace3-2026 Company Kickoff	NHS Global Events	Bryan Ganek	IL	February 1-4, 2026	1060
Florida Taxwatch Spring Meeting 2026	Maritz Select	Elizabeth Pardillo	FL/MO	April 6-9, 2026	150
2026 NCM Mutual Winter Board Meeting	ConferenceDirect	Joe Millenbach	MN	December 1-5, 2026	135
NADA May 15-27, 2027	Maritz Global Events	Michelle Rezik	MO	May 17-19, 2027	35
ITW Global Brands KH February 2026	HelmsBriscoe	Theresa Sajnaj	IL	February 8-12, 2026	305
2026 Red Hat SAB	Maritz Select	Maribeth Oberheide	CO/MO	October 20-222, 2026	131
NADA Feb 11-13, 2026 (Hilton Marco Island)	**Maritz Global Events**	**Amy Braun**	**MO**	**February 11-13, 2026**	**38**
NADA GG17 April 17-21, 2027	Maritz	Dawn McAtee	MO	April 17-21, 2027	95
NCM04560 2072 Naples February 2027	Maritz	Julie Kissel	FL/MO	February 20-23, 2027	96
NCM04559 2072 Naples February 2027	Maritz	Julie Kissel	FL/MO	February 21-24, 2026	96
Hearth & Home Technologies	HelmsBriscoe	Gretchen Carlson	MN	December 7-12, 2025	106
Novartis Fall 2026 CE Summit (JW Marriott)	**Maritz/Novartis**	**Teri Thomsen**	**NY**	**October 2-6, 2026**	**1440**
Luxottica-LensCrafters 2026 SMM Summit	BCDME	Shawn Lewellyn	IL	May 16-22, 2026	1139
Astellas Pharmaceuticals 2026 Senior Leaders Meeting	Maritz	Amy Hoffman	PA/MO	January 24-29, 2026	353
2028 Abbott Vascular National Sales Meeting	HelmsBriscoe	Kim Gillespie	MN	February 5-11, 2028	2170
2026 NTT Data FKOM Sales Meeting	HelmsBriscoe	Bethany Donatelli	OH	April 20-24, 2026	275
Accelerate 2026	HPN Global	Brynn Mehrkens	MN	May 1-8, 2026	1985

SYNERGY DESTINATIONS
Reporting Period: June 1 - 30,, 2025

Mass Mutual GAC 2027 (Ritz Carlton Naples)	**Maritz**	**Joy Balis**	**MO**	**March 5-11, 2027**	**61A7**
AmerisourceBergen ION Infusion Specialties Exchange Meeting	Maritz	Patty Lai	MO	February 4-6, 2026	410
FHRA Annual Meeting 2028	NHS Global Events	Allison Hines	IL	April 7-15, 2028	595

***New definites in Red**

PROSPECTING and OTHER ACTIVITIES

- Contacted all incoming leads for updates and recommendations. Followed up with open leads
- June 1 - 5, 2025 - Lisa and MZ attended the IRF Invitational, Cancun (approx 200 top incentive executives)
- June 9, 2025 - BQ attended SITE Chicago Young Leaders Event (30 attendees/25 buyers)
- June 17 - 19, 2025 - BQ attended MPI WEC St. Louis (2000 attendees/400 buyers)
- June 25 - BQ attended the SITE Educational Program (92 attendees/45 buyers)

LOOKING FORWARD (Trade Shows & In-Market Events)

- July 8 - 11, 2025- SD Team attending Destinations International Annual in Chicago
- July 16, 2025 -Hosting SITE FL Coffee + Connections networker, Naples- Lisa & MZ attending
- July 17, 2025 - Destination Reps Client Event Chicago - BQ attending
- July 31, 2025 - SITE Chicago Membership networking event Chicago, MZ attending
- August 1, 2025 - SITE Chicago Grand Slam - MZ attending
- August 5, 2025 - M&IWW Schaumburg - BQ attending
- August 20,2025 - GPS Events DesMoines - BQ attending
- August 21, 2025 - GPS Events Chicago - BQ attending
- August 25 - 27, 2025 - Connect Marketplace Miami - MZ attending
- August 26 - 28, 2025 - Maritz Activate Louisville, KY - BQ attending

Collier County TDC - Meeting Date: August 19, 2025

STAFF REPORT

This report summarizes staff activity from June 1–30, 2025, with a focus on strategic initiatives, lead generation, key outcomes, and departmental highlights organized by focus area.

Collier County TDC Staff Report

Executive Summary

Key Highlights

- Generated 42.3 million media impressions with an earned media value of $90.8K from national placements in *Forbes, Southern Living,* and *Lonely Planet.*
- Finalized planning for multiple international FAMs from the UK, Ireland, Germany, and the Netherlands in preparation of IPW 2025.
- Launched planning for 2026 Sizzle Dining and the fall 'What's New' campaign, while promoting local recognitions such as Dr. Beach's Top Beach Rankings.
- Distributed 65 RFPs across domestic and international meetings markets, including 10 new definite bookings with an estimated impact of $91,700.
- Coordinated with arts and culture partners on TDT grant submissions and finalized poster artist selection for ¡ARTE VIVA! 2025–2026.

Strategic Priorities for June

- Host key media and trade FAMs pre- and post-IPW.
- Finalize 2025–2026 co-op marketing plans with domestic and international tour operators.
- Advance budget planning and Visitor Guide advertising for FY26.

Marketing, Public Relations & Communications

Sandra Rios, PR & Communications Manager

- **Earned Media:** Generated 42.3M media impressions valued at $90.8K, including features in *Forbes, ESSENCE, Travel Weekly, Lonely Planet,* and *Southern Living.*
- **FAM Coordination:** Hosted *Saveur* magazine; prepared for June FAMs from UK, Ireland, and Germany.
- **IPW Preparation:** Finalized talking points and press materials for IPW 2025.
- **Social Campaigns:** Promoted local awards and recognitions including Dr. Beach's #4 beach ranking, *10Best* honors).
- **Asset Requests:** Fulfilled national and international media and trade requests, including support for Four Seasons and The Ritz-Carlton campaigns.

Marketing Performance

- Discover Airlines Marketing Campaign Highlights

Channel	Impressions	CTR
APEX Ad Bundle	314K	3.24%
UNLIMITED Half Page Ad	855K	1.37%
Paid Social: META	4.4M	0.40%
Pinterest	2.8M	0.31%

Takeaway: APEX and UNLIMITED delivered strong click-through rates, while META and Pinterest achieved broad reach and efficient targeting.

Communications and Partner Engagement

- Distributed the April edition of *CoastLines*.
- Conducted research and planning for the fall "What's New" press release.
- Delivered keynote presentations to the Southeast U.S. Passenger Vessel Association and the Marco Island Area Association of Realtors (MIAAR).
- Monitored legislative updates and coordinated with FRLA on TDT-related developments.

Strategic Planning

- Initiated the 2026 Sizzle Dining campaign.
- Coordinated media tie-ins for the FIFA World Cup.
- Finalized PR and marketing RFPs.

New, Articles, Press Releases

All partner press releases, and news articles can be found here.

- Highlights:

Publication	UVM	Headline	Local Mention
Forbes	56,633,904	79 Spectacular Dishes from Restaurants Worldwide for Seafood Month	Waxin's
Forbes	56,633,904	The 15 Best Family Resorts in Florida 2025	JW Marriott Marco Island
Kayak	18,389,593	The Best Babymoon Destinations: Places That Really Deliver	JW Marriott Marco Island
Southern Living	18,174,865	10 Memorial Day Destinations for a Quick Weekend Getaway	Keewaydin Island, Collier-Seminole State Park, Seventh South
Southern Living	18,174,865	This Hidden Gem Just Outside of Naples is Even More Peaceful Than a Day at the Beach	Audubon's Corkscrew Swamp Sanctuary
PureWow	3,124,279	The 10 Best Family Resorts in Florida for a Perfect Stay in the Sunshine State	JW Marriott Marco Island
Lonely Planet	3,119,272	12 Best Beach Towns in Florida	JW Marriott Marco Island, The Oyster

			Society, Everglades City
ESSENCE	2,159,006	The Black Girl's Guide to Travel: JOMO-Friendly Destinations	JW Marriott Marco Island
Travel Weekly	591,880	Top Travel Experiences in Naples, Marco Island, Everglades	Heather Bowman, Leah Robertson
Meetings Today	12,898	Florida Meetings Executives Share Latest Groups Trends and News	Jay Tusa
Meetings Today	9,067	13 Unique Group Experiences in Florida That You Haven't Tried	Everglades City
Business Observer	N/A	Luxury Naples Restaurateurs Plan Exclusive Japanese, French Concepts	Sails Restaurant
New York Post / The Mirror US	N/A	Naples is a Booming Florida City — Luring in Billionaires | Inside Ex-Florida Fishing Village Now 'Palm Beach of the Gulf Coast' Home to 'Billionaire's Row	Naples

Sales & Trade (Domestic & International)

Group Meetings

Lisa Chamberlain, CMP, Group Sales Manager

- Participated in GMITE and the Prevue Meetings & Incentive Summit, generating new group leads and strengthening relationships with planners and third-party agencies.
- Distributed 25 RFPs in domestic meetings markets; engaged 14 industry partners for follow-up and potential bookings.
- Secured 4 definite bookings totaling 228 room nights, with an estimated economic impact of $91,700.
- Coordinated and conducted multiple site visits for planners evaluating 2025–2026 programs in the destination.
- Monitored trade show trends and planner feedback to guide future sales strategies and marketing alignment.
- Prepared for the IRF Invitational and the upcoming FSAE Annual Conference.
- Hosted the Meeting Hotels DOS Quarterly Luncheon with 14 partners and 6 staff attendees.
- Initiated content development for the upcoming *Meeting Escapes* email campaign.

Global Travel Trade

Claudia Wood, Global Sales Manager

- Attended the Luxury Travel Advisor's ULTRA Summit, securing 8 direct inquiries and promoting the destination to 20+ top-producing agents.

- Hosted educational webinars with BranchUp and Movement Marketing, attracting 130+ participants and generating 60+ new agent leads for future outreach.
- Coordinated logistics for a September Luxury FAM, targeting high-value travel during the shoulder season.
- Strengthened strategic relationships with U.S. and Canadian tour operators to support year-round visitation.
- Delivered the Ambassador FAM webinar and finalized supporting presentation materials.
- Participated in advocacy and international audit meetings with the County Manager's Office.
- Reviewed performance analytics for Amadeus, Sabre, and Travelport advertising campaigns.

Specialty Markets

Michelle Pirre, Sales Assistant

- Participated in the TravPRO Luxury Xpo, connecting with 72 luxury travel advisors and generating 45 qualified contacts for follow-up and partner distribution.
- Attended the *Small Meetings Summit*, producing 9 RFPs and 3 follow-up conversations for potential site visits.
- Distributed 11 RFPs representing $1M+ in potential economic impact.
- Managed a postcard campaign targeting bridal prospects at seven David's Bridal locations.
- Updated CVENT leads, iDSS system entries, and microsite content.

Arts & Culture

John Melleky, Arts and Culture Manager

- Managed the FY25–26 TDT grant application process (June 2 deadline).
- Conducted pre-submission reviews for four grant applicants.
- Finalized the 2025–2026 ¡ARTE VIVA! poster artist.
- Hosted a planning meeting with 20 arts stakeholders.
- Collected final creative materials for cultural advertising.
- Participated in the audit kickoff for Visit Florida and international representative memberships.
- Attended nine partner events and outreach meetings across the county.

Finance and Operations

Jennifer Leslie, Operations Support Specialist

- Coordinated onboarding and setup for new employees.
- Reconciled and verified staff purchasing card transactions.
- Approved division invoices.
- Verified and confirmed FY26 exemptions for the division.

MINUTES OF THE COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL MEETING
Tuesday, July 15, 2025 – 9:00 a.m.

LET IT BE REMEMBERED the Collier County Tourist Development Council, in and for the County of Collier, having conducted business herein, met on this date 9:00 a.m. in REGULAR SESSION at 33299 Tamiami Trail East, 3rd floor, Naples, FL 34112 with the following members present:

Commissioner Chris Hall, Chair
Clark Hill, Vice-Chair
Susan Becker
Laura Radler
Nancy Kerns
Michael McComas (Zoom)
Edward (Ski) Olesky (excused)
Bill Kramer (arrvd: 9:04am)
Councilor Darrin Palumbo

ALSO PRESENT:

Jay Tusa, CVB Tourism Director
Sandra Rios, CVB Public Relations Manager
Colleen Greene, County Attorney's Office
Buzzy Ford, Digital and Social Media Coordinator
Andy Miller – Coastal Zone Manager

Any person who decides to appeal a decision of the Tourist Development Council will need a record of the proceedings pertaining thereto, and therefore may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, Neither Collier County nor the Tourist Development Council shall be responsible for providing this record.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

A. Roll was taken by staff. A quorum was present with 7 in person, 1 via Zoom. Motion to approve Michael McComas to participate via Zoom approved 7-0.

4. AGENDA and MINUTES

A. Clark Hill requested approval of the meeting agenda. Seconded by Nancy Kerns. Motion to approve the agenda and the minutes of the June 17, 2025, meeting Moved by Chairman Hall; Seconded by Clark Hill
Motion passed 7-0

B. PUBLIC COMMENTS - none

5. PRESENTATIONS

A. Paradise Advertising Presentation - Barbara Karasak and Ashley Cannon (in person) presented supplemental budget campaign and expanded projects. Market demands and market efforts and long-term growth. Strengthening presence and broadening effectiveness. Domestic trips are on trend for luxury market. Shorter booking window. Delta Airlines announced Florida is a top destination in travel. Majority of marketing campaigns have been executed. Preparing for Sizzle Dining in September. Expanded marketing in: Milwaukee, Cincinnati, Columbus, Dallas-Fort Worth. Right now, we have 40 over 1 return on ad spend in expanded markets. Dallas-Fort Worth and Milwaukee have been a nice surprise market area.

6. TOURISM DIRECTOR REPORT

A. Tourism Director Update & TDT Tax Report (2025) - *Tourism Director Jay Tusa reported the following and key items included:*

1) Occupancy increased by 0.7% year-over year to 59.1%
2) The destination ranked second in the competitive set behind only the Florida Keys
3) International visitation decreased 32.2%
4) Visitor days and room nights grew by 7.1% and 3.1%

7. CONSENT AGENDA

A. There were no items on the Consent Agenda for this meeting.

8. NEW BUSINESS

A. Recommendation to authorize expenditure of Tourist Development Tax funds for 2025 Clam Pass maintenance dredging and sand reclamation at Clam Pass Park in the amount of $434,758.50 for construction, engineering services and surveying, and environmental monitoring services and oversight, and make finding that this item promotes tourism. - Presented in-person by Chad Coleman
Motion to approve by Clark Hill; Seconded by Nancy Kerns
Motion passed 8-0

B. Recommendation to approve the FY26 Proposed Tourist Development Tax (TDT) funded budgets and make a finding that this action promotes tourism. Presented in-person by: John Melleky. Other speakers: Barbara Karasek, Jennifer Reynolds & John Mullins

Discussion:

1) FY26 Net operating budget- $11,061,800 with $6 million of that for the advertising budget.

2) Mr. Hill mentioned his concerned that group business is down and is $6 mill enough for next year's marketing? We are facing a challenging economy and specifically the tourism markets. We have to move and pivot right away, and we cannot do that if we have to wait 60 to 90 days for the funding.

3) Ms. Radler said that stopping the marketing in the immerging markets now would be a waste of money already spent. We should review the comp-set market slide to see what other markets are spending. It is important to remember these dollars are not taxpayer dollars.

4) Jennifer Reynolds reported that there is a 5% increase in projected budget for next year, and did ask division to maintain a flat expenditure. There will be $21 mill. in reserves for supplemental funding for next year- requesting it will require an additional vote. There is additional funding in the operating budget that can be utilized immediately.

5) Commissioner Hall said let's see how things pan out and if we need the extra expenditure, we can always set that in motion. Will support/approve budget policy.

6) Mr. Kramer stated that we would lose the advertising on the immerging markets without supplemental dollars? We could roll back something - would like to see that game plan.

7) Mr. Tusa suggest that approval of the budget today and let us work with the agency as far as if you want to see supplement spend and examine where we are with the current markets and let us bring that back to you. We can bring you back a plan with varying amounts so you can make a decision if you want a supplemental adjustment.
Motion to approve by Commissioner Hall; Seconded by: Darrin Palumbo
Motion passed: 6-2 (dissenting Clark Hill & Michael McComas)

Public Comment on 8B by Chris Lopez, Elysia Dawn, Meg Stephanian & Daniel High

C. Recommendation to approve a request for reimbursement from the City of Marco Island in the amount of $647,873 using tourist development tax funds for costs to restore the beach sand berm of the Tigertail/Sand Dollar Island spit in Northwestern Marco Island resulting from impacts of Tropical Storm Debby and Hurricanes Helene and Milton, authorize the necessary budget amendment and make a finding that this expenditure promotes tourism. Presented in-person by: Justin Martin
Motion to approve by Darrin Palumbo; Seconded by Nancy Kerns
Motion passed 8-0

Public comment - Richard Blowing & Daniel High

9. OLD BUSINESS

A. Recommendation to approve an increase in Tourist Development Tax funding for an urgent beach fill project on Vanderbilt Beach from $200,000 to $214,712.50; and make a finding that this expenditure promotes tourism (Project #90066).
Presented by: Andy Miller
Motion to approve by Clark Hill; Seconded by Nancy Kerns
Motion passed: 8-0

10. TEN MINUTE BREAK – None

11. AGENCY PARTNER REPORTS

A. Downs & St. Germain Research - Presented by James Brendle (Zoom)
Slight dip in May visitation, but visitor days increased RevPAR and ADR both slightly down social media was the most recalled source of travel stories, advertising or promotions.

1) Paradise Advertising – Marketing Performance, Presented by Brandon Faust (Zoom)

- **a)** Website sessions increased 60%
- **b)** Views increased 70%
- **c)** New content and photography rollout
- **d)** Texas 2nd in top region
- **e)** Deals views increased 60% YoY

2) Lou Hammond Group – Public Relations, Presented by Erin Murphy (Zoom)

- **a)** Coverage in: Travel Weekly, Meetings Today, Scuttlebutt magazine, Southern Living
- **b)** Influencer and journalist visits planned for fall
- **c)** Garden & Gun Event at Sails Restaurant

3) **Collier County Museums** – Presented by Amanda Townsend (in-person)
   a) Visitation increased in May
   b) Ongoing exhibit: "Restaurants of Naples"
   c) Over 8,000 volunteer hours logged

12. TOURISM STAFF REPORTS

13. COUNCIL MEMBER DISCUSSION

1) Susan Becker stated that no doubt of certain value of Tourism in Collier County
2) Commissioner Hall stated that simplified TDC reporting maybe present once a quarter to focus our time.
3) Jay Tusa mentioned he will meet with each of you to see what you want presented each month or quarterly.
4) Bill Kramer stated that he do not like website numbers in the red

14. NEXT MEETING

A. The next meeting of the Tourist Development Council is scheduled for August 19, 2025

15. ADJOURNED

The meeting was adjourned at approximately 11:29 AM.

COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL

Lisa Kahill for Chris Hall
Chairman Chris Hall

The Minutes were approved on 8/19/2025**, as presented** X
(date of approval)

or as amended _____.

Collier County Government

Communications, Government & Public Affairs
3299 Tamiami Trail E., Suite 102
Naples, Florida 34112-5746

July 30, 2025

FOR IMMEDIATE RELEASE

Notice of Hybrid Remote Public Meeting
Vanderbilt Beach Beautification MSTU Advisory Committee
Collier County, Florida

August 7, 2025
2:00 p.m.

Notice is hereby given that the **Vanderbilt Beach Beautification Municipal Service Taxing Unit (MSTU) Advisory Committee** will meet on **Thursday, August 7,** at **2:00 p.m.** This will be a Hybrid Remote meeting and it will be held at the Cocohatchee River Marina, 13535 Vanderbilt Drive, Naples, Florida. Some of the Board members may be appearing remotely, with staff present in person. The public may attend either remotely or in person.

Individuals who would like to participate remotely should contact Rosio Garcia at Rosio.Garcia@colliercountyfl.gov by noon on August 7.

Remote participation is provided as a courtesy and is at the user's risk. The County is not responsible for technical issues.

The agenda will be available on the Collier County Government website at https://www.collierptne.com/mtsu/vanderbilt-beach-beautification-mstu-advisory-committee/

About the public meeting:

Two or more members of the Collier County Board of County Commissioners may be present and may participate at the meeting. The subject matter of this meeting may be an item for discussion and action at a future meeting.

All interested parties are invited to attend, and to register to speak. All registered public speakers will be limited to three minutes unless changed by the chairman.

Collier County Ordinance No. 2004-05 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners, an advisory board or quasi-judicial board), register with the Clerk to the Board at the Board Minutes and Records Department.

Anyone who requires an auxiliary aid or service for effective communication, or other reasonable accommodations to participate in this proceeding, should contact the Collier County Facilities Management Division, located at 3335 Tamiami Trail E., Suite 101, Naples, Florida 34112, or (239) 252-8380, as soon as possible, but no later than 48 hours before the scheduled event. Such reasonable accommodations will be provided at no cost to the individual.

For more information, call Judy Sizensky at (239) 252-4980.

###

Vanderbilt Beach M.S.T.U.

Advisory Committee
8300 Radio Road
Naples, FL 34104

AUGUST 7, 2025, 2:00 PM
Committee Members and Project Manager will meet at
Cocohatchee River Marina-13535 Vanderbilt Drive, Naples, FL 34110
All others are encouraged to attend via Zoom video conference

AGENDA

I. Call to order and Pledge of Allegiance

II. Attendance

Advisory Committee	Bruce Forman - Chairman	(11/13/2027)
	Bill Sjostrom - Vice Chairman	(11/13/2028)
	Vacant	(11/15/2025)
	Gabriella R. Miyamoto	(11/13/2027)
	William Harris	(11/13/2028)
	Aaron Gross, Ground Zero Landscaping	
	Judy Sizensky– Project Manager	
	Rosio Garcia – Operations Coordinator	
	Wendy Warren- Transcriptionist	

III. Approval of the agenda

IV. Approval of the Minutes – June 5, 2025

V. Landscape Maintenance Report - Aaron Gross, Ground Zero Landscaping Services

VI. Project Manager Report – Judy Sizensky

A. Current Budget FY 25 – August 2025
B. RWA will have the bid package completed by August 10th. I will put the RFQ out as soon as it is received. I hope to have a quote(s) to present at our October meeting. We plan to have the project start after season 2026. The total project is estimated to be $750K for construction.
C. Gulf Shore Drive – (Southeast section @ Buzz's Lighthouse) RWA is still working on ideas that will be cost effective. We are back to looking at the boardwalk style. More information to follow.
D. Traffic signal relocation Vanderbilt Beach Rd & Vanderbilt Drive-Engineer has been assigned. It is DRMP, Inc, which we used on Crosswalks project. The workorder for $44,563 is in process. DRMP met with Traffic Operations and will submit a final quote for the work order to be processed.
E. SCS is on contract for bridges. Review quotes for pressure washing and sealing - it is $68,402.
F. Wiggins Pass median reconfiguration-Johnson Engineering is now on board for the plans. We met onsite and they will provide the cost estimate for construction asap.

VII. Old Business

VIII. New Business

IX. Public Comment

X. Adjourn

NEXT MEETING DATE
SEPTEMBER 4, 2025
COCOHATCHEE RIVER MARINA, 13535 VANDERBILT DR, NAPLES, FL 34110

Vanderbilt Beach M.S.T.U

Advisory Committee

8300 Radio Road
Naples, FL 34104

JUNE 5, 2025

I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chair Forman called the meeting to order at 2:00 P.M. Roll call was taken, and a quorum of three were established. The Pledge of Allegiance was recited.

Vice Chair Sjostrom motioned to allow Ms. Miyamoto to participate in the meeting as a virtual participant due to extraordinary circumstances. Second by Mr. Harris. Carried unanimously 3 – 0. A quorum of four was present.

II. ATTENDANCE

Advisory Committee:	Bruce Forman – Chair
	William Sjostrom – Vice Chair
	Gabriella R. Miyamoto
	William Arell Harris
Staff:	Judy Sizensky - Project Manager
	Brian Wells – Director, PTNE (Excused)
	Rosio Garcia – Operations Analyst
	Keyla Castro – Operations Support Analyst II
	Melissa Van der Veken – Budget Analyst, PTNE
Others:	Aaron Gross – Ground Zero Landscaping
	Wendy Warren – Transcriptionist
Guests	Douglas Fee

III. APPROVAL OF THE AGENDA

Mr. Harris moved to approve the Agenda of the Vanderbilt Beach MSTU Advisory Committee as presented. Second by Vice Chair Sjostrom. Carried unanimously 4 - 0.

IV. APPROVAL OF THE MINUTES – April 3, 2025

Vice Chair Sjostrom moved to approve the minutes of the April 3, 2025, minutes of the Vanderbilt Beach MSTU Advisory Committee meetings as presented. Second by Mr. Harris. Carried unanimously 4 – 0.

V. LANDSCAPE MAINTENANCE REPORT – Aaron Gross, Ground Zero Landscaping Services

Mr. Gross reported:

- Landscaping is in good condition.
- Plantings in Connor Park were refurbished.

- A Clusia hedge, Bougainvilleas, and Iris were installed along the new fence border in Connor Park. Mulch will be applied.
- The landscape refurbishment of the Park Drive area from the restroom facilities to Gulf Shore Drive by Moraya Bay Beach Tower landscape is complete. He will contact the landscape service for Moraya Bay to determine responsibility for mowing a small section of grass in the area.
- Firebush between the Delnor-Wiggins Pass entrance and the road by the STOP sign will be assessed for replacement.
- Debris was removed, the hedge trimmed, and a dead palm tree cut down on the northwest side of the bridge on Bluebill Avenue.
- Landscaping was installed on the south side of Bluebill Avenue.
- The Right of Way (ROW) area on Vanderbilt Drive north of Willet Avenue will be considered for landscaping.
- Five Podocarpus trees will be planted in the ROW area south of Willet Avenue.

VI. VANDERBILT DRIVE REFURBISHMENT – Judy Sizensky

A. Crosswalks (6) Along Vanderbilt Beach Drive

Ms. Sizensky reported:

- Six paver crosswalks, three north of The Regatta of Naples and three at the Anchorage at Vanderbilt, The Dunes of Naples and Marina Bay, were installed.
- The ROW inspection has been completed and the installation approved.
- The Change Order authorizing the expenditure for the crosswalk renovation at The Dunes of Naples is in process.
- Final payment will be processed to Preferred Materials and the project closed out.

VII. PROJECT MANAGER REPORT – Judy Sizensky

Ms. Sizensky reported:

A. Budget FY-25

Vanderbilt Beach MSTU Fund 1617 Budget for June 5, 2025, prepared May 29, 2025.

Purchase Orders

1. Collier County Utilities – Water and Sewer.
2. FPL – Electricity.
3. Capital Contractors – Sidewalk and bench refurbishment.
4. DRMP, Inc. – Engineering services.
5. Ground Zero Landscaping –
   - Incidentals include landscape refurbishment and miscellaneous.
   - Ground Maintenance and Non-Bid Items include Conner Park and irrigation repairs.
6. Infinite Construction – Renovation of the corner of The Regatta of Naples and Vanderbilt Drive.
7. Landert Landscape Design – Plant materials for Butterfly Garden.
8. Preferred Materials – Installation of crosswalks.
9. McGee & Associates – Architectural Landscape services.
10. Premier Staffing – Transcription services.
11. Q Grady Minor & Associates - West Vanderbilt Drive sidewalks.
12. RWA Engineering – Design services for the Greenway multi-use path project, Phase I and II.
13. Site One Landscape Supply – Irrigation parts & pumps.
14. Traffic Safety Ancillary – STOP sign installation.

Budget Summary

1. Line 1, Ad Valorem Tax Millage: Of the Millage assessed and to be collected of $1,786,300, $1,684,356 has been collected, leaving an outstanding balance of $101,943.
2. Lines 4, 5 and 6, Interest: Overnight interest of $82,281, Investment Interest of $63,396 and Interest on Taxes Collected of $1,556 have been credited.
3. Line 11, Carry Forward – Unexpended year funds of $5,052,000.
4. Line 15, Total Revenue - $7,780,367, including investment interest, carry forward amounts, and contributions, minus a 5% ($90,800) reserve for estimated uncollected revenue.
5. Line 37, Operating Expense - Of the $6,576,867 budgeted, $394,245 is committed to existing Purchase Orders and $1,130,270 has been spent, leaving a budget remainder of $5,052,351 available within budget for additional operating expenses as needed.
6. Line 39, Capital Outlay - Budgeted at $1,000,000 is for the current fiscal year long term projects, consistent with the MSTU ordinance and upon a motion from the Advisory Committee.
7. Line 40, Transfer to Fund 111 - Of the $102,300 budgeted $0 has been transferred (PTNE Staff and Support).
8. Line 44, Transfer Construction – Of the $51,200 Budgeted, $44,414 has been transferred and a balance of $6,785 remains for transfer (Property Appraiser and Tax Collector).
9. Line 46, Capital Reserves - Of the $50,000 budgeted for anticipated Maintenance and Capital projects in future fiscal years as identified in the Asset Management Plan, $0 has been spent and a balance of $50,000 remains.
10. Line 47, Total Budget – Of the $7,780,367, tabulated commitments to existing purchase orders total $394,245 and $1,130,270 has been expended leaving a remainder of $5,052,351 for FY-25 MSTU expenditures.

General

1. Available funds are sufficient to satisfy outstanding invoices for the crosswalks, the Traffic Signal box relocation at Vanderbilt Beach Road and Vanderbilt Drive, and the Greenway Multi-Use Path and Sidewalk installation on the east side of Vanderbilt Drive.
2. The Ad Valorem property tax value increased 11.17% for fiscal year 2025 over 2024 generating additional revenue of $30,000.
3. MSTU Tax Rate: 0.5000 mills to maintain and improve MSTU assets.
4. Tax millage collected and interest can only be utilized by the MSTU and within the district boundary.
5. Funds not spent in Fiscal Year 2025 will be carried forward into Fiscal Year 2026.

B. Greenway Multi-Use Bike Path – Vanderbilt Drive – Gulf Shore Drive

Ms. Sizensky reported:

- A 10-foot bike and pedestrian path north of The Dunes of Naples on Vanderbilt Drive near the bridge cannot be navigated at high tide or during extreme rain events.
- RWA's plans to address the issue are 100% complete.
- RWA's estimated cost for design services and "Probable Opinion of Cost" for Phases I & II construction is $750,000.00.
- Upon receipt of the bid package from RWA, the document will be distributed to firms on contract with the County.
- RWA will obtain the required County permit.
- Environmental Protection Agency (EPA) permits were issued for the original bridge construction and pathway; EPA will receive a copy and review the new permit.

- The Road Maintenance Division will be responsible for maintaining the walkway following completion of construction.
- Phases I and II of the Greenway multi use sidewalk improvement project on Vanderbilt Drive north will be undertaken simultaneously.
- Construction will commence based on the contractor's availability.

C. Gulf Shore Drive Sidewalks

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Study Goals

1. Pedestrian safety incorporating ADA compliance standards.
2. Reorganization of the infrastructure to increase performance of the drainage system.
3. Introduction of a user-friendly walkway to the community.
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- The plan, including recommendations, will be presented to the Committee to consider the options and determine a direction to pursue.
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- Separate quotes for condition restoration of all bridges within the MSTU boundaries will also be presented.

VIII. OLD BUSINESS

Ms. Sizensky reported:

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The Parks and Recreation Department project did not approve the project. The restoration with a cost of materials was $956.00 will be removed from the MSTU's project list.

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Contributions to sidewalk improvements will be considered.

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XXI. ADJOURN

There being no further business for the good of the County, the meeting was adjourned by the Chair at 3:08 P.M.

VANDERBILT BEACH M.S.T.U. ADVISORY COMMITTEE

_____

Bruce Forman, Chair

The minutes approved by the Board/Committee on_____,2025 "*as submitted*" [___] or "*as amended*" [___].

NEXT MEETING AUGUST 7, 2025 - 2:00 P.M.
Cocohatchee River Marina
13535 Vanderbilt Drive
Naples, Florida

VANDERBILT MSTU
FUND 161700000
AUGUST 7, 2025
FY25

		Vendor	Item	PO#	Budget	Commitments	Expenditures	Total
1	CUR AD VALOREM TAX				$ (1,786,300.00)	$ -	$ (1,684,356.51)	$ (101,943.49)
2	DEL AD VALOREM				$ -	$ -	$ -	$ -
3	STATE REVENUE							$ 64,023.57
4	OVERNIGHT INTEREST				$ -	$ -	$ (82,281.92)	$ 82,281.92
5	INVESTMENT INTEREST				$ (28,000.00)	$ -	$ (63,596.15)	$ 35,596.15
6	INTEREST TAX COLL.				$ -	$ -	$ (1,556.35)	$ 1,556.35
7	**REVENUE STRUCTURE**				**$ (1,814,300.00)**	**$ -**	**$ (1,831,790.93)**	**$ 17,490.93**
8	TRANSFERS FROM PROP APP				$ -	$ -	$ -	
9	TRANSFERS FROM TAX COLL				$ -	$ -	$ -	
10	REIMBURSEMENT - INTERDEPT.				$ -	$ -	$ -	$ -
11	CARRY FORWARD GENERAL				$ (5,052,000.00)	$ -	$ -	$ (5,052,000.00)
12	CARRY FOR OF ENCUMB AMT				$ (1,004,867.28)	$ -	$ -	$ (1,004,867.28)
13	NEG 5% EST REV				$ 90,800.00	$ -	$ -	$ 90,800.00
14	**TRANSFERS & CONTRIB**				**$ (5,966,067.28)**	**$ -**	**$ -**	**$ (5,966,067.28)**
15	**TOTAL REVENUE**				**$ (7,780,367.28)**		**$ (1,831,790.93)**	**$ (5,948,576.35)**
16	ENG FEES				$ -	$ 33,042.50	$ 11,520.50	$ (44,563.00)
17	SURVEYING FEES				$ 100,000.00	$ -	$ -	$ 100,000.00
18	INDIRECT COST	Collier County	Indirect Cost	Direct Pay	$ 6,000.00	$ -	$ 6,000.00	$ -
19	INTERDEPT PAYMENT	Collier County	Stop Signs & Hardware	Direct Pay	$ 1,000.00	$ -	$ 122.13	$ 877.87
20	LANDSCAPE INCIDENTALS	Ground Zero Landscaping Serv	Landscape Incidentals	4500233442	$ 100,000.00	$ 4,392.75	$ 107,107.25	$ (11,500.00)
		Q Grady Minor	WO West Vanderbilt Dr Sidewalks	4500225615	$ 76,976.00	$ -	$ 31,241.85	
		MCGEE & ASSOCIATES	MCGEE & ASSOCIATES	4500231013	$ 6,197.50	$ -	$ 5,297.50	
		Capital Contractors	Sidewalk and bench refurbishment	4500231023	$ 25,250.00	$ -	$ 25,250.00	
		RWA Engineering	Sidewalk Improvements - Phase I	4500231986	$ 58,363.00	$ 25,825.50	$ 32,537.50	
		Preferred Materials	Brick paver crosswalk	4500232149	$ 437,124.80	$ 140,777.13	$ 296,347.67	
		INFINITE CONSTRUCTION LLC	Vanderbilt Dr Sidewalk& Landscape Improv	4500232472	$ 419,171.98	$ -	$ 389,171.98	
		DRMP, INC	CAI Project Admin and Inspection Services	4500232514	$ 58,760.00	$ 2,010.00	$ 56,750.00	
		Ground Zero	Maintainance	4500233442	$ 92,500.00	$ 15,436.61	$ 77,063.39	
		Ground Zero	Non Bid	4500233442	$ 3,000.00	$ 2,520.02	$ 479.98	
		RWA Engineering	Sidewalk Improvements - Phase II	4500236702	$ 33,632.00	$ 9,112.00	$ 24,520.00	
		LANDERT LANDSCAPE DESIGN	Plant materials for Butterfly Garden	4500236759	$ 956.00			
		Traffic Safety Ancillary	Install Stop Sign	4500238154	$ 2,260.00	$ -	$ 2,260.00	
21	OTHER CONTRACTUAL				$ 6,244,867.28	$ 195,681.26	$ 940,919.87	$ 5,108,266.15
22	POST FREIGHT UPS				$ 100.00	$ -		$ 100.00
23	ELECTRICITY	FPL	Electricity	4700005131	$ 700.00	$ 289.87	$ 260.13	$ 150.00
24	WATER AND SEWER	Collier County Utility	Water & Sewer	4700005130	$ 100,000.00	$ 15,801.43	$ 44,198.57	$ 40,000.00
25	RENT BUILDINGS				$ -	$ -	$ -	$ -
26	INSURANCE GENERAL	Collier County	Insurance General	Direct	$ 800.00	$ 200.00	$ 600.00	$ -
27	SPRINKLER SYSTEM MAIN	Site One	Irrigation Parts	4500233443	$ 10,000.00	$ 941.12	$ 2,307.88	$ 6,751.00
28	MULCH				$ 5,000.00			$ 5,000.00
29	LICENCES AND PERMITS				$ 2,000.00		$ 4,469.10	$ (2,469.10)
30	CLERKS RECORDING FEES				$ 1,000.00			$ 1,000.00
31	LEGAL ADVERTISMENT					$ -	$ -	$ -
		Premier Staffing	Transcriptionist Serv.	4500234383		$ 1,222.90	$ 1,277.10	
		Treetop Product	Seating	VISA			$ 1,935.68	
		Solid Pave	Guardrail	VISA			$ 2,397.00	
32	OTHER MISCELLANEOUS				$ 2,500.00	$ 1,222.90	$ 5,609.78	$ (4,332.68)
33	OFFICE SUPPLIES		Office Supplies		$ 200.00		$ -	$ 200.00
34	COPYING CHARGES	JM Todd	Monthly CPC (shared) (monthly lease)	4500234730	$ 200.00	$ 40.28	$ 109.72	$ 50.00
35	FERT HERB CHEM				$ 2,000.00	$ -		$ 2,000.00
36	OTHER OPER SUPPLIES	Treetop Product	Seating	VISA	$ 500.00		$ 2,906.91	$ (2,406.91)
37	**OPERATING EXPENSE**				**$ 6,576,867.28**	**$ 251,612.11**	**$ 1,126,131.84**	**$ 5,199,123.33**
38	IMPROVEMENTS GENERAL				$ 1,000,000.00	$ -		$ 1,000,000.00
		Capital Contractors LLC	Connor Park-Decorative Fence Extension V	4500236174	$ 69,500.00		$ 69,500.00	
39	**CAPITAL OUTLAY**				**$ 1,000,000.00**	**$ -**	**$ 69,500.00**	**$ 930,500.00**

VANDERBILT MSTU
FUND 161700000
AUGUST 7, 2025
FY25

40	TRANS TO 1011 UNINCOR				$ 102,300.00	$ -	$ 102,300.00	$ -
41	**TRANSFERS**				**$ 102,300.00**	$ -	**$ 102,300.00**	$ -
42	Budget Trans Appraiser				$ 14,500.00	$ -	$ 13,922.97	$ 577.03
43	Budget Trans Tax Collector				$ 36,700.00	$ -	$ 34,581.05	$ 2,118.95
44	**TRANSFERS CONST**				**$ 51,200.00**	$ -	**$ 48,504.02**	**$ 2,695.98**
45	**RESV For Capital Out**				**$ 50,000.00**	$ -	**$ -**	**$ 50,000.00**
46	**RESERVES**				**$ 50,000.00**	$ -	**$ -**	**$ 50,000.00**
47	**TOTAL BUDGET**				**$ 7,780,367.28**	**$ 251,612.11**	**$ 1,346,435.86**	**$ 6,182,319.31**

2,068,487,415	FY 10 Final Taxable Value
2,005,897,752	FY 11 Final Taxable Value
1,910,384,837	FY 12 Final Taxable Value
1,904,053,751	FY 13 July 1 Taxable Value
1,945,640,639	FY 14 July 1 Taxable Value
2,044,186,286	FY 15 July 1 Taxable Value
2,195,715,846	FY 16 July 1 Taxable Value
2,385,578,106	FY 17 July 1 Taxable Value
2,560,181,524	FY 18 July 1 Taxable Value
2,673,862,805	FY 19 July 1 Taxable Value
2,805,690,115	FY 20 July 1 Taxable Value
2,874,630,743	FY 21 July 1 Taxable Value
2,977,182,419	FY22 July 1 Taxable Value
3,404,417,979	FY23 July 1 Taxable Value
3,512,537,975	FY24 July 1 Taxable Value
3,841,472,517	FY25 July 1 Taxable Value
11.17%	
FY 25	**FY 24**

Total Available Balance	$	6,182,319.31
Plus Commited And Not Spent	$	251,612.11
Estimated Cash	**$**	**6,433,931.42**
Estimated Cash Less Uncollected Ad Valorem Taxes	**$**	**6,331,987.93**
Actual Cash		

Prepared on 08/01/2025 M





Vanderbilt Beach M.S.T.U

Advisory Committee
8300 Radio Road
Naples, FL 34104

JUNE 5, 2025

I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chair Forman called the meeting to order at 2:00 P.M. Roll call was taken, and a quorum of three were established. The Pledge of Allegiance was recited.

Vice Chair Sjostrom motioned to allow Ms. Miyamoto to participate in the meeting as a virtual participant due to extraordinary circumstances. Second by Mr. Harris. Carried unanimously 3 – 0. A quorum of four was present.

II. ATTENDANCE

Advisory Committee:	Bruce Forman – Chair
	William Sjostrom – Vice Chair
	Gabriella R. Miyamoto
	William Arell Harris
Staff:	Judy Sizensky - Project Manager
	Brian Wells – Director, PTNE (Excused)
	Rosio Garcia – Operations Analyst
	Keyla Castro – Operations Support Analyst II
	Melissa Van der Veken – Budget Analyst, PTNE
Others:	Aaron Gross – Ground Zero Landscaping
	Wendy Warren – Transcriptionist
Guests	Douglas Fee

III. APPROVAL OF THE AGENDA

Mr. Harris moved to approve the Agenda of the Vanderbilt Beach MSTU Advisory Committee as presented. Second by Vice Chair Sjostrom. Carried unanimously 4 - 0.

IV. APPROVAL OF THE MINUTES – April 3, 2025

Vice Chair Sjostrom moved to approve the minutes of the April 3, 2025, minutes of the Vanderbilt Beach MSTU Advisory Committee meetings as presented. Second by Mr. Harris. Carried unanimously 4 – 0.

V. LANDSCAPE MAINTENANCE REPORT – Aaron Gross, Ground Zero Landscaping Services

Mr. Gross reported:

- Landscaping is in good condition.
- Plantings in Connor Park were refurbished.

- A Clusia hedge, Bougainvilleas, and Iris were installed along the new fence border in Connor Park. Mulch will be applied.
- The landscape refurbishment of the Park Drive area from the restroom facilities to Gulf Shore Drive by Moraya Bay Beach Tower landscape is complete. He will contact the landscape service for Moraya Bay to determine responsibility for mowing a small section of grass in the area.
- Firebush between the Delnor-Wiggins Pass entrance and the road by the STOP sign will be assessed for replacement.
- Debris was removed, the hedge trimmed, and a dead palm tree cut down on the northwest side of the bridge on Bluebill Avenue.
- Landscaping was installed on the south side of Bluebill Avenue.
- The Right of Way (ROW) area on Vanderbilt Drive north of Willet Avenue will be considered for landscaping.
- Five Podocarpus trees will be planted in the ROW area south of Willet Avenue.

VI. VANDERBILT DRIVE REFURBISHMENT – Judy Sizensky

A. Crosswalks (6) Along Vanderbilt Beach Drive

Ms. Sizensky reported:

- Six paver crosswalks, three north of The Regatta of Naples and three at the Anchorage at Vanderbilt, The Dunes of Naples and Marina Bay, were installed.
- The ROW inspection has been completed and the installation approved.
- The Change Order authorizing the expenditure for the crosswalk renovation at The Dunes of Naples is in process.
- Final payment will be processed to Preferred Materials and the project closed out.

VII. PROJECT MANAGER REPORT – Judy Sizensky

Ms. Sizensky reported:

A. Budget FY-25

Vanderbilt Beach MSTU Fund 1617 Budget for June 5, 2025, prepared May 29, 2025.

Purchase Orders

1. Collier County Utilities – Water and Sewer.
2. FPL – Electricity.
3. Capital Contractors – Sidewalk and bench refurbishment.
4. DRMP, Inc. – Engineering services.
5. Ground Zero Landscaping –
   - Incidentals include landscape refurbishment and miscellaneous.
   - Ground Maintenance and Non-Bid Items include Conner Park and irrigation repairs.
6. Infinite Construction – Renovation of the corner of The Regatta of Naples and Vanderbilt Drive.
7. Landert Landscape Design – Plant materials for Butterfly Garden.
8. Preferred Materials – Installation of crosswalks.
9. McGee & Associates – Architectural Landscape services.
10. Premier Staffing – Transcription services.
11. Q Grady Minor & Associates - West Vanderbilt Drive sidewalks.
12. RWA Engineering – Design services for the Greenway multi-use path project, Phase I and II.
13. Site One Landscape Supply – Irrigation parts & pumps.
14. Traffic Safety Ancillary – STOP sign installation.

Budget Summary

1. Line 1, Ad Valorem Tax Millage: Of the Millage assessed and to be collected of $1,786,300, $1,684,356 has been collected, leaving an outstanding balance of $101,943.
2. Lines 4, 5 and 6, Interest: Overnight interest of $82,281, Investment Interest of $63,396 and Interest on Taxes Collected of $1,556 have been credited.
3. Line 11, Carry Forward – Unexpended year funds of $5,052,000.
4. Line 15, Total Revenue - $7,780,367, including investment interest, carry forward amounts, and contributions, minus a 5% ($90,800) reserve for estimated uncollected revenue.
5. Line 37, Operating Expense - Of the $6,576,867 budgeted, $394,245 is committed to existing Purchase Orders and $1,130,270 has been spent, leaving a budget remainder of $5,052,351 available within budget for additional operating expenses as needed.
6. Line 39, Capital Outlay - Budgeted at $1,000,000 is for the current fiscal year long term projects, consistent with the MSTU ordinance and upon a motion from the Advisory Committee.
7. Line 40, Transfer to Fund 111 - Of the $102,300 budgeted $0 has been transferred (PTNE Staff and Support).
8. Line 44, Transfer Construction – Of the $51,200 Budgeted, $44,414 has been transferred and a balance of $6,785 remains for transfer (Property Appraiser and Tax Collector).
9. Line 46, Capital Reserves - Of the $50,000 budgeted for anticipated Maintenance and Capital projects in future fiscal years as identified in the Asset Management Plan, $0 has been spent and a balance of $50,000 remains.
10. Line 47, Total Budget – Of the $7,780,367, tabulated commitments to existing purchase orders total $394,245 and $1,130,270 has been expended leaving a remainder of $5,052,351 for FY-25 MSTU expenditures.

General

1. Available funds are sufficient to satisfy outstanding invoices for the crosswalks, the Traffic Signal box relocation at Vanderbilt Beach Road and Vanderbilt Drive, and the Greenway Multi-Use Path and Sidewalk installation on the east side of Vanderbilt Drive.
2. The Ad Valorem property tax value increased 11.17% for fiscal year 2025 over 2024 generating additional revenue of $30,000.
3. MSTU Tax Rate: 0.5000 mills to maintain and improve MSTU assets.
4. Tax millage collected and interest can only be utilized by the MSTU and within the district boundary.
5. Funds not spent in Fiscal Year 2025 will be carried forward into Fiscal Year 2026.

B. Greenway Multi-Use Bike Path – Vanderbilt Drive – Gulf Shore Drive

Ms. Sizensky reported:

- A 10-foot bike and pedestrian path north of The Dunes of Naples on Vanderbilt Drive near the bridge cannot be navigated at high tide or during extreme rain events.
- RWA's plans to address the issue are 100% complete.
- RWA's estimated cost for design services and "Probable Opinion of Cost" for Phases I & II construction is $750,000.00.
- Upon receipt of the bid package from RWA, the document will be distributed to firms on contract with the County.
- RWA will obtain the required County permit.
- Environmental Protection Agency (EPA) permits were issued for the original bridge construction and pathway; EPA will receive a copy and review the new permit.

- The Road Maintenance Division will be responsible for maintaining the walkway following completion of construction.
- Phases I and II of the Greenway multi use sidewalk improvement project on Vanderbilt Drive north will be undertaken simultaneously.
- Construction will commence based on the contractor's availability.

C. Gulf Shore Drive Sidewalks

RWA Engineering, Inc. will develop a feasibility study to research options, analyze alternatives, recommend solutions, outline an implementation plan, and summarize an Opinion of Cost, for a pedestrian walkway on Gulf Shore Drive.

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1. Pedestrian safety incorporating ADA compliance standards.
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XXI. ADJOURN

There being no further business for the good of the County, the meeting was adjourned by the Chair at 3:08 P.M.

VANDERBILT BEACH M.S.T.U. ADVISORY COMMITTEE

Bruce Forman, Chair

The minutes approved by the Board/Committee on 8/7 ,2025 "*as submitted*" [X] or "*as amended*" [ ].

NEXT MEETING

AUGUST 7, 2025 - 2:00 P.M.
Cocohatchee River Marina
13535 Vanderbilt Drive
Naples, Florida