



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1831

**1. Title of Project:** St. Petersburg Museum of History

**2. Senate Sponsor:** Jeff Brandes

**3. Date of Submission:** 02/18/2019

**4. Project/Program Description:**

An 8,000 sq. ft. expansion and renovation to the existing St. Petersburg Museum of History. The 1st floor addition will serve as a visitor center, museum gift shop, conference area and new museum entrance. The 2nd floor will be the home of the newly designed interactive state-of-the-art exhibit of St. Petersburg and Pinellas County's history and how it relates to, and parallels, the history of Florida and the Nation. It will be designed with Pinellas County Schools to adhere to Florida education standards for Florida and U.S. History.

The 2nd floor will also have blockbuster international exhibits curated from Lincoln Castle in Lincolnshire, England. A 3,500 sq. ft. rooftop catering venue overlooking the St. Pete Pier District. Provides a unique outdoor space for 250+ seated persons. Existing facility renovations include new floors, lighting, walls, and audio/visual to create a 200+ person seated auditorium/meeting space in both the Flight One Gallery and the current main gallery.

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

State Agency Contacted? No

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

Type of Funding	Amount
Operations	
Fixed Capital Outlay	1,300,000
<b>Total State Funds Requested</b>	<b>1,300,000</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)	1,300,000	19.12%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local	3,800,000	55.88%
Other	1,700,000	25.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>6,800,000</b>	<b>100.0%</b>

**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



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**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		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering	Design and construction	1,300,000
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>1,300,000</b>

**11. Program Performance:**

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

The museum's expansion and renovation are designed to showcase Florida's unique history with an emphasis on Pinellas County and St. Petersburg. The new facility will be an engaging centerpiece for the county's emerging presence as the arts and culture tourist destination for visitors from around the world. This project will link the county's colorful past with its dynamic future. It is an investment in education, the preservation of shared history, and collective economic growth.

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

A 4,000 square foot second floor gallery space will be home to a state-of-the-art interactive exhibit that shares the history of Florida, Pinellas County, and St. Petersburg. Students from 4th, 8th, and 11th grades will experience an exhibit designed in coordination with Pinellas County Schools to adhere to Florida education standards for Florida and U.S. history. The museum will provide an opportunity for students from Pinellas, Manatee, Hillsborough, Pasco, and Sarasota counties to experience live history. This gallery will feature blockbuster international exhibits such as the treasures of the Lincoln Castle in Lincolnshire, England. The current main gallery space of the Museum of History will be renovated throughout: floors, walls, lighting, and audio/video to create space that can double as a 200+ person seated auditorium/meeting venue and host traveling exhibits. A 3,500 sq ft rooftop addition above the Main Gallery will be used by corporate, community, and family events.

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

The Visitor Center located on the first floor of the addition will include interactive activities to engage visitors with live state and county-wide attractions, such as art and mural demonstrations, sponge divers from Tarpon Springs, Clearwater Marine Aquarium exhibits, films, and speakers. The Visitor Center will also serve as the



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starting point for activities such as walking, bicycle, segway and trolley tours. Per Lambert Advisory 2016 report estimated over 1.7 million visitors to the new Pier District.

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

Students from 4th, 8th, and 11th grades in the Tampa Bay Region will experience an exhibit designed with Pinellas County Schools to adhere to Florida education standards for Florida and U.S. History - expect over 8,000 students annually. Cultural and Tourism -The renovations and expansion to the museum will create new gallery space for additional Florida and international traveling exhibits. The four to six added exhibits will encourage guests to revisit the museum and the Tampa Bay region. Per Wynne and Associates attendance increases 75,000 annually. Opportunity to increase the number of tours and programming for groups such as CASA, PARC, and senior living facilities to improve mental health.

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

The center receives feedback from teachers and students regarding the quality and educational value received from the museum visit and materials. Also, feedback from district social studies coordinators will be obtained. The museum will track such groups such as PARC, CASA, senior groups from ALF's, and others. The museum will receive visitor feedback from online and paper surveys. Additional staff is needed to operate and service the expanded museum and tourism/hospitality employment is generated the by attendee spending resulting in 109 jobs created with \$3.3M in annual personal income. Because of additional meeting/event space, an increase in corporate and personal group events will occur. Employment related to construction of the museum expansion is estimated at 37 direct construction jobs and 24 induced and indirect jobs with \$1.8M in personal income.

**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?**

Grantee would return all or part of the funding.

**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.**

The City of St. Petersburg owns the building and leases it to the St. Petersburg Historical Society, which operates the museum. The museum has been located at this site for over 90 years and currently has a ten year lease with the city. The ten year lease is the longest allowed per city charter

**13. Requestor Contact Information:**

- a. **Name:** Rui Farias
- b. **Organization:** St. Petersburg Historical Society / St. Petersburg Museum of History
- c. **E-mail Address:** rui@spmoh.org
- d. **Phone Number:** (727)365-7353

**14. Recipient Contact Information:**

- a. **Organization:** St Petersburg Historical Society, Inc.
- b. **County:** Pinellas
- c. **Organization Type:**



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

**d. Contact Name:** Rui Farias

**e. E-mail Address:** rui@spmoh.org

**f. Phone Number:** (727)365-7353

#### 15. Lobbyist Contact Information

**a. Name:** Alan Suskey

**b. Firm Name:** Suskey Consulting

**c. E-mail Address:** as@suskeyconsulting.com

**d. Phone Number:** (850)510-8314