

**1. Discussion Objective:**

**Work Session Date: August 15, 2011**

Cultural Resources staff will provide and present to Council facility operations information from the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of FY2011 for review and discussion.

**2. Submitter of Information:**

- Council
- Town Staff – Cultural Resources
- Town Attorney

**3. Estimated Time for this item:**

40 minutes

**5. Background:**

- **The Town has operated Mound House since 1999 on a limited basis. Programs and time schedules have varied with ongoing capital improvements and Town Council direction. Since April 2011, regular public tours and programs are offered Newton Park and Mound House following an intensive volunteer recruitment and training effort beginning January 2011.**
- **The following attachments are provided for Town Council discussion and consideration:**
  - Memorandum outlining facility programs, program attendance and effectiveness
  - Revenue and Events & Program summaries for Quarters 2 and 3 of FY11
  - Customer service reports for program categories including general visitation, adult and youth on-site scheduled programs, Mound Key tours, and Beginners' Yoga
  - Proposed Fee Schedules for recreation and educational programs and tours
  - Proposed marketing materials and fee schedules for Mound House and Newton rentals

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						



# Memo

**To:** Terry Stewart, Town Manager  
**From:** Theresa Schober, Director of Cultural Resources  
**Date:** 8/6/11  
**Re:** Cultural Resources Quarter 2 and 3

A variety of recreation and education programs and tours are offered at Mound House and Newton Park. On-site programs at Mound House include school tours on Florida history and environment, interactive summer camp and scout group programs, adult group tours, guided kayak tours, occasional special events, and research and interpretation-oriented volunteer and intern programs. Off-site programs include archaeologist-lead pontoon boat tours to Mound Key, attendance at cultural and ecological festivals, presentations to schools and civic organizations and clubs. Programming at Newton Park includes the Treasures of the Sea guided beach walks, open bocce, and beginners' yoga.

The following table summarizes overall attendance in tracked programs in the current fiscal year. This data is also presented in the Quarter 2 and 3 Events & Programs reports attached to this memorandum. With site construction at Mound House from January to early April 2011, site programming was focused on recruitment and training of volunteers – occurring largely at Newton Park and/or at other area facilities. As well, a number of new programs were initiated in March/April 2011.

Program	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Yr to Date
<b>On-site</b>											
General Visitors							77	170	173	147	567
Adult Programs	79					15	22	18	34		168
Youth Programs	58						127	142	139	24	490
Mound Key Tours				60		14	25				99
Kayak Tours			7								7
Treasures of the Sea							3	18	13	7	41
Open Bocce							16	8	12	16	52
Beginners' Yoga						30	17	41	24	16	128
<b>Off-site</b>											
Presentations	105	50		240	40	183		70			688
Festivals	120	75		65		500					760
<b>Total Participants</b>	<b>362</b>	<b>125</b>	<b>7</b>	<b>365</b>	<b>40</b>	<b>742</b>	<b>287</b>	<b>467</b>	<b>395</b>	<b>210</b>	<b>3000</b>

Most on-site programs and occasional off-site programs (i.e., festivals) are facilitated with volunteers and student interns. From January to July 2011, volunteer training included 915 hours contributed by 32 individuals with an additional 978 hours contributed by 37 volunteers assisting in events, tours, school groups, and other opportunities at Mound House. If calculated at State of Florida minimum wage, this represents \$14,782.34 in savings for the Town of Fort Myers Beach. However, the economic impact of volunteers is significantly greater than minimum wage with the 2010 annual Value of Volunteer Time rate calculated at \$20.85 per hour<sup>1</sup>. When valued by professional task using the HandsOn Network database volunteer calculator, Mound House volunteers saved the Town approximately \$26,000 over paid staff in the past six months.

Beginning in October 2010, all departments were requested to set customer service goals with effectiveness tracked via survey. Summary reports are provided with this memorandum for adult and youth scheduled programs, general visitors, Mound Key tours, and Beginners' Yoga. Cultural Resources established slightly different target goals for educational tours, recreation programs, and general visitors and set a means of evaluation with grade rankings based on our success at meeting our goals for the percent responding excellent or good to a given question.

Failure to meet a target goal may be indicative of a programmatic insufficiency or an unrealistic expectation. For example, our initial target goal in response to a question regarding interest in returning for passive enjoyment was set lower. As most visitors currently attend Mound House for a specific program, the probability of returning for a subsequent program is an indication of program success while returning for passive enjoyment may not as many visitors are non-local. As illustrated by the summary program reports for customer service, department target goals are largely being met.

Client Satisfaction Survey Questions	Target % Responding Excellent/Good		
	Education	Recreation	General
Courtesy of staff	95%	90%	85%
Professionalism and knowledge of staff	95%	90%	85%
Program satisfaction of needs & concerns	95%	90%	85%
Rated value of program/service	95%	95%	95%
Condition of facility/equipment	80%	80%	80%
Program/service met expectations	85%	85%	85%
Probability of future attendance	85%	85%	85%
Probability of future passive enjoyment	60%	60%	60%
Staff knowledgeable and helpful	95%	90%	85%
Quality of program/service	95%	90%	85%

Recommended program rates based on review and discussion at the Cultural and Environmental Learning Center Advisory Board (CELCAB) are also provided with this memorandum. Current proposed rates reflect the condition of facilities at Mound House with the expectation that rates will be re-evaluated as additional amenities are completed and open to the public and a membership program is developed. CELCAB recommendations regarding rental fees at Mound House and Newton Park are provided as draft marketing materials. Recommendations in all categories follow comparisons for programs and rentals at comparable facilities and consider the need to balance activity at Mound House with its residential setting.

<sup>1</sup> [http://www.independentsector.org/volunteer\\_time](http://www.independentsector.org/volunteer_time)

Cultural Resources Quarterly Report  
 Revenue  
 January 1, 2011 to March 31, 2011

Total Revenue:     \$3,499.50

Mound House Donations

Month	Description	Amount
January	General Donations	\$100.00
January	Program Donation	\$50.00
January	House Restoration	\$55.00
February	Landscape Lighting	\$100.00
February	Shell Mound Exhibit	\$100.00
March	Program Donation	\$100.00
total		\$505.00

Mound House Merchandise Sales

Month	Description	Amount
January	General Merchandise	\$70.00
February	General Merchandise	\$12.00
March	General Merchandise	\$157.50
total		\$239.50

Program Fees - Gross Revenue (Kayak tour fees set; other programs operate as donation requested)

Month	Description	Amount
January	Mound Key Tours 1-7; 1-8; 1-22	\$2,400.00
March	Beginners' Yoga @ Seven Seas	\$305.00
total		\$2,705.00

Rentals - Seven Seas at Newton Park

Month	Description	Amount
January	Strandview Tower Condo Assoc.	\$50.00
total		\$50.00

Cultural Resources Quarterly Report  
Events and Programs  
January 1, 2011 to March 31, 2011

Events and Programs

Date	Staff	Description	Location	Type	Attendees
7-Jan	CR Director	Mound Key Tour	Mound House	Boat Tour	24
8-Jan	CR Director	Mound Key Tour	Mound House	Boat Tour	24
18-Jan	Educ Coordinator	Volunteer Open House	Seven Seas	Recruitment	35
14-Jan	All	Volunteer Appreciation	Seven Seas	Event	30
18-Jan	CR Director	Bonita Bay Garden Club	Bonita Springs	Presentation	200
20-Jan	Educ Coordinator & CR Director	Volunteer Sign Up & Briefing	Seven Seas	Recruitment	12
22-Jan	CR Director	Mound Key Tour	Mound House	Boat Tour	12
22-Jan	Educ Coordinator	Volunteer Sign Up & Briefing	Seven Seas	Recruitment	13
26-Jan	Educ Coordinator & CR Director	Mound House History and Development	Seven Seas	Volunteer Training	18
29-Jan	Admin Assistant & Educ Coordinator	Edison Day of Discovery Village	Fort Myers	Festival	65
29-Jan	CR Director	SWFL Museum of History	Fort Myers	Presentation	40
2-Feb	Educ Coordinator & CR Director	Mound House History and Development	Seven Seas	Vol Training	15
3-Feb	Educ Coordinator	Sanibel Captiva Conservation Foundation Tour	Sanibel/Captiva	Vol Training	32
9-Feb	Educ Coordinator	SWFL Museum of History Tour	Fort Myers	Vol Training	21
10-Feb	CR Director	Newton Park Tour for Lee County Staff	Newton Park	Site Tour	8
15-Feb	Educ Coordinator	Manatee Park Tour	Fort Myers	Vol Training	14
16-Feb	CR Director	Shell Island EcoTour	Rookery Bay	Presentation	40
17-Feb	Educ Coordinator & CR Director	Calusa & Early History	Seven Seas	Vol Training	16
23-Feb	Educ Coordinator	JN Ding Darling National Wildlife Refuge Tour	Sanibel	Vol Training	15
24-Feb	Edu. Coordinator & CR Director	Calusa & Early History	Seven Seas	Vol Training	13
1-Mar	Edu. Coordinator	Manatee Park Tour	Fort Myers	Vol Training	5
8-Mar	CR Staff	Beginners' Yoga initiated, Tuesdays 5:45pm	Newton Park	Contracted	varies
9-Mar	Educ Coordinator	JN Ding Darling National Wildlife Refuge Tour	Sanibel	Vol Training	3
12-Mar	Educ Coordinator & Volunteers	Calusa Heritage Day Festival	Pine Island	Festival	350*
18-Mar	CR Director & Education Coord.	Learn Florida History Day	Arcadia	Festival	96*
19-Mar	Admin. Assistant & Env Coordinator	Delnor Wiggins Pass State Park Nature Festival	Naples	Festival	50*
19-Mar	CR Director & Education Coord.	Arcadia Heritage Festival	Arcadia	Festival	100*
21-Mar	CR Director	Bayside Estates Yacht Club	Fort Myers	Presentation	87
26-Mar	All	Family Fun Day	Newton Park	Festival	35
28-Mar	CR Director	FGCU Archaeology Class Tour	Mound House	Tour	15
28-Mar	CR Staff	Open Bocce initiated, Tuesdays 5:30-7:00pm	Newton Park	Recreation	varies
29-Mar	CR Director	Bayside Estates Yacht Club Mound Key Tour	Mound House	Boat Tour	14

\* Festival counts are based on number of attendees that interacted directly with Cultural Resources staff and volunteers rather than total festival attendance.

Cultural Resources Quarterly Report  
 Revenue  
 April 1, 2011 to June 30, 2011

Total Revenue: \$3,611.00

Mound House Donations

Month	Description	Amount
April	General Donations	\$91.00
April	Landscape Lighting	\$155.00
April	Program Donations	\$449.00
May	General Donations	\$10.00
May	Landscape Lighting	\$95.00
May	Program Donations	\$145.00
June	General Donations	\$122.00
June	Landscape Lighting	\$76.00
total		\$1,143.00

Mound House Merchandise Sales

Month	Description	Amount
April	General Merchandise	\$442.00
May	General Merchandise	\$176.00
June	General Merchandise	\$30.00
total		\$648.00

Program Fees (Kayak tour fees set; other programs operate as donation requested)

Month	Description	Amount
April	Mound Key Tour	\$360.00
April	Guys Group of Naples Mound Key Tour	\$640.00
April	Beginners' Yoga @ Seven Seas	\$170.00
May	Beginners' Yoga @ Seven Seas	\$410.00
June	Beginners' Yoga @ Seven Seas	\$240.00
total		\$1,820.00

Rentals - Seven Seas at Newton Park

Month	Description	Amount
total		\$0.00

Cultural Resources Quarterly Report  
 Events and Programs  
 April 1, 2011 to June 30, 2011

Events and Programs

Date	Staff	Description	Location	Type	Attendees
1-Apr	Educ Coordinator, Env Educator	Native Plant Introduction w/ Dick Workman	Mound House	Vol Training	18
2-Apr	CR Staff & Volunteers	First Aid / CPR @ FMB Fire Station	FMB	Training	8
5-Apr	Educ Coordinator & CR Director	Volunteer "How To" & Graduation	Mound House	Vol Training	10
6-Apr	All CR Staff & Volunteers	Fort Myers Beach Elementary	Mound House	School Tour	26
7-Apr	Educ Coordinator & CR Director	Volunteer "How To" & Graduation	Mound House	Vol Training	11
9-Apr	CR Director & Volunteers	Open tours initiated, Tues, Wed, Sat 4 hours	Mound House	Site Tour	variable
11-Apr	CR Director & Volunteers	United Methodist Women's Group	Mound House	Group Tour	22
14-Apr	CR Director	Guys Group of Naples Mound Key Tour	Mound House	Boat Tour	14
16-Apr	CR Director	Mound Key Tour	Mound House	Boat Tour	11
29-Apr	All CR Staff & Volunteers	Silver Palms School – Flamingo ET	Mound House	School Tour	101
4-May	CR Director & Volunteers	Sanibel Philanthropic Education Organization	Mound House	Group Tour	18
13-May	All CR Staff & Volunteers	Holy Trinity Episcopal School – Flamingo ET	Mound House	School Tour	52
17-May	CR Director	Sanibel-Captiva Sail & Power Association	Sanibel	Presentation	70
21-May	All CR Staff & Volunteers	Shell Mound Soiree	Mound House	Event	35
26-May	All CR Staff & Volunteers	Highlands Elementary School – 3 classes	Mound House	School Tour	37
27-May	All CR Staff & Volunteers	Highlands Elementary School – 2 classes	Mound House	School Tour	53
3-Jun	CR Director & Volunteers	Calusa Heritage Trail Tour	Pineland	Vol Training	12
4-Jun	CR Director & Volunteers	Florida Society for Ethical Ecotourism	Mound House	Group Tour	24
7-Jun	Env. Educator & Volunteers	GCHSA Home School Group	Mound House	School Tour	5
15-Jun	Env. Educator & Volunteers	Gulf Shore Singles Club	Mound House	Group Tour	10
27-Jun	CR Staff	Edison Sailing School "Learn to Sail" 1 week	Mound House	Contracted	19
29-Jun	All CR Staff & Volunteers	Bishop Verot Environmental Science Class	Mound House	School Tour	12
30-Jun	Env Educator & Volunteers	Bay Oaks Summer Camp	Mound House	School Tour	46

## Mound House General Visitors FY2011

Total Responses:	9
Total Visitors*:	567
Total Days Open*:	50

\*As of April 6th, 2011

	% Responding Excellent/Good	Client Satisfaction Survey Questions
1	100.00%	Courtesy of Staff
2	100.00%	Professionalism and Knowledge of Staff
3	100.00%	Program Satisfaction of needs & concerns
4	88.89%	Rated Value of program/service
5	100.00%	Condition of Facility/Equipment
6	88.89%	Program/Service met my expectations
7	77.78%	Probability of future attendance
8	88.89%	Probability of future passive enjoyment
9	100.00%	Staff was knowledgeable and helpful
10	100.00%	Quality of program/service

**B**

Please rate this program using the scale below:

All scores are 100%:	A+
All scores are green:	A
1 yellow:	A-
2-3 yellow:	B
4-5 yellow:	C
0-2 yellow and 1 red:	B-
3 yellow and 1 red:	C
4 yellow and 1 red:	C-
>5 yellow or 2 red:	D
3 red:	F

## General Visitor Comments FY2011

### General Guests – Client Survey Comments May 2011

Danielle – “Thank You”

Betsy Buch – “The Mound House is a real treasure for your community. It is wonderful that your city is making an effort to preserve it. The volunteer staff was enthusiastic and delightful. Although I live on Pine Island, my husband and I will come back to see the progress of the restoration. Thanks!”

Judy Wothke – “... extremely valuable historical relevance of this preservation! I will bring my family/relatives to Mound House when they visit us @FMB. Would like to see more town support & involvement – a this project is one that will have significant (historical) interest to many people in FL & the U.S.”.

Diane & Victoria Johnson – “I strongly believe the pool stairs & wall should be left to show the history of the relationship of the house/pool/mound. Especially for children who need the visual for understanding. It is a part of the overall history!”

Donna Betts - “Love the whole tour & the plants being identified. Reminded me of Kanapaha Botanical Gardens in Gainesville – excellent place to learn plants & usages by Native Americans and early settlers. Look forward to when house is opened up for tour.”

G.E. Beck – (Former horticultural professor from Wisconsin) “Thrilled to have great personal attention and great introduction to my first “archeological” course!”

### General Guests – Client Satisfaction Surveys – June 2011 6/1/2011

Sara & Russell Stover – “Thank you for the care and interest that allows us to visit the history of the area and lost civilization of the Calusa.”

Valerie Curtis – “Excellent tour – covered so much – will return.”

Fran & Phil Hagerman – No Comment

G.E. Beck – (Former horticultural professor from Wisconsin) “Thrilled to have great personal attention and great introduction to my first “archeological” course!”

Juelene Beck – “Catherine was absolutely super knowledgeable & really helpful – answered all our questions. I am concerned that the excavated area is going to have one wall which will be entirely covered by a mural – including the 1950 swimming pool steps. I strongly feel the swimming pool steps should remain visible to for all visitors to see (especially children) as it gives a great perspective from which to view the dig.”

## Mound House Adult Programs FY2011

Total Responses:	62
Total Participants (if known):	168
Total Programs:	7
Total Programs Responding:	3

	% Responding Excellent/Good	Client Satisfaction Survey Questions
1	100.00%	Courtesy of Staff
2	98.39%	Professionalism and Knowledge of Staff
3	95.16%	Program Satisfaction of needs & concerns
4	98.39%	Rated Value of program/service
5	93.55%	Condition of Facility/Equipment
6	100.00%	Program/Service met my expectations
7	93.55%	Probability of future attendance
8	88.87%	Probability of future passive enjoyment
9	100.00%	Staff was knowledgeable and helpful
10	100.00%	Quality of program/service

Please rate this program using the scale below:

All scores are 100%:	A+
All scores are green:	A
1 yellow:	A-
2-3 yellow:	B
4-5 yellow:	C
0-2 yellow and 1 red:	B-
3 yellow and 1 red:	C
4 yellow and 1 red:	C-
>5 yellow or 2 red:	D
3 red:	F

**A**

---

## **Adult Program Comments FY2011**

### **Mound House Tour for SHELL POINT residence – Client Satisfaction Survey Oct 7, 2010 – COMMENTS**

Nellie Mae Kessel – “When restored would enjoy seeing the house. I felt that the archeologist/ director guide was excellent. Her enthusiasm made it especially good!”

Renee Maxwell – “Excellent presentation. I hope to return when museum is complete.”

Bev Chandley – “It is so wonderful that the City of Fort Myers Beach has taken the preservation and restoration of the Mound House into its fold. The Calusa history is so important to understand the SW Florida ecosystem and how it has evolved over the years. The “cut-away” is amazing and my group really enjoyed their time. Theresa was fabulous and the volunteers were top notch!! Small portable microphones might be helpful one day so all can hear a little better.”

### **SHELL POINT ACADEMY COURSE EVALUATIONS:**

Nellie Mae Kissel – “Enjoyed the trip. The director/guide was SO good”.

W. Kissel – “Enjoyed it very much. Would like to go back when they have the restoration completed.”

Helen Johnson – “Our guide rated EXCELLENT PLUS! I hope we will have another opportunity to go when all is complete. Beautiful area.”

Kay Strong – “The fact that we could be home early afternoon was good. History is a good subject.”

Elizabeth Kruesi – “Wonderful outing – learned a lot. SO pleased Shell Point planned the trip.”

Helen Van Bushkirk – “VERY informative and fun.”

Barbara Milligan – “Good speaker knew her subject. Could hear her well. Great job.”

No name – “I thoroughly enjoyed this trip.”

No name - “Super!”

Joan Morgan – “Excellent trip – I’d like to go on trip to Mound Key by water, of course!”

Lucy Skinner – “Excellent!! Good choice of restaurant, also!”

### **Marco Island Historical Society – Client Satisfaction Survey October 15, 2010 - COMMENTS**

Shannon H. “Thanks so much!”

### **Marco Island Historical Society – Client Satisfaction Survey October 8, 2010 - COMMENTS**

Doris Ross – “Ms. [Shroud,sic] Schober, the director, is outstanding in the extent of the knowledge she shared with our group. She is a truly outstanding leader.”

Nancy Boyer – “Theresa was wonderful.”

No name – “Theresa is amazing! Bravo!”

No name – “Looking forward to watching your progress!”

D. Haussler – “We thoroughly enjoyed the presentation and activities. Thank you!”

Marion Nicolay – “For large crowds, you need more bathroom facilities. Have you thoughts of Port-a-potties? The movie screen in Mound House is tiny and cannot be viewed by all the people seated there. Please think about a large screen presentation. Also please forgive typewriter for mistakes...since I never make any, it has to be the machine, right? I had a delightful time at your program.”

No name – “Theresa is your finest professional. I wasn’t into the crafts – I came to see the museum in the Mound. When the house and museum open, it will be OUTSTANDING! [In regard to facilities], I expected more...outside at picnic tables? [In regard to program] I hoped for more.”

D.C. Maurice – “Theresa Schober was an excellent hostess and she was assisted by three great helpers. I would love to come back when the “swimming pool area” is completed, also when the house is on display. A great day!”

Jerry Masters – “A fantastic experience. Theresa is so knowledgable and positive.”

**Estero United Methodist Women’s Group – April 11, 2011**

Edna Jackson (V.P)- “Thank you so-o-o much for a wonderful day that we will remember for ever & ever. I am looking forward to the many trips we can enjoy with you. The day was SO well presented and we all love you all.”

Barbara Jarvis – “Our speaker was very, very knowledgeable about Mound House and its history.”

Laverne Garrett – “I only hope that this program keeps up-grading the area of more history!!!!”

Betty Smith – “Look forward to watch progress at the Mound House as projects are completed.”

Barbara Corll – “Our guide was very informative and made the experience a great treat.”

Maggie Gibson (Secretary) [Personal letter to T. Schober] – I am the recording secretary for the Estero United Methodist Women. We visited the Mound House on April 11, and this letter is written to thank you for a most enjoyable time. The staff at the Mound House are very friendly, well informed and present a most interesting program. All the women in the group really enjoyed the visit and we wish you much success in the future.

John & Lorna McIntyre – “What a wonderful place. So rich in history with such good plans”

Alice Demore – “Absolutely wonderful to be here experiencing past years in such a setting!”

Bill & Lucy Ort – “Our narrator, Ceel, has a wonderful informative great voice to listen & learn.”

Steve & Carolyn Burke – “Enjoyed our visit.”

## Mound House Youth Programs FY2011

Total Responses*:	13
Total Participants**:	490
Total Programs:	13
Total Programs Responding:	4

\*Youth Program Surveys were given to chaperones & parents only

\*\*Representing 414 individuals

	% Responding Excellent/Good	Client Satisfaction Survey Questions
1	100.00%	Courtesy of Staff
2	100.00%	Professionalism and Knowledge of Staff
3	100.00%	Program Satisfaction of needs & concerns
4	100.00%	Rated Value of program/service
5	100.00%	Condition of Facility/Equipment
6	100.00%	Program/Service met my expectations
7	100.00%	Probability of future attendance
8	100.00%	Probability of future passive enjoyment
9	100.00%	Staff was knowledgeable and helpful
10	100.00%	Quality of program/service

Please rate this program using the scale below:

**A+**

All scores are 100%:	A+
All scores are green:	A
1 yellow:	A-
2-3 yellow:	B
4-5 yellow:	C
0-2 yellow and 1 red:	B-
3 yellow and 1 red:	C
4 yellow and 1 red:	C-
>5 yellow or 2 red:	D
3 red:	F

**Youth Program Comments FY2011**

**Beach School Group– Client Satisfaction Survey April 6, 2011 – COMMENTS**

Cathy Trent – “I was beyond pleased – kids were engaged – ‘no boredom’. Can’t wait ‘til rest of it is in place! We have been coming for years! [Suggest] a treasure hunt for different things there.”

Student (no name) – “Great, my favorite part was the underground exhibit.”

No Name – “Great job! We look forward to seeing the underground exhibit complete with lights & video. Laser pointer will help in the meantime.”

**GCHSA Homeschool Group – Client Satisfaction Survey June 7th, 2011 – COMMENTS**

Wendy McFelin – “Please keep pool stairs visible when you finish the mural. It is of historical importance.”

## Mound Key Tours - Master Client Satisfaction Survey's FY2011

Total Responses:	27
Total Participants:	99
Total Programs:	6
Total Programs Responding:	4

	% Responding Excellent/Good	Client Satisfaction Survey Questions
1	100.00%	Courtesy of Staff
2	100.00%	Professionalism and Knowledge of Staff
3	96.30%	Program Satisfaction of needs & concerns
4	100.00%	Rated Value of program/service
5	92.59%	Condition of Facility/Equipment
6	100.00%	Program/Service met my expectations
7	92.59%	Probability of future attendance
8	85.19%	Probability of future passive enjoyment
9	100.00%	Staff was knowledgeable and helpful
10	100.00%	Quality of program/service
		Totals:

**A**

Please rate this program using the scale below:

All scores are 100%:	A+
All scores are green:	A
1 yellow:	A-
2-3 yellow:	B
4-5 yellow:	C
2 yellow and 1 red:	B-
3 yellow and 1 red:	C
4 yellow and 1 red:	C-
>5 yellow or 2 red:	D
3 red:	F

## **Mound Key Tour Comments FY2011**

### **Mound Key Tour - Client Satisfaction Survey January 8, 2011 – COMMENTS**

Bev Faber-Jenkins – “Archeologist was so passionate about [Mound Key].”

Elizabeth Kruesi – “Thank you very much. An outstanding event.”

No Name – “Need to start earlier. Great information.”

Yvonne Kelly – “The program was excellent. Wished we had more time to spend there and learn. Theresa very knowledgeable – great program. Thank you!”

No Name – “Value excellent – should actually raise cost to \$50 per person to assist underwriting historic programs”

### **Mound Key Tour - Client Satisfaction Survey January 22, 2011 – COMMENTS**

Don Evans – “Construction hindered access, i.e. stepping over barrier to get to boat.”

Nora & Page Brake – “Theresa was VERY good! Also Captain Jeff.”

### **Mound Key Tour – Client Satisfaction Survey April 14, 2011 – COMMENTS**

Daniel Sussman – “Theresa was fantastic. Knowledgeable and articulate.”

Dale Savage – “It was a pleasure dealing with your staff at Mound House. All were very pleasant and professional. The tour of Mound Key was all I expected and more. Theresa did an outstanding job. Her presentation was factual and left no stone unturned. Thank you again for a great day.”

No Name – Our guide/archeologist was EXCELLENT. Very knowledgeable and professional.”

Don Mitchell – “Theresa was an OUTSTANDING guide.”

### **Mound Key Tour – Client Satisfaction Survey April 16, 2011 – COMMENTS**

Jon Surprise – “Tour was conducted by Theresa – she was EXCELLENT. FMB has a real treasure in her and I hope she is appreciated and supported. P.S. It would be nice to have a bicycle rack at Mound House for those who can bike over.”

Dianne Mozer – “One of the most enjoyable and informative tours I have been on in Ft. Myers Beach!”

Julie Steinweg – “Suggestion – advertise this trip on the Newspaper Websites using the calendar function if you can.”

Nora Anderson Sillenid – “I have traveled around the world and visited museums and sites. Theresa was the most articulate and enthusiastic guide I’ve ever experienced.”

Ildiko and Alexander DeAngelis – (Excerpts from letter dated 4/21/11) “Both my husband and I have not had a better educational tour experience to date anywhere. The excellence of our experience with The Mound House is due in large measure to Archeologist and Direction...Theresa Schober. She is extremely knowledgeable, but she is also a gifted communicator. Her enthusiasm for the mission of Mound House .....is infectious. The work that she and her staff have accomplished is very impressive. As new permanent residents of FMB, we are grateful for the town’s support of such a wonderful institution.”

## Recreational Program - Beginners' Yoga FY2011

Total Responses:	16
Total Participants*:	133
Total Classes**:	20

\*Representing 29 individuals

\*\*1x per week

	% Responding Excellent/Good	Client Satisfaction Survey Questions
1	100.00%	Courtesy of Staff
2	93.75%	Professionalism and Knowledge of Staff
3	93.75%	Program Satisfaction of needs & concerns
4	93.75%	Rated Value of program/service
5	93.75%	Condition of Facility/Equipment
6	93.75%	Program/Service met my expectations
7	93.75%	Probability of future attendance
8	62.50%	Probability of future passive enjoyment
9	93.75%	Staff was knowledgeable and helpful
10	93.75%	Quality of program/service

Please rate this program using the scale below:

**A-**

All scores are 100%:	A+
All scores are green:	A
1 yellow:	A-
2-3 yellow:	B
4-5 yellow:	C
0-2 yellow and 1 red:	B-
3 yellow and 1 red:	C
4 yellow and 1 red:	C-
>5 yellow or 2 red:	D
3 red:	F

## Yoga Comments FY2011

### Beginner's Yoga at Newton Park – April 23, 2011 Client Satisfaction Survey – COMMENTS

Claudette Germano – “Susan Carter is knowledgeable, sociable and provided a wonderful ‘Beginner’s Yoga’ experience. She not only makes sure we practice the poses correctly, she explains the meaning and reasoning behind the positions and what benefits each provide. The Newton House is the perfect location to practice and learn yoga. I believe it is imperative that you have a quiet, scenic, restful place to reap the benefits of shutting world out for just 1 hour a week. It is so peaceful to practice yoga and look out at the ocean, connecting your body and mind to the environment around you. In addition, the Newton House location is only a few blocks from my home (I’m a full time resident). It affords me the ability to ride my bike to the sessions. Thank you Town Counsel for allowing residents (and others) to enjoy the Newton House in this reverent, respectful and enriching activity”.

Bonnie Krusley – “The Newton House is the perfect setting for yoga. Looking out onto the beach and gulf doing yoga could be a perfect advertising for yoga. Susan is a VERY good instructor, she isn’t just teaching, she is also enjoying doing it. I am a year round resident that works week days and Sat. This is the first yoga class that I have been able to attend. Please let us continue at the Newton House and in the evenings. Thank you”.

No Name – “I had always been hesitant to start Yoga – but Susan Carter made it such a positive experience that I will continue. And, the use of the Newton Park made the class more than perfect. I am a resident of Fort Myers Beach and consider this class and location a plus a resident could find nowhere else.”

Sue Ewbank – “[will definitely attend a future program] next fall.”

Janet Petro – “Newton House was perfect. I look forward to finding a class in Indiana and returning here for classes with Susan”.

Barbara Hill – “Too expensive.”

Ginny Garesche – “I hope that this program will be continued. It is a perfect location for those of us living on the south end of the island because of traffic issues. The space with wood floor and view of the Gulf could not be any better. I’ve been looking for this class for a year & hope that you will continue it, please. I am a full-time resident.”

Maria Galeote – “I am not a beginner and I am only on vacation 1 month. Overall the class is too elementary for me; it does not seem to have a set “lesson plan” for each session.”

### SESSION 2

Bonnie Krusley - “Susan has been a wonderful teacher. She goes beyond her job in teaching. I would love to see yoga offered at least 2-3 times a week in evenings . So many activities are planned around daytime hours. I wok days so this Tuesday night class is great. Thank you for offering activities like these.”

Cultural Resources Programs  
Proposed Fee Schedule<sup>1</sup>  
Recommended by CELCAB 3.24.2011

Interpretive Program	Standard Rate	Member/Group/ Student Rate
I. Beach & Estuary Explorations		
A. Kayak Tours <sup>2</sup>		
Creatures of the Back Bay	\$30	\$20
Paddle the Calusa World	\$40	\$30
Reflections	\$25	\$15
B. Mound Key Boat Tours <sup>3</sup>	\$50	\$40
Combination with Mound House	\$60	\$50
C. Treasures of the Sea	Free	-
II. Youth Programs <sup>4</sup>		
A. School Tours		
Public school – Calusa Domain	Free	-
Out of area/Private/Homeschool	\$3	-
Advance classroom presentation	\$2	-
B. Scouts Excursions	\$5	-
C. Summer Camps	\$5	-
III. Adult Programs <sup>5</sup>		
A. Mound House site tour/exhibit - guided	\$5	-
B. Mound House site tour/exhibit - group	\$10	-
C. Speaker's Bureau (Off-site lecture)	Donation	-
IV. Contracted Programs		
A. Indoor programs (e.g., yoga)	20%	Variable
B. Outdoor programs (e.g., sailing school)	15%	

<sup>1</sup> All rates are per participant

<sup>2</sup> Kayak tour fees set by Town Council when kayak landing installed; no change recommended

<sup>3</sup> Mound Key tours offered at \$40/person since 2004; customer service surveys results warrant rate increase

<sup>4</sup> Youth program fees per child; chaperones and teachers at no cost

<sup>5</sup> Adult program rates based on current site condition; recommendations to increase fees and diversify fee schedule with completion of underground exhibit, installation of grounds interpretive signage, offering both a standard rate and a student/member rate



## MOUND HOUSE

WALK IN THE FOOTSTEPS OF THE CALUSA ON ESTERO BAY



Experience history on Estero Bay - hold your special event at Mound House and experience history on Estero Bay. Stroll along meandering paths and dance in the shadow of an Indian Shell Mound that the Calusa once called home over 2,000 years ago. The Mound House features a tent lawn for gatherings of up to 200 on the water's edge, where you may catch a glimpse of dolphins and manatees frolicking in the bay.

Mound House lawn and garden is available for reservation year round. The historic Case House & Garage and Shell Mound Exhibit are not available for rental.



# MOUND HOUSE

WALK IN THE FOOTSTEPS OF THE CALUSA ON ESTERO BAY

---

## HISTORY

Experience old Florida at Mound House where Estero Island's oldest standing structure, built by the Case Family in 1906, sits atop an ancient Calusa Indian Mound. Through archaeology and history, 2,000 years of island life are revealed in a variety of tours and educational programs. Situated on Estero Bay, the site is accessible by boat and motor traffic and visitors are encouraged meander through the lush native landscaping.

## ARCHAEOLOGY

A unique archaeological exhibit in the location of a 1950s in-ground swimming pool near the historic William H. Case house is now open to the public on a regular schedule. The pool cavity has been transformed into a room within the shell mound where visitors will have the opportunity to view the sites 2,000 year history through the layers in the mound that constitute the room walls! The excavations that created this unique exhibit and all field and laboratory research at Mound House has been conducted as public outreach efforts.

To date, over 200 volunteers have assisted in the archaeological research at Mound House.

## ESTERO BAY

Hosting your event at Mound House means that you will have a first class view of Estero Bay, and may have a chance to see dolphins and manatees swimming in the shallow waters. The Estero Bay estuarine system encompasses more than 15 square miles and with its supporting watershed includes an additional 300 square mile area. Estero Bay extends more than ten miles north to south and includes San Carlos Bay, Hurricane Bay, Hell Peckney Bay, Ostego Bay, Rocky Bay, and Big Hickory Bay. Throughout the bay are numerous mangrove islands, tidally exposed oyster bars and shoals, and large expanses of sea grass meadows.



# MOUND HOUSE

## WALK IN THE FOOTSTEPS OF THE CALUSA ON ESTERO BAY

---

### GENERAL INFORMATION

The Town of Fort Myers Beach reserves the right to refuse the use of property or to stop any activity of any person or party that does not conform to this agreement, endangers participants and/or visitors, or is considered inappropriate behavior, with no refund.

The lessee shall agree to conduct themselves in a manner that is sensitive to the historical nature of the property and its preservation needs.

---

### GENERAL RULES

- Events must abide by the Town of Fort Myers Beach Noise Control Ordinance (96-24) and no outdoor amplification of music is allowed.
- No events will occur prior to 8:00am or after 9:00pm.
- Individuals with physical impediments can park on the grounds in designated spaces. No parking is permitted along Connecticut Street, this will be strictly enforced.
- No smoking is permitted within 50 feet of historic structures or exhibits; smoking is permitted in designated areas only.
- Rental of Mound House is limited to outdoor areas only. The historic home or exhibit areas (including the shell mound exhibit) will not be made available to groups outside of regular operating hours without advance scheduling. Additional fees may apply for programs during your event.
- Private functions on the grounds are limited to a maximum of 200 people. Public access to the remainder of the property will not be denied during a private function.
- All property necessary to conduct the event (i.e., tables, chairs, tents) must be provided from an approved external vendor and the vendors must contact the Mound House at least one week prior to the event to arrange a schedule for the delivery, set up, and removal of those items. Mound House or the Town of Fort Myers Beach assumes no responsibility for the care, custody, or protection of such property, nor for its loss or for damage to it.
- Decorations or other similar items can not be nailed, tacked or taped to the historic structures or the vegetation. All decorations and garbage must be removed from the property immediately following the event.
- The use of the Mound House for an event does not imply endorsement or sponsorship of the event. Therefore, publicity must be designed in such a way that no suggestion of endorsement or sponsorship is implied or stated.
- There shall be no commercial activity – selling or solicitation for sales.
- No keys to the property will be granted to any individual not affiliated with the Mound House.
- A time limit will be imposed and enforced on all events, and shall not exceed 4 hours.
- Consumption of alcoholic beverages on premises is not permitted on site without a special events permit from Town Hall.



# MOUND HOUSE

## WALK IN THE FOOTSTEPS OF THE CALUSA ON ESTERO BAY

### DEPOSIT AND PAYMENT INFORMATION

To secure reservation of Mound House Lawn & Garden, a rental deposit in the amount of \$\_\_\_\_\_, signed contract, and proof of insurance should be delivered to Town Hall within fourteen days after request is made. If the deposit is not received within two weeks, the reservation will be automatically removed from the booking calendar without notification. Final payment is due fourteen days prior to event.



### RATE SCHEDULE

FEES	DURATION	FOR PROFIT/ INDIVIDUAL	NON-PROFIT/ MEMBER*
Mound House Lawn & Garden	Up to 4 hours	\$1,200.00	\$1,000.00
Guided Tour		\$15.00 / person	\$10.00 / person
Set Up / Break Down fee**		\$60.00 / vendor	\$60.00 / vendor
After-Hours fee***		\$40.00	\$40.00

\*Renters are required to purchase a family membership to become members of the Mound House.

\*\*Set up and break down fees apply to all Mound House rentals requiring delivery of tents, chairs, tables, lighting, or other event supplies. Fee applies to coordination with vendors providing equipment for your event. Town does not provide set up or break down services.

\*\*\*An after-hours fee will be charged should rental and/or clean up extend past sunset.

# SEVEN SEAS AT NEWTON PARK

EXPERIENCE FORT MYERS BEACH HISTORY ON THE GULF



---

Enjoy the beautifully restored Seven Seas beach cottage at Newton Park, once home to James and Eleanor Newton. Jim, most well known for authoring the book, “Uncommon Friends” and his wife, Eleanor, who published two books herself, hosted large tea parties with upwards of 50 distinguished people. Now you can host your own event at Seven Seas too.

The fully restored historic building is equipped with running water and public restrooms. There is a large common area inside and an enclosed sunroom surrounded by large sliding panels with an unobstructed view of the beautiful Gulf of Mexico. Beyond the sunroom is a fully screened lanai on the beach for hosting your outdoor events as well.

Adjacent to the building is a large outdoor patio complete with picnic tables as well as bocce courts. Cover for outdoor tables is provided by an authentic Chickee Hut. All only steps from the beach.

# SEVEN SEAS AT NEWTON PARK

EXPERIENCE FORT MYERS HISTORY ON THE GULF

---

## GENERAL INFORMATION

The Town of Fort Myers Beach reserves the right to refuse the use of property or to stop any activity of any person or party that does not conform to this agreement, endangers participants and/or visitors, or is considered inappropriate behavior with no refund.

The lessee shall agree to conduct themselves in a manner that is sensitive to the historical nature of the property and its preservation needs.

---

## GENERAL RULES

### GENERAL

- Smoking is not permitted within or adjacent to park facilities
- No alcoholic beverages are permitted on site w/o a special events permit from Town Hall
- Commercial activity is not allowed – no selling or soliciting for sales on property
- Rentals will be limited to daylight hours including set up and clean up time
- A time limit will be enforced on all Seven Seas rentals
- All events must abide by The Town of Fort Myers Beach Noise Control Ordinance (ch. 14 sect 19-24)

### SEVEN SEAS RENTAL

- Events will be limited to 49 persons and this will be strictly enforced
- Decorations may not be nailed, tacked or taped to historic structures or vegetation.
- All decorations and garbage must be removed from the property at end of event

### PARKING

A limited number of parking passes may be provided for your event. Lessee is encouraged to invite guests to carpool or provide group transportation. Additional standard metered parking is available at the adjacent Strandview beach access.

# SEVEN SEAS AT NEWTON PARK

EXPERIENCE FORT MYERS HISTORY ON THE GULF

## DEPOSIT AND PAYMENT INFORMATION

To secure reservation of Seven Seas of Exclusive use of Newton park, a rental deposit in the amount of \$150.00, signed contract, and proof of insurance should be delivered to Town Hall within fourteen days after request is made. If the deposit is not received within two weeks, the reservation will automatically be removed from the booking calendar without notification.

Final payment will be due at least 48 hours prior to your event.



## RATE SCHEDULE

FEES	DURATION	FOR PROFIT/ INDIVIDUAL	NON-PROFIT
Seven Seas – Community Room Only	Up to 4 hours	\$75.00	\$50.00
	Additional hours	\$35.00 / hr	\$25.00 / hr
Seven Seas – Lanai Only	Up to 4 hours	\$25.00	\$20.00
	Additional hours	\$15.00 / hr	\$10.00 / hr
Seven Seas – Community Room and Lanai	Up to 4 hours	\$85.00	\$60.00
Bocce Courts & Chickee Hut* (including use of one Bocce Ball set per court) – reserved time	Up to 4 hours	\$25 /court	\$25.00 / court
Chickee Hut Only – reserved time	Up to 4 hours	\$20.00	\$20.00
Newton Park – exclusive use of entire facility	Up to 12 hours	\$1,200.00	\$1,000.00
Set Up / Break Down fee**		\$60.00	\$60.00
After Hours fee***		\$40.00	\$40.00

\*Reserve time charge applies to guaranteed rentals for event/tournament

\*\*Set up and break down fees will apply to rentals of the Community Room and Lanai requiring other than lecture style configurations.

\*\*\*An after hours fee will be charged should rental of these areas extend past Sunset.