



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1407

1. Title of Project: Pulse Memorial and Museum

2. Senate Sponsor: Linda Stewart

3. Date of Submission: 01/30/2019

4. Project/Program Description:

onePULSE Foundation is the official nonprofit that is building a permanent memorial and museum honoring all affected by the June 12, 2016, tragedy in Orlando, Florida. onePULSE Foundation was founded by Pulse Nightclub owner Barbara Poma and is governed by a board of trustees, comprised of local and national business and community leaders. The Pulse Memorial and Museum is projected to attract a minimum of 300,000 visitors per year once opened in June of 2022. The memorial will be on the site of the nightclub and the museum will be on an adjacent 2-acre parcel. The museum is projected to be 30,000 square feet and will include event artifacts, an education center, auditorium, and event space.

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	267,750
Fixed Capital Outlay	1,732,250
Total State Funds Requested	2,000,000

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)	2,000,000	9.28%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	10,000,000	46.39%
Other	9,558,100	44.34%
Total Project Costs for Fiscal Year 2019-2020	21,558,100	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

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



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Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Salary will be used to fund the Executive Director who is managing the foundation and the design and construction project.	77,250
Other Salary and Benefits	Salary will be used to hire a Curator to select, secure, catalog, curate, and maintain artifacts for the Pulse Museum.	37,500
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Memorial maintenance, insurance, and utilities	28,000
Consultants/Contracted Services/Study	Security services at the memorial site	125,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Funds will be used for zoning/land use amendment (if required), site plan approval/code plans, conceptual design, schematic design, design development, construction documentation, bid documents and bidding assistance, permitting (local jurisdiction, regional storm water), demolition and clearing, site preparation, and rough grading.	1,732,250
Total State Funds Requested (must equal total from question #6)		2,000,000

11. Program Performance:

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

The specific purpose of the funds is to provide capital for the Pulse Memorial and Museum. Funds will be designated for design, pre-construction, and staffing costs directly related to this project.

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

The activities and services these funds will provide includes: Foundation operations and management by the executive director, artifact curation by the museum curator, architectural design services, pre-construction services (zoning, permitting, land use, site plans, code plans), 24-hour security at the interim memorial and construction sites, memorial maintenance, insurance, and utilities.

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

When open, the Pulse Memorial and Museum will be a cultural amenity located south of downtown Orlando, but serving all residents and tourists. The site will serve as a respectful and historic place to honor all affected by the June 12, 2016, tragedy. It will also have an education center for citizens to learn the lessons of Pulse so that a similar incident never happens again.

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

The target population includes all residents of central Florida and all visiting tourists. The Pulse Interim Memorial, which is currently in place, hosts an average of 300 visitors a day. We anticipate a minimum of



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300,000 when the permanent memorial and museum open. There will be a significant education program to serve students in Orange and surrounding counties, and also all students who visit the museum.

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

The June 12, 2016, shooting at Pulse Nightclub was the second largest terrorist attack in our country since 9/11. It's part of our community's history, as was the outpouring of love and support from around the world in the weeks and months following the shooting. The Pulse Memorial and Museum will serve to record history and also educate future generations about the importances of love, hope, courage, unity, and strength. Outcomes will be measured by hard data of attendance, museum memberships, and the number of students participating in education outreach programs and also onsite at the museum.

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?

Standard contract penalties.

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.

onePULSE Foundation is the entity receiving the funding and onePULSE Foundation will own and operate the Pulse Memorial and Museum.

13. Requestor Contact Information:

- a. **Name:** Leah Shepherd
- b. **Organization:** onePULSE Foundation
- c. **E-mail Address:** ls@onepulsefoundation.org
- d. **Phone Number:** (407)446-4347

14. Recipient Contact Information:

- a. **Organization:** onePULSE Foundation
- b. **County:** Orange
- 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:** Barbara Poma
- e. **E-mail Address:** bp@onepulsefoundation.org
- f. **Phone Number:** (407)775-2436



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15. Lobbyist Contact Information

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