

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*

Museum of Fine Arts of St Petersburg Fla Inc

Project Name*

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

Arts Education Access

EIN*

59-0949278

Incorporation Year*

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

1964

Organizational Mission Statement*

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

Our mission is to engage, educate, and excite the community by collecting, exhibiting, and preserving works of art for the enjoyment of all. Founded in 1964, The MFA, St. Pete welcomes 100,000 people (a majority from Pinellas County) at the museum, in neighborhoods, and virtually each year as we continually aim to make sure "art for all" truly means that the museum is representative of and welcoming to all members of the community we call home. To that end, we ensure that our programming and exhibitions include those identities both traditionally and not traditionally explored and displayed in a fine arts museum, with particular focuses on PCS students, home-schooled children, people accessing financial assistance, Black youth, queer community, those who attend therapy, older adults in care settings, and members of disability communities.

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

Q5CZMNGN5775

Annual Operating Budget Size*

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

\$6,041,174.00

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.

\$264,000.00

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?

Midsummer at The Museum of Fine Arts, St. Petersburg, a dozen Pinellas County middle and high school young women gathered with our photography curator Dr. Jane Aspinwall in the exhibition Women's Work to learn about the importance of telling a complete history of photography. Such youth education provided the girls, half people of color, the truth of women's involvement that's often hidden from them—and inspiration for their future careers. Founded in 1964, the museum has always been welcoming to community members of all ages. It's wonderfully expected that the educational work at the MFA joyfully runs between and around our 5,000 years of art on display. Nowadays, our year of youth education flows July to June and includes our elementary curriculum with Pinellas County Schools, hosting all PCS 6th graders for museum tours to advance critical thinking with primary sources, Archaeology Camp, Home-school Hours, family days like spring's Painting in the Park, and more. Adult education shares the same time frame and features Coffee Talks with Nan Colton, docent tours, special performances with the likes of The Florida Orchestra, and our Picture of Health well-being initiatives (self-guided Mood Tours of art, Sit Stay Heal dog therapy, and Museums on Prescription free access for clients of therapists). In recent weeks, we've been excited about our meditative In Our Image series, hosted for Camp Anytown, Metro Inclusive Health, and the general community, in which participants create unique textiles from treasured family photos and discuss honoring the past and addressing the challenges to achieving positive body image.

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.

We address Pinellas County's need for formative education, lifelong learning, and long-term community arts support. The county's 4,000 home-school students (FL DOE) often lack resources for arts education; with the MFA as a mass classroom, they build robust knowledge. In St. Petersburg, while 13% of households live in poverty, an additional 30% of households also don't earn enough to support families in a holistic manner

(ALICE U. Way). This share of our community accessing financial assistance don't often have a self-view as eligible to participate in institutional cultural keeping; with our free admissions program for SNAP card holders, they broaden their sense of communal ownership and increase culture-keeping habits. Black youth, who make up 19% of PCS students (US News), have historically been taught they aren't supposed to be featured by cultural institutions; through such programs as Wild Creations camp, they envision themselves in places of prominence. Queer community, constituting 4.1% of the metro area (Gallup), have historically been taught they aren't part of US history; with our queer-focused programs, they increase their knowledge of roles in history. Those who seek mental-health resources comprise 19.2% of the general population (CDC), and they often lack access to the spectrum of recommended resources; through therapist's prescriptions of free MFA visits, they experience Mood Tours. Of the 240,000 Pinellas County adults 65 or older (Am. Comm. Survey), those living in care settings are often in danger of mental decline; at our adult programs, they maintain continuities of thriving. The 10% of county residents who live with a disability (US Census) don't often expect accessible ways to participate in cultural institutions; at the MFA, people have access to Sensory Saturdays, EnChroma lenses, noise-canceling headphones, and an Autism-Friendly Sensory Guide. Much more than "that place downtown with the art in it," the MFA is an active community resource.

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.

Due to the pandemic, we've experienced an increased and evolving demand for off- and on-site educational programming. One example: For safety concerns, instead of hosting our Painting in the Park family day at the museum, we adopted the cost of delivering kits to community sites around the city. Another: We've received an increase in requests for partnership to address community wellness from groups representing a greater diversity of people who bring with them a greater diversity of requirements. Unfortunately, because we have an un-remediated economic loss of \$309,000, even after receiving CARES grants, we haven't been able to fully respond to community demand for comprehensive requirements for arts education, namely reliable arts transportation; increased accessible parking; and safe and appointed education spaces for those with disabilities, those with addictions, or queer folk. Namely, we have suspended the purchase of a van for arts transportation and deferred the maintenance of our parking lot and education spaces. Our un-remediated economic loss is due to a drop in income for revenue lines and an increase in expenses. The drop in revenue

overall has included lack of ability to sell tickets during a museum closure and decreased ticket sales post-opening (\$221K); decreased number of memberships (\$120K); decrease overall giving (\$141K); loss of store income (\$64K); and the lack of ability to offer building and wedding rentals when closed (\$127K). The increase in expenses comprises arts transportation rentals, staff-personal-vehicle-use costs, transfer of equipment and maintenance budget to safety purchasing, inflation's effects on repair costs (\$46K); rise in staff wages (\$156K); increased staff recruitment costs (\$10K); and Florida insurance inflation (\$24K).

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?

We have split our un-remediated economic harm of \$309,000 across the two PCF-led ARPA grant opportunities. The Arts Education Access project (increased accessible parking; and safe and appointed education spaces for those with disabilities, those with addictions, and queer folx) is estimated to cost \$299,250, with a requested ARPA share of \$264,000. Per building-life estimates from RDH and Shingobee, the Arts Education Access project is estimated to have at least a 30-year lifespan. The maintenance and improvement of our educational spaces and access to those spaces was suspended due to our un-remediated losses. As related to the economic harm and increased community requests noted above, the Arts Education Access project will allow us to meet the demand for arts education.

Number Served*

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

30000

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?

Our programming has particular focuses on PCS students, home-schooled children, people accessing financial assistance, Black youth, queer community, those who attend therapy, older adults in care settings, and members of disability communities. As shared in pieces such as Urban Institute's "COVID-19's Disproportionate Effects on Children of Color Will Challenge the Next Generation" and McKinsey & Company's "COVID-19 and learning loss—disparities grow and students need help," during the pandemic, these communities faced greater negative effect of reduced education and arts access; and increased need for wellness programming. Parallel, we received an increase in requests for partnership to offer arts education and community wellness programming for these communities. We're humbled to be a community resource with such a broad reach.

Community Connection

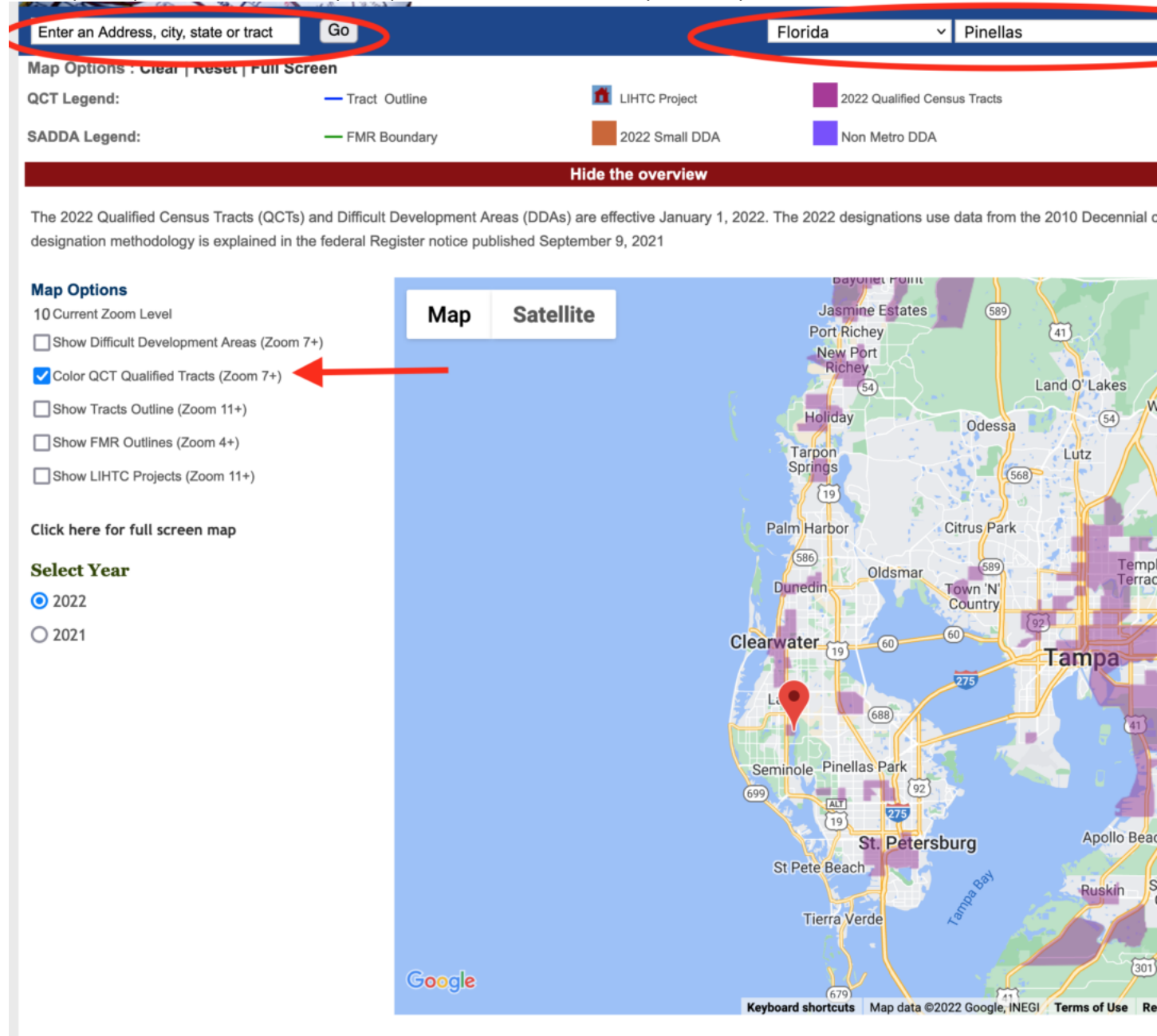
The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of 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/>

255 BEACH DR NE SAINT PETERSBURG, FL 33701-0498

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.

255 BEACH DR NE SAINT PETERSBURG, FL 33701-0498

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 MFA's education work is programmed for our audiences (PCS students, home-schooled children, people accessing financial assistance, Black youth, queer community, those who attend therapy, older adults in care settings, and members of disability communities). QCT patrons comprise approximately 10% of our reach, including all PCS sixth-grade students of QCTs, both in school and at the museum; and the HS students of the QCTs annually eligible to participate in our Visual Metaphor exhibition.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

Yes

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.

Per the Power Ladder concept of The ABCD Institute (Illinois), we work with people representative of those we serve to ensure the creation of relevant programming. The 'bottom' rung of the ladder is recipient-only, and the three rungs up are information sources, advisors, and in control. Invitation "up" this ladder takes many forms, including advocating for the diversification of the museum field and forming event teams. For our recent Gio Swaby: Fresh Up community celebration, the event team comprised a majority of people of color. This respected the intention of the related art to act as love letters to Black Women; and informed a BIPOC-relevant event that resulted in 90% people-of-color attendance. Likewise, we work with an advisory group of mental health professionals to ensure that our Picture of Health programming is germane to those who seek therapy. This fiscal, we're also surveying our board to better report their identities. Additionally, regarding:

- Pinellas students: We work with Jonathan Ogle, PreK-12 Visual Arts Specialist (Supervisor); Michelle Anderson, K-8 Soc. Studies Specialist; and Tracy Newman, Soc. Studies Developer. We also work with St. Petersburg Arts Alliance and Arts for a Complete Education, which both advocate for arts education.
- People accessing financial assistance: We partner with Museums for All to offer free museum access to those with SNAP/EBT cards and Pinellas County Library System to offer free museum passes to check out. Creative Pinellas partners for an Arts Summer Camp subsidy. We also work with residential addiction specialists, who see a crossover with addiction and financial hardship, to encourage museum access.
- Black youth: Camp Anytown, Mahogany Kids Fine Arts Association, Cultured Books, and the Dr. Carter G. Woodson African American Museum partner to present programming.
- Queer community: Metro Inclusive Health, Tampa Bay International Gay & Lesbian Film Festival, and Camp Anytown partner to present programming.
- Those who attend therapy: Cypress Wellness and the Pinellas Chapter of NAMI partner to inform and encourage attendance of Picture of Health, which includes free museum access by therapist prescription.
- Older adults in care settings: Westminster Communities, AARP Florida, and Sunshine Senior Center partner with us to present programming.
- Disability communities: USF Center for Autism and Related Disabilities, Creative Clay, and Alzheimer's Association partner to present programming.

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

Neurodiverse/physically disabled
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
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.

\$299,250.00

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.

Total: \$299,250

ARPA PCF “Non-moveable” grant share: \$264,000

MFA Share: \$35,250

MFA share is from 4 individual donors and 2 foundations, pledged-contingent for the match opportunity. Prior to purchasing, formal proposals noted to be completed upon confirmation of grant, though the use of the ARPA PCF share is not contingent upon the receipt of pledged-contingent match funds due to our phased-in approach that allows us to strategically spend money over time.

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.

Expenses:

20000	Accessibility redesign
10000	Demolition
15000	Plumbing
10000	Drywall
15000	Flooring
25000	Electrical
5000	Telecom
60000	Framing, finishing
10000	Paint
5000	Fixed wayfinding
25000	Fixed fixtures
20000	Restroom for accessibility
25000	Parking for accessibility
40000	Outdoor classroom demo, redesign for accessibility
14225	<5% indirect costs

Project Total: \$299,250

ARPA PCF “Non-moveable” grant share: \$264,000

MFA Share: \$35,250

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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 MFA has identified three contractors for bids for the education access project and is awaiting the three bids. The Senior Director of Operations, Manager of Institutional and Corporate Giving, Director of Development, Curator of Public Programs and Community Engagement, Manager of Youth and Family Programs, Interim Executive Director, and Board President have met to plan the project and prepare to select the winning bid. The Senior Director of Operations has completed a walk-through with the programs department to review cost estimates and complete an initial accessibility review. The Board President has indicated support for the project.

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.

We have secured the museum's share for this project of \$35,250 through contingent individual and foundation pledges, so no additional funding sources are required.

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.

Programmatic opportunities and expenses will increase, namely to hire staff to ensure continuity of programs—though overall budget is not projected to increase. We have postponed the hiring of additional educational staff due to the ongoing inability to remediate the economic harm of the pandemic through addressing the deferred maintenance of access to our educational spaces. With the project, we estimate

\$100,000 in shifted annual staffing expenses that will be balanced in our budget. This change is a welcomed part of our ongoing staffing plan, which recently allowed us to implement salary bands and rectify salary disparities by position level, including increasing the hourly wage rate of entry-level positions.

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.

Our accounting software, Blackbaud Financial Edge, is integrated museum-wide with our content management and point-of-sales systems. Our accounting staff performs monthly reconciliations of all accounts and is able to track multiple accounts and complex spending. For example, we have successfully managed CARES Act awards in recent years. We plan to initially expense the costs associated with the project through cash flow prior to reimbursement. Our cash-in-hand is consistently funded at full operational capacity for six months into the future, with board-controlled reserves on hand for one year.

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.

3 Letters of Support - MFA.pdf

Anything else to share?

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

Attached, please find letters of support from a few of our partners: AARP Florida, Creative Clay, and Pinellas County Schools. Thank you for this opportunity!

File Attachment Summary

Applicant File Uploads

- 3 Letters of Support - MFA.pdf



November 4, 2021

TO: GRANT REVIEW PANEL

It has been seven years since AARP Florida and the Museum of Fine Arts, St. Petersburg first collaborated in a partnership that continues to serve our members and the greater community. What began in 2015 with programs that connected AARP members to the arts and the blossoming cultural landscape of St. Petersburg has evolved and subsequently expanded beyond Tampa Bay to throughout Florida, especially this past year when the museum's addition of virtual formats made programs accessible during COVID-19 closures.

AARP is constantly seeking ways of providing opportunities to connect and help build an even stronger Florida for all ages to live, work and play. With the Museum of Fine Arts, we are able to impact a quality of life that can express gratitude to frontline workers through mental health programs that include canine therapy in the museum's gardens and emotions tours in the galleries, support lifetime learners with curator talks and tours both on line and in person, and engage older adults in a Coffee Talks series which is addressing both social isolation and ongoing education through virtual access to storytelling performances about art and artists. There are also volunteer opportunities, which are mutually beneficial and ultimately serve a community of all ages.

On behalf of AARP Florida, we lend our strongest support and ask you favorably consider the grant request by the Museum of Fine Arts St. Petersburg. In so doing, you will enable the museum to bring us together with cultural programming and exhibitions that help us understand the bonds we all share.

Sincerely,

A handwritten signature in black ink that reads "Jeff Johnson". The signature is written in a cursive, flowing style.

Jeff Johnson
AARP Florida State Director



**crea
tive
clay**
ARTISTS & FRIENDS

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St. Petersburg, Florida 33705
Phone: 727.825.0515
www.creativeclay.org

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CEO

Kim Dohrman

Dear Grants Manager:

It is with great pleasure that I write this letter of support on behalf of the St. Petersburg Museum of Fine Arts (MFA). As a premier destination in downtown St. Petersburg, the MFA has been delighting visitors with world-class, diverse exhibits that appeal to art aficionados of all ages for more than 50 years. In addition to their impressive permanent and traveling exhibits, the MFA is a true community partner – one that embodies the ideal of striving to bring the fine arts to everyone in the community. From my perspective as CEO of a medium-sized non-profit that serves adults with disabilities, the MFA sets an example for innovation, diversity and inclusion: innovation in the types of exhibits curated, diversity in the type of museum visitor they attract, and inclusion of all types of art lovers. Creative Clay has enjoyed a mutually-beneficial relationship with the MFA for several years, and we appreciate them for:

- creating volunteer opportunities for our member artists, so that they can give back to the community in which they live;
- offering free admission to our member artists so that they, as well as the general public, can enjoy their wonderful exhibits;
- Carrying our artists' work in their museum shop;
- Offering to Creative Clay the use of their museum for a folk art lecture series at no cost

I'm pleased to continue to nurture Creative Clay's relationship with the St. Petersburg Museum of Fine Arts. This community-minded museum is a true gem among St. Petersburg's many cultural amenities, and a valuable, vital community partner.

Sincerely,

Kim Dohrman
CEO



Dear Mr. Arthur,

Thank you for being my docent. I really liked the museum. My favorite sculpture was the totem pole of the thunder bird. I also liked the story of the whale and the thunder bird. I also liked the space room. The samurai suit was also very cool. Finally I want to thank you for the admission ticket. I will definitely take my family there.

Sincerely Jaeger.



Dear Mr. Arthur,
Thank you for being my
dozent. My favorite sculpture
was the one where Mercury
was going to save the girl
that turned into a cow. I also
liked the samgion. I can't wait
to take my family there!

Thank you,

Adalah

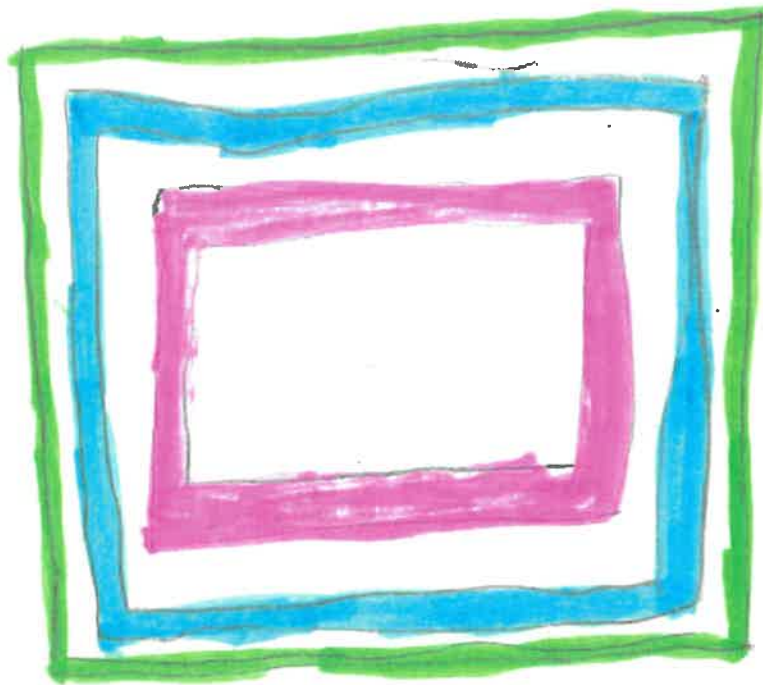


Dear Mr. Arthur,

Thank you for giving us a tour of the Art Museum. My favorite picture was "Emerge Green". I loved all of the pictures and sculptures. They were very interesting and pretty. I also liked the stories you told along with the paintings. I had so much fun!

Thank You,
Virginia

Madison 3



Dear Arthur,

Thank you for showing me all of the art that you showed me today. I really enjoyed learning about all the art and looking around the museum. It was very fun and you made it very cool when we played "I see, I think, and I wonder!"

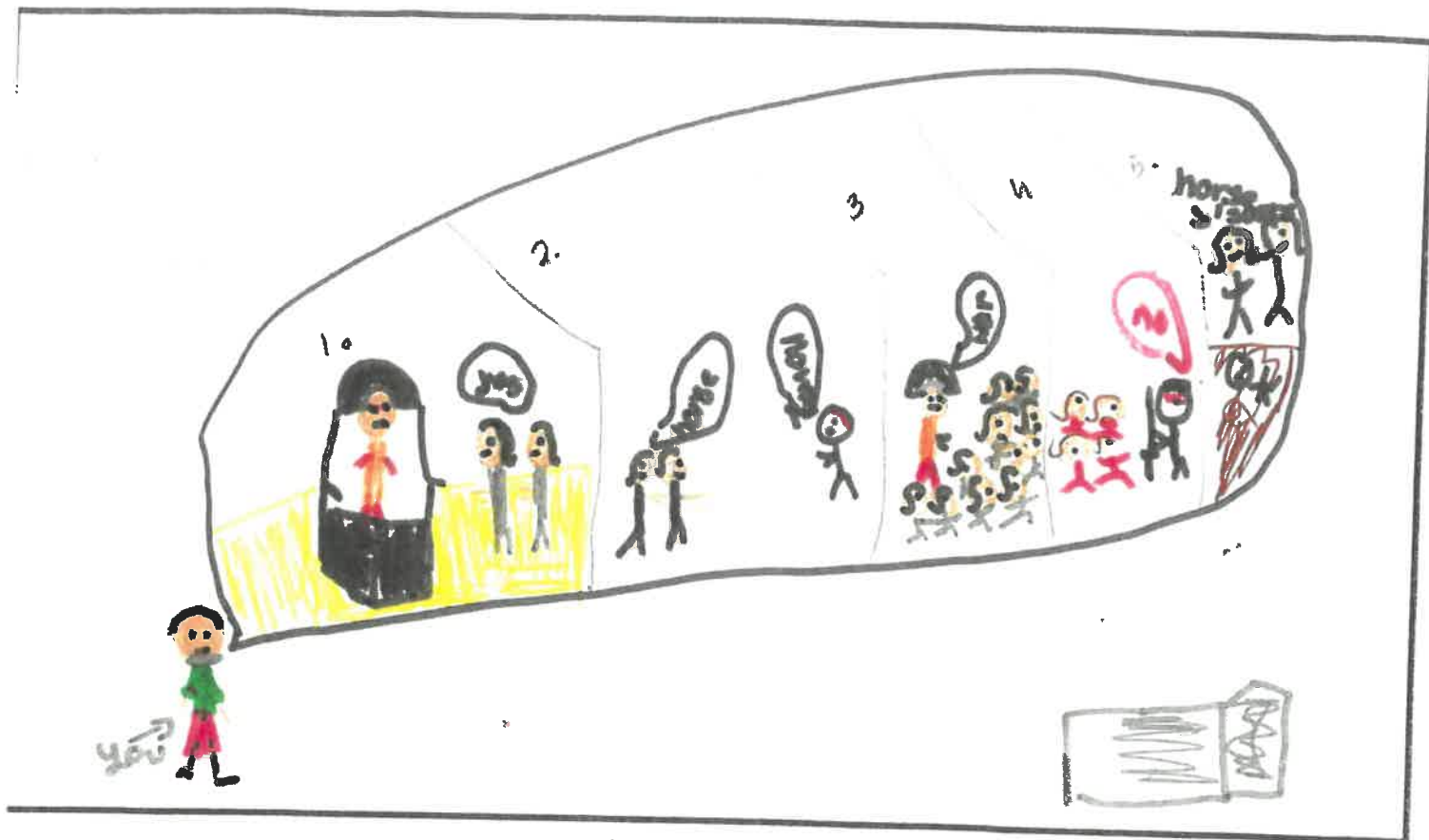
Your friend
Madison



Dear Mr. Arthur,

I had so much fun at the museum. Thank you for showing us around. I liked how you told us fun stories about the tiki pole and other objects. My group also liked, "I see, I think, and I wonder." My favorite picture was the one where you looked at it and you saw green, but then you saw other colors. Thanks for the fun!

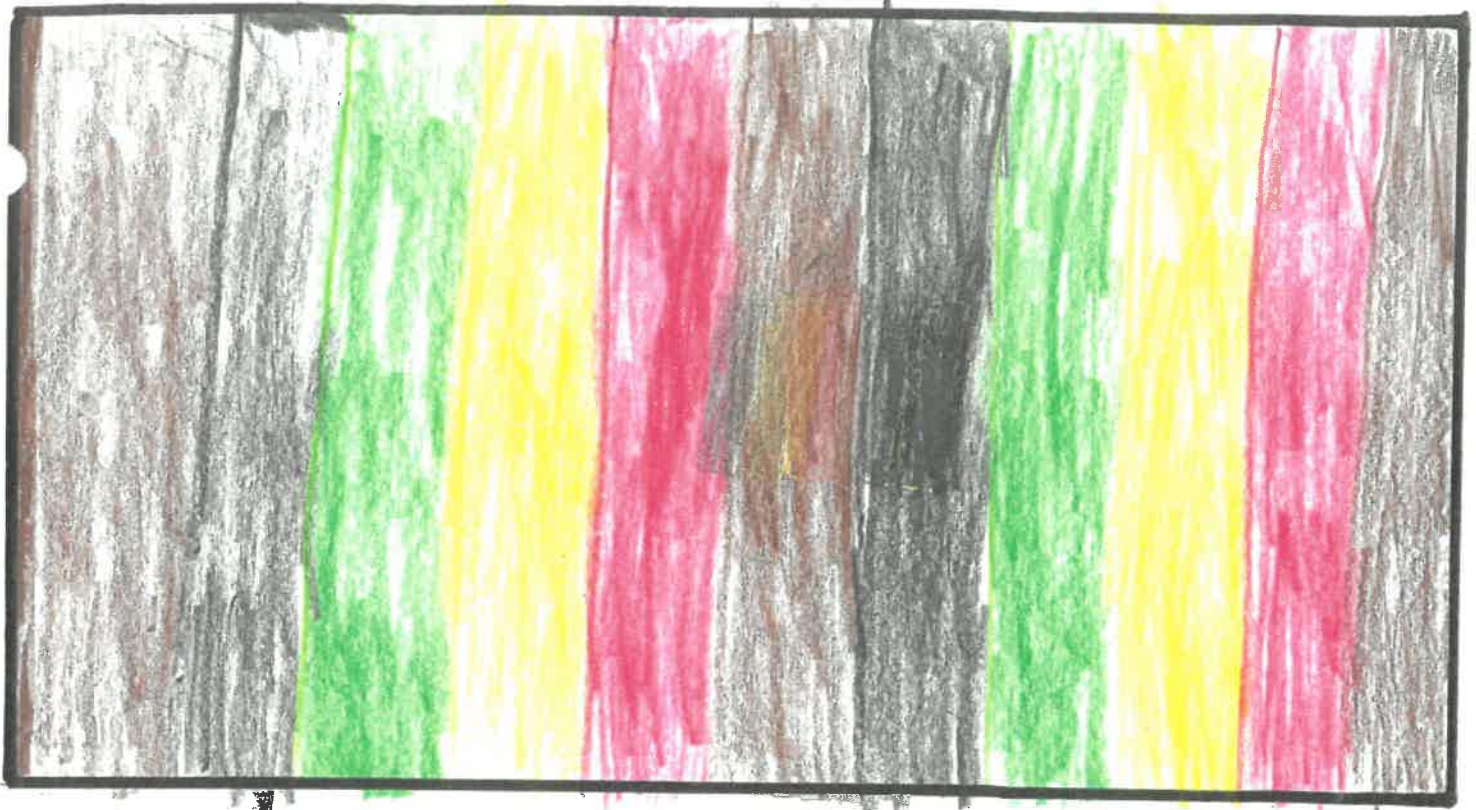
Love
Jack!



Dear Mr. Arthur

Thank you for being such a great docent. My favorite part was telling us about the horses that China was trying to replace, that story was so good, and the Stachan was so cool. I love horse so I also liked the paintings which were so cool. That story you told about the wale and the tender bird was so good. I never knew that they say kumpu island was the whale. Thank you for the free admission ticket! I will be sure to come back anytime. Thank you.

Sincerely, Anna Grace



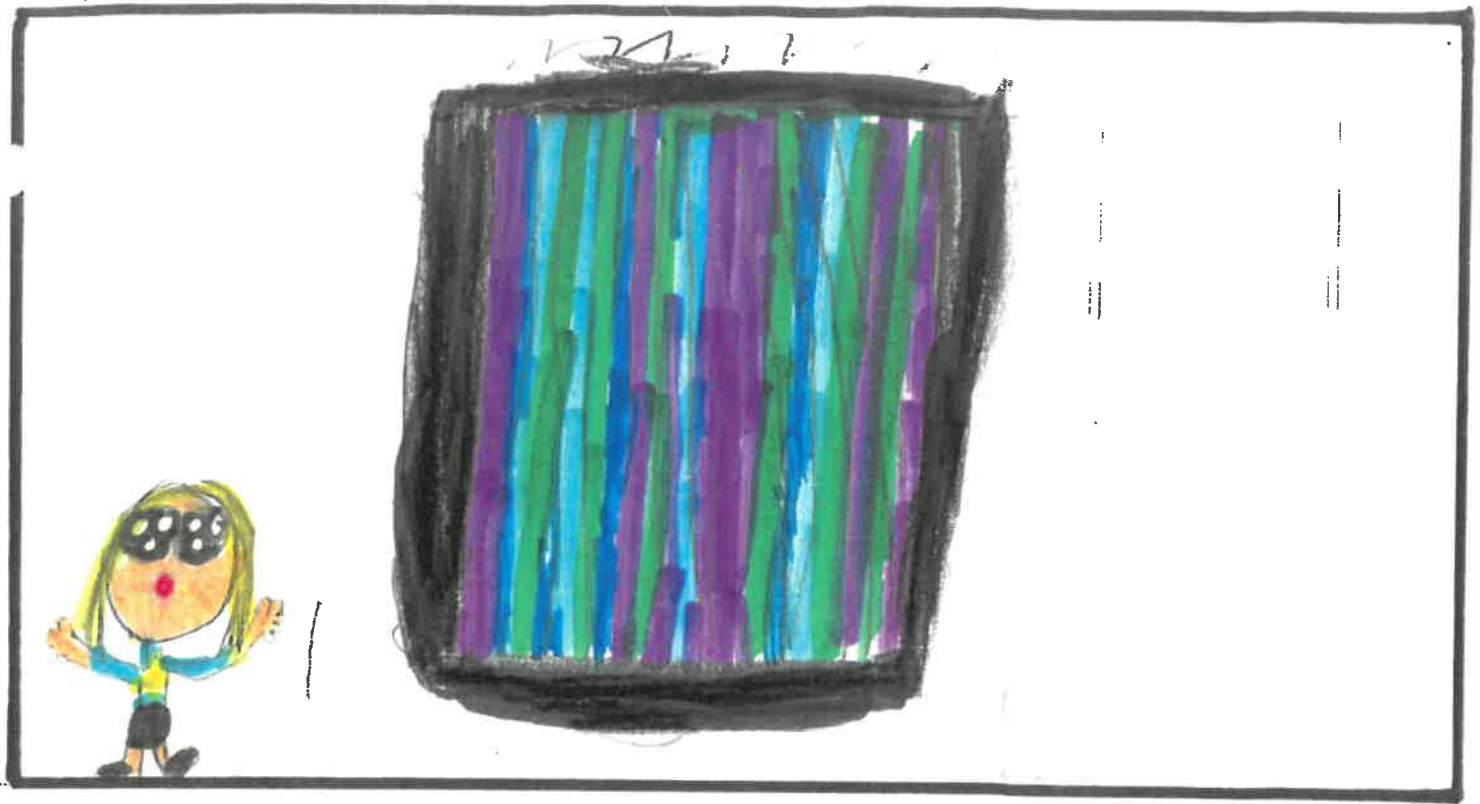
4/4/18

Dear Mr. Arthur,

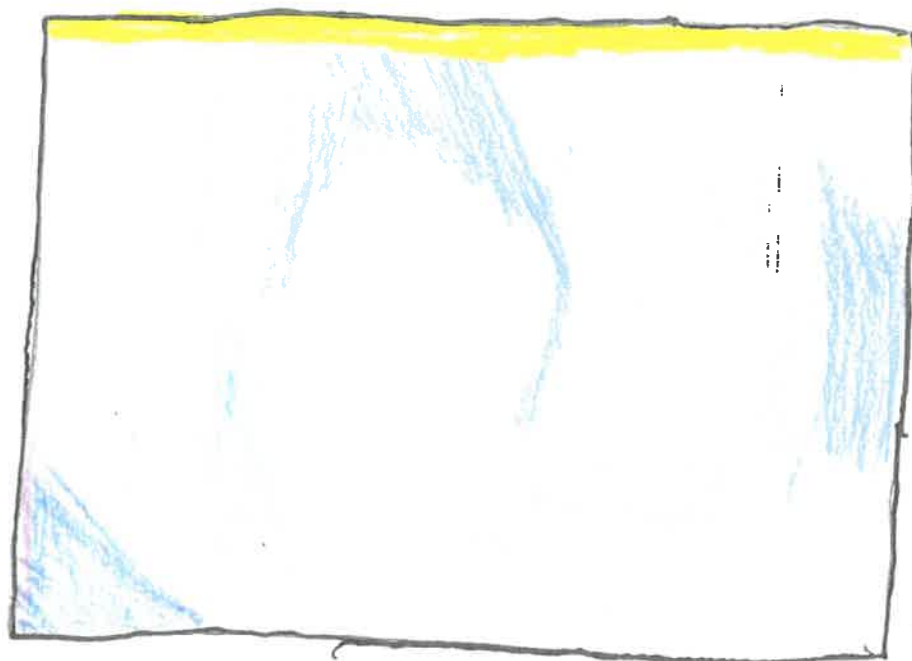
Thank you for being our docent at the St. Petersburg Museum of Art. All the art work that you showed us was amazing but my favorite was the Thunder Bird because it was from Canada and I am from Canada. Also I liked the Samurai armour and the swords. Thank you for the admission ticket so I can go with my family.

Sincerely,

Jacob

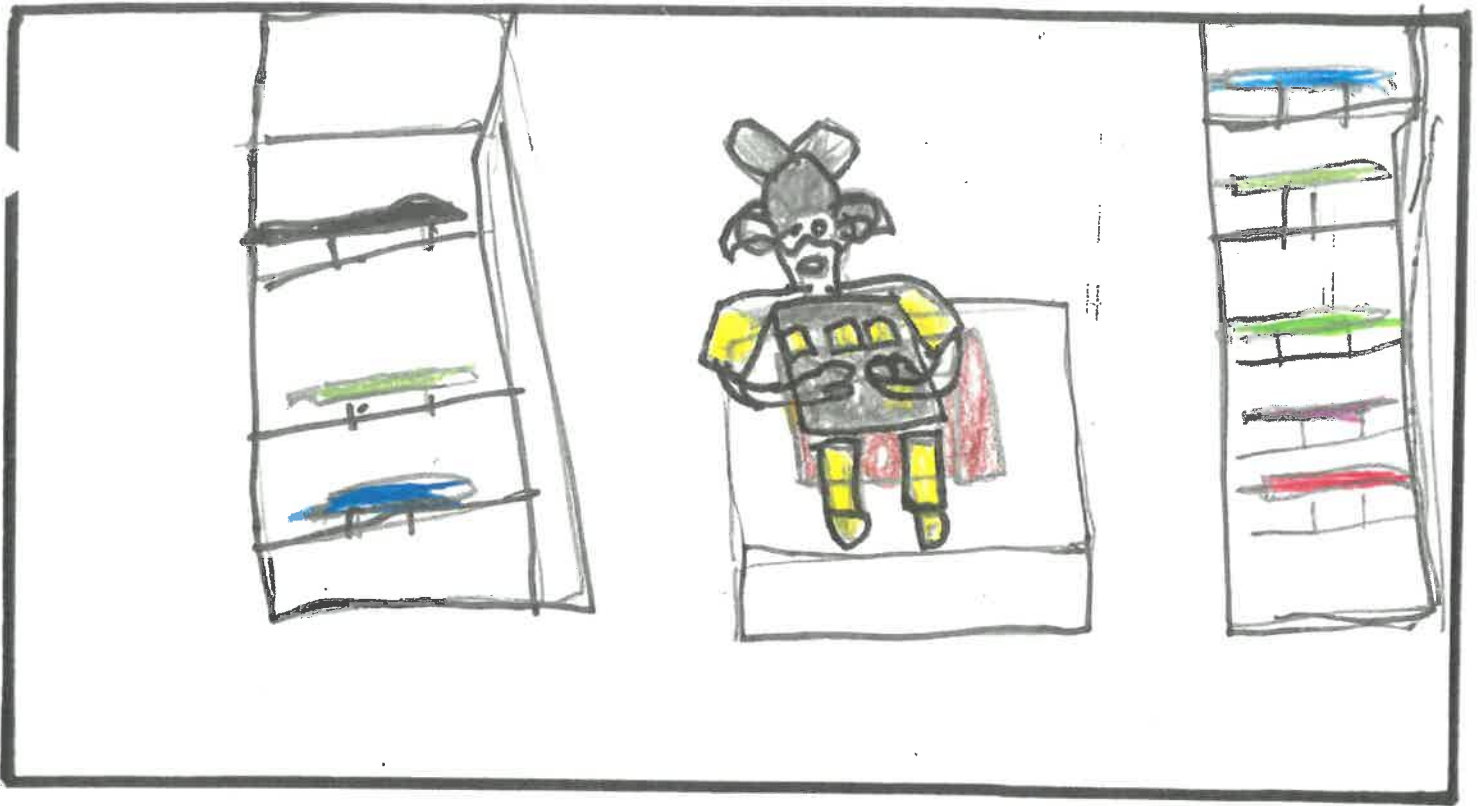


Dear Mr. Arthur,
Thank you for taking us on the
awesome tour. I loved playing the game
"I see" "I wonder" and "I think." I was sooo happy
to end up in your group.
Love, Cindy ☺



Dear Mr. Arthur,
I loved our trip to the museum.
My favorite was the one with all
the different colors and when you
stare at it some colors pop out. My
second favorite was the Thunderbird.
I also loved the story to it. I
loved it very much. You were also
so nice. Thank you very much.

from
Levi



Dear Mr. Anthony
I had an awesome time looking
at all the stuff in the museum. I
loved the awesome story you told about
the thunder bird and the whale. I also loved
the samarie swords. Also I liked the
the samarie armor. This is my favorite
museum I have been to.

From

Stefano Guggino



Vision:
100% Student Success

Mission:
"Educate and prepare each student for college, career and life."

March 25, 2022

Museum of Fine Arts
255 Beach Dr. NE
St. Petersburg, FL 33701

To Whom It May Concern,

It is my honor to write this letter of support for the Museum of Fine Arts St. Petersburg. Pinellas County Schools has benefited from a robust partnership with the MFA for many years now. I am amazed at the educational projects and art activities they make possible for our K-12 public school students.

Thanks to the Pinellas Referendum, all 6th-grade students in our middle school social studies courses have the opportunity to enjoy field trips to the MFA for in-depth tours, called "Art as Evidence." These essential learning experiences tie directly into the social studies curriculum and state standards, positively impact the students' scholarly growth. Other classroom teachers, including visual arts educators, routinely take their students on field trips to the MFA to view and learn about the treasure trove of historic art from ancient to modern times. As of this date, there have already been 3,490 PCS students who have visited the MFA on 34 field trips since the beginning of this school year. This is remarkable given that we have been in year two of a pandemic and a testament to the efforts of the MFA.

Additionally, the Museum of Fine Arts St. Petersburg has been a major partner of the Visual Arts Department's Traveling Art Mobile Program. Over a three-year period, the traveling portable circulates throughout the district, visiting nearly every Pinellas County public elementary school. K through 5 grade students visit the Art Mobile with their visual arts teacher (acting as docents) while it is stationed at their school, resulting in nearly 13,000 students attending during a typical school year. As students take the 30-40 minute tour inside, they receive a museum-like experience specific to their grade level, learning about various artists, the history and meaning of specific artworks, and enjoy close-up interactive experiences with the selected reproduced pieces. The Art Mobile program has made it possible for our K-5 students to experience the look and feel of an art museum without leaving their schools.

The MFA's Pinellas High School Visual Metaphor Art Exhibition is a highlight on our district exhibition calendar because students *really* love having their artwork displayed in an art museum! Each PCE high school art teacher is expected to submit five of their students' artworks for adjudication. Only 55 2-D and 3-D works are accepted, but the work quality is museum-quality and always displayed beautifully in a designated gallery space. The MFA also hosts a reception and awards ceremony for the students and their families, which is regularly well-attended. The MFA has produced a virtual awards ceremony in each of the last two years due to pandemic conditions. With the theme of "visual metaphor," this student show has been going on for many years and is one of the most creative and exciting district exhibitions to see.

I am very thankful of the continuing support of PCS teachers and K-12 students provided by the Museum of Fine Arts. I appreciate your serious consideration of the MFA for this grant and know the funds will be used wisely. Please get in touch with me if you have questions or would like to know more.

Kindest Regards,

Jonathan Ogle
PreK-12 Visual Arts Specialist
Pinellas County Schools

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