



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1196

1. Title of Project: Lincolnville Museum Preservation / Operations

2. Senate Sponsor: Travis Hutson

3. Date of Submission: 01/22/2019

4. Project/Program Description:

Preservation, upgrade, and renovation of the Excelsior High School Building that houses the Lincolnville Museum and Cultural Center. The museum has operated in the building since 2007 as an African American museum. The building itself was the first high school built for African Americans in St. Johns County in 1925. The nonprofit museum has invested in HVAC systems, lighting, and new exhibits and has generated community interest through educational and cultural programs, lectures, and live performances. It has reached a point where capital improvements are needed to sustain the museum and preserve the building that sits in the heart of the Lincolnville Historic District in the city of St. Augustine. Gentrification threatens the continuance of African heritage sites in the community. The museum group saved the Excelsior from destruction and has continued to use it as a preeminent institution depicting 450 plus years of African American history and culture in Northeast Florida.

5. State Agency to receive requested funds : Department of State

State Agency Contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

Type of Funding	Amount
Operations	343,000
Fixed Capital Outlay	399,000
Total State Funds Requested	742,000

7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	742,000	90.05%
Federal	68,000	8.25%
State (excluding the amount of this request)	14,000	1.70%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	824,000	100.0%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

9. Is future-year funding likely to be requested? Yes



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a. If yes, indicate non-recurring amount per year. \$399,000

10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Exec Dir for the museum to manage the overall operations of museum. Responsibilities include planning and curating of exhibits. Developing cultural programs, lecture series, and other heritage and community programming. Marketing Dir to develop public relations, communications models, and social media platforms to garner a greater market share of tourists visiting St. Johns County to make Lincolnvillle a must see stop on their itinerary. Events Coordinator.	180,000
Other Salary and Benefits	Education program consultant.	45,000
Expense/Equipment/Travel/Supplies/Other	Audio visual equipment, printing supplies for educational materials, Travel to Tourism and Heritage related conferences to keep abreast of current industry standards.	15,000
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits	Facilities Manager: ongoing maintenance and upkeep of building and grounds. Set up and breakdown for programs and events.	35,000
Expense/Equipment/Travel/Supplies/Other	Point of sale equipment and integrated computer network server. Janitorial equipment and supplies. Tables and chairs to equip cultural center stage lighting and sound equipment.	28,000
Consultants/Contracted Services/Study	Sound and lighting engineer to design and operate equipment.	40,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Architectural Services, building preservation, upgrades, and renovations.	399,000
Total State Funds Requested (must equal total from question #6)		742,000

11. Program Performance:

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

Preserve and enhance an African American heritage resource in the nation's oldest city. Preserve the Excelsior Building which will be 100 years old as a part of the National Registry of Historic Places. Enhance the stories of La Florida as it relates to African American Heritage dating back more than 450 years through educational programs, exhibits and tools to depict the unique history of this part of America and its multi, ethnic roots. Show the continuous presence of people of African decent in Spanish Florida that predates the Jamestown stories that attract tourist and scholars to that part of Virginia. This can be a major attraction to a broader base



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of tourist and scholars interested in this early history at the Lincolnville Museum and elsewhere in St. Johns County.

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

Hire a architect/ project manager to supervise preservation, design and restoration work and engage construction contractor .Employ additional Museum personell to manage daily museum operations, develop and oversee exhibits, education and heritage programs plans and manage collections.

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

Conduct heritage tours and programming related to the 450 plus years of African American history in northeast Florida. Develop and maintain educational exhibits, to support mandates for ethnic history, literature and civic benchmarks in Florida schools that will be available for on-site and off-site presentations.

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

General public will be primary population with targeted emphasis on St. Johns County School District pupils, and other Florida school districts during field studies in the county. Ethnic heritage tourist who seek historic landmarks and communities as a vacation destination.

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

Increase in student groups choosing Lincolnville as a targeted stop for civil rights and other African American Heritage educational tours. Increase in the frequency and length of stay of individuals and families seeking African American Heritage tours in St. Augustine. Data to be collected using survey of guests home state, zip codes, number of nights stay in area, hotel information and other data.

f. 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?

Withholding of payment if work not completed according to bid /contract.

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.

State of Florida, Department of Enviornmental Protection owns the Excelsior Building. Friends of Lincolnville, Inc. has a longterm lease for the property from the State of Florida. Any physical improvements would accrue to the Sate of Florida.

13. Requestor Contact Information:

- a. **Name:** Floyd Phillips
- b. **Organization:** Friends of Lincolnville, Inc.
- c. **E-mail Address:** lmcstaug@gmail.com
- d. **Phone Number:** (904)824-1191

14. Recipient Contact Information:

- a. **Organization:** Friends of Lincolnville, Inc.
- b. **County:** Saint Johns



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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: Floyd Phillips

e. E-mail Address: lmcstaug@gmail.com

f. Phone Number: (904)824-1191

15. Lobbyist Contact Information

- a. Name:** None
- b. Firm Name:** None
- c. E-mail Address:**
- d. Phone Number:**