

Dunedin Museum, Inc.

Project Title: General Program Support 2020

Grant Number: 20.c.ps.170.576

Date Submitted: Friday, June 1, 2018

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 1

Discipline: Museum

Proposal Title: General Program Support 2020

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Dunedin Museum, Inc. 
- b. **FEID:** 23-7207278
- c. **Phone number:** 727.736.1176
- d. **Principal Address:** 349 Main Street Dunedin, 34698-5700
- e. **Mailing Address:** 349 Main Street Dunedin, 34698-5700
- f. **Website:** www.dunedinmuseum.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Pinellas
- j. **DUNS number:** 826475527

1. Grant Contact *

First Name

Vincent

Last Name

Luisi

Phone

727.656.3220

Email

dunedinvin@aol.com

2. Additional Contact *

First Name

David

Last Name

Knupp

Phone

727.736.1176

Email

david@dunedinmuseum.org

3. Authorized Official *

First Name

Vincent

Last Name

Luisi

Phone

727.656.3220

Email

dunedinvin@aol.com

4. National Endowment for the Arts Descriptors

Applicant Status

Organization - Nonprofit

Institution Type

Other Museum

Applicant Discipline

Humanities

5. Department Name

C. Eligibility Page 3 of 10

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 7/1/2019 - 6/30/2020? *

- Yes (required for eligibility)
- No

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

- Less than 1 year
- 1-2 years
- 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 10

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

The mission of Dunedin Museum, Inc. is to enrich community pride by sharing Dunedin's legacy and heritage, to collect and preserve the historical artifacts and documents of Dunedin, and to foster quality intergenerational learning and historical exhibits. DM maintains its collections and exhibits conforming to the American Alliance of Museum Standards.

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.

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.

Background

Dunedin Museum, Inc. (DM) operates the recently renovated and upgraded museum (DHM) and Historic Andrews Memorial Chapel (AMC). Grant funding supports the mission and strategic and long range plans of DM. DHM is open six days a week and has strong outreach programs which serve 16,500 residents and visitors annually. DHM is open Tuesday - Saturday, 10am to 4pm. DHM adds hours on Friday evenings from 5-7pm with historic walking tours to complement downtown activities. AMC is a non-denominational facility which is available for events such as lectures, concerts, dedications, weddings, and memorial services. AMC is open for viewing Thursdays, 10am–1pm, and Sundays, 2-4pm. AMC generates revenue for DM.

During the first two quarters of the 2019-2020 grant years, DHM will be promoting the three new Dunedin history galleries, its new gift store and visible front renovated entranceway. The renovated temporary gallery and children's activity corner will have temporary exhibits and children's programming, and staff will increase outreach programming. The GPS grant will help DM's outreach programming, as well as continue its wide variety of successful public programming including historic walking tours, living history programs, summer youth camps, family programming, adult and literacy programs, student internships and volunteer opportunities for all ages.

Additionally, after many years of completing the phases of the Museum Assessment Program, DM will be applying for full accreditation from the American Alliance of Museums.

Goals

1. Provide educational outreach programming that enhances the understanding of Dunedin's history and culture. DM offers living history programs, educational exhibits, school, family and adult programming, historic house and walking tours. The Museum follows The Florida Standards when building lessons.
2. Increase visitation at DHM and AMC through its new gallery space for educational and event purposes. The reconfiguration of DHM's entrance and exhibition galleries will increase programming, events, and overall attendance.
3. Build recognition for DM as a resource for local history both at locations, and through outreach programming at schools, libraries, community centers, and other venues.
4. Apply for full accreditation from the American Alliance of Museums. Accreditation strengthens DM's foundation in its role as a resource for the local community, and fortifies its position among other outstanding museums.

Measurable Objectives

1. DHM educational programs are adjusted and available for all school grade levels, senior centers and other community groups. Objectives include a 15% increase in outreach programming to schools, libraries, senior centers, and adult learning centers through traveling exhibits, living history interpreters, and online media (Quarter 1-4).
2. Provide training (Quarter 1) for 15 new volunteers and board members who will focus mainly on delivering outreach programs during the grant (Quarter 2). Some of these volunteers will lead in-house tours and programs in the temporary gallery and at AMC. (Quarters 3&4).
3. Event programming at AMC plans to increase by 10% during Quarters 1 & 2 to subsidize regular exhibit programming. At DHM, the temporary gallery will promote two exhibitions (Quarters 1-4).
4. Create a committee of DM and community members to begin plans for the 50th Anniversary celebration in 2020, including special programming and marketing (Quarters 2-4).
5. DM will seek out at least two corporate sponsors and develop closer relations with local small businesses. The aim is to increase corporate sponsorship by a minimum of 15%, to support programming and the loss of grant revenue.(Quarter 1-3).
6. DM will continue to work with its defined audiences, focusing on low-income households, minority groups, and special needs education. DM will continue to work with school teachers to translate material for main exhibits into Spanish and and improve visitation for hearing impaired visitors. (Quarter 2-3).
7. Create task force of the DM Board to review and assess the long range strategic plan. The full DM Board will develop and implement necessary updates for the next five years (Quarters 3&4).
8. Staff will review all assessment reports and apply for full AAM accreditation in 2019 - 2020 (Quarter 3&4). DM will maintain operations according to the best museum practices (Quarter 1-4).

Activities

DHM will have two temporary exhibitions during this grant year. The lightened exhibition schedule will allow for staff and volunteers to focus on outreach and off-site activities, while still providing new material at DHM even with restrictive museum budget plans.

The first exhibition, *The Women of Dunedin*, will tell the stories of women past and present who have had a positive impact on the Dunedin community. From suffragettes to modern leaders, visitors will learn how anyone – rich or poor, famous or not – can make a difference in their community.

The second exhibition, *The Cultural History of Tattooing in Florida*, will be a historic exploration of cultural and personal tattooing practices. Thousands of years ago, the Tocobaga native tribes that inhabited Pinellas County used tattoos to signify status. Body modification and adornment is present in cultures all

around the world, and today is seen mainly as a form of personal artistic expression. Visitors will encounter how tattoos have been used in local history, from the Tocabaga, to the resident soldiers of World War II, to modern mainstream expression.

DHM's ongoing living history programs include 1880s-style baseball games, and History Comes Alive at the Dunedin Municipal Cemetery, wherein volunteer interpreters re-enact individuals buried there. Along with schools and special group visits, DHM hosts family oriented events throughout the year. DHM participates in downtown events such as the Orange Festival, Trick or Treat, Arts and Crafts shows, Old Fashioned Christmas, and the Dunedin Express Adventure. DHM's historic walking tours explore the history and architecture in Dunedin.

Partnerships & Collaborations - (Maximum characters 2000.)

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

DM has aligned itself with local organizations such as the Downtown Merchants Association, Dunedin Chamber of Commerce, Dunedin Public Library, Dunedin Fine Arts Center, City of Dunedin, Visit St. Pete/Clearwater and Visit Florida. DM is an active participant in the downtown community, providing free entry during festivals. DM also partners with the Dunedin Blue Jays baseball team for education day, two fundraisers, and to host at least one 1880s-style baseball game.

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Quarter 1 (Jul-Sept)

Exhibits and events for the fiscal year are wrapped up; special annual events such as 1880s Vintage Baseball and the Orange Festival are held.

Staff focus is on program planning and marketing for fall activities, including training volunteers for outreach programs, preparing interpretive material for the renovated museum space.

Staff installs *The Women of Dunedin* in the Temporary Gallery, to open in August.

Family Movie night viewing and storytelling held at AMC.

Quarter 2 (Oct-Dec)

Educational materials and Traveling Trunks distributed, including a new trunk on "Dunedin when the USA entered WWI"; Volunteers scheduled for school outreach programs.

DHM reopens with new entrance on Main Street at the beginning of November.

The Women of Dunedin closes at the end of December. During seasonal city events, DHM is open free the public and over 1000 visitors attend. The open nights coincide with Halloween, Day of the Dead, and Christmas.

Public holiday programs are held at AMC.

Quarter 3 (Jan-Mar)

The Education Coordinator develops and markets spring programming; Summer camp programs are scheduled with the Dunedin Community Center.

The Cultural History of Tattooing in Florida opens in the temporary gallery; volunteers continue outreach programming and tours of the Museum.

History Comes Alive, an annual living history program wherein volunteer interpreters re-enact individuals buried at the Dunedin Cemetery, is held and evaluated.

Create a Board task force to review the long range strategic plan.

Quarter 4 (Apr-Jun)

Staff and volunteers deliver Summer camp programs at the Dunedin Community Center.

Staff develops next year's exhibition schedule.

Board task force presents to the full board ways in which the long term strategic plan should be updated.

Public concert featuring a local band is held at AMC.

The Cultural History of Tattooing in Florida closes in September. Exhibitions are reviewed and updated.

Staff regularly updates DHM's website, social media, and research material for living history programs, maintaining its quality in accordance to the standards of the AAM.

Operations at AMC are ongoing. The historic structure is monitored and issues are addressed as needed.

AMC is professionally cleaned inside quarterly, and the outside of the structure is cleaned annually.

Prepare final reports for the operation grant.

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) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

Collection Summary

Since its **approval in January 2015**, the Collections Committee, comprised of staff, a board liaison, and volunteers, has implemented the Collections Management Policy in regular DM procedures. The CMP includes the scope and categories of the collection, access and loan policies, accession, deaccession, and disposal policies, maintenance and conservation methods, insurance and risk management information, and review deadlines. The Collections Committee completed a full inventory which allowed for the deaccession of many non-related and redundant objects. The full inventory and removal of the objects created more storage space, and helped staff develop more detailed exhibitions. The Collection Committee will conduct another full inventory in 2018, and will review the CPM again in 2020.

Size and Scope of Collection

DM currently has about **8,500 artifacts** in its collection, which are housed at both DM facilities (DHM and AMC) and in off-site storage. The historic buildings are also considered part of the collections. DM will accept objects that are related to local history, can be exhibited or cared for, are authenticated, are from the rightful owner, and are unrestricted. DM will not accept illegally imported or collected objects, objects in

advanced stages of deterioration, Native American remains or objects specified under NAGPRA, and will not provide appraisals for any object. Relevant artifacts and historical material considered for accession can be of any medium including, but not limited to, objects such as clothing, textiles, household items, tools, industrial memorabilia, ceramics, art work, furniture, furnishings, textual records; photographs and other visual records; maps, plans and architectural records; video and audio recordings of various types and digital material.

The DM Collection is broken down into 5 main categories: History, Archive, Education, Holiday, and Library. The Archive collection has three sub-classifications: **Photograph, Document, and Visual.** All of the collections are seen as a resource for researchers and the general public. They are accessible through exhibits, special presentations, and by appointment with a trained staff member. Some of the collections have a heavier impact on the public than others. The Photograph collection, the largest at 4946 items, is heavily used in many parts of DM operations. Images are often reproduced for marketing or informational brochures, and the public positively responds to seeing historical images through DM's social media accounts. The Education collection includes original artifacts and reproductions which are intended for "hands-on" learning. The Holiday collection is specific to the seasonal exhibit and related city activities which take place in December. While not always closely related to DM's mission, this exhibit is highly anticipated by the local community each year.

Conservation and Care

DM is legally, ethically, and professionally responsible for the care of objects in its collection. It is the goal of DM to implement preventative measures before object deterioration requires conservation treatment. Deterioration and damage will be assessed by the Curator to determine what preservation measures can be made in-house, or if it is necessary to contract a specialist.

Collections at DM are subject to various agents of deterioration, some of which may fluctuate depending on the season. Routine, regular monitoring of the DM buildings and collections is essential for preservation long into the future. DM collections will be monitored for preservation and conservation according to accepted museum standards. Areas to be monitored include, but are not limited to, Exhibit and Storage Environment (including humidity, temperature, and lighting levels), Security of Displays and Storage, and Pest Activity and Control.

Registration Methods

DM utilizes PastPerfect to manage its collection and conduct research. DHM staff attends conferences and webinars to stay informed on system instructions and updates. The most current version of the PastPerfect system is installed at DM and is secured with multiple backup systems including an external hard drive and virtual storage.

New collection accessions follow these steps:

1)The donor offers the object(s) to DM and is provided a Temporary Custody Receipt. The receipt includes the donor's information, description of items, and agreed upon disposition if the item is not accepted for the collection. A copy will go to the donor and another will be placed in the Temporary Receipt folder for consideration by the Collections Committee.

2)The appropriate information on the object(s) is entered into the Temporary Custody database in PastPerfect by the Curator or designated collections personnel.

3)The Collections Committee will meet and determine if the object(s) will be accepted into the collection based on the agreed upon criteria.

4)If accepted, the object(s) will be transferred to the Accessioned File in PastPerfect. An Accession folder is created for the accessioned object(s). Entries in PastPerfect will be completed as much as possible including photo, measurements and a condition report. Artifacts which are not accessioned are returned to the owner.

5)The Deed of Gift is printed and placed in the folder along with the original Temporary Custody Receipt form. The object(s) will be labeled according to accepted museum standards. When non-numbered artifacts are found in the collection, every effort is made to locate its original forms. If no paperwork is found, artifacts are given a "Found in Collection" (FIC) number. Artifacts in the collection which do not contribute to DM's mission statement and/or long term vision may be considered for deaccessioning. Their deaccessioning may be considered as a method for improving existing collections, making use of available space, and best serving the public interest.

E. Impact Page 5 of 10

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 benefitting 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 benefitting should be one (1).

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

18

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

24

3. How many Adults will be engaged? *

5,000

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

4,000

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

4,000

6. How many artists will be directly involved? *

10

Total number of individuals who will be engaged?

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

- Asian
- Black/African American
- Hispanic/Latino
- White

9. 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.

Besides annual admission, DM's outreach programs reaches throughout Pinellas County adding individuals. Outreach allows students, elders, and diverse groups to actively participate with the Museum. Programs such as the History Kits, Museum's Vintage Ball Game, Dunedin Cemetery/ History Comes Alive, student/adult creative history writing classes, monthly walking tours, add outreach in Pineallas County. DM partners with local libraries, the Toronto Blue Jays baseball programs, and special outside events. The Dunedin Times newspaper is now on our website and allows hundreds of individuals to use.

10. 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.

Pinellas

11. 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.

Strengthening the local economy is an important part of DM's strategic plan. DHM contributes economic benefits to Dunedin and Florida by attracting visitors and tourists who visit the museum and participate in its events. It has been reported by the Florida Association of Museums that museums and the arts are a \$120 million dollar industry in Florida and provide over 3200 jobs in the field. The impact is significant to local communities such as Dunedin and the State of Florida. DM is a member of various tourism organizations such as Visit Florida, St. Petersburg/Clearwater Convention Bureau, and the Dunedin Chamber of Commerce which help increase awareness of the museum. Individuals visiting DHM or viewing its website can purchase items from the gift shop related to Dunedin's history and surrounding area, and local artwork. DHM staff recommends places for visitors to dine and shop downtown, generating additional tourist revenue. DM uses local retailers for supplies and hires local contractors, keeping revenue within the community. The new exhibits planned during this grant period will draw a wider audience of individuals and generate even more revenue within the community. DM plans to generate a 10% increase of tourism and economy dollars from these projects.

DM's educational and outreach programming is supported and praised by local teachers, our school board and many local community leaders. Presently, DHM works with schools, libraries, senior centers, and adult learning centers through traveling exhibits, educational travel kits, living history interpreters and tours. During the year, outreach will heavily increase due to the renovations. The volunteer educators will continue outreach programming as well as museum tours with DHM. DHM is also providing some Spanish language materials for exhibits and traveling trunks with the assistance of Spanish speaking school teachers. There is programming being developed for hearing and blind visitors.

DHM's objectives include a 15% increase in educational and outreach programming with the assistance of this grant. The following is just a sample of the many interactive educational and outreach programs and activities DHM offers its community and local schools. DHM's outstanding highlights include the annual History Comes Alive at the historic Dunedin Cemetery, Dunedin's Historic House Tours, Dunedin's Vintage Base Ball games, Victorian Drive Stroll, historic walking tours, traveling exhibits from the Florida Humanities and the Smithsonian Main Street Program. DHM also participates in National History Day with Dunedin Highland Middle School, and the Great American Teach-In at several of our community schools. DHM also works with the City of Dunedin for summer camp programs and allows students with financial disabilities to apply to the camp under museum scholarships. DM's goal is to meet the needs of every individual in the community of Dunedin including special needs, physical or financial disabilities to diversity within the community. Reaching out to those who cannot visit the museum, DHM has developed traveling trunks packed with historic replicas from exhibits along with educational programming which can be used by educators or taken to senior residences. These kits are accompanied by lesson plans especially designed to explain the contents. Programming is not restricted to one age level or to one racial group but reaches out to all cultures within the community.

12. 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.

DM has a good working relationship with the City Recreation Dept., the Dunedin Public Library, the Dunedin Fine Arts Center, other local organizations, interacting with them to provide timely exhibits at their locations or host city events at DM facilities. At each city commission meeting an interesting item researched by DHM on Dunedin history is presented by the executive director, who is the official city

historian. DHM and AMC staff regularly attends local merchant and tourism meetings (such as Visit Florida and Visit St. Pete Clearwater) to stay aware of local opportunities to network and promote the benefits of DM.

Dunedin History Museum is in the center of downtown Dunedin, making it possible to use banners and sidewalk signs to attract visitors into the museum to view exhibits. Three bronze statues installed on the plaza which faces Main Street have become a focal point of downtown, with the new entrance for DHM. This historic vignette, incorporated in the DM logo, depicts a 1920s mother and child running to catch a train, while the conductor waits for them. The city lists current DHM activities on its website, and hosts TV interviews about them. The local media is very attentive to what is being featured, so the Tampa Bay Times, TV Channels, the Dunedin Beacon, the Clearwater Gazette, Tampa Bay Magazine, and Destination Tampa Bay magazine regularly do stories highlighting DHM's events. As part of the Downtown Merchants Association and the Chamber of Commerce, DM is included in any advertising they do about activities in Dunedin. There are street fairs in the downtown area quite often, and DHM is located right in the center of the activity. The Jolley Trolley Bus that travels from Clearwater to Dunedin stops right outside DHM, putting tourists at the door.

A wide variety of events are held with business organizations, schools, libraries and members at Andrews Memorial Chapel. The AMC coordinator attends local bridal shows to promote the Chapel as a wedding and photography/filming venue. AMC is on the St. Pete Clearwater Film Commission location list as a historic setting for filming opportunities. AMC has been featured in many bridal magazines, websites, as a filming location for a few local productions. DM is enhancing its presence on the internet through its website, social media accounts, and other resources which are updated regularly and used to send out mass emails.

Both DHM and AMC have a growing Facebook following with lively interactions. DHM also has an active Twitter account and Word Press blog, allowing visitors near and far to view the collection and get an inside look at museum operations. The DM quarterly newsletter and monthly email newsletter always keep individuals aware of activities. DHM strives to encourage personal participation for visitors by the use of interactive exhibits and live interpretation at the Living History programs. Associated presentations are planned with each exhibit, which encourages audience participation and feedback. The MAP process has helped clarify DM's understanding of local demographics. This information is reviewed annually, and remains a focus of marketing efforts. Along with marketing and outreach programs, DHM staff attends special events around the area to represent DM and build personal connections. DHM staff has participated in city parades and functions, the Martin Luther King, Jr. Celebration Day, Mease Manor Writer Showcases, Pinellas County Historic Preservation Summit, FAM, SEMC, and AAM conferences, International Museum Day, National Tourism Day to promote DM as local resource.

F. Management and Operating Budget Page 6 of 10

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 Dunedin Museum, Inc. plans of stability and financial growth are outlined in the Museum's long range plans included in the supplemental forms. Stability plan goes to 2020, when it will be reevaluated. DM's plans for the year 2020, includes the 50th anniversary of the Dunedin Museum Inc. and additional fund raising at that time. The Museum's task force committee is willing to give time, expertise and influence and support to increase the financial growth. Plans included to raise between \$250,000 to \$300,000 over the next three years with increased partnerships and corporate participation with the Museum. DM will also request assistance for continuing museum projects from the Pinellas County Cultural Affairs Department, the City of Dunedin, the Florida Humanities Council and assistance from foundation grant programs. The task force expects to work hard on this program especially with the cutback of State Grant funding this upcoming year. DM has already established corporate financial support with Publix, Wow cable, Achieva Credit Union, and Coca-Cola. DM also raises funds from private donors, sponsorships for the new exhibits in the Dunedin galleries and generate additional rental revenue from the Museum and Andrews Memorial Chapel for weddings, meetings and special events. DM continues on a yearly basis to hold two major fundraising events to generate programming and operational revenue. DM has accounts with cash reserves set up in money markets and CD accounts totaling \$200,500. The accounts are in Ameriprise Financial and Achieva Credit Union Bank in Dunedin. DM has established an Endowment Fund in 2015 and has raised \$198,575 and continues to increase that amount. The Committee has set a goal to raise additional funds with naming rights for the new building and pledges towards exhibits and children's educational programming

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.

Evaluation of the exhibits and educational programming will include the following:

1. When a class visits DM or participates in an outreach program, teachers will be encouraged to fill out an evaluation survey and to have their students (as a class project) send letters and/or drawings that express their response to DHM.
2. Outreach educators will ask participants to provide verbal feedback and will review their program with the Executive Director to discuss successes and room for improvement.
3. Visitors will be asked to complete a survey after their visit to DHM. This will be tracked by the new museum system and computer. Staff and docents will record responses and comments heard in the galleries.

4. Visitors will be encouraged “Check-in” on social media sites; At on and off-site events, participants will be asked to complete a brief questionnaire.
5. DHM’s email is regularly checked by the staff. Staff will monitor DHM’s social media accounts and evaluate the best use of each account.
6. Rentals at AMC include a follow up survey. Online registry sites, such as Tie the Knot and Wedding Wire, are monitored for client reviews.
7. The Dunedin Chamber of Commerce, the Dunedin Public Library, the Dunedin Community Center and the Dunedin Fine Arts Center will be contacted regularly by the staff to find out what kinds of questions or comments they receive about DHM and AMC.
8. All evaluations and programming will be reviewed by staff and Board members to ensure that program objectives stay in accordance to the museum’s mission and the strategic goals.
9. Achievements for this programming will be shared with members and community leaders through emails, website and announcements at public meetings or City Commission meetings.
10. The Board and staff will continue to maintain museum operations with the best professional standards for accreditation approval.

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

9/30/2017

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$79,500	\$76,000	\$73,460
2. Personnel: Programmatic	\$19,000	\$17,000	\$14,300
3. Personnel: Technical/Production	\$14,000	\$13,000	\$12,200
4. Outside Fees and Services: Programmatic	\$10,000	\$8,000	\$8,000
5. Outside Fees and Services: Other	\$8,500	\$7,500	\$7,500
6. Space Rental, Rent or Mortgage			
7. Travel	\$7,500	\$5,000	\$3,000
8. Marketing	\$8,000	\$6,000	\$4,000
9. Remaining Operating Expenses	\$90,000	\$87,000	\$86,000

A. Total Cash Expenses	\$236,500	\$219,500	\$208,460
B. In-kind Contributions	\$6,500	\$6,500	\$6,500
C. Total Operating Expenses	\$243,000	\$226,000	\$214,960
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$22,000	\$18,000	\$22,000
11. Revenue: Contracted Services	\$11,500	\$9,500	\$9,500
12. Revenue: Other	\$73,000	\$70,000	\$75,000
13. Private Support: Corporate	\$10,400	\$11,000	\$20,000
14. Private Support: Foundation	\$5,000	\$5,000	\$7,500
15. Private Support: Other	\$30,000	\$30,000	\$35,000
16. Government Support: Federal	\$3,500		\$6,000
17. Government Support: State/Regional	\$12,000	\$8,600	\$2,600
18. Government Support: Local/County	\$75,000	\$70,000	\$70,000
19. Applicant Cash			
D. Total Cash Income	\$242,400	\$222,100	\$247,600
B. In-kind Contributions	\$6,500	\$6,500	\$6,500
E. Total Operating Income	\$248,900	\$228,600	\$254,100

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.

Dunedin History Museum is in the process of completing a capital campaign building project. This project was funded through a special category grant awarded in 2017 in the amount of \$395,000. The City of Dunedin matched this with a \$200,000 grant. The museum has a capital restricted budget amount for this project of \$85,000. These financial numbers are not in the budget because the project has not been completed at this time. The 2018-2019 museum audit will reflect a total capital building budget of \$680,000.

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 10

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.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Director	\$0	\$3,010	\$0	\$3,010
2	Operation Manager	\$0	\$2,548	\$0	\$2,548
3	Office Manager	\$0	\$1,542	\$0	\$1,542
Totals:		\$0	\$7,100	\$0	\$7,100

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educational/curator	\$2,000	\$4,702	\$0	\$6,702
2	Exhibits/Curator	\$7,170	\$6,328	\$0	\$13,498
3	Educational Assistant	\$2,000	\$0	\$0	\$2,000
Totals:		\$11,170	\$11,030	\$0	\$22,200

Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Personal/Technical	\$2,600	\$1,000	\$0	\$3,600
Totals:		\$4,900	\$2,000	\$0	\$6,900

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Internet Technical	\$2,300	\$1,000	\$0	\$3,300
Totals:		\$4,900	\$2,000	\$0	\$6,900

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Exhibit/Design/Rental	\$6,000	\$6,500	\$0	\$12,500
2	Fabrication	\$11,723	\$5,500	\$0	\$17,223
Totals:		\$17,723	\$12,000	\$0	\$29,723

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist/photographer	\$2,089	\$1,411	\$0	\$3,500
2	Magazine layout and photos	\$2,000	\$2,000	\$500	\$4,500
Totals:		\$4,089	\$3,411	\$500	\$8,000

Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	N/A	\$0	\$0	\$0
Totals:		\$0	\$0	\$0

Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$800	\$0	\$800
Totals:		\$800	\$0	\$800

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
---	-------------	-------------	------------	---------------	-------

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	television/radio	\$1,118	\$1,259	\$0	\$2,377
2	Newspaper	\$1,000	\$1,200	\$0	\$2,200
Totals:		\$2,118	\$2,459	\$0	\$4,577

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	mailing, stamps, office	\$0	\$1,200	\$0	\$1,200
Totals:		\$0	\$1,200	\$0	\$1,200

Amount of Grant Funding Requested:

\$40,000

Cash Match:

\$40,000

In-Kind Match:

\$500

Match Amount:

\$40,500

Total Project Cost:

\$80,500

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.

Revenue: Admissions *

#	Description	Cash Match	Total
1	Revenue/admission	\$5,200	\$5,200
Totals:		\$0	\$5,200

Revenue: Contracted Services *

#	Description	Cash Match	Total	
1	Contracted Services	\$4,000	\$4,000	
Totals:		\$0	\$4,000	\$4,000

Revenue: Other *

#	Description	Cash Match	Total	
1	Revenue/other	\$3,000	\$3,000	
Totals:		\$0	\$3,000	\$3,000

Private Support: Corporate *

#	Description	Cash Match	Total	
1	Corporate /Coca-Cola	\$5,000	\$5,000	
Totals:		\$0	\$5,000	\$5,000

Private Support: Foundation *

#	Description	Cash Match	Total	
1	Foundation / Schilling Family	\$8,300	\$8,300	
Totals:		\$0	\$8,300	\$8,300

Private Support: Other *

#	Description	Cash Match	Total	
1	Private	\$10,000	\$10,000	
Totals:		\$0	\$10,000	\$10,000

Government Support: Federal *

#	Description	Cash Match	Total	
Totals:		\$0	\$0	\$0

#	Description	Cash Match	Total
1	Federal	\$0	\$0
Totals:		\$0	\$0

Government Support: Regional *

#	Description	Cash Match	Total
1	Regional	\$0	\$0
Totals:		\$0	\$0

Government Support: Local/County *

#	Description	Cash Match	Total
1	Local / City	\$4,500	\$4,500
Totals:		\$0	\$4,500

Applicant Cash *

#	Description	Cash Match	Total
1	N/A	\$0	\$0
Totals:		\$0	\$0

Total Project Income:

\$80,500

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	50%
B.	Cash Match	\$40,000	\$40,000	50%
	Total Cash	\$80,000	\$80,000	100%
C.	In-Kind	\$500	\$500	1%
	Total Proposal Budget	\$80,500	\$80,500	101%

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.

Due to the fact the Grant 19 Funding is substantially lower than anticipated, the budget will show the museum's desire to look for additional contributors and sponsors for upcoming budget.

In kind contribution by the Tampa Bay Magazine.

H. Accessibility Page 8 of 10

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.

As museums throughout the world make accommodations for accessibility to their institutions the DM is no different. DM feels very strong about accessibility to their facilities. **Both the Director and Operations Director reviewed the ADA (Section 504) guidebook in April 2017, and have made additional improvements where necessary at the facilities, for exhibits and building access.** The DM makes it possible for all members of the community, including minorities and special needs groups, to enjoy and learn about Dunedin and Florida history. Visually impaired individuals can visit the museum and chapel with the assistance of a specially trained docent. DHM's photographic collection is being digitized with a goal of creating an online exhibit for visitors who cannot physically visit the museum. The Dunedin Times, the historic local newspaper, has been digitized in partnership with the Dunedin Library and is accessible to all online. All exhibitions include labels to assist those who are hearing impaired. Bilingual text for the exhibits is in the process of being developed with the assistance of community volunteer members and local teachers.

Individuals who are physically impaired are able to use the library and archival materials located on the museum's second floor by using the museum's elevator. All exhibits are arranged for wheelchair accessibility. DM also partners with the Upper Pinellas Association for Special Needs Citizens (UPASNC) providing residents with tours and presentations adapted to their needs. Each spring, DHM participates in programming for Elderhostel at Eckerd College.

Local civic groups offer scholarships to financially needy families to attend DHM's camp programs. There is a nominal charge to visit DHM and a suggested donation to visit AMC, but the museum offers numerous discounts and offers free admission during Downtown Dunedin events and Family Nights.

DHM has "sister-partnership" with the Pinellas County African-American Museum in Clearwater, and is also a special partnership with Paul B. Stephens and Calvin A. Hunsinger Exceptional Schools for special needs students in programs at the museum and in outreach programs at the school. DHM is working with teachers and caretakers to develop targeted programming for specific disabilities which have not been able to work with DM before. It is often difficult for disabled groups to visit the museum, so DM aims to increase visitation to schools and centers for the disabled with the help of museum volunteers by 5% this grant year. The staff requests caretakers and facilities to take a visit survey inquiring about the experience to assist the museum's programming. DM welcomes and has college and high-school interns along with museum volunteers who have various forms of disabilities that assist the museum in many ways.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

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

Vincent Luisi

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.

If yes, when was the evaluation completed?

5/1/2018

I. Attachments and Support Materials Page 9 of 10

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 or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W-9.pdf	746 [KB]	5/29/2018 5:02:18 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Programming at the Dunedin Museum.pdf	Programming at the Dunedin Museum		16738 [KB]		View file
Educational Programs with schools.pdf	Educational Programs With Schools		6575 [KB]		View file
Board of Trustees.docx	Board of Trustees		18 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Organizational Chart.pub	Organizational Chart		119 [KB]		View file
Long Range Plan.pdf	Long Range Plan		1369 [KB]		View file
Tax Exempt Form.pdf	Tax Exempt Form		1041 [KB]		View file
Letters of Support.pdf	Letters of Support		5759 [KB]		View file
DHM ADA.pdf	DHM ADA		3522 [KB]		View file
Letter of Support from Executive Director.pdf	Letter of Support from Executive Director		545 [KB]		View file

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Dunedin Museum, 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.

Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

Signature (Enter first and last name)

Vincent G. Luisi, Executive Director

