

1 A bill to be entitled

2 An act relating to the Florida Museum of History at  
3 the Town of Eatonville; authorizing specified entities  
4 to enter into a partnership to design, construct, and  
5 operate and manage the Florida Museum of History at  
6 the Town of Eatonville; specifying museum  
7 requirements; specifying duties of an advisory board;  
8 specifying membership of the advisory board;  
9 specifying the duties of the partnership and the  
10 governing board of the Florida Museum of History at  
11 the Town of Eatonville related to the museum;  
12 requiring the governing board to make certain  
13 recommendations regarding educational materials for  
14 the museum; specifying duties of an operating board of  
15 directors; requiring the governing board, in  
16 conjunction with the Florida Tourism Marketing  
17 Corporation and others, to develop and execute a  
18 marketing plan to promote the museum; specifying  
19 funding for construction operations of the museum;  
20 providing legislative appropriations; requiring the  
21 creation of an endowment; requiring the museum to  
22 receive program support from an operating board of  
23 directors appointed by the governing board; providing  
24 an effective date.  
25

26 WHEREAS, the Town of Eatonville, Florida is located in  
 27 Orange County and is the oldest Black incorporated municipality  
 28 in the United States, and

29 WHEREAS, the municipality of Orlando, which is located in  
 30 Orange County, is the number one tourist destination in the  
 31 United States with more than 70 million tourists and visitors  
 32 traveling there annually, and

33 WHEREAS, Orange County is the ideal location for a newly  
 34 designed and constructed Florida Museum of History, and the  
 35 historic Town of Eatonville is the ideal location for such a  
 36 museum, NOW, THEREFORE,

37

38 Be It Enacted by the Legislature of the State of Florida:

39

40 **Section 1.** (1) PARTNERSHIP.—The Department of State, the  
 41 Orange County Commission, the Orange County public school  
 42 system, and the University of Central Florida may enter into a  
 43 partnership to design, construct, and operate and manage the  
 44 Florida Museum of History at the Town of Eatonville. The Florida  
 45 Museum of History at the Town of Eatonville, once constructed,  
 46 shall be owned, managed, and operated by the Orange County  
 47 Commission or an entity created by the Orange County Commission  
 48 and the Department of State.

49 (2) MUSEUM REQUIREMENTS.—The Florida Museum of History at  
 50 the Town of Eatonville is intended to be a multipurpose cultural

51 arts and history museum and must consist of:

52 (a) At least 100,000 square feet of museum-quality  
53 exhibition space capable of supporting all the functions of a  
54 leading museum institution, including collections care and  
55 storage, exhibits, programs, large public events, large rental  
56 events, and a repository for genealogical and archival materials  
57 with appropriate space for public research.

58 (b) A parking garage or parking lot.

59 (c) A 250-500 seat performing arts center capable of  
60 hosting musical productions or theatrical performances such as  
61 plays and concerts.

62 (d) A 250-500 seat banquet facility, including a banquet-  
63 capable kitchen, capable of hosting weddings, retirement events,  
64 dinners, galas, awards events, lectures, and community meetings.

65 (e) An archival and storage facility for items donated to  
66 the Florida Museum of History at the Town of Eatonville, as well  
67 as historical documents, historical items, and educational  
68 materials.

69 (f) An outside portioned area displaying military weapons,  
70 life-sized statues, and other military items of significance,  
71 including cannons, planes, jets, and helicopters.

72  
73 The Florida Museum of History at the Town of Eatonville may  
74 include a 5,000-7,500 seat outdoor amphitheater as well as a  
75 full-sized replica of a slave ship and the holds where its cargo

76 | was stored.

77 | (3) ADVISORY BOARD.—

78 | (a) An advisory board consisting of members who are  
 79 | experts in history, curation, architecture, and museum design  
 80 | shall be appointed by the partnership and the governing board of  
 81 | the Florida Museum of History at the Town of Eatonville.

82 | (b) The advisory board shall develop design specifications  
 83 | so that the space in the museum is partitioned and divided to  
 84 | host different exhibitions.

85 | (c) The advisory board, in conjunction with the  
 86 | partnership and the governing board of the Florida Museum of  
 87 | History at the Town of Eatonville, shall make recommendations  
 88 | for:

89 | 1. Plans for the location, design, and construction of the  
 90 | museum.

91 | 2. The operation and administration of the museum.

92 | 3. A marketing plan to promote the museum.

93 | 4. A transition plan for the museum to become financially  
 94 | self-sufficient.

95 | 5. Recommendations for archival and artifact acquisition,  
 96 | preservation, and research; exhibits; installations; and  
 97 | educational materials that complement and support required  
 98 | instruction provided in public schools in accordance with s.  
 99 | 1003.42 (2) (h) .

100 | (4) PARTNERSHIP AND GOVERNING BOARD.—The partnership and

101 the governing board of the Florida Museum of History at the Town  
102 of Eatonville, in conjunction with the advisory board, shall  
103 choose the architects, museum designers, curators, and other  
104 contractors to design, create, construct, operate, and manage  
105 the Florida Museum of History at the Town of Eatonville. To that  
106 end, the partnership and the governing board must:

107 (a) Procure architectural design.

108 (b) Procure construction management services based on the  
109 final architectural design and construction budget.

110 (c) Provide recommendations for the operation and  
111 administration of the museum.

112 (d) Ensure that the museum is operated as a hybrid model  
113 by a nonprofit entity in combination with the Orange County  
114 Commission, which may include either a state agency, a local  
115 government entity, or a college or university.

116 (e) Consider relevant operational models, including the:

117 1. Avron B. Fogelman Sports Museum in Boca Raton.

118 2. Charles H. Wright Museum of African American History in  
119 Detroit, Michigan.

120 3. Florida Museum of Natural History in Gainesville.

121 4. Harvey B. Gantt Center for African American Arts and  
122 Culture in Charlotte, North Carolina.

123 5. John & Mable Ringling Museum of Art in Sarasota.

124 6. Meek-Eaton Black Archives, Research Center and Museum  
125 in Tallahassee.

126 7. Museum of Florida History in Tallahassee.

127 8. National Civil Rights Museum in Memphis, Tennessee.

128 9. Patricia & Philip Frost Art Museum in Miami.

129 (f) Make recommendations for archival and artifact  
130 acquisition, preservation, and research; exhibits;  
131 installations; and educational materials that complement and  
132 support required instruction provided in public schools in  
133 accordance with s. 1003.42(2)(h).

134 (g) Develop a collections management policy to care for,  
135 preserve, and curate the museum's collections as well as  
136 collections that may be loaned to the museum.

137 (5) EXHIBITION HALLS AND SPACES.—

138 (a) The governing board must ensure that 33 percent of the  
139 museum's exhibition space is dedicated to the display and  
140 presentation of information specific to the history of this  
141 state from its beginning to the present, including:

142 1. The history and impact of tourism on this state and its  
143 economy and Florida's attractions, historical sites, and tourist  
144 destinations such as Disney World, Silver Springs, Universal  
145 Studios, and Florida's beaches.

146 2. The history and presence of the United States military  
147 in this state and military bases and installations in Florida.

148 3. The history and impact of agriculture in Florida and  
149 its impact on this state's economy.

150 4. The history of space exploration in Florida, and the

151 impact of the National Aeronautics and Space Administration and  
152 space exploration on this state.

153 (b) In creating exhibition halls and exhibition spaces in  
154 the Florida Museum of History at the Town of Eatonville, the  
155 governing board must consider exhibition halls or exhibition  
156 spaces for:

157 1. Florida's Black museums.

158 2. Florida's Hispanic museums.

159 3. Florida's Jewish Holocaust museums.

160 4. Blacks in the military.

161 5. Blacks and women in aviation.

162 6. Blacks and women in space.

163 7. The history of slavery in this state and the United  
164 States.

165 8. The history of the civil rights movement in this state  
166 and the United States.

167 9. An exhibit hall of life-sized statues or a statue  
168 garden of significant individuals in the history of this state  
169 and the United States.

170 10. A library and archives of Florida's Governors to  
171 include 3D-printed life-sized statues of Florida's Governors.

172 11. A Presidential Hall of Statues.

173 12. The history of the Civil War in this state.

174 13. The history of reconstruction in this state.

175 14. The impact of Henry Morrison Flagler in this state.

176        15. A portrait gallery featuring portraits of historical  
177 and significant individuals who have impacted Florida.

178        16. The history of Black towns, cities, and settlements in  
179 this state.

180        17. The history of the migration of the citizens of the  
181 Caribbean to this state, including Cubans, Haitians, and  
182 Jamaicans.

183        18. A portrait gallery and archives of Black and Hispanic  
184 elected officials in this state.

185        19. The history of Historically Black Colleges and  
186 Universities in this state, including the life of Mary McCleod  
187 Bethune and Bethune Cookman University, and the United States.

188        20. A gallery of Black art that includes paintings,  
189 posters, prints, glass works, quilts, and figurines.

190        21. The history of Orange County.

191        22. The history of the Town of Eatonville and author Zora  
192 Neale Hurston.

193        23. Historically significant and influential persons  
194 including artists, musicians, poets, and athletes, and  
195 historical events, including Black history events in this state  
196 and the United States.

197        24. The history of Black entrepreneurs in this state and  
198 the United States.

199        25. The history of the Tuskegee Airmen and the history of  
200 the Tuskegee Airmen in Florida.



201        26. The history of baseball in Florida, including the  
202 major leagues, the Negro Baseball League, the minor leagues, and  
203 spring training.

204        27. The impact of Cuban migrants in Florida.

205        28. Blacks in science, Black inventions, Black inventors,  
206 and Black scientists.

207        (6) EDUCATIONAL MATERIALS.—The governing board shall make  
208 recommendations that include educational materials relating to  
209 the role of African American participation in defending and  
210 preserving Florida and the United States, including the  
211 contributions of the residents of Fort Mose, the Tuskegee  
212 Airmen, and African American veterans.

213        (7) OPERATING BOARD OF DIRECTORS.—

214        (a) The operating board of directors, in consultation with  
215 appropriate museum staff and with the approval of the governing  
216 board, shall develop a plan for the museum to acquire archival  
217 materials and artifacts.

218        (b) The operating board of directors, in consultation with  
219 appropriate museum staff, colleagues from other institutions,  
220 and other external content experts, shall develop plans for  
221 permanent and temporary exhibitions.

222        (c) The operating board of directors, in consultation with  
223 appropriate museum staff, colleagues from the Department of  
224 Education, and other external stakeholders, shall develop  
225 programs and educational materials, including topics that

226 support the mission of the Florida Museum of History at the Town  
227 of Eatonville.

228 (8) MUSEUM MARKETING PLAN.—The governing board of the  
229 Florida Museum of History at the Town of Eatonville, in  
230 conjunction with the Florida Tourism Marketing Corporation and  
231 the Orlando/Orange County Convention and Visitors Bureau, Inc.,  
232 shall develop and execute a marketing plan to promote the  
233 museum. The governing board may also collaborate with the local  
234 destination marketing organization or convention and visitors  
235 bureau.

236 (9) CONSTRUCTION COSTS AND FUNDING.—

237 (a) Construction of the museum shall be funded by a  
238 combination of local funding and state appropriations over a  
239 period of 5 years, with no more than \$75 million in state  
240 legislative appropriations, to be matched by local government  
241 funds and philanthropic funds on a 2:1 ratio.

242 (b) Estimates for recurring operational costs shall be  
243 developed during the building design, site development, and  
244 construction process.

245 (c) In addition to receiving funds as set forth in  
246 paragraph (a), the governing board shall seek to raise private  
247 funds, gifts and donations, and solicit grants, through its  
248 partnership, advisory board, and board of directors, to augment  
249 any recurring funding received.

250 (d) The museum shall earn revenue from general admission

251 fees, ticketed programming and events, retail partnerships, and  
252 facility rentals.

253 (e) An endowment shall be created to support the  
254 acquisition, research, and care of collections obtained from  
255 across the network of museums that exist in this state.

256 (10) ADMINISTRATION AND OPERATION OF THE MUSEUM.—

257 (a) The museum shall receive program support from an  
258 operating board of directors, appointed by the governing board,  
259 consisting of scholarly experts and other key stakeholders  
260 representing community organizations.

261 (b) The governing board for the Florida Museum of History  
262 at the Town of Eatonville shall create and execute a transition  
263 plan for the museum to become financially self-sufficient.

264 **Section 2.** This act shall take effect July 1, 2025.