

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*

St. Petersburg Historical Society

Project Name*

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

St. Pete Museum of History Expansion Project

EIN*

59-0809627

Incorporation Year*

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

1920

Organizational Mission Statement*

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

The St. Petersburg Museum of History shares Florida's stories as the hub of scholarship and learning - to inspire, entertain, and promote civic engagement.

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

XQ9KJCV6L9Y3

Annual Operating Budget Size*

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

\$678,900.00

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.

\$1,100,000.00

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 St. Petersburg Museum of History is the oldest museum in Pinellas County, sharing the stories of our community with visitors and residents alike for over a century.

Six separate galleries fill 9,000 square feet of exhibit space where museum visitors experience our community's history from the arrival of the Spanish and the pioneer period of the 19th century Florida, to the birth of air travel and never-ending search of non-Floridians seeking paradise on our shores. Galleries include a variety of artifacts, storyboards, photographs, maps and videos that educate and entertain guests of all ages and backgrounds.

These galleries are the backbone of our growth as a cultural tourism destination, as well as a resource and the foundation of a Florida history learning center for Pinellas County students.

Our programming also includes special events such as our acclaimed Happy Hour with the Historian lecture series. The monthly event features various historians and authors who share Florida's unique history to sold-out crowds of 200+.

Additional programming includes free teacher nights for Pinellas County teachers which include take-away materials for the classroom, historical trolley and walking tours of St. Petersburg, archival research opportunities where the Museum's archives are open to the public, and public speaking events discussing Pinellas history at civic clubs, assisted living facilities, and neighborhood associations.

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 St. Petersburg Museum of History brings visitors face-to-face with artifacts and stories that provide a snapshot of a Florida much different than our own. The people we showcase in the stories we share could never have imagined our lives, but because of our programming, we can help our community experience and understand theirs. The Museum helps future generations of all Pinellas communities comprehend their history and recognize the achievements of those who came before them.

The Museum of History sustains an environment for people of all ages, backgrounds, and abilities. The community we strive for is based on inclusion for all. Our missions and goals - from exhibit curation to gift shop merchandise purchases - provide a greater opportunity for ensuring inclusiveness and sharing more stories of and for the often overlooked or silent history makers, minorities and underserved.

There is a community need to foster social cohesion, thus strengthening the relationships and solidarity in our community. The Museum aims to encourage dialogue on difficult topics and historical events. This is especially true in the African American communities of St. Petersburg, where the history of the community, since the arrival of John Donaldson, the area's first known black resident, has been obscured for over 100 years. Our history cannot be accurately portrayed without recognizing all our stories.

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.

1. Reduction in revenue from 2019 to 2020

The Museum of History had only a slight reduction in total operating revenues from 2019 to 2020. But that number is deceiving. The 24-month period of the Pier demolition and construction significantly reduced our revenues in FY 2018, FY 2019 and FY 2020 (March 31 Year end). During the Pier construction period, the Museum was not visible to the public and barely accessible to the public. As the construction fences were removed, the COVID-19 pandemic struck, forcing a 5-month shutdown and, after that, limited public access. For fiscal years 2016 and 2017 the total revenues for both years exceeded \$450,000. Because of construction and the fencing placed at the entrance to the Pier, revenues dropped to \$300,000 and \$295,000 in FY 2018 and 2019 respectively. Even with the Pier reopening in July 2020, the museum revenues should have increased 40 to 50%. Instead the revenues fell to \$286,000.

2. Delay & Cancellation of Capital Campaign Activities

The Museum of History's Capital Campaign, its first in over 12 years, was designed to raise \$8-million from public and private sources to fund the expansion of the Museum. It kicked off in late 2019 with much fanfare, receiving approximately \$3-million in commitments from the start. Once the Covid-19 pandemic struck in early 2020, the Museum closed to the public in March and was forced to cancel a full schedule of public

fundraising events, as well as corporate donor and private meetings. This caused a loss of an estimated \$2-million dollars in fundraising opportunities. Board members were not comfortable asking for donations to build a structure when businesses were closing, and a part of our population were unemployed. Donors also became nervous as the economy stalled.

3. Inflationary Pressures

When the Covid-19 pandemic caused the Capital Campaign to come to an immediate halt, it also caused a delay in the final design plans and commencement date of the project. The delays then forced our architect to rework our expansion construction plans in December 2021 to account for the 2021 changes in FEMA flood maps. The new maps required our approved addition to be raised an additional two feet above sea level, increasing the cost of architectural fees and construction.

Once our permit-ready plans were completed, our general contractor, Hennessey Construction (St. Petersburg), sent them out to rebid the project. We were expecting increases in construction costs from the 2020/2022 bids, but the current bid Hennessey presented to us was a staggering increase of over 40% or \$2.7-million, raising the cost of the \$6.2-million project to \$8.9 million.

We have also attached financial budget summaries for your review.

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?

In 1920, Mary Wheeler Eaton and other community leaders founded the St. Petersburg Historical Society – two years later they purchased a hurricane-flooded aquarium building on the Pier to house and showcase city artifacts. Now, 100 years later, the Historical Society plans to expand the County's oldest museum, creating a museum that plays a crucial role in the visitor experience to Pinellas County. Funding from the Non-Profit Capital Project Fund will assist countering some of the inflationary construction costs created by the Covid-19 pandemic.

Pinellas-based ARC 3 is the design team heading up the 11,000 sq foot expansion project, while Hennessey Construction was chosen as the contractors. Like the Historical Society, Hennessey celebrated 100 years of business in St. Pete. Pinellas County is a unique community with a fascinating history. Our aim is to tell the story of how this vibrant community grew up on the sandy, swampy peninsulas we call home.

The expansion includes a ground level Visit St. Pete/Clearwater Welcome Center, Museum gift shop, community meeting room, and Pinellas oral history exhibit. The entire second floor will provide exhibit space for a gallery protected from the elements and dedicated to telling Pinellas County's key role in Florida's history. And on the roof, there will be a breathtaking terrace for community gatherings and private events.

The project is a collision of the artistic and historic worlds as the new structure will be wrapped with a geometric aluminum sculpture created by renown artist Ya La'Ford. One of the largest public art pieces in Pinellas, "Intersections" is La'Ford's interpretation of an 1891 Florida railroad map that will embody the trials, tribulations and victories that highlight, strengthen and honor the rich heritage of our community.

The estimated lifespan of our expansion reaches far into the decades. The current structure was built in 1952 and still stands on the waterfront.

The proposed funding will help to reach the funding amount needed to complete the expansion project that was delayed, and saw costs increase by over 40% due to the COVID-19 pandemic. With this expansion, the Museum of History will provide extensive entertaining and educational programming, community events that engage the public to our history and interactive exhibits that align with state standards and open the door of the museum world to our most underserved students.

Number Served*

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

100000

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.

Other (Explanation Required Below)

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.

The majority of the people served qualify as unduplicated, but there are occasions when the Museum's annual members attend multiple events at the Museum of History.

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.

Rent

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?

With a combination of exhibits, events, and community partnerships, the Museum aims to be easily accessible for audiences of all ages, races, ethnicities, genders, sexualities, etc. Our goal is to educate its diverse audience and provide opportunities for community-building.

The exhibit Building the Sunshine City shares the story of the St. Pete's birth, a large part of which can be attributed to the city's Black laborers. Their stories, long absent from the narrative, were shared alongside the names of St. Pete's famous developers in an effort to show how diverse our city has always been. Future exhibits featuring African American and women's history are slated to open within the next year, and the Museum has begun campaigns to collect oral histories, photographs, and other physical objects relating to these communities.

Within the past year, we hosted events that highlight achievements of historical relevance for underrepresented communities. During Women's History Month, The Women Who Built Us combined a lecture on prominent women in the city's history with a panel of five prominent women in various industries today. On Jackie Robinson Day, that historic day and St. Pete's historic first African American mayor was celebrated with the Mayor signing the 5,000th ball in the Little Cooperstown exhibit. In June, we facilitated Pride Perspective, a panel of five influential LGBTQ+ community members who spoke on the past and present of St. Pete Pride. These events provided an opportunity for underrepresented groups to foster their own communities.

To make this content accessible to all audiences, the Museum has provided free educational content through its Virtual St. Pete video series, in collaborative events with Pinellas County Schools, and through our social media. We have also recently partnered with the Pinellas County Library Cooperative to offer free day passes for the Museum, and we are now a member of the North American Reciprocal Museum Association.

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/>

335 2nd Avenue NE St. 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.

335 2nd Avenue NE St. 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.

Although not located in a QCT, the St. Petersburg Museum of History serves clients who reside, work or attend school in a QCT. As an example, the Museum has secured funding from private grants to cover the cost of transportation and admission of elementary-aged students from schools in low-income areas to explore and experience their city's history museum. We also take the Museum of History on the road to community and adult centers in those same areas.

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 St. Petersburg Museum of History is representative of our community because by nature we are the community. Our archives and collections hold documents, artifacts, photographs and personal correspondence of a diverse Pinellas population. We facilitate a unique range of programs with the goals of educating and entertaining a diverse audience and providing opportunities for community-building. With a combination of scheduled exhibitions, special events and virtual programs, the Museum of History works to be easily accessible for all ages, races, ethnicities, genders and sexualities.

A sample of other community based organizations that work with us on programming, and who we have authentic connections with:

Pinellas County Schools

1. Provide Florida history curriculum for teachers - including lesson plans and in-class activities.
2. Secure grants and private funding for elementary schools with a large population of underserved students to visit the Museum of History at no cost for admission or transportation.
3. Provide internship and volunteering opportunities for high school students.
4. Provide free teacher night at the Museum - an evening of food & beverage and tours of the galleries and museum archives.
5. Employee teachers during the summer months to assist in our summer camp program
6. Worked with Elementary and High School art students in planning and painting a mural on the the building that depicts the history of St. Petersburg.
7. Help produce Night at the Museum events - virtual tours and classroom instruction for high school U.S. History courses that assists in preparing for the state exams.

Creative Clay

1. Provide subject matter, research and background for historic art projects
2. Provide space for a rotating exhibit of their participant's artwork

St. Petersburg Chamber of Commerce

1. Provide city-wide historic tours for Leadership St. Petersburg as well as new corporate residents of St. Pete
2. Provide historic lecture series, images and information for new corporations and their employees

St. Pete Pride

1. Provide exhibit and meeting space for annual Pride events

Community Organizations

1. Provide exhibit and meeting space for organizations such as the Tuskegee Airmen, 1950s/60s Civil Rights groups and African American churches
2. Provide exhibit and meeting space for civic and neighborhood associations

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

BIPOC

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

LGBTQ+

Rented Property

Tenant Responsibility*

Please explain how your organization is responsible for modifying the building despite being rented. Be sure to describe the length of your organization's lease and to indicate whether or not you have obtained permission from the landlord for the proposed project.

The St. Petersburg Museum of History has been located on the same location - at the entrance of the city's municipal pier - for 100 years. The land the Museum sits on is public, the building is owned by the City of St. Petersburg and leased by the St. Petersburg Historical Society. By law according to the City Charter, the City is only permitted to offer 10-year leases on downtown waterfront land. Although there has never been a problem renewing the lease, the Historical Society has decided to move forward with a city-wide referendum for the citizens to approve a 25-year lease. In our last meetings about the subject, all City Council members said they would support the referendum.

The City of St. Petersburg Special Facilities Office, and eventually the City Council must approve any major modifications to the existing building, expansion or additions to the property.

City Council and the Mayor's office not only endorsed our expansion plans, the City provided the first \$1,250,000 towards the Capital Campaign to get the project completed.

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.

\$8,900,000.00

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.

The remaining amount of the project, or the amount not covered by the request in this LOI, will be secured via the Museum's Capital Campaign. The Capital Campaign is a public/private campaign that includes funding from the City of St. Petersburg, the Pinellas County TDC, the State of Florida, various foundations and private donors. The campaign also utilizes special fundraising events. The campaign's breakdown is \$5-million in public funds and \$3.9-million in private donors and foundations.

The ARPA-funded portion of this project is part of the overall campaign and funds a portion of the project that was effected by the inflationary rise in the cost of construction.

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.

The Budget Summary will provide an outline of the expenses and increase of costs associated with our expansion project.

We have uploaded a Budget Summary Excel spreadsheet that details the expenses for your review.

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 architectural plans for the Museum of History's expansion have been approved by the Historical Society's Board of Directors, City Staff and the Mayor's Office. A contractor has been awarded the project and has completed the final bid process for materials and sub-contractors. With more than 50% of the construction cost funding raised or committed to prior to the inflationary rise in construction and materials, the project is ready to move forward for final approval.

The St. Petersburg Museum of History is ready to submit the plans for building permits if funding is awarded.

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.

At this point in time the St. Petersburg Museum of History capital campaign has raised:

City funding: \$1,250,000

County funding: \$2,800,000

State of Florida grant: \$500,000

Private Donors: \$1,000,000

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.

The Museum expansion project will increase Operating Costs and Revenues

Projected increased costs:

- Payroll: \$317,000 3 full-time staff / 2 part time
- Exhibits: \$45,000
- Marketing & Advertising: \$59,000
- Utilities: \$23,000
- Insurance Repairs/Maintenance: \$21,000
- Gift Shop: \$46,000
- Education: \$25,000
- Total:\$ \$536,000

With the Museum located at the entrance to the city's new Pier District, and two million people visiting the Pier annually. The Museum should expect annual paid admissions of over 30,000 guests – not including school field trips. This is an increase of \$200,000 annually (Per Economic Benefits Analysis by Wynne and Associates).

Projected Revenue Increases:

- Gift Shop Sales \$120,000
- Admissions 199,000
- Event Venue Rentals 256,000 Rooftop Terrace
- Total increase in Revenues \$575,000

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 museum uses Quickbooks as its accounting software, which is extremely capable of accounting for the expenses of this project and various restricted grants, including the ARPA grant.

Also, the museum has personnel to use the software and prepare the appropriate reports. The volunteer Treasurer (12 years) is a licensed CPA and spent about 25 years as the CFO of large local condominium developer/contractor in the Tampa Bay area. His knowledge and experience of construction financing, accounting and reporting is extremely strong. In addition, our financial secretary has over 20 years in the construction industry.

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.

Combined.pdf

Anything else to share?

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

File Attachment Summary

Applicant File Uploads

- Combined.pdf

Officers:

Mike Magidson
President

Graham Jackson
Vice President

Lee Allen
Treasurer

Alicia Elkins
Secretary

Katie Ramsberger
Immediate
Past President

Trustees:

Al Bartolotta
Amy Anderson
Dr. John Broshears
Stephanie Chill
Howard Finberg
Caroline Gorga
Dr. Leslie Hafer
Luisa Harvey
Dr. Susan Henry
Lyman Hussey
Katie Jackson
Jennifer Joern
Mary Johnson
Bryan King
Daniel Mageras
Nick Meza
Maria Risco
Kurt Wahlgren
Fritz Wilder

Executive Director:

Rui Farias

Educational Advisors:

Mayor Rick Baker
Dr. J. Michael Francis
Dr. Susan Henry
Dr. Will Michaels
Dr. Gary Mormino

Index of Documents

Document 1: Construction Budget Summary 2020

Document 2: Construction Budget Summary 2022

Document 3: Revenue and Operating Cash Flow 2017-2020

Document 4: Economic Impact



Site Acres: 0.380
 Total Bldg GSF: 14,581

			(Rev3) 90% CD FGMP (May 2020)				
CSI DIV	CSI DESCRIPTION	SCOPE OF WORK	SITE PACKAGE	COST (\$) per GSF	BUILDING	COST (\$) per GSF	
01	General Conditions <i>Pro Rata</i>	Project Staff	\$16,537	\$1.13 GSF	\$314,211	\$21.55 GSF	
		Temp Utilities	\$510	\$0.03 GSF	\$9,695	\$0.66 GSF	
		Temp Office	\$470	\$0.03 GSF	\$8,938	\$0.61 GSF	
		Daily & Final Clean	\$1,741	\$0.12 GSF	\$33,079	\$2.27 GSF	
		Static/Qty Based Costs/Project Safety	\$1,852	\$0.13 GSF	\$35,190	\$2.41 GSF	
Subtotal			\$21,111		\$401,112		
02	Site Construction	Selective Bldg Demolition			\$20,781	\$1.43 GSF	
		Site Demo: Paving, Landscaping, etc.	w/Earthwork				
		Erosion Control & Site Clearing	w/Earthwork				
		Survey & Layout	\$11,782	\$0.81 GSF	\$13,590	\$0.93 GSF	
		Chemical Grouting	\$82,114	\$5.63 GSF			
		Earthwork & Grading	\$178,868	\$12.27 GSF			
		Paving, Curb, & Striping	w/Earthwork				
		Sidewalks & ADA Ramps	w/Earthwork				
		Site Utilities: Water, Sanitary, Storm	w/Earthwork				
		Termite Treatment			\$847	\$0.06 GSF	
		Dewatering	\$30,294	\$2.08 GSF			
		Unit Pavers	\$12,400	\$0.85 GSF			
		Arborist	w/Landscape				
		Site Amenities w/Timeline	\$26,150	\$1.79 GSF			
Landscaping & Irrigation	\$40,811	\$2.80 GSF					
03	Concrete	Deep Foundations (ACP)			\$316,895	\$21.73 GSF	
		Precast Joists			\$182,400	\$12.51 GSF	
		CIP Concrete inc/Plaza			\$1,399,827	\$96.00 GSF	
		Expansion Joints			\$19,387	\$1.33 GSF	
		Architectural Precast	w/Bldg		\$9,625	\$0.66 GSF	
04	Masonry	Polished Concrete Floors			\$43,101	\$2.96 GSF	
		CMU Walls/Grouting	w/Bldg		w/Concrete		
05	Metals	Misc. & Structural Steel	w/Bldg		\$49,440	\$3.39 GSF	
		SS/Aluminum Railings	\$7,156	\$0.49 GSF	\$71,489	\$4.90 GSF	
06	Woods & Plastics	Wood Blocking & Backing			\$5,549	\$0.38 GSF	
		Casework & Countertops			\$40,277	\$2.76 GSF	
		Wood Running Trim			\$16,512	\$1.13 GSF	
07	Thermal & Moisture Protection	Building Insulation + Fire Proofing			\$10,579	\$0.73 GSF	
		Waterproofing			\$22,645	\$1.55 GSF	
		Decorative Aluminum Screen			\$379,000	\$25.99 GSF	
		ACM Panels			\$35,706	\$2.45 GSF	
		Roofing & Flashing			\$252,557	\$17.32 GSF	
		Wausau Pedestal Pavers at Roof Deck			w/Roofing		
08	Doors & Windows	Caulking & Sealants			\$23,701	\$1.63 GSF	
		Doors, Frames, & Hardware			\$52,685	\$3.61 GSF	
		Access Doors			\$2,780	\$0.19 GSF	
		Flood Doors & Provisions			Excluded		
09	Finishes	Storefront & Curtainwall			\$171,705	\$11.78 GSF	
		5/8" Direct-Applied Stucco	w/Bldg		\$155,231	\$10.65 GSF	
		Drywall & Insulation			\$160,451	\$11.00 GSF	
		Acoustical Ceilings			\$3,627	\$0.25 GSF	
		Faux Terrazzo Tile Flooring	w/Bldg		\$58,141	\$3.99 GSF	
10	Specialties	Ceramic Tile & Soft Flooring			\$28,968	\$1.99 GSF	
		Painting	w/Bldg		\$84,702	\$5.81 GSF	
		Toilet Accessories w/Mirrors			\$9,130	\$0.63 GSF	
		Bird Pest Strips			\$2,079	\$0.14 GSF	
		Fire Extinguishers & Cabinets			\$2,485	\$0.17 GSF	
12	Furnishings	PE Aluminum Canopies/Awnings			\$25,575	\$1.75 GSF	
		Signage: Code, Room, Wayfinding			\$4,325	\$0.30 GSF	
14	Conveyance	Window Treatments			ALTERNATE		
		5,000-lb Hydraulic Elevator			\$104,875	\$7.19 GSF	
15	Mechanical	Plumbing			\$93,400	\$6.41 GSF	
		Fire Protection			\$46,450	\$3.19 GSF	
		HVAC			\$148,884	\$10.21 GSF	
16	Electrical	Electrical & Lighting	\$11,000	\$0.75 GSF	\$473,740	\$32.49 GSF	
		Generator			Excluded		
		Lightning Protection			Included		
		Phone/Data			Included		
		CCTV/Security/Access Control			\$27,604	\$1.89 GSF	
		General Sound for Bldg			\$21,500	\$1.47 GSF	
17	Markups	Conference Room A/V			by Owner		
		Contingency	\$14,440	\$0.99 GSF	\$274,358	\$18.82 GSF	
		Tax, Insurances, Bond, & Fee	\$18,046	\$1.24 GSF	\$342,880	\$23.52 GSF	
Sub Totals			\$454,172	\$31.15 GSF	\$5,610,595	\$384.79 GSF	
Builders Risk					21,000		
Signage					15,000		
Connection Fees					14,000		
Materials Testing					15,000		
Permit Fees / Impact Fees					90,000		
Total Owner Costs					155,000		
(Rev3) 90% CD FGMP (May 2020)			\$6,219,767	\$426.57 GSF			
Project Total							



Site Acres: 0.380
 Total Bldg GSF: 14,781

			REVISED BUDGET (JUNE 2022)			
CSI DIV	CSI DESCRIPTION	SCOPE OF WORK	SITE PACKAGE	COST (\$) per GSF	BUILDING	COST (\$) per GSF
01	General Conditions <i>Pro Rata</i>	Project Staff	\$21,885	\$1.48 GSF	\$415,819	\$28.13 GSF
		Temp Utilities	\$610	\$0.04 GSF	\$11,597	\$0.78 GSF
		Temp Office / Site Fence	\$1,230	\$0.08 GSF	\$23,375	\$1.58 GSF
		Daily & Final Clean	\$1,190	\$0.08 GSF	\$22,613	\$1.53 GSF
		Static & Qty Based Costs / Project Safety	\$2,202	\$0.15 GSF	\$41,839	\$2.83 GSF
Subtotal			\$27,118		\$515,242	
02	Site Construction	ACM Investigation or Remediation	EXCLUDED		EXCLUDED	
		Selective Bldg Demolition			\$27,192	\$1.84 GSF
		Site Demo: Paving, Landscaping, etc.				
		Erosion Control & Site Clearing	w/EARTHWORK			
		Survey & Layout			\$14,110	\$0.95 GSF
		Chemical Grouting	\$104,092	\$7.04 GSF		
		Earthwork & Grading	\$272,778	\$18.45 GSF		
		Paving, Curb, & Striping				
		Sidewalks & ADA Ramps	w/EARTHWORK			
		Site Utilities: Water, Sanitary, Storm				
		Termite Treatment			\$1,295	\$0.09 GSF
		Dewatering	\$37,352	\$2.53 GSF		
		Unit Pavers	\$15,905	\$1.08 GSF		
		Arborist	w/LANDSCAPING			
Site Amenities	BY OWNER					
TimeLine Allowance	\$26,000	\$1.76 GSF				
Landscaping & Irrigation (REDUCED SCOPE AT WEST)	\$49,193	\$3.33 GSF				
03	Concrete	Deep Foundations (ACP)			\$536,080	\$36.27 GSF
		Precast Joists			\$229,032	\$15.50 GSF
		CIP Concrete inc/Plaza			\$1,698,838	\$114.93 GSF
		Expansion Joints			\$23,301	\$1.58 GSF
		Architectural Precast	w/BLDG		\$12,512	\$0.85 GSF
Polished Concrete Floors			\$49,147	\$3.33 GSF		
04	Masonry	CMU Walls/Grouting	w/BLDG		\$413,350	\$27.96 GSF
05	Metals	Misc. & Structural Steel (inc/STAIR #2 RAILING)	w/BLDG		\$160,652	\$10.87 GSF
		SS/Aluminum Railings	\$1,400	\$0.09 GSF	\$171,565	\$11.61 GSF
06	Woods & Plastics	Wood Blocking & Backing			\$8,470	\$0.57 GSF
		Casework & Countertops			\$67,825	\$4.59 GSF
		Wood Running Trim			\$17,888	\$1.21 GSF
07	Thermal & Moisture Protection	Building Insulation + Fire Proofing			\$24,304	\$1.64 GSF
		Waterproofing			\$39,952	\$2.70 GSF
		Decorative Aluminum Screen			\$455,300	\$30.80 GSF
		ACM Panels			\$94,570	\$6.40 GSF
		Roofing & Flashing / Roof Hatch			\$336,154	\$22.74 GSF
		Wausau Pedestal Pavers at Roof Deck	w/ROOFING			
Caulking & Sealants			\$29,838	\$2.02 GSF		
08	Doors & Windows	Doors, Frames, & Hardware			\$79,275	\$5.36 GSF
		Access Doors			\$3,476	\$0.24 GSF
		Flood Doors & Provisions			EXCLUDED	
		Storefront & Curtainwall			\$249,744	\$16.90 GSF
09	Finishes	5/8" Direct-Applied Stucco w/Vapor Barrier	w/BLDG		\$231,687	\$15.67 GSF
		Plaster Walls Inside Stair #1			\$28,748	\$1.94 GSF
		Drywall & Insulation			\$273,853	\$18.53 GSF
		Acoustical Ceilings			\$4,836	\$0.33 GSF
		Faux Terrazzo Tile & Tile Flooring	w/BLDG		\$136,636	\$9.24 GSF
		Soft Flooring			\$33,412	\$2.26 GSF
		Painting	w/BLDG		\$114,540	\$7.75 GSF
10	Specialties	Toilet Accessories w/Mirrors			\$11,869	\$0.80 GSF
		Bird Pest Strips			\$8,855	\$0.60 GSF
		Fire Extinguishers & Cabinets			\$3,231	\$0.22 GSF
		Signage: Code, Room, Wayfinding			\$5,623	\$0.38 GSF
12	Furnishings	Window Treatments			BY OWNER	
14	Conveyance	5,000-lb Hydraulic Elevator			\$137,685	\$9.31 GSF
		ADA Lift			\$16,000	\$1.08 GSF
15	Mechanical	Plumbing			\$191,464	\$12.95 GSF
		Fire Protection			\$65,650	\$4.44 GSF
		HVAC			\$235,239	\$15.91 GSF
16	Electrical	Electrical & Lighting	\$11,400	\$0.77 GSF	\$647,961	\$43.84 GSF
		Generator			EXCLUDED	
		Lightning Protection			INCLUDED	
		Design-Build Fire Alarm + Phone/Data				
		CCTV/Security/Access Control			\$43,172	\$2.92 GSF
		General Sound for Bldg			\$21,500	\$1.45 GSF
Conference Room A/V			BY OWNER			
17	Markups <i>Pro Rata</i>	3% Contingency	\$12,823	\$0.87 GSF	\$243,645	\$16.48 GSF
		Tax, Insurances, P&P Bond, & Fee	\$26,631	\$1.80 GSF	\$505,987	\$34.23 GSF
Sub Totals			\$584,692	\$39.56 GSF	\$8,220,705	\$556.17 GSF
			Builders Risk		21,000	
			Signage		15,000	
			Connection Fees		14,000	
			Materials Testing		15,000	
			Permit Fees / Impact Fees		90,000	
Total Owner Costs					155,000	
BUDGET TOTAL			\$8,960,397		\$606.21 GSF	

St. Petersburg Museum of History
2022-2023 Budget
Fiscal Years ended March 31
(rounded to '00)

	PIER Construction				COVID				
	FY 2017	FY 2018	FY 2019	FY2020	FY 2021		FY 2022		Notes
	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	%	ACTUAL	%	
Gift Shop	\$11,900	\$15,000	\$8,000	\$10,000	\$7,200	3%	\$9,600		(1)
Admission	105,800	93,000	82,000	43,000	59,500	21%	106,100	20%	(2)
Donations/Sponsorship	65,700	59,000	20,000	47,000	44,500	16%	49,600	9%	(3)
Grants	93,800	90,000	78,000	89,000	93,000	32%	218,700	41%	(4)
Membership	22,200	26,000	26,000	34,000	32,200	11%	46,400	9%	(5)
Event Rentals	88,800	102,000	9,000	2,000	2,600	1%	14,900	3%	(6)
Café Space Income	23,400	26,000	21,000	20,000	44,800	16%	49,400	9%	(7)
Special Events / Other	39,400	40,000	56,000	50,000	3,100	1%	43,200	8%	(8)
Total Revenues	\$451,000	\$451,000	\$300,000	\$295,000	286,900	100%	537,900	100%	(9)
Operating Cash Flow	\$58,100	\$14,000	(\$76,000)	(\$78,000)	(\$99,100)	-35%	\$48,400	9%	(16)

Admissions fell significantly when the Pier Parking lots were closed in 2018- then fell over 50% after the fences were moved in early 2019. FY 2022 still affected by COVID (demographics of our patrons)

Event venue rentals of the museum were halted when the Pier Construction closed the Pier Parking lots and the surrounding area was a construction zone. Then COVID stopped all events for 18 to 24 months. lowly coming back to pre-construction numbers.

Operating Cash Flow - lost almost \$100,000 in FY 2021 and would have lost \$50,000 in FY 2022 if not for \$100,000 grant from the city of St. Petersburg

Review

St. Petersburg Museum of History Renovation and Expansion Economic Benefits Analysis (2019)

Introduction

Wynne & Associates completed an economic benefits analysis of the St. Petersburg Museum of History in December 2018, amended July 2019. The analysis was conducted primarily in support of the Museum's application for Capital Projects Program funding for the Museum's renovation and expansion from Pinellas County Tourist Development Tax collections.

Conducting a completely new analysis would be premature at this time. The analysis was conducted anticipating Year 1 of renovated museum operations would be 2021. This was not the case after significant factors impacted the project including: delayed completion of the new St. Pete Pier; delays in commencement of the Museum renovations; and the Coronavirus Pandemic that began in March 2020 just eight months after completion of the analysis. Newer data sets upon which an analysis would be conducted are significantly influenced by the Pandemic and likely are less accurate than the original data set used in the analysis.

The original analysis was presented in 2018 dollars. This review adjusts the results to 2021 dollars and provides observations on the 2019 report's continued relevance.

Timeline Adjustments

Originally, SPMOH had hoped to have renovations under way by mid to late 2019 with an aggressive schedule to coincide with the opening of the new St. Pete Pier. Construction delays due to the Pandemic delayed opening of the 26-acre Pier District until July 6, 2020. The City requested the Museum delay renovation/expansion until after the Pier's grand opening events. In the end, the Pier's major celebration occurred in July 2021. These delays and difficulty completing fund raising during the Pandemic has delayed the Museum's renovation and expansion efforts.

Impacts Assessment

Attendance

The original Year 1 attendance estimates were based on Pier passer-by capture rates, exhibitions, and special events. 2021 Museum attendance was estimated at 24,288.¹ Average year existing attendance was 9,342² or a two and one-half fold increase with the new Pier. The only attendance variable that has come to fruition is the opening of the Pier. Current attendance does not include exhibitions and special events that the renovations and expansions will draw. Prior to construction, Pier attendance was projected to be around 1.7 million visitors. The City estimates that 2021 attendance was 2.1 million. Based on exhibition prospects and changes in renovation plans (such as terrace space added) we maintain our original forecast of 86,112.³

	Total	Local Attendee	Day Tripper Attendee	Overnight Attendee Staying in H/M/C/C	Overnight Attendee Staying with friend/relative	Other
General Admissions	30,960	8,256	5,504	10,320	6,880	
Exhibitions	35,052	8,750	5,250	14,000	7,000	52
Special Events	11,600	4,800	3,420	2,040	1,140	200
Education/Students	8,500	8,500				
Less Existing Attendance	(9,342)	(3,737)	(934)	(3,737)	(934)	
Total Incremental Attendance	76,770	26,569	13,240	22,623	14,086	252
Total	86,112	30,306	14,174	26,360	15,020	252

Source: SPMOH and Wynne & Associates, LLC

Construction Impacts

ImpactType	Employment	Labor Income	Value	Output
Direct Effect	37	\$1,990,892	\$2,990,387	\$5,661,000
Indirect Effect	9	\$518,491	\$855,373	\$1,499,662
Induced Effect	15	\$705,448	\$1,306,178	\$2,232,559
Total Effect	61	\$3,214,832	\$5,151,938	\$9,393,222

Source: IMPLAN and Wynne & Associates, LLC - 2021 Dollars

Economic Impacts of Expanded/Modernized Museum Operations

¹ The 24,288 includes admissions, tours, special events and rentals. It does not include any student tours. Estimates do not include the significant number of people who walk in to browse the gift shop and visitor center.

² Average between 2013 and 2017. The old Pier was closed in 2013.

³ Annual attendance will vary based on popularity of museum exhibits, number of special events, and Pier attractions.

Operations of the expanded and modernized SPMOH and the related visitor spending is estimated to create more than 108 full-time equivalent (FTE) jobs. Income, Value Added, and Output are expressed in annual terms and accrue every year. The jobs created remain constant. For example, one job paying \$40,000 would earn \$400,000 over ten years but still only be one job.

St. Petersburg Museum of History				
Post Expansion Annual Economic Impact				
Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	77	\$2,236,869	\$3,090,640	\$5,586,885
Indirect Effect	14	\$709,632	\$1,311,529	\$2,254,661
Induced Effect	18	\$830,336	\$1,537,221	\$2,628,022
Total Effect	108	\$3,776,836	\$5,350,803	\$9,432,044

Source: IMPLAN, Wynne & Associates, LLC - 2021 Dollars

Prepared by:



Wynne & Associates, LLC
 Planning and Economic Analysis

wynne-llc.com