



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1207

1. Title of Project: WWII Veterans Exhibition and Educational Programs

2. Senate Sponsor: Travis Hutson

3. Date of Submission: 01/28/2019

4. Project/Program Description:

WWII Veterans Prog –The St. Augustine Lighthouse holds 2000 artifacts from WWII, the donations of veterans of the USCG and the US Navy. The stories of WWII are of responsibility, sacrifice, and vigilance. The northern portion of the light station was built between 1936 and 1942. It served as a home and work station throughout the war years. During the war over 50 million people perished and the term genocide was coined. Some Floridians sacrificed everything. USCG trained for service from around the world here, and kept watch for U-Boats in the Atlantic from atop the lighthouse. The Lighthouse and Maritime Museum has spent a decade collecting objects and oral histories. It seeks funding to tell the stories of these brave men and women and to preserve them by digitizing 40 key objects, from gas masks to oral histories of the sinking of the SS Gulf America off the coast of Jacksonville. An exhibit and digital educator materials will serve more than 101,520 Floridians annually.

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

State Agency Contacted? Yes

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

Type of Funding	Amount
Operations	170,000
Fixed Capital Outlay	
Total State Funds Requested	170,000

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)	170,000	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	170,000	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? No



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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Exhibition design, fabrication \$85,000; Graphic design, copy-writing and artifact selection and research, including stabilization of objects needed \$40,000. Artifact digitization \$60,000 including the development of learning interactive and research into state educational needs for access to affordable and quality learning options. Development of educational materials for Florida teachers or for use in parental educational institutions of choice. \$15,000.00 for marketing and printing costs.	170,000
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		170,000

11. Program Performance:

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

The stories of WWII are vital to Floridians because they teach about a time when war was at America's door, when the "Nationalsozialisten" Party of Germany controlled culture through brutality, and when the men and women of Florida sacrificed everything. From 1933-1945 in Europe people with differences were deemed "asocials" and persecuted, experimented on, and murdered; including Jews, babies with disabilities, gypsies, and more. The goal is to preserve as many as possible of the 2000 original objects held in trust from this remarkable story when men and women of Florida said "No" to evil. To make sure that the next generation of Floridians know of the sacrifices of the USCG and the US Navy made during WWII. To share this story in a way that the tech native generations can understand and share. To provide educational materials that can help with critical thinking and early learning skills in schools of choice, and create skills sets for civic discourse.

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

The museum will work to pay for and support all staff work on the project, including press crediting the State of Florida, oversight of contractors, providing historical context, and conservation services. In addition, \$170,000 dollars invested in Florida serving 110,000 Floridians in a community the size of St. Augustine created 63.8 total jobs, \$1,530,306 in household income, \$124,723 in local government revenue, and \$156,441 in state revenue.



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Activities and services include sharing the story of veterans with Florida Families, honoring our nation's military, construction, digitization, educator, artists, design, copy writing, conservation, historian, and other jobs. The museum provides free admission to active military and discounts to all military veterans and to first responders all year long.

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

The project will provide a direct economic impact as well as provide an important opportunity to celebrate the lives of World War II veterans, and to teach a digitally-native, next generation of the sacrifices of previous generations and the dangers of not thinking for yourself. The museum serves 47,000 school age children annually and 5,700 from Florida public schools. It offers jobs in tourism, retail sales, personnel, preservation of historic buildings, landscaping, and maintenance.

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

The target population of this area is the State of Florida and specifically St. Johns County, FL. Through point of sale zip code collection the museum can demonstrate that 47 percent of the 216,000 annual visitors are from Florida, or 101,520 persons per the 2018 visitation numbers. As many as 14 percent of visitors return to the museum again and again. The museum also receives as many as 290,000 hits per quarter from internet searches according to Google analytics. St. Johns County locals that take pride in serving military heritage with Mayport Naval Air Station and National Guard facilities within 41 miles of St. Augustine. The population of St. Johns county as of 2017 was 243,812. About one third of the county's jobs are from the tourism and hospitality industries. Ninety two percent of the county has access to a computer inside their home. Some 19,811 veterans live in the county, and county veterans groups have signed on to support this important project.

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

Ensuring that the stories of our veterans are not lost and are shared with future generations. Stabilization and documentation of 40 original WWII objects including uniforms, kit bags, and airplane identification cards. (museum collections systems were reviewed by the American Alliance of Museums which accredited the institution in 2018) Visitation numbers are tracked by point of sale data. Free military in 2018 (3,092.). Seniors (30,304). Volunteer hours provided for educational purposes (15,400), and memberships (6,677 member households). Florida school and public program participants are tracked (5,387+17,008 = 22,395). This WWII Veterans project allows specific use tracking through digital technology that report to the museum which story a visitor is using or reading on internal kiosks, computer screens, or hand held technology; all visitor privacy is protected. If a story or portion is not being accessed it can be updated or changed by the museum staff.

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?

Refund of any monies that are appropriated. However the museum has an excellent record of responsible performance with grants and appropriations, including a strong ROI.

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.

The St. Augustine Lighthouse and Maritime Museum, Inc., (a non profit Florida Corporation) owns this facility.



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13. Requestor Contact Information:

- a. **Name:** Kathy Fleming
- b. **Organization:** St Augustine Lighthouse & Maritime Museum, Inc.
- c. **E-mail Address:** kfleming@staugustinelighthouse.org
- d. **Phone Number:** (904)829-0745 Ext. 215

14. Recipient Contact Information:

- a. **Organization:** St Augustine Lighthouse & Maritime Museum, Inc.
- b. **County:** Saint Johns
- 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:** Kathy Fleming
- e. **E-mail Address:** kfleming@staugustinelighthouse.org
- f. **Phone Number:** (904)829-0745 Ext. 215

15. Lobbyist Contact Information

- a. **Name:** Kevin Doyle
- b. **Firm Name:** Wexford Strategies
- c. **E-mail Address:** kevin.doyle@wexfordstrategies.com
- d. **Phone Number:** (904)806-1714