

LOI Form

LOI

If you would like to complete this Letter of Intent in Word first and copy your answers over later, use the following link: [Download LOI](#)

The rubric that will be used to score your Letter of Intent can be found here: [Download LOI Rubric](#)

Please pay attention to character limits while working on your draft. These limits include spaces.

Organization Name*

The Florida Holocaust Museum

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal.

Dimensions in Testimony Tech & Theater Project

EIN*

592981494

Incorporation Year*

What year did your organization incorporate? This will be the year listed on your determination letter from the Internal Revenue Service.

1992

Organizational Mission Statement*

What is your organization's mission statement? This should be no longer than one or two sentences.

The Florida Holocaust Museum (The FHM) honors the memory of millions of innocent men, women and children who suffered or died in the Holocaust. The Museum is dedicated to teaching the members of all races and cultures the inherent worth and dignity of human life in order to prevent future genocides.

Unique Entity ID (SAM)

Please provide your organization's Unique Entity ID number. This is a specific number used by the federal government to identify your organization. **This is different from a DUNS number, which the federal government no longer uses.**

If you do not have a Unique Entity ID number, you can create an account on [SAM.gov](#) and apply for one here (it is

free and may take 3-4 days for approval): <https://sam.gov/content/home>

This field is optional as to not stop a qualifying organization from applying. HOWEVER, a Unique Entity ID number will be required if your organization is approved for a grant. Your organization should apply for a number now if it does not yet have one.

Character Limit: 12

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization.

\$3,487,628.00

Amount Requested*

The maximum grant amount is \$5 million. You may request up to 5% for grant administration, project management, and other indirect costs. Please be sure your indirect cost rate is represented in the figure you put below.

Note: You will be required to upload a more detailed budget if you are approved for the full application stage. You will need to also attach any bids, estimates, and agreements with contractors or other vendors in relation to the proposed project.

\$1,500,000.00

Does the total project cost exceed the amount your organization is requesting?*

Please note: Answering "Yes" will cause additional questions to load later in this application.

Examples

ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$150,000 for certain equipment, and will seek other funding and donations for the remaining \$20,000 of the playground. ABC Childcare would select "Yes" for this question.

Better Tomorrow, a mental health provider, is looking to expand their counseling center by two rooms to meet increased service demand arising from the pandemic. Better Tomorrow has secured \$25,000 in private contributions, and wants to request the remaining \$125,000 in this grant. Better Tomorrow would select "Yes" for this question.

DBE Food Pantry is seeking funding for a new HVAC unit for their pantry, and is requesting \$40,000 from PCF to cover the entire cost. DBE Food Pantry would select "No" for this question.

Yes

Parent Non-Profit/Subsidiaries*

If your organization has a parent non-profit that has multiple subsidiaries, will multiple subsidiaries be applying in this process?

Example

Better Tomorrow is the parent non-profit of three organizations. Two of those organizations want to apply in this process. Both would select "Yes" on this question.

No

Request Specifics

Organization Programming Background*

Please describe the programming your organization offers to the community and the length of time it has been doing so. That is, what does your organization **do** and **how long** has it been doing it?

The FHM was founded in 1992 as the result of St. Petersburg businessman and philanthropist Walter P. Loebenberg's (1924-2019) remarkable journey and vision. Together with other local businesses and community leaders, Mr. Loebenberg conceived the idea of creating a living memorial to those who suffered and perished at the hands of the Nazis. Among the participating individuals were Holocaust survivors, individuals who lost relatives, and those who wanted to ensure that such atrocities would never again happen to any group of people.

With a move in 1998 from its rented space to its current, permanent 27,000 sq. ft. location at 55 5th Avenue S. in downtown St. Petersburg, The FHM was transformed. Elie Wiesel, Romanian-born American writer, professor, political activist, Nobel Laureate and Holocaust survivor, attended the 1998 opening ceremony and served as Honorary Chairman.

Today, The FHM is recognized as one of the largest and most comprehensive Holocaust museums in the United States. Each year over 150,000 local, regional, national and international visitors pass through our doors. We are a significant resource for Holocaust study and genocide history and one of only three Holocaust museums in the country to be accredited by the American Alliance of Museums.

As a result of COVID-19 shelter-in-place guidelines, The FHM closed to the public in March 2020 and remained closed through December 2020. The Museum did so with the understanding that our most mission-critical stakeholders, students and teachers in schools across Tampa Bay and the state, needed our focus and support as they suddenly found themselves in a virtual learning environment. We moved all operations to a digital platform so we could continue to provide educational resources and virtual outreach initiatives to them as seamlessly as possible. We invested heavily in technology and developed new ways to reach new audiences.

Community Need*

Please describe the community need that exists for your programming. If you are able to cite quantitative, local data, that will strengthen your proposal.

The FHM provides factual, primary-sourced resources and educational tools, curriculum and outreach programming free of charge to teachers and schools as part of the state mandate to include lessons of the Holocaust in educational offerings. The FHM's Education and Outreach Program is a cornerstone program touching the lives of students and educators throughout Florida and beyond.

As a community beacon shining the light on issues of injustice, civics and the importance of democracy, The FHM is a significant resource for Holocaust study and genocide history. The FHM is one of only three Holocaust museums in the nation to be accredited by the American Alliance of Museums and provides quality Holocaust and human rights education to adults and students. We use the 20,000 objects in our permanent collection to give voice to the individual stories of those who suffered and died during the Holocaust. One of our most impactful items on display is Boxcar #113 069-5, placed on a piece of track from the site of the former Treblinka Killing Center. The majority of museum visitors experience an emotional goosebump moment when they comprehend and realize the brevity and brutal significance upon viewing Boxcar #113 069-5 up close in our exhibit space. This feeling of concision often leads to hope, and is the thread connecting all of our outreach programming.

The FHM is the central service provider contracted by the Florida Department of Education to help educators throughout Florida apply the Florida Holocaust Education Mandate by offering resources and curriculums. FHM's recent award-winning exhibit, "Beaches, Benches, and Boycotts" showcased how Tampa Bay remained racially segregated at the dawn of the Civil Rights era and many local institutions and establishments held out on integration for several years after Brown vs. the Board of Education and the Civil Rights Act of 1964.

Negative Economic Impact*

The following question is the keystone of a strong application in this process. If your organization cannot demonstrate a negative economic impact from the pandemic, your application will not qualify for committee review. If you are uncertain about what constitutes negative economic impact or how to demonstrate it, please contact PCF staff for technical assistance.

Describe your organization's negative economic impact arising from the COVID-19 pandemic. Examples could include:

- A reduction in revenue from 2019 to 2020
- Inflationary pressures
- Increases in demand for services that have not been compensated for through new revenue
- The use of reserves for unbudgeted expenses since the onset of the pandemic, and such use of reserves has prevented the purchase of capital assets
- A need for capital assets to offset community need for which your organization does not have the resources to purchase due to the negative economic harm from the pandemic
- A need for additional capital assets to adapt operations to accommodate health and safety guidelines by the CDC
- Growth in restricted pandemic-related revenue that does not permit capital asset acquisition

Note: If you are applying for both a Small Purchase and Large Project, you may reuse the answer for this question PROVIDED THAT the negative economic impact is relevant to both requests.

During the pandemic, The Florida Holocaust Museum (The FHM) pivoted all operations to digital platforms continuing to provide mission-centric educational resources & virtual outreach initiatives to teachers, students and families throughout the state of Florida, and beyond. The FHM experienced a significant reduction in onsite visitation from March 2020 to present and is only now beginning to see visitation numbers closer to pre pandemic times.

Understanding that our most mission-critical stakeholders are the students and teachers in Tampa Bay and across the state, The FHM continues to provide support as our intended audience struggles out of the

pandemic, still in need of virtual learning opportunities, in-person instruction, and sometimes, a combination of both. The FHM remains ardent in our commitment to meet educators and students where they are and to provide the most dynamic and memorable learning experiences possible for every grade level, and for every type of learner.

Proposal Description*

The American Rescue Plan Act requires a request that is reasonable and proportional to the level of economic impact your organization experienced. This means the request you describe below should not be greater than the economic harm your organization has suffered.

Please describe your project proposal and address the following:

- What project will be undertaken with these funds?
- What is the estimated lifespan of the project/property improvement?
- How does it address the negative economic harm you described in the previous question?

Almost 80 years have passed since the end of World War II and Holocaust survivors are dying, and with them, the invaluable memories and first hand accounts of what they experienced during the unprecedented genocide of more than 6,000,000 people. At the same time, the frequency of antisemitic events is at an all time high in the State of Florida and rising throughout the country and the world. The stories Holocaust survivors share are more important than ever and impart lessons of belonging, diversity, resilience and the dangers of unchecked hatred. In response, The FHM has recorded interviews with four local survivors to be included in Dimensions in Testimony (DiT). Originally created by the USC Shoah Foundation, DiT enables people to ask questions that prompt real-time responses from pre-recorded video interviews with Holocaust survivors and other witnesses to genocide. This pioneering project integrates advanced filming techniques, specialized display technologies and next generation natural language processing to create an interactive biography. Now and far into the future, museum-goers, students and others can have conversational interactions with these eyewitnesses to history to learn from those who were there.

The FHM plans on creating a state-of-the-art theater to house its DiT experience. The theater will include layered screens to create a dynamic, 3-dimensional projection of each survivor. The layering allows for image overlap depending on the perspective of the viewer so that the survivor's projection remains intact and appear similar to a hologram. This technological advancement is needed in order to showcase the video taped survivors to be portrayed as "lifelike" as possible, further enhancing the exhibition experience for all who visit.

Number Served*

How many people will directly benefit from this capital project annually?

150000

Unduplicated vs. Duplicated*

Is the number indicated above duplicated or unduplicated?

Duplicated: A client is counted each time they access services

Unduplicated: A client is counted once, regardless of the number of times they access services

Example: ABC Food Bank operates two mobile food pantries, one in Clearwater and one in St. Petersburg. Taylor, a Pinellas County resident, goes to both food pantries. If ABC Food Bank counts Taylor's visit TWICE, it is **duplicated**. If ABC Food Bank counts Taylor's visit ONCE, it is **unduplicated**.

Unduplicated

Other (Explanation Required)

If you selected "Other" in the previous question, please explain how your organization determined the number of clients that will benefit from the proposed capital project.

Rent vs. Own*

Does your organization rent or own the property for which you are proposing modifications?

Note: Selecting "Rent" will cause more questions to load below.

Own

Guiding Principles - Client Impact*

The American Rescue Plan Act, which provides the funding for this grant program, aims to ensure an equitable recovery from the COVID-19 pandemic. The term "equity" is defined as:

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

One of the guiding principles of this fund is that it will apply a lens of equity to ensure the needs of specified priority populations are met.

Will this project benefit the community members defined above that have experienced disproportionate negative impacts from the COVID-19 pandemic? If so, how?

Central to The FHM's mission is the organization's "dedication to teaching the members of all races and cultures the inherent worth and dignity of human life in order to prevent future genocides." Individuals who belong to underserved communities who have been excluded from cultural opportunities are a main focus of The Museum. Communities identifying as Black, Latino, persons of color, multiracial, persons with disabilities, and/or persons challenged by persistent poverty or inequality are exactly the communities The Museum focuses on when penning over 30 grants per year with the intention to support free visitation and access to ticketed events. Additionally, every Title One school, especially those located in the neighborhoods adjacent to The Museum are invited and encouraged to set up a school tour.

Community Connection

The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of Housing and Urban Development determines what areas qualify as QCT.

To assess if your organization serves or is headquartered in a QCT, use the following link:

https://www.huduser.gov/portal/sadda/sadda_qct.html

In the top right-hand corner, choose the state of Florida and Pinellas County. Then on the left-hand side of the screen, click the box next to “Color QCT Qualified Tracts.” The QCT zones are denoted in purple. You can also map your address by adding it into the address box at the top to see if your location is inside the zones.

Below, please provide the location of your operations and the location of your headquarters, if different.

Headquarters Location*

Please provide your organization's headquarters address as it appears on your Sunbiz account. To check your Sunbiz registration, you may search here: <https://dos.myflorida.com/sunbiz/search/>
55 5TH STREET SOUTH, SAINT PETERSBURG, FL 33701

QCT Determination - Headquarters*

Is this organization headquartered in a QCT?

No

Project Location*

Please provide the address or intersection where the property being modified is.

55 5TH STREET SOUTH, SAINT PETERSBURG, FL 33701

QCT Determination - Project*

Is this organization's project in a QCT?

No

QCT Impact*

PCF understands that just because a project may not be located in a Qualified Census Tract, those who reside in one may access your services and may come to the location where your organization's project will take place.

- If applicable, please describe if you have clients that reside in a QCT as indicated on the map linked above, and the proportion of your clients that come from these areas.
- If your organization does not serve clients from a QCT, you can write "Not Applicable" below.

The FHM has frequent museum visitors and program participants residing in the South St. Petersburg QCT region.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

No

This section aims to capture general demographic data about your organization and to see how you engage with and represent the community you serve. PCF has generalized the demographic data questions more than it has in other processes because of the public nature of this process. PCF understands that identity disclosure can be a sensitive matter and wants to respect your organization's board and staff. If your organization feels comfortable sharing more detailed demographic information, it may do so in the "Community Representation and Connection" section.

Community Representation and Connection*

Describe how your organization is representative of, or has authentic connections to, the community your proposal seeks to serve. You can list other community-based organizations that work on programming with you and/or list examples of your work within this community.

The FHM has significant authentic connections to the families living in south St. Petersburg and to students of families who attend Title One schools all over Florida, but specifically in Pinellas County. Additionally, The

FHM further democratized its curriculum and educational offerings in 2020, during the pandemic, by working with the state of Florida to distribute learning materials to schools in all 67 districts. Those same online materials are also available to teachers and students participating in e-learning, virtual schools and even homeschooling.

A recent study showed shockingly few young people are aware that six million Jews were murdered during World War II. Florida students ranked third from last in the survey. In 2020, the Florida legislature passed a law requiring schools to make Holocaust education part of their curriculum. Part of that same law requires schools to then show they've complied with the state mandate.

The goal is to educate all young Floridians about the atrocities of the Holocaust, while promoting peaceful coexistence. To acknowledge that violence and hate crimes exist, but also, what we can all do about it to become upstanders in our communities. The resources and museum experiences we provide arm students and adult learners with the tools they need to combat antisemitism and other forms of hatred and improve their communities.

Leadership Demographics - CEO/Executive Director*

Does your CEO/Executive Director consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

None of the above

Leadership Demographics - Executive Level Leadership Team*

Does your executive leadership team consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

LGBTQ+

None of the above

Leadership Demographics - Board Membership*

Do your board members consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Neurodiverse/physically disabled

None of the above

Cost Difference

Estimated Total Project Cost*

Please specify the total cost of this capital project.

Example: ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$20,000 for certain equipment, and will seek other funding and donations for the remaining \$150,000 of the playground, for a total project cost of \$170,000. ABC Childcare would put \$170,000 below.

\$1,750,000.00

Cost Difference*

How does your organization plan to cover the cost of this project beyond the amount requested in this LOI? Please also specify if your organization can carry out the potential ARPA-funded portion of this project without other funding being secured.

It would be very difficult for The FHM to carry out the portion of this project without funding being secured by this grant opportunity. It is estimated that \$250,000 in salary and administrative support will be needed to fund this technology expansion and The FHM will conduct several fundraisers to cover these costs.

The project capital cost is \$1,500,000.00 and the FHM will contribute \$250,000 in a salary match making the total project cost \$1,750,000.

Financial Overview

Budget Summary*

Please provide a brief sketch of the categories of expenses and the costs needed for your project. If your organization is requesting compensation for indirect costs, be sure to note the percentage (up to 5%) and dollar amount below.

If you are invited to complete the full application, you will be asked to upload current verifiable bids, proposals, price lists [from your potential vendor(s)] from the past 60 days. If a contractor has already been selected for a

construction project for which you are requesting funding, you will need to upload their bid. You are strongly encouraged to collect any remaining bids, proposals, and price lists shortly after submitting this LOI.

Dimensions in Testimony Tech & Theater Project

Design of the theater: \$270,000

Media (equipment purchase and installation): \$900,000

Fabrication: \$330,000

Total Project Cost (Capital Costs): \$1.5million

Total Project Cost (Staff Salaries): \$250,000

Total Project Cost (All Costs): \$1.75 million

Project Preparedness*

If your letter of intent is approved, you will have 30 days to submit a full proposal. This will require multiple estimates/bids for your project that detail the costs you've sketched out above from potential contractors that would do the actual work.

Where are you in the planning process for the implementation of this project? Please describe your organization's readiness for this project including your ability to collect bids and select contractors and/or vendors. **If you have already selected a contractor for the project, you will need to describe how that contractor was chosen.**

Example

Better Tomorrow has spoken with contractors about their counseling center expansion project, but has only sought one proposal from a contractor. Better Tomorrow would describe so below, having sketched out the costs in the previous question. Better Tomorrow would indicate its plan to obtain more quotes/bids upon submitting this LOI.

Community Arts 'R Us has begun construction on its new arts center, as it had secured 75% of the funding for it before the pandemic. Therefore, a contractor has already been selected, and is looking to obtain the funding necessary to complete the project. Below, Community Arts 'R Us would explain it has a cost proposal ready to upload from their selected contractor, and is ready to carry out the rest of the project if funding is awarded.

The FHM is ready to contract with one of only two companies who will be able to implement this project. The FHM has had several meetings with both entities to discuss, plan, and is in the process of waiting for detailed estimates from both. The theater will include layered screens to create a dynamic, 3-dimensional projection of each Holocaust survivor. The layering allows for image overlap depending on the perspective of the viewer so that the survivor's projection remains intact and appears similar to a hologram.

The two companies being considered for this project are the only two companies with the technological capability in the United States to provide such services. (They are also the only companies in the U.S. to have already implemented similar projects for DiT in other museums.) The FHM will provide the intricate details of each bid if invited to make a full application and will make a decision of which entity to contract with based on several criteria:

- 1.) Price estimate
- 2.) Timeline availability to complete the project
- 3.) DEI policy of the company
- 4.) Experience with creating similar theater projects in the past
- 5.) Contract terms

Other Funding Sources*

Please describe any other funding not already mentioned that your organization has applied for or obtained for this project. This includes but is not limited to Community Development Block Grants (CDBG), local government grants (including Tourist Development Council funding), foundation grants, and donors (you do not need to disclose donor identities, simply amount raised that is allocated to this project). This includes any matching grants or in-kind contributions you may have obtained.

If none, please write N/A.

The FHM is planning to reach out to the following entities for funding support:
The Bank of America Foundation (they have already donated \$100,000 to the DIT exhibition and The FHM will approach them again for the opportunity to support this expansion.)

Changes in Operating Costs*

Please answer this question based on the descriptions below:

- If this project **increases** ongoing operational costs (programmatic, operating maintenance or other costs), how will you compensate for the difference?
- If this project **decreases** ongoing operating costs, how will it do so?
- If this project **does not affect** operating costs, please note so below.

This project will likely increase operational costs and The FHM will conduct several fundraisers in order to cover the increase in costs.

Fund Management Capacity*

Please describe your organization's capacity to manage these potential ARPA funds in terms of fiscal management and financial infrastructure.

This includes, but is not limited to, the use of accounting software that can track a general ledger and multiple accounts and the ability to work on a reimbursement-basis.

The inability to handle a reimbursement-basis grant does not disqualify your organization from applying.

The FHM is fully ready to track this grant with its accounting team and has successfully handled many federal and state grants in the past. The FHM does have the ability to work on a reimbursement-basis.

Additional Information

Additional Upload

If you have something else to share, you can upload it here in PDF format.

Please note: Due to limitation of this grants system, the upload field will not carry over to the full application if you are moved forward to the full application phase. You will need to upload this file again if you are moved forward in the process.

Anything else to share?

If you have any details to share regarding this grant request, you may do so below.

To get a view of what the proposed theater would look like, here is a video link below to the one that was constructed at the Illinois Holocaust Museum & Education Center:

<https://youtu.be/uG4Z5TbMrFs>

File Attachment Summary

Applicant File Uploads

No files were uploaded