

Mel Fisher Maritime Heritage Society, Inc.

Project Title: General Program Support 2022

Grant Number: 22.c.ps.170.437

Date Submitted: Monday, June 1, 2020

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Museum

Proposal Title: General Program Support 2022

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Mel Fisher Maritime Heritage Society, Inc. 
- b. **FEID:** 59-2207143
- c. **Phone number:** 305.294.2633
- d. **Principal Address:** 200 Greene St Key West, 33040-6516
- e. **Mailing Address:** 200 Greene St Key West, 33040-6516
- f. **Website:** www.melfisher.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Monroe
- j. **DUNS number:** 622259570
- k. **Fiscal Year End Date:** 09/30

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Other Museum

4.3. Applicant Discipline

Humanities

5. Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)

C. Eligibility Page 3 of 12

1. What is the legal status of the applicant? *

- ☐ Public Entity
- ☒ Nonprofit, Tax-Exempt
- ☐ Solo or Individual artists or unincorporated performing company
- ☐ Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- ☒ Yes (required for eligibility)
- ☐ No

3. Do proposed activities occur between 7/1/2021 - 6/30/2022? *

- ☒ Yes (required for eligibility)
- ☐ No

4. How many years of completed programming does the applicant have? *

- ☐ Less than 1 year (not eligible)
- ☐ 1-2 years (required for eligibility for GPS and SCP)
- ☒ 3 or more years (required minimum to request more than \$50,000 in GPS)

5. Museum*

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- ☒ Applicant is open to the public for at least 180 days each year.
- ☒ Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- ☒ Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

D. Excellence Page 4 of 12

1. Applicant Mission Statement - (Maximum characters 500.) *

The mission of the **Mel Fisher Maritime Museum (MFMM)** is to research, interpret, and exhibit the maritime history of Florida and the Caribbean in ways that increase knowledge, enrich the spirit, and stimulate inquiry.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

The **Mel Fisher Maritime Museum (MFMM)** seeks general program support funding to underwrite the cost of operating the museum and its public educational programs. The **MFMM** is highly visited--in fact, our annual attendance exceeds sixteen times the City of Key West's population. Located in the heart of historic downtown tourist district, steps from the cruise ship docks, in an area affectionately referred to as the museum district, where visitation consists of vacationers and local residents. This tremendous visitation places stress on exhibition and building maintenance, staffing, and repairs.

In 2000, **MFMM** was designated the official Maritime Museum of Monroe County and in 2003, was awarded full Accreditation by the American Alliance of Museums. **MFMM** is the only Accredited museum in Monroe County.

In addition to its 35,000 square foot building on Greene Street, **MFMM** opened the **Key West Turtle Museum**, 1100+ square feet, (www.keywestturtlemuseum.org) in September 2009. The museum sits on the site of the Old Turtle Cannery at the heart of the historic waterfront known as the Key West Bight and was the center of the green sea turtle fishing industry in Key West from 1822 to 1975. The importance of the Turtle Cannery building and the adjacent Turtle Kraals (holding pen) are recognized on the National Register of Historic Places.

MFMM's archaeological team located (1999) and documented (2002-2014) the **African Burial Ground at Higgs Beach**, (www.africanburialgroundathiggsbeach.org). Historical records reveal that in 1860 the US Navy captured three ships illegally engaged in the slave trade. The Africans aboard were housed in Key West until the US ultimately decided to return them to Liberia. Many who were ill from the voyage perished and were buried on site. **MFMM** secured the National Register of Historic Places designation and worked with a community group to erect a monument on the site. Subsequently, the monument

committee asked the **MFMM** to assume curatorial and interpretive responsibility. In light of this **MFMM** considers the site and the accompanying programs to be our third operational location. Working with members of the South Florida African-American community, and Monroe County, who owns the beachfront, **MFMM's** programmatic staff work to build comprehensive learning materials.

Overall Proposal Goal: to expand the audience reach of **MFMM's** current exhibitions, public programs, and Florida State Education Standard compliant in-classroom offerings by sharing our new and emerging research through improved interpretive methods.

Many of these improvements are designed to increase accessibility to our work through free or nearly free offerings. Evaluation data collected by **MFMM** indicates our audience would like to receive enriched interpretation via familiar modern methods, such as via the web and via wireless devices specifically-tablets/cell/smartphones. During the last few years, technology—once priced beyond the reach of a museum our size—has become both inexpensive and sufficiently user friendly to the extent that museum staff can deploy the improvements we envision in-house. Additionally, to support this effort, **MFMM** will continue its professional staff training enabling us to provide these service improvements to its audiences.

In light of the COVID-19 pandemic we are currently revising many existing programs, these efforts will have been completed before the beginning of this proposed grant period. All future programs will be developed to be safe for staff and participants.

Objectives:

-MFMM will implement three new interpretive & educational plans for the museum's STEAM program, aligned with workforce readiness needs in the Florida Keys. 90 days.

-MFMM will provide daily guest services & security patrols with the goal of increasing visitor experience scores on intercept feedback interviews by 10%. Ongoing.

-MFMM will expand the number of in-gallery evaluation terminals and increase the number of guest intercept interviews by 5%, making modifications to our operations as needed, to improve overall audience satisfaction scores by 5%. Ongoing.

-MFMM will create two new interpretive offerings focused on historic events at the African Burial Ground for delivery by electronic methods and/or docents. 110 days.

-MFMM will design, plan, and implement one new exhibition with accompanying public programs in our changing gallery space. Exhibition: 120 days. Programs: 90 days.

-MFMM will design, develop, and implement two new gallery inter-actives for the Turtle museum. 120 days.

-MFMM will expand by 15% its free movie night and lecture programs for audiences of all ages. 30 days.

-MFMM will develop and implement new marketing strategies to cross-promote our programs and temporary exhibitions to existing audiences in Key West, Florida, and beyond to increase participation by 3%. 100 days.

-MFMM will upgrade and enhance its websites to better support the ongoing calendar of events, public programs to reduce telephone informational inquiries by 15%

-MFMM will enhance its websites to better support and publication of emerging research. Ongoing.

-**MFMM** staff will improve their skills through participation in professional workshops, conferences and learning experiences. Special emphasis will be given to **MFMM's** emerging professional staffers. 25 days.

This work reflects the core of the **MFMM** mission to research, interpret, and exhibit the maritime history of Florida and the Caribbean in ways that increase knowledge, enrich the spirit, and stimulate inquiry.

Project activities will begin with the start of the grant period, as summer is in the less hectic off-season. Most project elements are scheduled for completion on a 90-120 day cycle. Projects will be staggered to not overwhelm any particular department. School based projects will be completed first, enabling preliminary review and testing during the Fall semester.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

MFMM has earned an international reputation for excellence in exhibitions, research, and public programming. We have established partnerships to further the **MFMM** mission and to provide the best possible opportunity for success. In total, they expand our resources on behalf of our audiences and expand the reach of every partner.

EXHIBITIONS

The reputation is evidenced by our cultural partners for exhibitions including the *Metropolitan Museum of Art*, the *Dallas Museum of Art*, *American Museum of Natural History*, the *Indianapolis Children's Museum*, the *Frazier History Museum*, the *Museum of Fine Arts Houston*, *Kura Hulanda (Curacao)* *Pompey Museum (Bahamas)* and *Museo della Scienza e della Tecnologia (Italy)*. **MFMM** works with many Caribbean governments on archaeological exhibitions related to our own broad collections.

RESEARCH

MFMM works in partnership with the *RPM Nautical Foundation*, the *National Association of Black SCUBA divers*, the *Florida Keys Community College* and the *Florida Keys National Marine Sanctuary* on underwater archaeological fieldwork. **MFMM** provides the opportunities for our partners to work on our historical wreck sites. Some fieldwork trips are training sessions, while others employ the skills taught by our archaeological team. A opportunity unique to **MFMM** is utilizing our partners in our conservation lab. They provide much needed person-power while providing hands-on experience. The Community College has the *Atocha* hull timbers underwater in a lagoon. They are used to teach Marine Archaeology to college students and for our *Wounded Warriors* dive programs. Many amputees have been taught SCUBA, as the weightlessness of diving eliminates mobility challenges. The Warriors also learn archaeological techniques.

PUBLIC PROGRAMMING

In addition to the above, **MFMM** has developed learning experiences with its partners. *Diving with a Purpose* is an at-risk African American SCUBA diver student group who assists with underwater research and public presentations on our collective work. Primarily the group works on our slave trade shipwreck sites, pursuing personal heritage quests.

The KW Turtle Museum has active partnerships with the *KW Sea Turtle Club, the Turtle Hospital, FL Wildlife Service, Florida Keys Wildlife Rescue Center, FL Master Naturalist Program (University of Florida)*—all joining together for marine conservation education activities for all ages.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

ACTIVITY	#Days	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
MAY JUN JUL											
STEAM education	90	x	x	x							
Daily Guest Services & Security Patrols	365	x	x	x	x	x	x	x	x	x	x
In-Gallery Evaluation Terminals	365	x	x	x	x	x	x	x	x	x	x
African Cemetery New Public Programs	110			x	x	x	x				
New Exhibition Create	120				x	x	x	x			
New Exhibition Programs	90						x	x	x		
New Inter-actives for Turtle Museum	120							x	x	x	x
Free Movie/Lecture Nights	30							x			
Marketing Strategies	100				x	x			x	x	
Website & Calendar Improvements	365	x	x	x	x	x	x	x	x	x	x
Staff Professional Development	25			x							x

3. Collection Summary - (Maximum characters 5250.) *

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Overview/brief list of Inventory/registration methods. If you are not a collecting institution answer Not Applicable

The **MFMM** collections policy requires that the museum limit holdings to those objects that directly support our mission. The highest ethical and academic standards are mandated as we hold these archaeological collections in the public trust. Briefly, our collections are:

—**The Santa Clara:** This vessel was part of Pedro Menendez's 1654 fleet that established the first Spanish colonies in Florida. Artifacts include crossbows; halberds, bombards (early cannons), and other arms and ordnance; ship fittings; a cook stove; bronze navigational dividers; ceramics; glass vials. Approximately 11,280 artifacts.

—**The 1622 Fleet:** The *Nuestra Señora de Atocha* and the *Santa Margarita* sank near Key West in 1622 carrying sailors, soldiers, passengers, their possessions, and an enormous cargo of silver and gold bullion and coin. Objects include unique survivals of the period: very uncommon swords; massive, unique gem-set gold jewelry; rare Inca beakers and plates; scarce navigational instruments. Approximately 3,550 artifacts and artifact groups.

—**The Henrietta Marie:** This extraordinary collection of artifacts is derived from a slaving vessel that sank near Key West in 1700. Among the many objects found on the wreck site are 84 pairs of shackles, the ship's bell (bearing the ship's name and date of commission), arms and armaments, ivory tusks, glass beads, and weights and measures. Approximately 700 objects.

—**Calusa Indian Materials:** 42 shell tools, pottery, and other items from the Florida Keys.

—**Slave Trade Archive:** Historical photographs, stereoviews, books, prints, newspapers, etc. depicting the slave trade during the 18th and 19th centuries in Florida. Approximately 54 objects and object groups.

—**Cuban Collection:** the chug/raft *Marianna*, a 27 foot improvised watercraft built and sailed to Key West by 24 Cuban migrants in August 2015, ship parts, personal effects, photographs, original records from the Mariel Boat Lift, and ephemera. Approximately 1,072 objects and object groups.

—**Other Shipwreck Materials:** Artifacts from the *San Martin* (sank in 1618 near Sebastian, FL) and from the 1715 Plate Fleet. Includes various ship fittings and coins. Ships' fittings from the *Spring of Whitby*, an English merchant vessel (1801) which sank while conducting business in Florida. Approximately 200 objects.

—**Sea Turtle Fishing Industry:** Artifacts & bones excavated from the Key West Turtle Kraals site, and ephemera covering the rise & fall of the sea turtle fishing industry 1770 – 1975. Approximately 300 objects.

—**Historic Documents:** The museum also collects original historic prints, drawings, photographs, maps, books, research vessel logs, and publications to support its mission and its artifact collections. Current holdings include 31,370 objects.

MFMM has had its own conservation department since 1986. Today, it is led by a conservator who holds an advanced degree in her field and has 20+ years of experience. Conserved artifacts are stored in acid-free containers and packing materials; precious objects are stored in vaults within storage areas. Temperature, PH, lighting levels, and RH are monitored in storage and gallery areas.

The museum has completed MAP I and MAP II, each time making some modifications to the collection policy. In 1997, the museum was re-examined and found to well exceed the standards outlined in the Curation of Federally-Owned and Administered Archaeological Collections (36 CFR 79). In 2000, an IMLS awarded grant for conservation and further upgrades to storage facilities including high density rolling racks. In 2015, additional high density rolling racks were added, doubling our storage capacity. Our degreed conservator, in consultation with Rosa Lowinger & Associates prioritized and designated all conservation needs. AAM Accreditation reviewers praised **MFMM's** conservation and collection management policies and procedures as "remarkable in size and scope."

Last year the prior collections software, *Past Perfect* has been migrated to *Collective Access*. Complete physical inventories of the collection and its related documentation are made every 5 years; the next is scheduled for 2021. Records are maintained by the registrar and audited annually by the accountants.

Artifacts are given control numbers as recovered in the field. This number identifies the object throughout the recovery, documentation and conservation stages. Items accessioned into the collection will receive an accession number. The computerized file also includes that original identifying number, as well as all assessment and treatment reports/images in perpetuity.

Archival collection internet access granted through our website is maintained on a parallel web based system using a *Past Perfect*™ product that isolates our master records maintained on the collection system.

The museum has 24-hour security combining electronic surveillance, various high tech alarm systems, and manned security. Access is severely restricted to collection storage areas using biometric locks with secondary alarm zone pass-code authority to provide multiple access verifications. Throughout the museum campus all public and private spaces are separated by biometric locks. New hires undergo an extensive background check. The most important facet of the security effort is accomplished by an attentive and vigilant staff. Every staffer embraces their role in safeguarding the people, collection and premises.

Our extensive disaster and emergency plans are reviewed annually and staff conduct regular drills to ensure preparedness. Supplies are on hand and we have a budget allocation supporting this level of readiness.

E. Impact Page 5 of 12

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefiting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefiting should be one (1).

1. What is the estimated number of proposal events? *

67

2. What is the estimated number of opportunities for public participation? *

395

3. How many Adults will be engaged? *

202,000

4. How many school based youth will be engaged? *

101,375

5. How many non-school based youth will be engaged? *

37,750

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved? *

6.2. Number of Florida artists directly involved?

Total number of individuals who will be engaged?

341183

7. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *

☒ No single age group made up more than 25% of the population directly benefited.

8. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *

☒ Black/African American

☒ Hispanic/Latino

☒ White

9. Describe the demographics of your service area. - (Maximum characters 1500.)

The **MFMM's** primary service area is the Lower Florida Keys, but it has considerable impact beyond Monroe County. Educational programs attract school visits from across the state. Exhibits and educational programming circulating statewide broaden it further.

MFMM is the official maritime museum of Monroe County. The county is made up of a narrow archipelago 185 miles long, connected by a single road and a series of 42 bridges. It has a population of 74,228 and three major ethnic groups: Euro-American (71%), Latin-American (21%) and African-American (7%); other (1%). Key West's median household income is \$63,030; the per capita average is \$39,176. The median age is 43, with 17% at 0-18 years of age, 37% 18-44, 31% 45-64, 15% 65 and older years of age.

Floridians, particularly Monroe County residents, have long had ties with the sea that exist to this day, with employment and recreation hinging on the surrounding waters. Key West has been a Navy port town since the 18th century.

Located at the southernmost tip of the Florida Keys, Key West is physically isolated from the resident populations of the mainland United States, but as the focus of the "American Caribbean" it is visited by 3.5 million tourists annually for its beaches, fishing, nightlife, and historical attractions. The local population also changes on a regular basis, with a shift of 20% annually.

10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

11. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- ☒ Bay
- ☒ Brevard
- ☒ Collier
- ☒ Flagler
- ☒ Gulf
- ☒ Hillsborough
- ☒ Lee
- ☒ Leon
- ☒ Martin
- ☒ Miami-Dade
- ☒ Monroe
- ☒ Orange
- ☒ Palm Beach
- ☒ Sarasota
- ☒ St. Johns
- ☒ St. Lucie
- ☒ Volusia

12. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

As a result of our audience mix we have employed focus groups that have revealed interest in our local chronicles within a national context, enabling part-time and year-round residents to relate living in the Keys to their prior experience on the mainland. "Conchs" (native born residents of white, Hispanic, and African ethnicity) show a strong interest in having their history interpreted in order to maintain their claim to the archipelago and their own roots.

MFMM has an extensive education department which operates year-round. Public programs are designed in accordance with AAM's *Excellence and Equity* principles. Selected programs include:

—**Pop-Up Museums** is our statewide outreach designed to bring portable exhibitions for a student audience. These focus on our mission's core historic topics.

—**Community of Visiting Scholars** is a lecture series offered for family audiences. Based on exhibition themes, the lectures offer an in-depth look at topics of Florida history—from shipwrecks to the lives of the Calusa Indians, from the history of the slave trade in Florida to the Spanish-American War, and Cuban maritime history in the Florida Keys.

—**Family Evenings** offer multi-generational programming. Items from the collection are used to provide a starting point for discoveries in history, science, and math. All modules are related to the school curriculum.

—**Young Navigators Club**- Children take part in history activities and classes earning “merit badges” at completion. In an educational approach that takes in all learning styles, children are provided with artistic assignments, taught nautical vocabulary, map reading, weather forecasting, as well as the basics of scientific method.

—**After-School & Summer Classes** in partnership with the Monroe County School System teach history, science, and art. It is part of the museum’s educational philosophy to utilize its period collections to create a Renaissance person, one steeped in the interests of arts and sciences. Centered on Florida history and is developed in conformity with the Florida Educational Standards.

—**Movie Nights** are designed to be a free evening out with the family. Focused on Key West and maritime films relevant to our mission, participants share new insights to enrich the experience.

Our mission is largely accomplished by these programs and visitation of our exhibition galleries. With the high visitation and program usage come high operational costs that have driven growth of our annual budget. As a result, **MFMM** has a substantial economic impact in Key West. Employing as many as twenty full time employees, purchasing consumable supplies and materials, utilizing local technicians and tradespeople to maintain systems and machines in working condition, artists to produce unique project elements, local marketing investments and payment of ticket seller commissions on average injects \$2 million annually of direct spending into the community. The widely accepted formula of six-turns for cultural institutions means that as our spending circulates in the community **MFMM** accounts annually for \$12 million in economic impact.

13. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

The economic viability of Key West as a whole and **MFMM** in specific, is tied to the ability to create and market a unique culturally-centered visitor experience. While cultural excellence in programming is the institutional value held above all else, conducting effective marketing & communications is a close second.

The **MFMM** has earned a reputation for producing exhibitions of the finest quality. **MFMM** has partnered with the prestigious Metropolitan Museum in NYC for their exhibition of Incan silver. **MFMM** lends priceless artifacts from our shipwreck collection to museums across the country including the *Museum of Fine Arts Houston*, the *American Museum of Natural History*, & the *Indianapolis Children’s Museum*. Our artifacts

were displayed at the Governor's Mansion in Tallahassee for the Florida 500 Commemoration. These "beyond the Keys" relationships build the museum's credibility, create public awareness, and integrate the museum's national reputation with an invitation to visit **MFMM**.

These high profile collaborations are the centerpiece of **MFMM's** branding which focuses attention on its incomparable collection of rare historic shipwreck artifacts, the world-class investigative research conducted, and reputation for creating hard-hitting exhibitions.

MFMM's programming builds on this reputation by emphasizing the Keys' inseparable confluence of the cultural, historic, and environmental elements that tourists cite as the features they most enjoy during their vacation. Through these offerings we reinforce the message our TDC diligently markets –our cultural, historic, and environmental resources are world class, fragile, and a must see.

The **MFMM** marketing campaign consists of paid & donated advertising; editorial coverage, public relations, printed promotional pieces, social media, a significant online presence and old-fashioned word of mouth.

A TDC grant funds a generous media campaign that combines print, radio & online ad buys with a targeted message to reach cultural travelers.

MFMM enjoys excellent on-going relationships with media representatives. We work closely with the publicity firm for the Florida Keys, for regional, national and international press coverage.

We enjoy on-going relationships with national tourist publications for feature articles. Examples include recent feature articles in *South Florida Times*, *Florida Travel & Leisure* and the *Florida Sun Magazine*. We also receive attention for our touring exhibitions, such as "*The Spirits of the Passage*" with reviews in the *Wall Street Journal*, *MSN News*, and *Chicago Tribune*.

We partner with *Visit Florida*, *FL Association of Museums*, *National Marine Sanctuary*, & the *FL Keys Community College*. Our travel partners—Hilton & Westin hotels—promote vacation packages highlighting our events.

The *TDC* features **MFMM** in the travel writer promotional programs and in public relation projects. **MFMM** works with *Visit Florida* to promote tourism. **MFMM** participates in *Smithsonian Museum Live! Day*, *WLRN Museum Days* (public radio) and the *NEA Blue Star Museum program*.

Our twice-weekly live radio broadcast spots, promote upcoming happenings to listeners in Monroe county and beyond via internet webcast for distance listeners.

MFMM has an active blogging, social media, Facebook, and YouTube campaign which are effective conduits for publicity. For example, **MFMM's** Facebook page has a rapidly growing outreach. Signage within the galleries remind visitors to "check-in", creating awareness among their Facebook friends, while museum interactive kiosks provide guests with the opportunity to email anyone, so every friend back home becomes a potential visitor to **MFMM**. Using our 45,000+ opt-in email list allows us to reach a broad audience at a negligible cost.

The museum invests in rack cards & brochures for distribution at gateway entrances to the city-the airport, ferry terminal, chambers of commerce, & visitor centers. Our concierge promotional program is critical to reaching hotel visitors looking for cultural experiences.

Aiding movie & TV crews in filming on site; assisting authors with details and or images for their books; and participating in travel writer familiarization trips; rounds out the ongoing marketing efforts.

F. Management and Operating Budget Page 6 of 12

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

The financial condition of the **MFMM** is stable and it operates within the terms of short, intermediate and long-range plans. The commitment of the Board & staff to identify and develop broader based funding through both earned and unearned avenues, such as traveling exhibition fees, self-publishing, fees from photo permissions and the building of two separate endowments illustrates the financial responsibility necessary to succeed over the long term.

This effort to diversify revenue streams began after Hurricane Andrew and has served us well through the most difficult hurricane years, the nationwide economic downturn and the BP oil spill. Lessons learned have been relied upon in the preparation of the museum's current budget. Undeniably leaner, special care was taken to not reduce public program offerings or impact the museum's commitment to excellence. Cash reserves previously built have carried MFMM through the COVID-19 crisis which shuttered the museum by governmental order.

There are no special financial circumstances that will impact the proposed activities. Rather, the proposed activities were designed, in part, to provide broader public support for the museum. The new and expanded programs, publicity efforts, and outreach are designed to increase the museum's intellectual presence & overall value in the community.

We believe our efforts will deepen participation, awareness, and usage of our services. Our community has been experiencing two dynamic changes over the past decade—a decreasing schools population and an overall population turnover of roughly 20% county-wide. As new residents connect within the community, they soon discover that we offer the only completely integrated math, science, art and history programs in the county. We look forward to a relationship that includes program participation, membership & volunteer support.

Museum admissions & store sales provide the two largest sources of non-state financial support. Being in a tourist town, the museum enjoys an annual attendance that is roughly sixteen (16) times greater than our local population.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

In 2011, **MFMM's** core group consisting of the senior most staffers, first examined its informal and formal evaluation methods. In 2012, **MFMM** revised its evaluation process. A baseline standard was created. Desired results are stated for every project and then measured to that specific goal. Satisfaction scores of

85% or better is positive; 60% to 84% is considered needs improvement; 59% and below is negative. The baselines and expectations are revised annually.

While all programs are reviewed with an eye for further improvement, those scoring in the mid and lower tiers receive further in-depth assessment to determine the root of the poor score. A cross departmental review team was established. After analyzing the evaluation feedback data and potential fixes, programs or program elements are either redesigned or discontinued. Initial findings have shown avoiding scheduling conflicts, better pre-promotion, and clearer program content communication yield improved outcomes. While ever evolving, the process has re-energized **MFMM**.

Evaluation methods for the projects/programs specific goals/targets in this proposal will include:

- Comparative analysis of number of programs offered and actual participant count.
- Visitor intercept interviews, increasing both in number and frequency, to better measure satisfaction levels.
- Comparative analysis of number of education participants becoming members & donors.
- Core team formalized review and analysis of online and social media feedback such as *Trip Advisor, Yelp, etc.*
- Tracking of the number of repeat education program participants.
- Survey forms for students, teachers, and parents for workshop/class/program/school group enrollees.
- Electronic survey stations in-gallery and on our web sites (opt-in feedback).
- Comparative analysis of visitor time using inter-actives.
- Convene additional focus groups as a method of in-depth probing.
- Correlate the various range of evaluation methods to determine overall institutional trends.
- Comparative analysis via participation in various online benchmarking program.

3. Completed Fiscal Year End Date (m/d/yyyy) *

9/30/2019

4. Operating Budget Summary

Expenses		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$48,112	\$50,000	\$55,000
2.	Personnel: Programmatic	\$606,819	\$683,000	\$675,000
3.	Personnel: Technical/Production	\$94,393	\$92,000	\$93,500
4.	Outside Fees and Services: Programmatic	\$5,628	\$23,000	\$37,000

5.	Outside Fees and Services: Other	\$49,302	\$31,000	\$39,000
6.	Space Rental, Rent or Mortgage	\$196,898	\$250,000	\$25,000
7.	Travel	\$15,142	\$19,500	\$18,000
8.	Marketing	\$86,532	\$123,925	\$120,000
9.	Remaining Operating Expenses	\$490,144	\$1,236,014	\$1,450,000
A.	Total Cash Expenses	\$1,592,970	\$2,508,439	\$2,512,500
B.	In-kind Contributions	\$18,750	\$21,000	\$21,000
C.	Total Operating Expenses	\$1,611,720	\$2,529,439	\$2,533,500
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$1,082,258	\$1,100,000	\$1,275,000
11.	Revenue: Contracted Services	\$165,284	\$156,000	\$165,000
12.	Revenue: Other	\$455,490	\$485,799	\$592,000
13.	Private Support: Corporate	\$11,515		
14.	Private Support: Foundation			
15.	Private Support: Other	\$3,242	\$90,000	\$25,000
16.	Government Support: Federal		\$500,000	\$300,000
17.	Government Support: State/Regional	\$77,070	\$98,715	\$98,000
18.	Government Support: Local/County	\$67,384	\$213,519	\$215,000
19.	Applicant Cash			

D. Total Cash Income	\$1,862,243	\$2,644,033	\$2,670,000
B. In-kind Contributions	\$18,750	\$21,000	\$21,000
E. Total Operating Income	\$1,880,993	\$2,665,033	\$2,691,000

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

6. Paid Staff

- ☐ Applicant has no paid management staff.
- ☐ Applicant has at least one part-time paid management staff member (but no full-time)
- ☐ Applicant has one full-time paid management staff member
- ☒ Applicant has more than one full-time paid management staff member

7. Hours *

- ☒ Organization is open full-time
- ☐ Organization is open part-time

G. Management and Proposal Budget Page 7 of 12

1. Rural Economic Development Initiative (REDI) Waiver *

☐ Yes

☒ No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

For General Program Support the Proposal Budget should match the operating budget minus non-allowable expenses (see non-allowable expenses).

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educator - All proposed programmatic activities	\$15,000	\$0	\$0	\$15,000
2	Guest Services - Tours and Security Patrols	\$100,000	\$0	\$0	\$100,000
Totals:		\$115,000	\$0	\$0	\$115,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Website and Technical Activities	\$15,000	\$10,000	\$0	\$25,000
2	Exhibition Development & Fabrication	\$20,000	\$0	\$0	\$20,000
Totals:		\$35,000	\$10,000	\$0	\$45,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
Totals:		\$0	\$12,000	\$12,000

#	Description	Cash Match	In-Kind Match	Total
1	KW Turtle Museum Rent	\$0	\$12,000	\$12,000
Totals:		\$0	\$12,000	\$12,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Staff Education - Conference & Workshops	\$0	\$3,000	\$3,000
Totals:		\$0	\$3,000	\$3,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing & Promotion	\$0	\$25,000	\$6,000	\$31,000
Totals:		\$0	\$25,000	\$6,000	\$31,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Fabrication - All Exhibitions	\$0	\$29,000	\$0	\$29,000
2	Utilities	\$0	\$50,000	\$0	\$50,000
3	Employee Training/Development	\$0	\$15,000	\$0	\$15,000
Totals:		\$0	\$94,000	\$0	\$94,000

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$129,000

In-Kind Match:

\$21,000

Match Amount:

\$150,000

Total Project Cost:

\$300,000

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Admissions - 12,900 @ \$10 on average	\$129,000	\$129,000
Totals:		\$0	\$129,000

Total Project Income:

\$300,000

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	50%
B.	Cash Match	\$129,000	\$129,000	43%
	Total Cash	\$279,000	\$279,000	93%
C.	In-Kind	\$21,000	\$21,000	7%
	Total Proposal Budget	\$300,000	\$300,000	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

The proposal budget includes only the amounts for this project as proposed.

H. Accessibility Page 8 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

Excellence and Equity: Education and the Public Dimension of Museums was a landmark report issued by the American Alliance of Museums in 1992 on the educational role of museums. It outlines the AAM's policy on education and public service and is based on the premise that every area of museum activity contributes to museums' public dimension and to the important public service museums provide. It presents a plan for action that centers on ten principles that define the museum's role as an educational institution. **MFMM** adopted *Excellence and Equity* in 1993.

While the excellence component speaks for itself, the equity component speaks to accessibility in the broadest terms. It redefines accessibility beyond physical barriers, to include minorities, the economically challenged, traditionally under-served groups, developmentally challenged, etc. We embrace the diversity of the audiences' point of view.

MFMM has adopted the 2018 *AAM LGBTQ Alliance's Welcoming Guidelines* for museums to further accessibility in all of its forms.

MFMM is fortunate to have collections that focus on the history of various under-served audiences. We have become a leading resource for the history of the slave trade. The collection has particular meaning for African-Americans. The Spanish Fleet Collection with ships and people doing business across Spain's immense empire, is a proud reflection on Spanish history, serves to remind Latinos and Hispanics of their heritage while informing and often surprising visitors, with the importance of Spain to the early development of the Americas and of Florida in particular.

The interpretation of Spain's Golden Age is presented with insight and controversy surrounding the impact of all Europeans on indigenous populations. Native Americans find their story in the **MFMM's** collection of artifacts relating to the earliest Floridians.

Free school & family programs and scholarships for fee-based programs encourage visitation by Monroe County's economically challenged.

All of **MFMM's** facilities comply with ADA standards. Extensive building renovation provided for a redesigned front entrance. All public spaces were modernized to exceed current ADA standards. Audio tours and large size text aids were created to assist museum visitors in overcoming various challenges.

MFMM has policies and procedures which provide for the use of assistance animals within the public spaces. All staff is trained in not only compliance, but in making the museum more welcoming. Improvements and revisions for these procedures are constantly made from our guest services staff first-hand experiences in the galleries. **MFMM** also maintains wheelchairs for complimentary use in our galleries by visitors with motor challenges who are not wheelchair confined.

Dive programs solicit wheelchair restricted participants; our partnership with the *Wounded Warriors* and *Have-A-Heart* organizations provide the opportunity to SCUBA dive the *Atocha* timbers has been well received.

Individual or Solo Artists: Skip questions 2-5 and move on to section I.

2. Policies and Procedures

☒ Yes

☐ No

3. Staff Person for Accessibility Compliance

☒ Yes

☐ No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Melissa Kendrick

4. Section 504 Self Evaluation

☒ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

☐ Yes, the applicant completed the Abbreviated Accessibility Checklist.

☐ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed?

9/1/2019

5. Does your organization have a diversity/equity/inclusion statement?

☒ Yes

☐ No

5.1. If yes include here: - (Maximum characters 1500.)

The staff, boards, and volunteers of the **MFMM** believe that every individual brings new knowledge we can share.

Everyone always has the responsibility to treat others with dignity and respect . Thus, we are committed to encouraging the respectful participation of everyone in our efforts.

We embrace differences in age, color, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make people unique. We are committed to providing an inclusive and welcoming environment for all.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
FL SUB W-9 2020.pdf	33 [KB]	5/30/2020 1:22:34 AM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
1Attachment 2020 - Dear Panelist Letter 2020.pdf	President's Letter to Panelists		185 [KB]		View file
2Attachment 2020 - A Look Inside 2020.pdf	A Look Inside	A visual exploration of MFMM	6849 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
3Attachment 2020 - Org Chart.pdf	MFMM Org Chart		1000 [KB]		View file
4Attachment 2020 - Board of Trustees 2020.pdf	Board of Trustees List	MFMM Board of Trustees List with affiliations	1353 [KB]		View file
5Attachment 2020 - Sample Education Materials.pdf	Sample Education Materials		2885 [KB]		View file
6Attachment 2020 - Letters of Support.pdf	Letters of Support	Letters of Support and Endorsements for MFMM	1738 [KB]		View file
7Attachment 2020 - SECTION 504 Workbook.pdf	MFMM Section 504 Workbook		1133 [KB]		View file
8Attachment 2020 - In-Kind Contribution Detail.pdf	In-Kind Contribution Narrative		812 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

☒ I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf for more information and specific definitions.

1. Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?

☐ Yes

☒ No

L. Review & Submit Page 12 of 12

1. Guidelines Certification

☒ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

2. Review and Submit

☒ I hereby certify that I am authorized to submit this application on behalf of Mel Fisher Maritime Heritage Society, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Melissa Kendrick