



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1268

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

2. **Senate Sponsor:** Ed Hooper

3. **Date of Submission:** 01/17/2019

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 pursuant to s. 1003.42(4)(g) F.S., and to digitally preserve, index, and present 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. 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 of the highest priority. The FHM will be continuing the process of moving our educational resources to a digital platform so that those resources can be accessed easily by learning institutions throughout the state.

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	750,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>750,000</b>

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)	750,000	32.61%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	15,000	0.65%
Other	1,535,000	66.74%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>2,300,000</b>	<b>100.0%</b>

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		750,000	3123A	No

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



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a. If yes, indicate non-recurring amount per year. \$750,000

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

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Grant oversight, invoice collection and reporting, outside bid oversight.	75,000
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
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 and partnerships with outside organizations to create new attractions inside the museum.	258,000
Expense/Equipment/Travel/Supplies/Other	Expenses related to artifact, testimony, and art digitization and indexing; integration of testimony into exhibition; web updates and additions; new hardware and software; 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.	218,000
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 and more.	199,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>750,000</b>

#### 11. Program Performance:

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



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These crucial resources will enable The Florida Holocaust Museum, located in St. Petersburg, FL, 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 to 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.

**b. 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 s. 1003.42(2)(g), F.S.,
- State funds support the expansion and sharing of the museum's programming to law enforcement agencies throughout Florida (Law Enforcement & Society).
- State funds support the promotion of the museum, the Tampa Bay area, and Florida as national and international tourist destinations.

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

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.

- Holocaust survivor and liberator testimony recorded, digitized, indexed, and shared.
- Police officers trained in Law Enforcement and Society: Lessons of the Holocaust program.

**d. 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.

**e. 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.
- 1,800 Police Officers trained in Law Enforcement & Society: Lessons of the Holocaust program, challenging them to reflect upon their professional and personal responsibilities in a democracy today. Bradenton, Gainesville, St. Petersburg, and Tampa PDs; Pasco and Polk County FDs; and National Homeland Security have taken place between 2015 to present.
- Direct/indirect spending based on 32 St Pete non-profit admissions (of which The FHM was part) produced a total economic impact of \$212.5M.

**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?**



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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. **E-mail Address:** egelman@thefhm.org
- d. **Phone Number:** (727)820-0100 Ext. 221

**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
- e. **E-mail Address:** egelman@thefhm.org
- f. **Phone Number:** (727)820-0100 Ext. 221

**15. Lobbyist Contact Information**

- a. **Name:** Mark Anderson
- b. **Firm Name:** Mark Anderson Consulting
- c. **E-mail Address:** mark@consultanderson.com
- d. **Phone Number:** (813)205-0658