



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2024-2025

LFIR # 1064

1. Project Title
2. Senate Sponsor
3. Date of Request

**4. Project/Program Description**

The Polk Museum of Art (PMoA) has been a cultural treasure in Central Florida since its founding in 1966. The Museum is not only proud to be the only fine arts Smithsonian affiliate museum in this region but is also free to the public. This next era of growth necessitates a 14,000 sq.ft. expansion of the current facility to support the elevated vision of serving the community with more opportunities for cultural enrichment, providing exhibitions for the study and enjoyment by all ages of visitors and students, helping to attract corporations and highly skilled professionals to the community by having such a notable cultural resource, and improving the quality of life for all citizens. The addition will greatly enhance the visitor experience with six new galleries/multi-purpose spaces, increasing access to a 3,000-work permanent collection and opportunities to host more global masterwork exhibitions, further establishing Polk County as a burgeoning center for cultural enrichment.

5. State Agency to receive requested funds
- State Agency contacted?  No

**6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025**

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	500,000
<b>Total State Funds Requested</b>	<b>500,000</b>

**7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500,000	5%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	1,000,000	11%
Other	7,633,000	84%
<b>Total Project Costs for Fiscal Year 2024-2025</b>	<b>9,133,000</b>	<b>100%</b>

8. Has this project previously received state funding?  No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested?  No
- a. If yes, indicate nonrecurring amount per year.
- b. Describe the source of funding that can be used in lieu of state funding.
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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.

The Museum received a forgivable Paycheck Protection (PPP) loan in 2020 in the amount of \$140,000 to help offset payroll expenses and to retain staff during the Covid-19 pandemic.

## Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning   
  Design   
  Construction   
  N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

Polk Museum of Art, Inc., and Florida Southern College: On June 1, 2017, the Museum affiliated with Florida Southern College to offer the community-at-large and local K-12 and college students more opportunities to experience Masterwork exhibitions, participate in academic programs of excellence as well as on-site internships, and conduct meaningful art history research.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering	Construction has already begun on a 14,000 square feet expansion (with an expected completion date of November 2024, which includes: Two-story addition, six additional galleries to feature specialized collections; including American Figurative Art, photography, modern art, and Art of the World; multipurpose spaces for displaying artwork, teaching classes, and hosting special events, lectures, and other special programs.	500,000



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<b>Total State Funds Requested (must equal total from question #6)</b>	<b>500,000</b>
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**14. Program Performance**

**a. What specific purpose or goal will be achieved by the funds requested?**

Since 1966, the PMoA has been the anchor arts and cultural destination in Polk County. No other museum provides the same breadth and depth of fine art experiences in such a large geographic area. The Museum is now at a pivotal juncture to elevate the economic impact with a major expansion to the present building, which was constructed in 1988. The addition will greatly enhance the visitor experience with six new galleries/multipurpose spaces, increasing opportunities to host exhibitions, further establishing this region as a burgeoning center for cultural experiences and economic vitality.

**b. What activities and services will be provided to meet the intended purpose of these funds?**

The PMoA expansion doubles the square footage of galleries allowing for more opportunities to showcase the growing permanent art collection and host more artists and their works through curated exhibitions with free admission to the public. A partnership with Polk County Schools will also be strengthened by increasing the number of educational programs including more guided tours, workshops and lectures for students and educators, summer art camps and learning labs, and professional development for teachers.

**c. What direct services will be provided to citizens by the appropriation project?**

PMoA is admission-free, providing visitors with incomparable no-cost opportunities to experience art in fun and educational ways. The expansion enables the museum to host more exhibitions of history's most acclaimed artists, offer more exceptional free and educational programs to visitors of all ages, and elevate the national and international profile as one of the few community and academic fine arts museums in the United States.

**d. Who is the target population served by this project? How many individuals are expected to be served?**

PMoA serves a wide population of visitors and learners of all ages and abilities (including general audiences, preschoolers, K-12 students, college students, at-risk youth, and the elderly) throughout Polk County and neighboring regions as well as from across the State. Once completed, the Museum hopes to welcome more visitors to the county, the region, and the State, while maintaining a dedication to the visitors and students served at present. After the expansion is completed, the Museum hopes to grow the overall attendance numbers from 148,000 to 200,000 annually.

**e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

The Museum expects the completed project will yield (1) increased number of masterwork and permanent collection exhibits annually, which will help grow a national reputation; (2) higher numbers of residents of all ages visiting the PMoA including K-12 students; (3) increasing the number of out-of-county patrons who stay overnight bolstering tourism dollars for Polk County and Florida; (4) more collaborations with other arts focused community organizations. Progress will be measured toward these goals by tracking attendance through zip codes/state or country of origin in a database for annual comparison.

**f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?**

If the project isn't completed, the Museum (PMoA) will return the funds to the State.

**15. Requester Contact Information**

**a. First Name**  **Last Name**

**b. Organization**

**c. E-mail Address**

**d. Phone Number**  **Ext.**

**16. Recipient Contact Information**



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a. Organization

b. Municipality and County

**c. Organization Type**

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name  Last Name

e. E-mail Address

f. Phone Number

**17. Lobbyist Contact Information**

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number