



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2023-2024

LFIR # 3104

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

The Memorial creates and implements innovative Holocaust programming for students grades 5-12 and in college, that are in compliance with legislation such as F.S.1003.42 (g). Focus is on key issues including combating intolerance, hatred, racism, and promoting citizenship responsibilities. This mission is accomplished via our free public permanent exhibit, community programs, year-round events, and educational opportunities for students, local residents, and tourists.

5. **State Agency to receive requested funds**

**State Agency contacted?**

6. **Amount of the Nonrecurring Request for Fiscal Year 2023-2024**

Type of Funding	Amount
Operations	572,499
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>572,499</b>

7. **Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	572,499	88%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	75,000	12%
<b>Total Project Costs for Fiscal Year 2023-2024</b>	<b>647,499</b>	<b>100%</b>

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2022-23	66,501	333,499	104	No

9. **Is future funding likely to be requested?**

a. **If yes, indicate nonrecurring amount per year.**

b. **Describe the source of funding that can be used in lieu of state funding.**

We intend to supplement with foundations and private donors, but these government dollars are critically important to our operations.

10. **Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?**



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2023-2024

LFIR # 3104

If yes, indicate the amount of funds received and what the funds were used for.

The Memorial received \$57,625 as part of a PPP loan that was applied for by the Greater Miami Jewish Federation and allocated to the Memorial.

## Complete questions 11 and 12 for Fixed Capital Outlay Projects

### 11. Status of Construction

a. What is the current phase of the project?

- Planning   
  Design   
  Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

### 13. 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	The Project Head (Education Coordinator) is a full time position and is responsible for all the programs organized and conducted under the auspices of this grant.	75,000
Other Salary and Benefits	The Program Coordinator is involved in helping organize and facilitate all of the programs which will be funded via the grant. The Program Coordinator works closely with the Project Head.	20,000
Expense/Equipment/Travel/Supplies/Other	The programs and projects that will be implemented require travel and use of office supplies.	41,000
Consultants/Contracted Services/Study	1) \$50k for security from 9a-5p to ensure that with the rise in violent antisemitic attacks, student groups who tour the Memorial are safe and secure; 2) \$20k for transportation to make sure that all student groups and survivors who can't afford transportation to the Memorial are able to come; 3) \$25k for 3G, our partner org who sends family members of survivors into schools to tell their stories.	95,000
<b>Operational Costs: Other</b>		
Salary and Benefits	As we build our new education center and aim to double the number of students on site every year (to 20,000), and increase the overall number of visitors by 50,000, a robust marketing/advertising plan is needed. We need to hire a director of marketing to get word out about our brand new education center and all of the learning opportunities that come with it.	108,000
Expense/Equipment/Travel/Supplies/Other	Implementation of the programs require some or all of the following: equipment rental, marketing campaigns, travel budgets, sound systems rental, education supplies/kits, film editing, digital agreements, and support as well as office supplies.	146,000



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2023-2024

LFIR # 3104

Consultants/Contracted Services/Study	Scholars, guest speakers and specialists are needed to effectively augment the innovative educational programming that the Holocaust Memorial builds and sustains. Temporary support personnel such as sound engineers and setup/breakdown staff are temporarily employed as well as IT support for virtual programs. Security is contracted for public events for assistance with crowd control due to the rise in antisemitism.	87,499
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>572,499</b>

#### 14. Program Performance

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

The Memorial creates and implements innovative Holocaust programming for students grades 5-12 and in college, that are in compliance with legislation such as F.S.1003.42 (g). Focus is on key issues including combating intolerance, hatred, and racism, and promoting citizenship responsibilities. This mission is accomplished via our free public permanent exhibit, community programs, year-round events, and educational opportunities for students, local residents and tourists.

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

A series of programs designed to engage students, teachers, and the public in Holocaust education events such as community-wide Kristallnacht and Holocaust Memorial Day commemorations, interactive virtual tours of the Memorial, and expansion and maintenance of an online platform for students and visitors; professional development seminars for teachers and Holocaust Education Week programming.

**c. What direct services will be provided to citizens by the appropriation project?**

Providing professional development seminars for educators who reach thousands of students each year; educational resources for all 67 school districts in Florida, as well as a place where hundreds of thousands of citizens and students can come, reflect, and be inspired. Public and virtual Holocaust Education events are conducted for students, teachers, adult learners, and the general public.

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

The target audience is students of all grade levels, adult learners, as well as the general public. Part of our request is to expand the reach of the Memorial from 100,000 visitors to 150,000 visitors as our new Education Center is built and we have more educational experiences to offer.

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

Follow up assessments and surveys are conducted with almost every program that we offer. Additionally, an increase in visitors to the Memorial of all ages (with a focus on doubling the number of students who visit) would be an indication of our impact.

**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 the contract?**

If the agency does not meet its deliverables or performance measures the Department of Education will withhold or only partially reimburse the agency for grant expenditures.

#### 15. Requester Contact Information

**a. First Name**  **Last Name**

**b. Organization**

**c. E-mail Address**



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2023-2024

LFIR # 3104

d. Phone Number  Ext.

#### 16. Recipient Contact Information

a. Organization

b. Municipality and County

#### c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name  Last Name

e. E-mail Address

f. Phone Number

#### 17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number