



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2024-2025

LFIR # 1128

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Florida and Florida performers have played a leading role in producing musicians, composers, singers, and songwriters. This project will elevate this history and those who made it. Their works will be showcased year-round at the Wells' Built Museum of African America History and Culture which will focus on Florida's Black Music Legacy. On June 7, 1979, President Jimmy Carter designated June as Black Music Month. The month recognizes and celebrates the unique genres of Black Music including gospels which originated from enslaved people who many times converted to Christianity and sang hymns which became spirituals. Black Music also includes the Blues which highlighted struggles and disappointments and later triumphs celebrated in Ragtime, Jazz, Rhythm and Blues, Classical works, Country Ballads, Soul, Rock and Roll, and Hip Hop. The project will result in economic development in Florida.

5. State Agency to receive requested funds

State Agency contacted?  No

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	200,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>200,000</b>

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	200,000	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2024-2025</b>	<b>200,000</b>	<b>100%</b>

8. Has this project previously received state funding?  No

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

9. Is future funding likely to be requested?  Yes

a. If yes, indicate nonrecurring amount per year.

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

Funds will be sought through local corporations and philanthropists.

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



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

## 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    
  N/A

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	Executive Director will research and document Florida musicians and obtain licenses for music.	60,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Licenses for music, flat screen monitors for exhibits, and computers.	30,000
Consultants/Contracted Services/Study	Consultants/contracted services, electrical work, digital display development, and a website.	30,000
<b>Operational Costs: Other</b>		
Salary and Benefits	Project Coordinator to schedule and handle procurement of deliverables.	40,000
Expense/Equipment/Travel/Supplies/Other	Supplies for exhibits, digitalization, and transcription of oral histories.	20,000
Consultants/Contracted Services/Study	Consultants to prepare guides for self-guided tours.	20,000
<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>200,000</b>

### 14. Program Performance

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



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The goal of the project is to highlight Florida’s place in Black Music and to attract visitors who will learn of Florida’s Black Music Legacy. The history of Florida’s Black Music will be recounted through oral histories which were recorded with pioneers in the Central Florida community who were first-hand witnesses to the talents of Black musicians, composers, singers, and songwriters. Florida musicians to be highlighted will include Ray Charles, Cannon Ball Adderley, Nat Adderley, James Weldon Johnson, and David “Panama” Francis. Performances of these and other musicians will be shown on screens located throughout the Wells’Built Museum of African American History and Culture.

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

Licenses for music to be highlighted will be obtained and performances of musicians now world famous will be shown on monitors in the museum. A website will be developed to market the musical performances and the period of history with which they are associated. Partnerships will be formed with destination management organizations such as VisitFlorida, VisitOrlando, and the Orlando/Orange County Convention Center to market Florida’s Black Music Legacy to tourists. Area and statewide organizations will also be contacted regarding the exhibits.

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

Citizens will learn of the history of Florida through its Black Music Legacy. The engaging and interactive exhibits will spur economic development in the State and support entrepreneurs who cater to visitors. Tour bus companies, souvenir vendors, food trucks, hotels, restaurants, and area venues among other entities will realize increased revenues.

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

Cultural tourism is an emerging market in Florida. The state attracts more than 100 million visitors per year, and 65% of those visitors take part in at least one cultural activity. The target population will be tourists who seek an “authentic experience” amplified through history, traditions, arts, and culture. The Wells’Built Museum will tell the story of Florida’s Black Music Legacy in an engaging way.

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

The benefit of the project will be added revenues for the Wells’Built Museum, local businesses, and other arts and culture venues. Zip codes will be gathered as visitors register and measurements will be made of expanded markets and admissions. Exit surveys will capture reasons that visitors frequented the Wells’Built and modifications will be made as needed to museum offerings.

**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?**

A clawback of awarded funds could serve as a penalty as well as restrictions on future funding.

**15. Requester Contact Information**

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

**b. Organization**

**c. E-mail Address**

**d. Phone Number**  **Ext.**

**16. Recipient Contact Information**

**a. Organization**

**b. Municipality and County**

**c. Organization Type**



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- 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**