



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 2635

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Since 1966, PMoA has been the anchor arts and cultural-tourist destination for Polk County. The museum is now at a pivotal juncture to elevate the economic impact with a transformative 14,000-sq-ft addition to the present 1988 building. The addition will enhance visitor experience with 6 new galleries/multi-purpose spaces, increasing access to a 3,000-work permanent collection and to global masterwork exhibitions, further establishing Polk County as a burgeoning center for unique cultural experiences.

5. State Agency to receive requested funds

State Agency contacted? Yes

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

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	500,000
Total State Funds Requested	500,000

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)	500,000	7%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	1,000,000	12%
Other	6,500,000	81%
Total Project Costs for Fiscal Year 2023-2024	8,000,000	100%

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? No

a. If yes, indicate nonrecurring amount per year.

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

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

Yes



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

The museum received a forgivable Paycheck Protection Program (PPP) loan in 2020 in the amount of \$140,000 to help offset payroll and to retain staff during the Covid-19 pandemic.

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)?

Yes

c. What is the estimated start date of construction?

June 2023

d. What is the estimated completion date of construction?

September 2024

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.

Polk Museum of Art, Inc.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Design and project management, construction costs, and infrastructure and equipment costs.	500,000
Total State Funds Requested (must equal total from question #6)		500,000

14. Program Performance

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

Since 1966, PMoA has been the anchor arts and cultural-tourist destination for Polk County. The museum is now at a pivotal juncture to elevate the economic impact with a transformative 14,000-sq-ft addition to the present 1988 building. The addition will enhance visitor experience with 6 new galleries/multi-purpose spaces, increasing access to a 3,000-work permanent collection and to global masterwork exhibitions, further establishing Polk County as a burgeoning center for unique cultural experiences.



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

The 14,000 sq. ft. of additional space will accommodate 6 new galleries/educational art spaces that will allow for display of a growing collection on a permanent, rotating basis, supporting the mission of becoming a destination art museum, meeting the cultural and educational needs of the community as its art museum, and attracting an increasing number of visitors and tourists to the region.

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

PMoA is the only Smithsonian-affiliate fine art museum in Central Florida; it is also, importantly, admission-free, providing visitors with incomparable, no-cost opportunities to experience art in fun and educational ways. The expansion enables the museum to host more exhibitions of history's most acclaimed artists, offer more exceptional free programs, and elevate the museum's national and international profile.

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

PMoA serves a wide population of visitors and learners of all ages and abilities (including general audiences, pre-schoolers, K-12 students, college students, at-risk youth, and the elderly) from diverse populations throughout Polk County and neighboring regions as well as from across the state, the country, and the globe. With the expansion and increased national and international recognition, the museum hopes to welcome a host of new, ever more diverse audiences to the county, the region, and the state, while maintaining dedication to the visitors and students served at present. With the expansion, PMoA expects to serve between 60,000 and 70,000 annual visitors in the first year following completion of the project.

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

PMoA expects the project, once completed, will yield: (1) increased number of masterwork and permanent collection exhibitions annually; (2) increase in the annual number of in-county residents of all ages visiting the museum; (3) increase in the annual number of out-of-county patrons visiting the museum; (4) increase in the annual number of in-county overnight stays by museum visitors; (5) increase in the annual number of memberships. PMoA will measure the progress toward these goals by: (1) tracking the number of masterwork and permanent collection exhibitions annually and maintaining a database of these exhibitions for annual comparison of exhibition numbers; (2) requiring visitors to obtain a sticker at entry desk before touring and tracking stickers distributed daily; and (3) ask patrons and new members for their zip code and state or country of origin and to complete a survey.

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 project doesn't proceed, the Museum (PMoA) will return the funds to the state.

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

For Profit Entity



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- 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