



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1418

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. **Project/Program Description**

Complete the final design, curation, fabrication, and installation of Explore Florida, the proposed permanent exhibit in the St. Petersburg Museum of History that shares the story of Florida through interactive experiences, with an emphasis on St. Petersburg and Pinellas County.

With input and assistance from historians at state universities, and curriculum specialists from Pinellas County Schools, the exhibit will be divided into a dozen facets of Florida's unique history. From the collision of two worlds with the arrival of the Spanish in the 16th Century to the Apollo 11 moon landing, stories explored in the exhibit are designed to excite and inspire visitors.

Much of the exhibit content, such as maps, photographs, documents, and 3D artifacts, will follow Florida state education standards and guidelines for Florida History and U.S. History, making the exhibit an interactive, live textbook for students.

5. **State Agency to receive requested funds**
- State Agency contacted?**

6. **Amount of the Nonrecurring Request for Fiscal Year 2021-2022**

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

7. **Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500,000	50%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	500,000	50%
Other	0	0%
Total Project Costs for Fiscal Year 2021-2022	1,000,000	100%

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

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

9. **Is future funding likely to be requested?**
- a. **If yes, indicate nonrecurring amount per year.**
- b. **Describe the source of funding that can be used in lieu of state funding.**



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1418

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

No

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

11. 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	Fabrication and installation of an interactive state-of-the-art exhibit of St. Petersburg, Pinellas, and Florida history. Explore Florida! will consist of 12 segments representing various historical eras of Florida's past. Each segment will contain artifacts, projection or touch screens, oversized images, and interactive pieces for all ages.	500,000
Total State Funds Requested (must equal total from question #6)		500,000

12. Program Performance

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

To design, curate, fabricate, and present Explore Florida! – a state-of-the-art interactive exhibit inviting guests and students of all ages to explore over 500 years of Florida history. The museum's professional research and design team will be joined by historians from Florida's state university system and curriculum specialists from Pinellas County Schools to create an experience like in no other history museum.

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

Explore Florida! will consist of 12 segments presenting various historical eras of Florida's past. Each segment will contain artifacts, projection or touch screens, oversized images, and interactive pieces for all ages. Its content is designed to align with Florida education guidelines for U.S. and Florida histories – making the exhibit a live textbook for students of all ages.

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

Out of town visitors, residents, and students will be able to share their Florida memories and histories. Part of the planned interactive component will record, store, and present oral and visual histories. The people highlighted in the exhibit could never have imagined current day lives, but because of Explore Florida!, it can be understood and experienced.

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1418

The target population of Explore Florida includes:

- Visitors from outside Florida
 - Florida residents from outside the Tampa Bay area
 - Local residents
 - Tampa Bay area schools – 4th grade, 8th grade, and 11th graders are targeted for U.S. and Florida history courses.
- Explore Florida! will bring guests face-to-face with a snapshot of a Florida much different from current day. The exhibit will help future generations comprehend Florida's unique history and recognize the achievements of those who came before them.

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

Through innovative technology and world-renown storytelling, Explore Florida will become a cultural tourism must-see exhibit for hundreds of thousands of visitors to Florida as well as the foundation of a Florida history educational opportunity for Tampa Bay area schools. Attendance growth will be used to measure the goal of tourism-related visitors and the number of student group visits and in-classroom presentations will gage the exhibits' value to schools.

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?

Repayment, through installments, of monies provided by the state for the Explore Florida! exhibit.

13. 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.

St. Petersburg Historical Society, Inc., d/b/a St. Petersburg Museum of History, leases the facility from the City of St. Petersburg.
The current 10 year lease expires May 2030.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1418

14. Requestor Contact Information

a. First Name Last Name
b. Organization
c. E-mail Address
d. Phone Number Ext.

15. Recipient Contact Information

a. Organization
b. Municipality and County

c. Organization Type

- ☐ 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

16. Lobbyist Contact Information

a. Name
b. Firm Name
c. E-mail Address
d. Phone Number