



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1052

**1. Title of Project:** College of Central Florida-Appleton Museum of Art

**2. Senate Sponsor:** Dennis Baxley

**3. Date of Submission:** 01/28/2019

**4. Project/Program Description:**

The Appleton Museum of Art (AMA) became part of the College of Central Florida in 2004 from Florida State University. Annually, it brings in over 46,000 visitors and has an economic impact of \$2.37M in Marion County. AMA has the same level of accreditation as the Smithsonian, through the American Alliance of Museums. It houses more than 18,000 art objects, ranging from Ancient Egypt to contemporary. AMA has received state funding for over 20 years. In 2017, AMA funding was vetoed. This funding cut would have closed the museum permanently but it received temporary endowment funds to remain open. Without continued support from the state, AMA will be forced to close its doors. Funding is supported by the Marion County Board of County Commissioners, the City of Ocala, and the Ocala/Marion County Chamber & Economic Partnership.

**5. State Agency to receive requested funds :** Department of Education

State Agency Contacted? No

**6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	1,556,740
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>1,556,740</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)	1,556,740	75.93%
Federal	0	0.00%
State (excluding the amount of this request)	7,044	0.34%
Local	100,000	4.88%
Other	386,351	18.85%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>2,050,135</b>	<b>100.0%</b>

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2017-18	1,556,740			Yes

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



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a. If yes, indicate non-recurring amount per year. \$1,556,740

#### 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		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Salaries and Benefits to support 44 museum employees.	1,170,389
Expense/Equipment/Travel/Supplies/Other	Educational Programs.	386,351
Consultants/Contracted Services/Study		
<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>1,556,740</b>

#### 11. Program Performance:

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

The funds will be used to support the operation of the museum. Without restored state support the museum will have to close its doors. The economic impact to Marion County is \$2.37M annually. The Appleton has over 46,000 visitors annually and has the same level of accreditation as the Smithsonian. The Appleton houses more than 18,000 art objects from Ancient Egypt to contemporary.

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

The museum's collection is integral to the college's academic life, with course assignments that revolve around the collection and traveling exhibitions. All students enjoy free admission to the museum. The museum partners with public, private and independent K-12 schools, offering arts education through its Appleton on the Go traveling museum program. Trained museum educators bring curriculum workbooks and visual aids to public, private and independent schools. The museum provides valuable educational opportunities to at-risk students throughout Marion County, where poverty rates are 118% of the national average and 84% of the school district's students are eligible for free or reduced lunch. The Appleton also fills the need for arts education in the homeschool systems. During the school year, special programs on school early-release days are offered. The museum provides funding support for field trips through its bus reimbursement program.

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

The museum delivers a wide range of cultural programs that support educational, economic and community development.



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

The museum serves everyone. The museum's impact extends beyond the college's tri-county district and serves approximately 80,000 people per year.

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

Expected benefits include 1. providing access to and enriching the cultural experience of the community measured by the number of programs offered and the number of people served. 2. Improving the quality of education measured by number of collaborations with K-12, colleges and universities and participant surveys. 3. Increase in tourism measured by economic impact report survey by the Ocala/Marion County Visitors and Convention Bureau 4. Improve economic activity measured by economic impact data and creating specific immediate job opportunities measured by the number of employees who work directly with 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?**

None.

**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:** Jessica Kummerle
- b. **Organization:** College of Central Florida
- c. **E-mail Address:** kummerlj@cf.edu
- d. **Phone Number:** (352)873-5835

**14. Recipient Contact Information:**

- a. **Organization:** College of Central Florida Appleton Museum of Art
- b. **County:** Marion
- 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:** James Henningsen
- e. **E-mail Address:** henningj@cf.edu
- f. **Phone Number:** (352)873-5835



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#### 15. Lobbyist Contact Information

- a. **Name:** Tom Griffin
- b. **Firm Name:** Smith, Bryan and Myers
- c. **E-mail Address:** tgriffin@smithbryanandmyers.com
- d. **Phone Number:** (850)224-5081