



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2444

1. **Title of Project:** American Craftsman Museum

2. **Senate Sponsor:** Jeff Brandes

3. **Date of Submission:** 03/14/2019

4. **Project/Program Description:**

The construction of the Museum of the American Arts and Crafts Movement [MAACM] in downtown St. Petersburg, Florida, will be completed in 2019. All funds awarded to the MAACM will be used according to the guidelines in the construction phase of the project to help defray costs associated with materials, engineering, hurricane hardening, and amenities. This building will be home to the largest arts and crafts collection in the world.

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	2,000,000
Total State Funds Requested	2,000,000

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)	2,000,000	2.03%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local	6,500,000	6.60%
Other	90,000,000	91.37%
Total Project Costs for Fiscal Year 2019-2020	98,500,000	100.0%

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		500,000	3121	Yes

9. **Is future-year funding likely to be requested?** No

10. **Details on how the requested state funds will be expended**

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		



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Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	The construction of the Museum of the American Arts and Crafts Movement [MAACM] in downtown St. Petersburg, Florida. All funds awarded to the MAACM will be used according to the guidelines in the construction phase of the project to help defray costs associated with materials, engineering, hurricane hardening, and amenities. This building will be a statewide asset and will be home to the largest arts and crafts collection in the world.	2,000,000
Total State Funds Requested (must equal total from question #6)		2,000,000

11. Program Performance:

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

In addition to dedicated gallery spaces for permanent and special exhibitions, MAACM will include a children’s education center, an auditorium, a working graphic studio, a library, a museum store, a café, and a destination restaurant. The museum’s grand interior atrium will be a welcoming public space for local and tourist museum goers to gather. The combination of available resources and public accessibility will establish MAACM as a valuable contributor to the cultural reputation of our state.

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

By exhibiting the one of a kind collection of the Two Red Roses Foundation [TRRF], the museum will bring to the public an impressive collection of art objects and serve as an influential part of the thriving art community of St. Petersburg, the greater Tampa Bay area, and the state of Florida. The unprecedented subject matter of the museum, together with engaging programs and unique facilities, will prove to be a major benefit for hundreds of thousands of visitors with diverse interests.

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

The combination of available resources and public accessibility will establish MAACM as a valuable contributor to the cultural reputation of the region. A visit to MAACM will be promoted as an engaging and entertaining cultural experience, one that will be unparalleled by other local art institutions because of the unique subject matter, cutting edge architecture, selection of amenities, and by fostering an environment of enjoyable leisure through public programming and special events.

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

The MAACM is forecasting stabilized annual attendance to be over 150,000 persons. The museum will serve all ages and races from Pre-K age to senior.



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

The presence of MAACM in downtown St. Petersburg will positively impact local businesses by providing employment opportunities, new and upscale facilities for events and corporate outings, as well as spurring additional investments in the area. Furthermore, the addition of MAACM will bring museum goers to the area who will, in turn, patronize the other local businesses downtown. The museum will be the only one of its kind in the country and will attract enthusiasts of the arts and crafts style. The MAACM is forecasting stabilized annual attendance to be over 150,000 persons. Based upon input from comparable/competitive local attraction/museum profile, it is estimated that 40 percent of the MAACM stabilized visitor demand will be from outside of the regional market and require overnight accommodations for their visit. The Museum MAACM will create 68 full time jobs annually.

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?

Standard contract penalties.

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.

American Craftsman Museum, Inc.

13. Requestor Contact Information:

- a. **Name:** Rudy Cicarello
- b. **Organization:** American Craftsman Musuem, Inc.
- c. **E-mail Address:** rudyc@museumaacm.org
- d. **Phone Number:** (727)943-9900

14. Recipient Contact Information:

- a. **Organization:** American Craftsman Musuem, Inc.
- b. **County:** Pinellas
- 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:** Rudy Cicarello
- e. **E-mail Address:** rudyc@museumaacm.org
- f. **Phone Number:** (727)943-9900

15. Lobbyist Contact Information



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- a. **Name:** Laura Boehmer
- b. **Firm Name:** Southern Strategy Group
- c. **E-mail Address:** boehmer@sostrategy.com
- d. **Phone Number:** (727)686-0924