



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 1839

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The St. Petersburg Arts Alliance (SPAA) is leading the effort to create a new model program that uses the arts as a tool to create awareness and provide support for those who struggle with mental health issues. Entitled Murals in Mind, the program will create 12 free, QR code accessible public art experiences, which can be used as a support tool to help address mental health concerns as well as help reduce the stigma associated with mental illness. With this program, SPAA wants to shift negative perceptions as well as offer hope and help for day-to-day living. Murals in Mind will create arts experiences such as dance, music, and poetry that are inspired by St. Petersburg murals. Should someone feel anxious, lonely, or depressed, they can access a curated list of 12 murals along with a corresponding performance to help ease any symptoms they are feeling.

5. State Agency to receive requested funds

State Agency contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

Type of Funding	Amount
Operations	200,000
Fixed Capital Outlay	0
Total State Funds Requested	200,000

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	200,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2022-2023	200,000	100%

8. Has this project previously received state funding? No

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

9. Is future funding likely to be requested? Yes

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

SPAA would apply for other grant funding and solicit for private donations and corporate sponsors.



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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.

SPAA received two PPP payments - \$32,000 and \$30,000. Both were used to cover salary expenses.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Project Head - \$35,000 CEO - \$5,000	40,000
Other Salary and Benefits	Marketing and Social Media Director	20,000
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Audio visual services - \$20,000 Marketing including printing, social media, postage, advertising, communications - \$30,000	50,000
Consultants/Contracted Services/Study	Artists including but not limited to musicians, dancers, writers, poets, visual artists - \$30,000 Artist Project Manager - \$10,000 PixelStix - \$35,000 Benchmarking and evaluation - \$15,000	90,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		200,000

12. Program Performance

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

With these funds, the St. Petersburg Arts Alliance will develop a model program that helps create awareness for the community at-large about the benefits of using the arts as a tool to help manage mental health challenges in their everyday lives. This program connects public art and people and is accessible 24 hours a day, 7 days a week. Murals in Mind will also work to reduce the stigma surrounding mental health issues and those who suffer from detrimental symptoms.

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

With this program, SPAA will be providing a forward-thinking tool that different populations of people can use to help combat the symptoms of isolation, loneliness, hopelessness, and depression, which are some of the more common forms of mental health issues the community faces on a day-to-day basis. Murals in Mind will create art experiences for people to enjoy at their convenience using PixelStix technology with access to the arts 24 hours a day, 7 days a week.

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



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Initially, SPAA envisions direct services being self-selected by participants as they use the PixelStix technology to access the art experiences on their mobile devices and/or laptops. As the program grows, community members will have the opportunity to create connections with others during group activities, opportunities for people to offer support to their peers, and in-person connections. SPAA will conduct media campaigns to spread the word about the program and host pop-up mental health support events for specific populations to further promote connection. In the long term, the program will provide awareness, access, resources, and relief as support tools for daily living.

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

SPAA has identified the following as specific populations it would like to serve with this project: veterans, children and teens, LGBTQ population, BIPOC communities (Black and Indigenous People of Color), second chancers including people in recovery from addiction and those who were formerly incarcerated, high school and college students, senior citizens, teachers, and health care workers.

While these populations have been identified for their high incidence of mental health concerns, SPAA also recognizes that many people likely identify with more than one population group and quite possibly will experience more than one mental health struggle in their day-to-day lives. The art experiences SPAA is proposing along with the accompanying technology will allow individuals to self-select what population(s) they identify with and then choose what type of arts experience they would like to interact with.

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

SPAA anticipates that the benefit of Murals in Mind will be an increase in awareness by the community at-large about how the arts can help people with mental health struggles in their day-to-day lives. In addition, the community will see a decrease in the stigma attached to mental health disorders and asking for help. SPAA is thinking about how it can collect appropriate, helpful data in a creative way. SPAA knows it can use the PixelStix technology to measure how many people are engaging with Murals in Mind. It will also launch a media campaign to make people aware of the program and attach a hashtag to it. As people interact with murals and related arts experiences they can post about it with #MuralsInMind thereby allowing SPAA to track engagement. Finally, SPAA is working with PixelStix to create an "instant reaction" component that people can use to indicate how they are feeling before, during, and after their participation with the program.

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?

Standard contract penalties are sufficient.

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.

NA



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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