



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** The Florida Holocaust Museum, Inc.

2. **Senate Sponsor:** Jeff Brandes

3. **Date of Submission:** 11/20/2017

4. **Project/Program Description:**

Support to expand and share programming, curricula and resources with schools across Florida to implement statutorily required instruction about the Holocaust, Chapter 1003.42(g)F.S.; digitally preserve, index and present the testimonies of Holocaust Survivors and Liberators. The Museum has undertaken this preservation project to honor the memory of millions of innocent people who suffered or died in the Holocaust, and to ensure that similar atrocities never occur. As the window to obtain Survivor and Liberator testimonies is closing, finding new ways to keep those stories alive, accessible and relevant to contemporary audiences is the highest priority. The Museum will continue moving educational resources to a digital platform so that those resources can be accessed easily by learning institutions by developing and upgrading the educational, exhibition, collection, conservation, technical and infrastructure needs of the Museum, and for marketing and grant writing fees and services.

5. **State Agency Contacted?** Yes

a. If yes, which state agency? Department of State

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
750,000		750,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	15,000	0.7%
Other	1,535,000	66.7%
TOTAL	1,550,000	67.4 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 2,300,000

9. **Previous Year Funding Details:**



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- Has funding been provided in a previous state budget for this activity? Yes
- In the previous 5 fiscal years, how many years was funding provided? (Optional) 4
- What is the most recent fiscal year the project was funded? 2017-18
- Were the funds provided in the most recent fiscal year subsequently vetoed? No
- Complete the following Worksheet.

FY:	Input Prior FY Appropriation for this project for FY 2017-18		
	(If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
Column:	A	B	C
Funds Description:	Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *	Total Funds Appropriated (Column A + Column B)
Input Amounts:		750,000	750,000

10. Is future-year funding likely to be requested?

Yes

- If yes, indicate non-recurring amount per year.

\$750,000

11. Program Performance:

- What is the specific purpose or goal that will be achieved by the funds requested?

These crucial resources will enable The Florida Holocaust Museum, located in St Petersburg FL, to: 1) expand and share its programming, curricula and resources with schools across Florida to implement statutorily required instruction about the Holocaust pursuant to s. 1003.42(2) (g), F.S.; and 2), digitally preserve the testimonies of holocaust survivors and liberators. The Florida Holocaust Museum has undertaken this preservation project to both honor the memory of millions of innocent men, women and children who suffered or died in the Holocaust, and to ensure that similar atrocities never occur.

- What are the activities and services that will be provided to meet the intended purpose of these funds?

• State funds will enable The Florida Holocaust Museum to continue promoting the unique and economic relationship Florida has with Israel. • State funds will build on and continue the prior year's upgrades of the Museum's infrastructure to support 21st Century interactive exhibits, for digital preservation and presentation of the testimonies of Holocaust Survivors and Liberators, and for the educational, exhibition, collection and conservation needs of the Museum, its collection and staff. • State funds support the expansion and sharing of the Museum's programming, curricula and resources with schools across Florida to implement Holocaust education required in Statute 1003.42. • State funds support the promotion of the Museum, the Tampa



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Bay area and Florida as national and international tourist destinations. • State funds support improvements in improved safety for Museum staff and visitors.

c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input checked="" type="checkbox"/> Executive Director/Project Head Salary and Benefits	Grant oversight, invoice collection and reporting, outside bid oversight	75,000
<input checked="" type="checkbox"/> Other Salary and Benefits	Additional security personnel inside the museum and in locations where programs are presented, have been needed more frequently during the recent challenging times, including during Law Enforcement & Society trainings.	82,000
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input checked="" type="checkbox"/> Salary and Benefits	Salaries are used for program implementation for staff who are digitizing and indexing objects, testimonies and artifacts from Holocaust Survivors and Liberators or working directly with partners for testimony digitization creation of web-based exhibitions and interactives serving Florida, US and international audiences; conservation and preservation of objects and art; staff creation of new exhibitions	258,000



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	and partnerships with outside organizations to create new attractions inside the Museum.	
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Expenses related to artifact, testimony and art digitization and indexing; integration of testimony into exhibition; web updates and additions; exhibition design fabrication and installation, care of collection and photography; exhibit installation and deinstallation fees; exhibit loan fees paid toward borrowed exhibits; freight fees paid for transportation of exhibits on loan.	168,000
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Conservation, care and photography of objects and art, exhibition loan fees, web hosting, support, software and redesign for online exhibitions and updates, cyber security, exhibition installation and de-installation, advertising/marketing, grantwriting, research, speakers including Holocaust Survivors, Liberators, artists, subject matter experts & more.	167,000
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		750,000



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d. What are the direct services to be provided to citizens by the appropriations project?

See below

e. Who is the target population served by this project? How many individuals are expected to be served?

Tourists, residents, law enforcement professionals. 150,00 people are reached annually inside the Museum and through its outreach programs.

f. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

• 150,000 people reached annually inside the Museum and through its outreach programs. Through its world-class exhibitions and programs, virtual tours, Skyping Survivors and ground-breaking online, participatory, multi-media platforms, The FHM spreads awareness about the Holocaust, genocide and human rights in both historic and cross-cultural contexts. • 200 hours of Holocaust Survivor and Liberator testimony recorded, digitized, indexed and shared. • According to 2015 St Petersburg Arts Alliance study, direct and indirect spending based on 32 non-profit admissions (of which The FHM was part) produced a total economic impact of \$212,525,840. State government revenue from that amount was estimated at \$7 Million.

g. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Return of funds on deliverables not met

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

n/a

13. Requestor Contact Information:

- a. **Name:** Elizabeth Gelman
- b. **Organization:** Florida Holocaust Museum
- c. **Email:** egelman@thefhm.org
- d. **Phone Number:** (727)820-0100

14. Recipient Contact Information:

- a. **Organization:** Florida Holocaust Museum
- b. **County:** Pinellas
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** Elizabeth Gelman



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e. E-mail Address: egelman@thefhm.org

f. Phone Number: (727)820-0110

15. If there is a registered lobbyist, fill out the lobbyist information below.

a. Name: Mark Anderson

b. Firm: Mark Anderson Consulting

c. Email: mark@consultanderson.com

d. Phone Number: (813)205-0658