

Friends of the Lake Wales Museum, Inc.

Project Title: Regional Public Program 2023

Grant Number: 23.c.ps.170.145

Date Submitted: Wednesday, May 26, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Museum

Proposal Title: Regional Public Program 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Friends of the Lake Wales Museum, Inc. 
- b. **DBA:** Lake Wales History Museum
- c. **FEID:** 84-1768126
- d. **Phone number:** 863.676.1759
- e. **Principal Address:** 325 S Scenic Hwy Lake Wales, 33853
- f. **Mailing Address:** 325 South Scenic Highway Lake Wales, 33853
- g. **Website:** www.lakewaleshistory.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Historical Organization
- j. **County:**
- k. **DUNS number:** 042628914
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact *

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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

C. Eligibility Page 3 of 12

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
 No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

- Yes (required for eligibility)
 No

7. What is the legal status of your organization?

- Florida Public Entity
 Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization 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)

9. 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. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

The mission of the Lake Wales History Museum is to collect, preserve, and share the heritage of Lake Wales.

11. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. 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.

The Lake Wales History Museum (LWHM) is requesting general program support funding to underwrite the cost of the museum's **Regional Public Program**. Our current strategic plan calls for increased educational engagement about the history and heritage of Lake Wales by offering relevant programs and exhibits that explore and share local history in the greater context of American history. The LWHM will present a **Regional Public Program** featuring 65 historical, cultural and educational exhibits and activities to engage and deepen visitors' connection with local and national heritage and culture. Thousands of visitors of all ages will experience 197 expert- and educator-led programs, lectures, tours, special events, literature and film discussions, summer activities, and youth and adult education programs. The LWHM has been a cultural draw for decades, and our annual **Regional Public Program** continues to offer a range of relevant historical and cultural activities and exhibits, draws new visitors and residents to the museum, builds a diverse audience, and contributes to the cultural backdrop of Lake Wales and the greater Central Florida region.

Established in 1976 through a public-private partnership with the City of Lake Wales, the **Lake Wales History Museum** (LWHM) is a long-standing historical museum located in Lake Wales, Florida, south of Orlando and east of Tampa in Central Florida. Long vacant and in need of historic preservation, the organization converted the 1928 Atlantic Coast Line Railroad station into the area's first historical museum. Today, the museum site is made up of four historic buildings, used for interpretive and programmatic activities within the museum's historic corridor – a ½ mile-long protected railroad-adjacent property. The historic corridor and all included properties are located on the National Register of Historic Places, and the museum operates as the city's primary heritage organization.

PROGRAM & PUBLIC SERVICES. The LWHM delivers a diverse range of exhibits, programs and events for all ages to the public through its **Regional Public Program** on an annual basis, and serves as the repository for historical items through its Mimi Hardman Collections and Research Center. The museum hosts an average of five changing exhibits about local and national history annually. The museum provides formal and informal learning experiences for all ages through Florida historian-led presentations, book club, film club, local walking, bus and architectural tours, historical demonstrations, and artifact discussions. Special events are offered to celebrate local history and people. Curriculum is designed for K-8th grade students to learn and visit the museum. Individuals may join the LWHM through an economical, fee-based membership that offer discounts on ticketed events, programs and gift shop merchandise, advanced notice of special events, behind-the-scenes tours, subscription to a new museum e-news, and a reciprocal admission program called Time Travelers with over 300 historic organizations throughout the United States.

Daily visitors can visit the LWHM from Wednesday – Saturday from 10 a.m. – 5 p.m. free to the public. The museum offers self-guided tours of permanent exhibits with artifacts, images and documents in our permanent exhibit, changing exhibits, historical buildings, train cars, and fire trucks. Upon entry, visitors are given a boarding pass which identifies a specific Lake Wales pioneer to follow through their museum visit. Visitors learn about the natural history of the Lake Wales Ridge beginning with Florida's native people to the development of Lake Wales' railroad, industry and residents of the 20th century. Visitors can hear over 80 stories of Lake Wales' pioneers and history through our audio tour. Guests may visit our newly restored 1926 Seaboard Air Line Railroad caboose, the 1916 office car and 1944 US Army locomotive engine. Three additional historic buildings are included on the property: 1) The 1920 office bungalow originally the site of the Lake Wales Women's Club, library and chamber of commerce; 2) The 1916 Seaboard Airline Freight Station; and, 3) The 1920 originally built for Lake Wales' founder, E.C. Stuart.

11.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

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.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

GOALS. The goals for the LWHM are specific to our organization and community, and were created using a task force of staff, volunteers, community members, and business leaders through our last strategic planning process in 2018. The museum will accomplish these goals through a variety of measurable objectives and activities. The strategic plan was reviewed in April of 2021 to determine the next 12-18 month working objectives.

Engagement is one of four key strategic goals of our long-range plan. Within this performance area, the **goals of the Regional Public Program** are to:

- **Inspire excitement** and passion for local and American history.
- **Present relevant heritage and cultural programs**, events and exhibits that fulfill important needs and utilize assets in the community.
- **Connect with audiences** of diverse cultural groups, ethnicities, ages and abilities to celebrate differences and similarities.
- **Secure resources** that allow for the financial and organizational health of the museum.

These goals are designed to provide our diverse audiences a wealth of opportunities to connect with unknown local and American heritage through thought-provoking and educational exhibits, programs and events. We will explore global and local cultural and social issues, and present programs in partnership with our local community hubs. The museum is committed to researching and sharing stories from marginalized groups, and telling those important stories that helped shape our community. Finally, the museum is driven to build financial resources through a variety of partnerships to ensure our programming is well funded.

11.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

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

Sample Objective: At least 300 residents and visitors will view local art and be invited to a “meet the artist reception”

OBJECTIVES. The objectives for the LWHM’s **Regional Public Program** are specific to the above mentioned goals, and the exhibits and programs for the sample calendar of events include:

- Present three originally-curated and two national traveling exhibits which showcase Lake Wales, African American, Mexican American, and American history in context with current events and relevant topics in the world today
- Include museum collections and new research for the “African American Voices of Lake Wales” and “Summertime Citrus” exhibits.
- Collaborate with the Lake Wales Arts Council to present the art and history of the Lake Wales local event exhibit “A History of Mardi Gras: Local Style”
- Participate in five additional local community outreach events
- Conduct a monthly non-fiction book and film series about historical topics
- Expand the local history bus and walking tours by 20%
- Present one heritage event for the community focused on Lake Wales pioneer history and early-American crafts and trades
- Implement the museum’s new K-8 educational curriculum for students that includes interactive presentations, grade-level core elements lesson plans, and field trips for 1000 students
- Provide excellent visitor experiences to increase customer satisfaction percentage by 5%
- Increase the number of guest surveys completed by utilizing digital terminals in the museum by 10%
- Create three new and unique museum events to accompany changing exhibits and attract different audiences
- Implement ten summer programs for families
- Present four speakers about African American culture in Florida
- Present two speakers about Hispanic American culture in Florida
- Present the museum’s new “African American Voices of Lake Wales” exhibit
- Utilize oral histories and research from the new African archive to create 3-4 new interpretive panels in the museum’s permanent exhibit
- Participate in the African American community market
- Apply for grant funding that underwrites the Florida Humanities speaker series
- Apply for and secure Polk County Arts, Culture, and Heritage grants that underwrite marketing and traveling exhibit fees
- Develop and implement new digital marketing strategies to cross-promote our exhibits and programs to increase attendance by 15%
- Create a new museum website to better communicate museum activities
- Host one fundraising event to benefit the museum’s exhibits and programs
- Increase participation in the museum’s membership program by 50%

11.3 Programming Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate

with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

ACTIVITIES. The **activities** of the **RPP** are planned 12-24 months in advance and overseen by the museum staff and community partners. The museum will develop a comprehensive marketing, logistical and financial plan to carry out all exhibits and programs. The museum is open free to the public, and about 90% of our programs and events are free as well. A sample of our full calendar of events and exhibits is attached.

Exhibition Series: The Museum will host three originally-curated and two national traveling exhibits which showcase Lake Wales, African American, Mexican American, and American history in context with current events and relevant topics in the world today. These exhibits are curated by local and national museum professionals, and are produced in collaboration with other museums, local businesses, and cultural organizations. Exhibits utilize local partnerships, themes, and the museum's collections of documents, objects and photographs. The exhibits are all first-time showings or original to Lake Wales, and reveal educational topics our community might not otherwise have the opportunity to experience. See the full exhibition schedule attached.

Lifelong Learning: All ages, informal educational opportunities are designed to create connections between people and community. This includes a monthly non-fiction museum book club, nine Florida Humanities speakers, local history talks, artifact talks, film club, architectural and history bus tours, and history happy hours which present cultural, culinary arts, folk arts, craftsman demonstrations and heritage presentations.

Community Events (non-fundraising): Celebrations are planned throughout the year in partnership with local organizations including the Annual Pioneer Day Festival; Make It Magical Winter Traditions Celebration; the 39-Mile Yard Sale on Old Scenic Highway; Blue Museums; and, Smithsonian Day Live! New this year, we are planning the Holidays in the Highlands Historic Home Tour with local homeowners.

Special Events (fundraising): The LWHM launched a new online fundraising special event in the fall of 2020, and will host a hybrid virtual and in-person Redux Vintage Furniture Auction in the fall of 2021. The proceeds support the museum's Regional Public Program.

Outreach Events (non-fundraising): The LWHM regularly participates in outreach programs in the community at the farmer's market, Make It Magical, Earth Day Celebration and Rootstock at Bok Tower Gardens, Explorations V Children's Festival, Circle B Bar Reserve Nature Fest, Lake Ashton Health Fairs, the Polk County Heritage Forum, the Great American Teach In, the African American community market, and various service club presentations throughout the year.

Membership Program: The LWHM rolled out a new membership program in the fall of 2019, and will work to review and improve the museum membership program over the next year to create a greater sense of important and support among members, build new benefits to members, communicate the importance of being a member, streamline the renewal process, and create increased revenue for the museum. Members are cultivated and offered discounts on ticketed events, programs and gift shop merchandise, advanced notice of special events, behind-the-scenes tours, subscription to a new museum newsletter, and a reciprocal admission program called Time Travelers with over 300 historic organizations throughout the United States.

Children, Families and Schools: The LWMH will deliver curriculum and programmatic offerings to

K-8th grade students beginning in the fall of 2021. Each grade will experience a range of activities, curriculum, and museum experiences that align with Florida's new state standards. County-wide museum field trips, teacher curriculum & training, and promotional materials will be available for all schools as well. Museum suitcases can also be checked out and used in classrooms and with groups. Each suitcase contains authentic objects, reproduction images and documents, curriculum-based lessons and activities.

Daily Visitors: The LWHM is open from Wednesday – Saturday from 10 a.m. – 5 p.m. free to the public, offering self-guided tours of permanent exhibits with artifacts, images and documents in our permanent exhibit, changing exhibits, historical buildings, train cars, and fire trucks. Upon entry, visitors are given a boarding pass which identifies a specific Lake Wales pioneer to follow through their museum visit. Visitors learn about the natural history of the Lake Wales Ridge beginning with Florida's native people to the development of Lake Wales' railroad, industry and residents of the 20th century. Visitors can hear over 80 stories of Lake Wales' pioneers and history through our audio tour. Guests may visit our newly restored 1926 Seaboard Air Line Railroad caboose, the 1916 office car and 1944 US Army locomotive engine. Three additional historic buildings are included on the property: 1) The 1920 office bungalow originally the site of the Lake Wales Women's Club, library and chamber of commerce; 2) The 1916 Seaboard Airline Freight Station; and, 3) The 1920 originally built for Lake Wales' founder, E.C. Stuart.

Marketing: The LWHM will maintain ways to engage, measure and support the exhibits and programmatic activities of the museum through a new, responsive-design and accessible-enabled website. New digital marketing strategies will include recommendations from a digital marketing review that was completed this year including enhancing the use of social media and the inclusion of more video, audio and written content stream on the internet. A new digital survey station will be installed in the fall of 2021.

11.4 Partnerships & Collaborations

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

The Lake Wales Cultural Alliance (LWCA) is one of the key partnerships in the area to promote the arts, culture and heritage of Lake Wales. Made up of representatives of area cultural organizations, the group will meet throughout the year to plan promotional activities and events. Seven local, Lake Wales organizations raise awareness and invite residents and visitors to the area to enjoy all Lake Wales has to offer through shared hospitality partnerships, collaborative cultural events and marketing, and local advocacy for cultural offerings in the city. In addition, the museum has an exclusive partnership with Bok Tower Gardens and the Lake Wales Arts Council to cross-promote and collaborate on events and activities throughout the year. Documentation is attached.

The Lake Wales History Museum partners with state and local organizations, artists, vendors and local experts to carry out its calendar of events, including:

The City of Lake Wales – long-standing city/museum partnership in which the city provides financial and operational support

Friends of the Museum - museum membership and historic preservation projects

Lake Wales Public Library – LWCA, museum book club, exhibits and Cabinet of Curiosity

Lake Wales Charter Schools – Two school partnerships for K – 8 grade

Lake Wales Main Street – Make It Magical, community planning

Lake Wales High School – community service projects

Lake Wales Chamber of Commerce – marketing and public relations promotions

Bok Tower Gardens – LWCA, shared promotions, outreach programs

Lake Wales Art Council – LWCA, shared promotions

Florida Humanities Council – annual speaker series

South Florida College – museum exhibits

Mountain Lake Estates Community Foundation – boarding pass, research and exhibit programs

Florida Native Plant Society – exterior landscaping and public programs

Florida's Natural Foundation – LWCA, summer fun days

Polk County History Center – heritage forum and exhibits

Lake Wales Little Theatre - LWCA

Finally, the LWHM has established hotel partnerships with the Holiday Inn Express and Hampton Inn in Lake Wales, and a new partnership with Camp Central RV Parks of Lake Wales. These organizations offer special rates or discounts and museum information to guests, and list our information in print and/or online. The museum also has a new Lake Wales Walking Tour Airbnb Experience, and specific “Visiting Lake Wales” section on its website.

12. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

The Lake Wales History Museum uses qualitative and quantitative data to measure the results and impact of our Regional Public Program. To determine the financial feasibility of a program, we build an event budget, plan expenditures and reconcile actuals following the event to identify net and gross profits. To determine impact, we measure how programs aligned with our mission, delivered on quality, who we served or attended, how it was marketed, and how did our audiences connect with other people, the community and our museum brand.

To gather feedback, daily visitors and program participants are asked for their name, email, zip code and comments on our visitor sign-in sheets. Museum staff and volunteers record daily visitor attendance, and make informal observations about visitor experiences. Staff also asks board members, volunteers, partners, vendors, and sponsors for feedback. Online marketing will include a post-planning report from media outlets to determine demographics such as age, sex and location of the audience. Following their visit, guests are asked to submit a brief customer satisfaction survey. The visitor survey is conducted online using Survey Monkey, and includes questions about the quality of their experience, what they liked, didn't like, and whether or not they stayed overnight in an area

hotel.

If we succeed in delivering on quality, engaging programs and build institutional capacity, the satisfaction level on our guest surveys will be higher than 85%. If we succeed in delivering a financially sustainable program, the level of net profit or financial underwriting will match or exceed our expenses. The staff, partners and committee members review the final data of each and every offering. The process then concludes with recommendations and suggestions for changes, future programming, improvements, or removal from the calendar.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

13. Collection Summary

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

Collections Overview, Size and Scope: The LWHM's current Collections Management Policy (CMP) was adopted in July of 2016. The LWHM acquires, owns and preserves a variety of approximately 25,000 inanimate objects, photographs, documents, books, three train cars, two fire trucks, and four historic buildings as part of its overarching collections mission, relating and/or pertaining to significant people, places, and things in Lake Wales and to Central Florida history. The LWHM shall preserve historic objects within the collection in accordance with the highest standards of conservation, and provide a safe and appropriate environment for the collections, with effective security, environmental control, and pest management. The collections are stored at the new Mimi Hardman Collections and Research Center and off-site storage. The LWHM uses the collection to interpret museum exhibits. The LWHM has designated two collections: 1) A permanent collection: objects that are used for exhibit and research purposes only, and; 2) An educational collection: objects that can be used and handled for educational programming. The CMP will be reviewed every five years by a committee organized by the Museum Curator.

Conservation & Care: Care of the collection is a continuing responsibility accepted by the Museum Curator who shall carry out the legal, ethical, and professional responsibilities required to provide necessary care for all collections acquired, borrowed or placed in the museum. All objects in the Museum are insured for loss due to fire, flood, theft, destruction or vandalism. A disaster and emergency plan is in place. The environmental conditions appropriate to the preservation of the artifacts and documentation records shall be monitored and maintained at all times. Professional standards and supplies will be utilized, under the Museum Curator's supervision, when handling or moving artifacts within the building or when packing and shipping. Only trained staff and volunteers shall handle objects or collections records, under the supervision of the Museum Curator. Museum staff, volunteers or contractors responsible for cleaning exhibit or storage areas shall adhere to object handling procedures and standards.

Inventory Controls: Our policy for the documentation of the collections is to ensure that the information we hold relating to the collections is accurate, secure, reliable, and accessible. Upon acceptance of an object, all existing information relating to the object, including the Curator's report,

appraised value (if known), bill of sale, correspondence with donor, etc. shall be documented and kept as part of the permanent accession files. Accession numbers are assigned when an object is accepted and the donor is sent a deed of gift and letter of appreciation. The LWHM uses CatalogIt! Collections Management Software in order to catalog the collection. This software helps to ensure the physical security and long-term preservation of museum records and is a means towards public accessibility of the collections.

State of the Collections: Since the summer of 2015, the Lake Wales History Museum has undergone a complete collections overhaul to properly store and inventory all items in the collections. To date 60% or almost 14,000 items have been inventoried and properly stored in archival safe containers and climate-controlled spaces. The majority of remaining items to be cataloged have been audited. It is estimated an additional 7,000—8,000 items are waiting final inventory. The museum's collections are stored in the new Mimi Hardman Collections and Research Center and offsite storage for large objects.

In January of 2021, the museum opened the new collections center, which is now the permanent home of the greater ephemeral collection of Lake Wales. The public is now invited to access our collections for personal and professional research, and an exterior interpretive display tells the story of the building. A dedicated space inside the center provides staff, volunteers, interns, and scholars a place to work, catalog, preserve, research books, maps and documents, conduct family genealogy, and with professional supervision, access our photo archive.

E. Impact - Reach 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.

14. What is the estimated number of events related to this proposal?

65

15. What is the estimated number of opportunities for public participation for the events?

208

16. How many Adults will participate in the proposed events?

13,877

17. How many K-12 students will participate in the proposed events through their school?

1,000

18. How many individuals under the age of 18 will participate in the proposed events outside of their school?

730

19. 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.

19.1 Number of artists directly involved?

197

19.2 Number of Florida artists directly involved?

197

Total number of individuals who will be engaged?

15804

20. How many individuals will benefit through media?

500,000

21. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

21.1 Race Ethnicity: (Choose all that apply) * No specific racial/ethnic group

21.2 Age Ranges (Choose all that apply): * No specific age group.

21.3 Underserved/Distinct Groups: * No specific underserved/distinct group

22. Describe the demographics of your service area.

The Lake Wales History Museum is located in Lake Wales, Florida which is in the heartland of Central Florida. We are located in Polk County, the 4th largest county in Florida with a population of just over 600,000. Polk County is comprised of large rural areas, known for its agricultural industries of citrus and cattle, and made up of small towns like Lake Wales. Local attractions along U.S. Highway 27 made up a large portion of the area’s tourism draw from the mid-20th century until today - places like Bok Tower Gardens, Cypress Gardens, the Passion Play, and Chalet Suzanne.

Lake Wales is surrounded by an ecologically unique landscape being geographically situated on Florida’s Lake Wales Ridge, which is about 200 feet above sea level. It is currently estimated the population of Lake Wales, Florida is about 16,000 within a 20 square mile radius, and includes 65% White, 28% African American, and 7% from other races residents. About 15% of the population are Hispanic or Latino of any race. About one-quarter of residents have children under the ages of 18 living with them. Residents are made up of an evenly distributed age range with 23% over the age of 65. The median household income was about \$37,000 for individuals, and \$48,000 for families. The Lake Wales area experiences about one-quarter of its residents living in poverty, and is generally considered a low-economic area.

23. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

The LWHM underwent a major reorganization and was closed for one year in 2015. Today, we are open to the public for free, four days a week with a new permanent exhibit, audio guide, ongoing changing exhibits, newly restored train cabooses, and 1916 Seaboard Airline Freight Station, which opened in January of 2021 as the new Mimi Hardman Collections and Research Center.

Our attendance numbers reflect audience rebuilding after this reorganization, and now COVID-19 closures in 2020 as well. We continue to push through these challenges, and have grown each year as we bring more programs, events and exhibits back online. In the fall of 2019, we reclaimed ownership of the museum's signature event, Pioneer Days Celebration, and attendance for that event is now reflected in our total visitation and budget.

24. 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.

Polk

25. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Hardee
- Highlands
- Hillsborough
- Lake
- Manatee
- Okeechobee
- Orange
- Osceola
- Pasco
- Pinellas
- Polk
- Sumter

26. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

Like most museums, the Lake Wales History Museum experienced an extended closure during COVID-19 – seven months. During this time all efforts shifted to offering as many virtual experiences as we could to maintain an engaged audience. We presented our book club, speaker series, and history happy hour programs all online for free. As a result, we had audiences joining us from all over the world to participate in our virtual programs, and in the fall of 2021 the museum will adopt a hybrid program format that will combine in-person and virtual presentations for our film club, book club, and speaker series. In addition, the museum now has a webpage dedicated to virtual experiences that include links to behind the scenes tours, virtual exhibits, museum tours, and links to other virtual resources. We anticipate this model to continue as virtual offerings were already a growing platform for our marketing efforts, and now programming as well.

27. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

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

As the city's most iconic historic structure – a Mediterranean-style building with bright pink stucco – the Lake Wales History Museum is a vital historic preservation operation and cultural provider for residents of Lake Wales, greater Polk County and central Florida. The LWHM focuses on attracting residents and visitors to the area to strengthen the local economy and provide a unique educational experience when they arrive. The LWHM primary target is the active 55+ and family demographic who have an affinity for cultural and heritage tourism, an appreciation of preservation and historic train culture, however; the museum has the ability to attract visitors of all ages, demographics and economical capacity.

As part of the greater museum field in Florida, the LWHM contributes to the nearly \$120-million-dollar heritage and cultural tourism market. The museum employs two full time and one part-time individuals and works with 25 volunteers who donated 888 hours in 2019, which is over a \$20,000 value to the museum. According to the Americans for the Arts, Arts & Economic Prosperity Calculator, the Lake Wales History Museum impacts over \$613,000 in economic development locally.

We are partners with local, regional and state tourism marketers such as Visit Florida, Visit Central Florida, the Lake Wales Chamber of Commerce, Polk Arts Alliance, and Axis Arts. LWHM provides local information to visitors about dining, lodging and retail opportunities in the area. Visitors to the Lake Wales area regularly stay, dine and shop in the area generating a respectable tourist economy. The new Lake Wales Cultural Alliance (LWCA) promotes the arts, culture and heritage of Lake Wales - seven cultural organizations meet throughout the year to plan collaborative and promotional activities and events that enhance the community's identity.

The LWHM has two ongoing, established hotel partnerships with area accommodations, and a new partnership with a local RV park. The museum has a new Lake Wales Walking Tour Airbnb Experience, which will be featured on the Airbnb website. The museum has a specific "Visiting Lake Wales" section on its pages that includes places to stay, eat, shop and visit in the area. The museum regularly uses local retailers, services and contractors for museum projects and supplies.

The LWHM regularly participates in outreach programs in the community at the farmer’s market, Make It Magical, Earth Day Celebration and Rootstock at Bok Tower Gardens, Explorations V Children’s Festival, Circle B Bar Reserve Nature Fest, Lake Ashton Health Fairs, the Polk County Heritage Forum, the Great American Teach In, and various service club presentations throughout the year.

The LWHM has a new partnership with the Lake Wales Charter Schools’ Janie Howard Wilson Elementary and Bok Academy North Middle School to deliver year-round museum programs to each grade level. Since reopening in 2016, the museum has impacted over 500 local students with museum outreaches, field trips, and our Museum Suitcase. An educational visit to or offsite outreach program from the LWHM is an exemplary culminating experience to reinforce significant Florida heritage and culture students learn about in Social Studies classes.

The LWHM developed the Florida Stories: Walk Lake Wales tour, which includes a walking tour of downtown Lake Wales and stops at significant historical buildings accompanied by text panels with history of the community. This tour can be accessed online and in print. New this year, a monthly guided downtown walking tour was added to our calendar of events.

The museum's summer internship program has created learning, research, and professional opportunities for undergraduate and graduate students, and produced the following:

- An early pioneers boarding pass program highlighting 36 local pioneers
- An audio tour of 80 additional stories in the permanent exhibit, including the 36 pioneers
- An educational curriculum for K-8th grade students for each grade level with hands-on activities, lesson plans, and museum field trips
- A full-reorganization and digitization of the museum's textile collection, and storage organization system for the new Mimi Hardman Collections and Research Center (Summer 2021)

28. Marketing and Promotion

28.1 How are you marketing and promoting your organizations offerings? *

- Billboards
- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Television

28.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

The museum utilizes traditional and modern strategies including our website, regular press releases, e- newsletters, poster distribution, mailed postcards, Facebook boosts and large-scale exterior

building banners for drive-by traffic. Located on the historic State Road 17 provides major visibility for the museum from almost 10,000 passing cars a year. We will partner with community and tourism businesses such as Visit Florida, Visit Central Florida, Polk Arts Alliance, area chamber of commerce's, fellow attractions, area hotels, RV parks, and restaurants to provide promotional materials to share with area visitors in print and online.

An online presence will include a website with SEO, mobile-friendly and accessible conversion. Social media will be our portal for posting events and photos to engage audiences via Facebook, Twitter and Google. We will monitor and respond to travel websites such as TripAdvisor and Travelocity. New digital marketing strategies will include a number of recommendations from a digital marketing review that was completed this year including enhancements to our website, SEO, social media and the inclusion of more video, audio and written content stream on the internet.

Regular press releases will be sent to 300+ media outlets throughout Florida. Postcards, posters and flyers will be distributed in house, through local businesses, and mailed to our constituents, school, club, and organizational contacts, along with a weekly e-newsletter. A database of constituent contact information will be kept of willing visitors for future communications. Large scale banners will be present on the front, side and back of the museum to attract drive-by traffic.

With a marketing grant from Visit Central Florida, we will focus out of area marketing within a target radius of 90-miles. Media outlets in these areas will be utilized to reach target demographics in Osceola, Lake, Orange, Seminole, East Pasco, Hillsborough, Highlands, Lake, Sumter, and Indian River counties with print and digital marketing. We will use programmatic technology to utilize a wide variety of websites, place ads in contextual content, target demographics, geo targeting consumers on mobile and tablet devices, track affinities, retarget past guests and utilize video content. In print, we will place ads in the main pages of the Highlands News Sun, Triangle, Clermont, and Sumter circulars two times a month, and quarterly in the Florida Travel & Lifestyle Magazine, which is distributed nationally. Public radio stations, WMFE in Orlando and WUSF in Tampa will run 10 – 14 day campaigns leading up to and during the exhibits. Digital advertising with Orlando Sentinel, The Ledger, and TCPalm will utilize a wide variety of websites, place ads in contextual content, target demographics, geo targeting consumers on mobile devices, track affinities, and retarget past guests. New this year, we will add a television campaign through Comcast and Spectrum to run in Sebring and Sarasota counties. This new strategy promises to provide over 100,000 commercial and digital impressions. A new guide to cultural events in Lake Wales will be produced by the Lake Wales Cultural Alliance to be distributed outside of Polk County.

Within Polk County, print ads will run in Sun News and The Ledger newspapers, along with the following monthly magazines: Lakeland & Winter Haven, Today & Tonight, Artifacts, Well Being, Bravo playbill for the RP Funding Center's 2021-2022 season, and the new Lake Wales magazine, Lake & Main. Radio campaigns will run on local station, MAX 98.3 during exhibit openings. Digital advertising will run on Facebook, The Ledger, Lake Wales Chamber of Commerce E-Blasts, along with a billboard at the corner of US 27 and Cypress Gardens Blvd. This digital billboard creates 45,000 impressions a week from those driving vehicles headed southbound from US 27 and Cypress Gardens Blvd.

Media partners regularly provide the museum with approximately \$25,000 worth of in-kind media services to match our cash spend with additional ads and promotional opportunities.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

29. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

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.

Staff and volunteers are trained annually to accommodate any individuals with special needs or disabilities. Any individual who visits the museum may ask our staff for additional assistance. Although a portion of the museum is only accessible via stairs, we display the permanent exhibit on the first floor of the museum. For any persons with physical disabilities, the LWHM maintains an accessible entrance, which is clearly marked. We have designated and marked accessible parking spaces located in close proximity to the accessible and main entrance of the museum. An audio guide is available to assist those with visual impairments. Exhibit text is currently set in large print. A new ADA bathroom was installed in January of 2019. The museum's website provides accessibility options for those with hearing and site impairments, and a toolbar of helpful options is readily available on every page. Our annual Pioneer Days Festival includes an adaptive services committee who help persons with disabilities find accessible parking, be shuttled around the festival, and install ground mats for ease of rolling access to ADA portable restrooms.

Future plans call for the installation of a zero-entry lift to access the current portion of the museum only available via six stairs, adding audio visual and tactile components in the permanent exhibit, and the development of a museum social story and helpful information for schools with learners with special needs, and dedicated days for individuals with disabilities to visit the museum. Consulting with a new partner, Polk County's academy for learners with special needs, Our Children's Academy, the museum is developing these additional tools to be more helpful for ESE teachers and accessible for all.

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

30. Policies and Procedures

- Yes
 No

31. Staff Person for Accessibility Compliance

- Yes
 No

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

Jennifer D'hollander

32. 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.

32.1 If yes, when was the evaluation completed? 4/1/2019

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

- Yes
- No

33.1 If yes include here:

The inclusion of all people in the museum is one of our five core values, and built into the strategic goals and objectives for this proposal and the museum's overall strategic plan. Our statement about diversity, inclusion, equity and accessibility is as follows:

The LWHM works to ensure and encourage an inclusive experience for all people. Since its inception in 1976, the museum has worked with the diverse audience of Lake Wales and maintained a culture of inclusion for and with people of different cultures, with mental and physical disabilities, and economic barriers. In the spring of 2018, the museum adopted a policy to work towards better diversity, equity, inclusion and accessibility for all as part of our strategic plan. Topics in our programming calendar that highlight minorities, persons with disabilities, and/or any combination of those who have been marginalized in our history, are marked with our diversity logo.

34. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

Economic Accessibility: Admission to the museum is FREE and 90% of programmatic offerings are free as well.

Cultural Inclusion: The City of Lake Wales is 65% White and 28% African American with 16% of any race of Hispanic or Latino decent. The City of Lake Wales Commission Board is comprised of five members of Lake Wales' residents. The current group includes three men and two women, made up of four African-American and one White-Caucasian individuals. To serve our vibrant and diverse community, the museum regularly offers programs and exhibits that include topics about different cultures and ethnicities. Programs have included lectures and exhibits about African-Americans, women in history, and Latinos. This fall, the museum will implement a new English and Spanish audio guide through the permanent exhibit. Staff conducts dozens of outreach programs and speaking engagements throughout the year, as well, which help the museum create more positive connections

with the community. Specifically, meetings with leaders from the African American community take place to better capture our local and oral histories.

Most recently, the museum has created a new Lake Wales African American Archive, which will be used to enhance the museum's existing permanent exhibit and create a new changing exhibit about the African American history of Lake Wales. Emmanuel George, a native Black Floridian, historian and artist, was hired to conduct new research and oral histories, and secure new donations to establish the archive.

The Lake Wales new African American Archive will now be a repository of photographs, films, documents and objects of the history and people of Lake Wales' Northwest community and beyond. The information gathered will fill an important gap in the community's historical record and will support future research and education about the community. A culminating exhibit is planned to showcase the community's African American history in the fall of 2021, entitled, "African American Voices of Lake Wales."

35. Describe the Diversity of your staff, volunteers, and board members.

The museum staff and board of directors is made up of five male, and three female individuals, one of which is Hispanic-American, and seven of which are Caucasian. The age ranges of this group ranges from mid-20s to mid-50s, and individuals have a wealth and variety of backgrounds and professional experience. The museum actively seeks out individuals of different perspectives, experiences, and lifestyles to participate on the board, committees, staff, and volunteers.

The museum is led by a female director and male curator, both of whom have a combined 28 years of museum experience. The African American archive project was led by Emmanuel George, a native Black Floridian, historian and artist, who was hired to conduct new research and oral histories, and secure new donations to establish the archive.

As part of the museum's commitment to cultural diversity, the board and staff have worked hard over the past few years to build significant relationships with the African American community of Lake Wales from participating in the African American community market to creating a new dedicated African American archive in the museum collection. Now these new relationships have become friendships and partnerships with individuals in the African American community, and a number of individuals have been asked to join the board.

G. Track Record Page 7 of 12

36. Fiscal Condition and Sustainability

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 Lake Wales History Museum has had a long-standing operational city-museum partnership for the past 45 years. Today, the LWHM is managed through the Friends of the Lake Wales Museum, Inc. and the City of Lake Wales, in which lease and operation agreements provides financial and operational sustainability for the museum, along with additional contributed revenue from corporate, foundation and county grants. Governance and policies are set by the Friends of the Lake Wales Museum, Inc. board of directors. The museum is under the administrative staffing oversight of a full time executive director, museum curator, and a volunteer corps of 25 individuals. The museum director develops, plans and carries out all museum programming, fundraising, marketing and administrative operations. The museum curator carries out programming logistics, volunteer management, collections management and exhibits. Both employees and volunteers work on programming and events in conjunction with each activity, event, program and exhibition.

As part of our strategic plan, one of our key principles is GROWTH to strengthen and build the museum's excellence, sustainability and infrastructure. As part of this goal, the museum has a development plan to diversify revenue sources through a new annual fundraising event, museum rentals, museum gift shop, as well as, developing a long-term funding plan, and build institutional capacity to support these activities. Last year, we increased our corporate support and earned income for our annual Pioneer Days Festival, and made a net-profit for the first time in ten years. The Friends of the Lake Wales Museum, Inc., raised capital funds last year in the amount of \$29,410 to match funding from the city to restore the 1916 Seaboard Airline Freight Station. A new capital and endowment fund to continue the historic preservation of the museum's historic corridor was established in January of 2021, and has a balance of \$22,500.

To further strengthen the museum's sustainability, the Lake Wales History Museum has been selected to participate in the Museum Assessment Program (MAP), which is administered by the American Alliance of Museums. Through guided self-study assessment and on-site consultation with a museum professional, participation in MAP will empower the Lake Wales History Museum to better serve the citizens of Lake Wales by facilitating its meeting and exceeding the highest professional standards of the museum field.

The museum has chosen to do a MAP "organizational" assessment in order to strengthen and solidify a financial base for operations and future capital improvements, identify key functions to focus on that the museum can be successful at, and build internal leadership among our board of directors, staff and volunteers to carry out those key functions.

37. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2020

38. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$74,384	\$72,657	\$68,100
2. Personnel: Programmatic	\$74,383	\$72,657	\$68,100
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$3,487	\$5,000	\$10,000
5. Outside Fees and Services: Other			
6. Space Rental, Rent or Mortgage			
7. Travel	\$812	\$600	\$2,500
8. Marketing	\$47,081	\$60,000	\$50,000
9. Remaining Operating Expenses	\$76,117	\$68,935	\$111,300
A. Total Cash Expenses	\$276,264	\$279,849	\$310,000
B. In-kind Contributions	\$10,190	\$10,000	\$23,395
C. Total Operating Expenses	\$286,454	\$289,849	\$333,395
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$10,472	\$10,000	\$10,000
11. Revenue: Contracted Services			
12. Revenue: Other			\$40,000
13. Private Support: Corporate	\$2,000	\$11,000	\$2,000
14. Private Support: Foundation	\$5,000	\$5,000	\$10,000

15. Private Support: Other			\$5,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$9,813	\$18,632	\$13,000
18. Government Support: Local/County	\$248,979	\$235,217	\$230,000
19. Applicant Cash			
D. Total Cash Income	\$276,264	\$279,849	\$310,000
B. In-kind Contributions	\$10,190	\$10,000	\$23,395
E. Total Operating Income	\$286,454	\$289,849	\$333,395

39. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

From this fiscal year to next fiscal year there is an increase to our operating budget which reflects the expenses and income from the museum's Pioneer Days Festival. Previously, these funds were not reflected in the museum's budget, as the event was managed by the City of Lake Wales and produced by the museum. Going forward the museum will be responsible for the event funds and production.

40. Paid Staff

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

41. Hours *

- Organization is open full-time
- Organization is open part-time

42. Does your organization have a strategic or long range plan?

Yes

No

H. Track_Record Page 8 of 12

43. Rural Economic Development Initiative (REDI) Waiver

Yes

No

44. 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.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

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

44.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Museum Director	\$0	\$20,000	\$0	\$20,000
Totals:		\$0	\$20,000	\$0	\$20,000

44.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Museum Director	\$20,000	\$20,000	\$0	\$40,000
2	Museum Curator	\$20,000	\$20,000	\$0	\$40,000
Totals:		\$40,000	\$40,000	\$0	\$80,000

44.3

44.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Speaker Fees	\$2,968	\$4,000	\$0	\$6,968
Totals:		\$2,968	\$4,000	\$0	\$6,968

44.5

44.6

44.7

44.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Overall Marketing Plan	\$0	\$50,000	\$11,355	\$61,355
Totals:		\$0	\$50,000	\$11,355	\$61,355

44.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Exhibit Production	\$0	\$15,000	\$0	\$15,000
2	Program Supplies	\$0	\$46,600	\$0	\$46,600
Totals:		\$0	\$61,600	\$0	\$61,600

Amount of Grant Funding Requested: \$42,968

Cash Match: \$175,600

In-Kind Match: \$11,355

Match Amount: \$186,955

Total Project Cost: \$229,923

45. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to

match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

45.1

45.2

45.3

45.4

45.5

45.6

45.7

45.8

45.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Lake Wales	\$150,000	\$150,000
2	Polk County TDC	\$25,600	\$25,600
Totals:		\$0	\$175,600
			\$175,600

45.10

Total Project Income: \$229,923

45.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$42,968	\$42,968	19%
B.	Cash Match	\$175,600	\$175,600	76%
	Total Cash	\$218,568	\$218,568	95%
C.	In-Kind	\$11,355	\$11,355	5%
	Total Proposal Budget	\$229,923	\$229,923	100%

46. Additional Proposal Budget Information (optional)

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 museum has consistently ranked high and received funding from the Polk County Arts, Culture & Heritage grants for the past 5 years, garnering significant funds used to market the museum activities. The City of Lake Wales has also consistently been dedicated to providing financial support the museum for the last six years. A letter of support documenting this cash match is attached.

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 DAC 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.

47. Required Attachment List

Please upload your required attachments in the spaces provided.

47.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W-9.pdf	33 [KB]	5/3/2021 4:08:19 PM	View file

48. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Calendar of Events.docx.pdf	Sample Calendar of Events		550 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Annual Report Museum 2020.pdf	Museum's 2020 Annual Report		173 [KB]		View file
Cultural & Hospitality Partnerships.pdf	Cultural & Hospitality Partnerships		2852 [KB]		View file
Accessible Facilities.pdf	Site Images of ADA Facilities		1020 [KB]		View file
Letters of Support 2021.pdf	Letters of Support		2266 [KB]		View file
Lake Wales History Museum - Strategic Plan 2026.pdf	Strategic Plan		41344 [KB]		View file
Slaton Grant letter 2021.pdf	City Letter of Financial Support		225 [KB]		View file
Site Images 2021.pdf	Site Images	Images of the museum site, buildings, and programs	6845 [KB]		View file
Marketing Materials 2021.pdf	Marketing Materials	Samples of brochures, exhibit, event & program flyers, and press releasesSamples of	19894 [KB]		View file
Advertising Materials 2021.pdf	Advertising Materials	Samples of digital and print ads, and Facebook event listings	2241 [KB]		View file

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.

49. 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

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

50. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

51. 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.

52. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Friends of the Lake Wales 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.

52.1 Signature (Enter first and last name)

Jennifer D'hollander

