



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1692

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Preservation, upgrade, and renovation of the Excelsior High School building that houses the Lincolnville Museum and Cultural Center. The museum has operated in the building since 2007 as an African American museum. The building, the first high school for African Americans in St. Johns County was built in 1925. The Excelsior is in the heart of the Lincolnville Historic District and was used as an anchor for that designation.

The NPS has awarded a grant for some infrastructure improvements to the building. This request is for additional funding for interior upgrades and operational expenses. The LMCC has invested in upgrading HVAC systems, lighting, and new exhibits and has generated community interest through educational and cultural programs. Capital improvements are vital to the building helping to preserve it as an preeminent institution depicting over 450 years of African American history and culture in Northeast Florida.

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	350,000
Fixed Capital Outlay	399,000
Total State Funds Requested	749,000

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)	749,000	94%
Matching Funds		
Federal	50,000	6%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2021-2022	799,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2020-21	0	750,000	3153A	Yes

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.

Grants from various sources, if awarded, through a competitive application process for specific programs, if available. Some revenue generated through admissions, membership, public donations, and paid programs support some operations but is insufficient to meet growing needs.



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Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1692

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

Yes

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

\$15,695 in PPP was used to cover salaries from April to July 2020.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Executive Director and Assistant Director: manage overall operations; plan exhibits; develop cultural programs and heritage events; manage other staff; develop, plan, and implement revenue producing programs. Marketing Director: develop public relations, communications, and social media platforms. Archivist: manage archives and coordinate exhibit content. Event Coordinator	180,000
Other Salary and Benefits	Education Program Coordinator	45,000
Expense/Equipment/Travel/Supplies/Other	Audio visual equipment, printing supplies for educational materials, and travel to tourism and heritage related conferences to keep abreast of current industry standards. This includes a hardwired network for wi-fi network throughout the building and a dedicated digital storage network to protect archives and other records.	10,000
Consultants/Contracted Services/Study	Video specialist and virtual tour consultant	20,000
Operational Costs: Other		
Salary and Benefits	Facilities Manager: ongoing maintenance and upkeep of building and grounds to include event coordination and venue set up, scheduling, and break down	25,000
Expense/Equipment/Travel/Supplies/Other	Integrated computer network server and installations. Furniture, table and chairs, desks, shelving.	30,000
Consultants/Contracted Services/Study	Sound and lighting engineer to design and operate audio/visual for live programs and virtual exhibit production	40,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Building upgrades and renovations to complete a National Park Service preservation plan.	399,000
Total State Funds Requested (must equal total from question #6)		749,000

12. Program Performance

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

These funds will be used to complete renovations in a historic structure (Excelsior High School), to equip the facility with audio visual equipment, and hire staff to operate this comprehensive museum of African American history and culture in St. Augustine, FL. The museum staff works to support the mission of: preserve, promote, and perpetuate more than 450 years of heritage through exhibits, educational programs, oral histories, archives management, the arts, and live performances.

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

Preserve and enhance an African American heritage resource in the nation's oldest city. Preserve the Excelsior Building as a part of the National Registry of Historic Places and as a landmark promoting stories of Florida as it relates to the African heritage dating back more than 450 years through educational programs and exhibits depicting the multi-ethnic diversity of St. Augustine throughout history.



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Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1692

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

Conduct heritage tours and programming related to the 450 plus years of African American history in Northeast Florida. Develop and maintain educational exhibits to support mandates for ethnic history, literature, and civic benchmarks in Florida schools that will be available on-site and off-site as virtual presentations.

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

While the majority of the funds will benefit the general population, some target audiences include: elderly persons, economically disadvantaged persons, at-risk youth, the physically disabled population, preschoolers through university students, and currently or formerly incarcerated persons. This can be achieved by virtual tours and programs suited to meet special needs within targeted audiences. More than 800 individuals in the target population are expected to be served.

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

- 1) Expected benefits of this project include: enriching cultural experience, improving quality of education, increasing tourism, and creating specific immediate job opportunities. These outcomes will be measured through polls and exit surveys, analyzing data from the LMCC visitors log to determine zip codes of visitors, and rating of exhibit or program content.
- 2) Creating specific immediate job opportunities which will be evaluated through yearly benchmarks.
- 3) Complete preservation and renovation to the Excelsior building - results to be measured by completed construction project and upgrades and functional systems within the building.

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?

Withholding of funds.

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.

State of Florida Department of Environmental Protection owns the Excelsior Building. The museum has a long term lease of the property.



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Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1692

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