



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** College of Central Florida Appleton Museum of Art

2. **Senate Sponsor:** Keith Perry

3. **Date of Submission:** 01/10/2018

4. **Project/Program Description:**

Funding for the College of Central Florida Appleton Museum of Art is used to keep the doors of the museum open. The museum delivers a wide range of programs that support the educational and community development mission of the college. The museum's impact extends beyond the college's tri-county district and serves approximately 80,000 people per year. As an economic driver, the museum employs 44 staff (15 full time and 29 part-time). The 80,000 square foot facility houses a permanent collection comprised of over 18,000 objects, representing African, American, Antiquity, Asian, Florida and Contemporary Art. The collection is estimated to be worth more than \$40 million. The Appleton is accredited by the American Alliance of Museums. Accreditation puts the Appleton among the top six percent of museums in the United States and among only 52 museums in Florida that have attained this recognition.

5. **State Agency Contacted?** Yes

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

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
1,556,740		1,556,740

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)	15,000	0.8%
Local	0	0.0%
Other	386,351	19.7%
TOTAL	401,351	20.5 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 1,958,091

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? Yes
- 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
Funds Description:		Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *
Input Amounts:		1,556,740	
			Total Funds Appropriated (Column A + Column B)
			1,556,740

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

Yes

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

Yes. \$1,556,740

11. Program Performance:

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

Through the museum, the college fulfills its mission to promote the educational, economic, social and cultural development of our community. Per the Americans for the Arts' economic calculator, the Appleton contributes approximately \$2.37 million and 80 full-time equivalent jobs in economic impact to the community. The 80,000 square foot facility houses a permanent collection comprising over 18,000 objects. Funds requested are critical to keeping the doors of the museum open. Without this funding support the college will be forced to close the museum.

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

The museum's collection is integral to the college's academic life, with course assignments that revolve around the collection and traveling exhibitions. All students enjoy free admission to the museum. The museum partners with public, private, & independent K-12 schools, & homeschooled students, offering arts education through its traveling museum program. Trained museum educators bring curriculum workbooks & visual aids to the schools. The museum provides valuable educational opportunities to at-risk students throughout Marion County, where poverty rates are 118% of the national average and 84% of the school district's students are eligible for free or reduced lunch. The Marion County Public Schools is the fifth largest geographical school



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district in Florida (53 schools serving students from 45 different foreign language backgrounds) with an enrollment of more than 40,000. Art classes for adults & children are offered in the museum's studio spaces.

c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input type="checkbox"/> Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<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 and benefits for 44 Appleton Museum of Art staff members	1,170,389
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Educational Programs	386,351
<input type="checkbox"/> Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		1,556,740

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

The museum delivers a wide range of cultural programs that support educational and community development.

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

The museum is open to the public and serves all citizens in its immediate service region of Marion, Levy, Citrus counties, and is a statewide, national and international resource. Programs are designed for target audiences to ensure that there is a diverse selection relevant to multiple groups such as the elderly, the physically and developmentally disabled, pre-school to high school students, college students and adults, at risk



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populations etc. The museum's impact extends beyond the college's tri-county district and serves approximately 80,000 people per year.

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

Expected benefits include 1) providing access to and enriching the cultural experience of the community measured by the number of programs offered and the number of people served; 2) Improving the quality of education measured by number of collaborations with K-12, colleges and universities and participant surveys; 3) increase in tourism measured by economic impact report survey by the Ocala/Marion County Visitors and Convention Bureau; 4) Improve economic activity measured by economic impact data and creating specific immediate job opportunities measured by the number of employees who work directly with the museum.

- 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?**

None

- 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.**

None

- 13. Requestor Contact Information:**

- a. Name:** James Henningsen
- b. Organization:** College of Central Florida
- c. Email:** Henningj@cf.edu
- d. Phone Number:** (352)873-5835

- 14. Recipient Contact Information:**

- a. Organization:** College of Central Florida
- b. County:** Marion
- 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:** James Henningsen
- e. E-mail Address:** Henningj@cf.edu
- f. Phone Number:** (352)873-5835

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

- a. Name:** Larry Cretul



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b. Firm: GrayRobinson

c. Email: larry.cretul@gray-robinson.com

d. Phone Number: (850)577-9090