

Gulf Specimen Marine Lab

Project Title: The Panacea Picklearium

Grant Number: 23.c.pr.170.143

Date Submitted: Sunday, June 13, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: N/A

Discipline: Museum

Proposal Title: The Panacea Picklearium

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Gulf Specimen Marine Lab 
- b. **DBA:**
- c. **FEID:** 59-2021454
- d. **Phone number:**
- e. **Principal Address:** 222 Clark Drive Panacea, 32346
- f. **Mailing Address:** 222 Clark Drive Panacea, 32346
- g. **Website:**
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:**
- l. **Fiscal Year End Date:** 01/01

1. Grant Contact *

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3. Authorized Official *

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Last Name

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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

Non-Arts/Non-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) *

Gulf Specimen Marine Laboratory's mission is to further the knowledge of marine biology through study, research, publication, teaching, and public display and to promote protection of marine life and the marine environment.

11. Project 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 Panacea Picklearium: the very name conjures up humorous images of Dr. Seuss, "One fish two fish red fish blue fish" in bottles, but it is far from that. Why would Gulf Specimen create a new exhibit of preserved sea creatures when thousands of visitors and children on field trips come to see living sea creatures, pick up starfish, hold horseshoe crabs and other creatures in its famous touch tanks? A visit to GSML is already filled with excitement and adventure, from feeding sharks, seeing live moray eels, and watching stingrays swimming around.

In short, the Picklearium fills a gap. No aquarium, SeaWorld, or Disney can keep Portuguese Man of War or a deadly box jellyfish alive nor can they display burrowing electric rays or sand eels that stay hidden, but this exhibit can. People love holding hands (tentacles) with our octopuses, only they are disappointed when there aren't any because they only live a year. In our new exhibit they will see preserved specimens in a way that will make them look alive, pouncing on crabs in life like settings, not squeezed up in a bottle of formaldehyde.

For two hundred years, naturalists have been preserving specimens in formaldehyde that end up in stogy museum collections in back rooms away from the viewing public. Many people enjoy looking at preserved specimens in bottles because they were once alive and people can get a close up look at their form and functions. We now plan to expand that interest utilizing the methodology that Jack Rudloe, GSML's founder, learned from the works of Salvadore LoBianco, the curator of the Naples Zoological Station and premiere preparer of marine animals in the late 1800s. Rudloe learned how to anaesthetize brittlestars to keep them from throwing their arms off during fixation, or to stop snails from contracting into their shells or worms twisting into knots while being preserved.

Using that methodology, the Panacea Picklearium will be a unique vibrant display merging art and science designed to fascinate, amaze and sometimes even frighten people with bizarre mini-monsters from the deep.

Jack Rudloe began collecting and preserving marine specimens when he was in high school, working as a technician at the old FSU Marine Laboratory on Alligator Point, Florida. Trained by museum curators in the Smithsonian, Yale, Harvard, and other institutions at age twenty, he went on the International Indian Ocean Expedition and brought back properly prepared marine fish, invertebrates and reptiles. Later, he collected and preserved deep sea aboard their research ship *Atlantis II*. His preserved sea anemones with their tentacles expanded that were displayed as works of art at the Woods Hole Oceanographic Institution.

With the personal encouragement of Pulitzer Prize winning author John Steinbeck, whose novel *Cannery Row* was based on a commercial biological collector, Mr. Rudloe went on to start Gulf Specimen Marine Lab. Over the next fifty years it became a landmark artistic marine environmental education center and aquarium.

Jack Rudloe grew up in the art world. His father, Joseph Rugolo, painted the “Mural of Sports” for the Works Project Administration in the 1930s. It remains a part of the permanent collection of the Smithsonian American Art Museum. Recently his abstract WPA mural “Rediscovery and Restoration” that had been painted over at the Goldwater Memorial Hospital in New York was fully restored. Because of the Rugolo family’s Sicilian mafia connection, his wife changed the family name to Rudloe.

Jack Rudloe became a different kind of artist, influenced by the renowned Salvadore LoBianco, the premiere curator of the Naples Zoological Station in Italy. Over time the demand for preserved specimens declined, with the advance of aquariums techniques and improved transportation that could put living creatures into the classroom or laboratory overnight. GSML gained an international reputation for shipping live marine animals but has never forgotten its roots. The Panacea Picklearium will bring the dead back to life in the imaginations of the viewers. His unique Tank-a-Rama will display fish suspended in lit aquariums within the darkened room, filled with formalin, and made to look as they are eating one another.

Light boxes of photographs and videos will present the creatures in their natural habitats. Next to the specimens will be NOAA’s deep-sea footage of bioluminescent cigar sharks, giant isopods, chimaeras, hagfish, and many other animals, all with QR codes so visitors can find out more about them. Within darkness, the sounds of the sea enhance their senses, waves washing up on the beach and the call of sea gulls will create a new respite away from the aquarium’s bustle.

11.1 Project 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.

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1. Inspire people of all ages to take care of the environment and show appreciation to the livelihood of the marine food chain and how it relates back to the community.
 2. Creating a sense of wonder by teaching students about the art, anatomy, ecology, and historical preservation of animals.
 3. To provide residents and visitors with increased opportunities to view deep sea species in an artistic form.
 4. Turn the small fishing community of Panacea into an ecotourism destination, foster an appreciation for nature and instill a desire to protect it from development and pollution.

11.2 Project 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"

1. Members, volunteers, and the general public will view the new Picklearium exhibition on opening day with a speech given by GSML founder, Jack Rudloe and will continue to come back and visit the exhibit with general admission.
2. At least 20,000 students will view the Picklearium on a guided educational tours
3. At least 25,000 residents and tourists will tour the Picklearium on a yearly basis.
4. We will design and lay the groundwork for an expanded exhibit in a larger space that will be known as the Noah's Ark Picklearium.

11.3 Project 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.

1. Communicate with local art teachers to encourage students to attend the exhibit.
2. Schedule artist commentaries and news articles to promote the exhibit.
3. Continue to work local teachers to inspire students about conservation through guided field trips of the Picklearium.

Jack Rudloe had a vision that the only way to stop the destruction of the wild treasures that drew visitors to Florida was through education. The nonprofit Gulf Specimen Marine Lab, with its buildings filled with touch tanks, is all about showcasing life and sharing science. The Panacea Picklearium is part of a long range expansion program designed to blend sciences, art and ecotourism, bolster the sagging local economy and create an environmental awareness.

GSML displays artwork, some made by famous artists, others by talented students and individuals. Rudloe has influenced many young artists over the years. Florida's renowned artist Christopher Still, whose paintings hang in the Florida House of Representatives and the Governor's office, attributes part of his success to the attention Rudloe gave him by dissecting a sea squirt when he visited the lab with his father age eleven. During the 2010 Deep Water Horizon oil spill, Mr. Still contributed twelve full size prints which remain on display.

Prints from the archives of the Walter Anderson Museum of Art in Ocean Springs, Mississippi are housed in GSML's teaching pavilion showing a wide array of sea life in vibrant watercolor prints. Several original pieces are also in the collection. The Anderson family graciously permitted Jack Rudloe to use Walter Anderson's vibrant watercolors to illustrate his book, *The Living Dock at Panacea*.

For the past five years Gulf Specimen has worked closely with National Geographic's renowned

photographer Joel Sartore, hosting him and providing over 250 marine invertebrates and fish for inclusion in his PhotoArk project. Mr. Sartore has created a new art form by photographing creatures from all over the world on black or white backgrounds, showing their fantastic forms and bringing out their personalities. In his recent book, *PhotoArk, one man's quest to save the world's species*, he recognized GSML as a world class facility. Plans are to project all of his Panacea images flowing across the walls and ceilings of the Picklearium building, creating a total immersion of sea life unlike any other.

In 2010 Mr. Rudloe was a major collaborator with the artist Brandon Ballengée in his famous oil spill exhibit, *Collapse*, with over 26,000 preserved specimens stacked to create an enormous pyramid. He listed Rudloe as one of the artists on the project which has been featured in museums around the country. They also collaborated on two other interdisciplinary art and science projects showing the devastation of marine life caused by the Deep Water Horizon oil spill.

Literature and creative writing play a large part in the origins of Gulf Specimen Marine Lab. Rudloe's second book, *The Erotic Ocean, A handbook for Beach Combers* published in 1971 by World Publishing became a classic in zoology classes and was the main selection of the Natural Science Book Club. Most of Jack and Anne Rudloe's twelve books have been published in multiple editions, some in foreign publications.

They promoted Panacea through their books and articles in *National Geographic*, *Smithsonian* and *Sports Illustrated*, appearances on the NBC Today Show, Good Morning America, Fox News, PBS, and the BBC World News, reaching millions. Numerous well known authors such as Peter Matthiessen, Randy Wayne White, James Dickey, Jimmy Buffett and EO Wilson have provided jacket quotes for their books. Winston Groom, author of *Forrest Gump*, wrote the forward to their last book, *Shrimp, The Endless Quest for Pink Gold*. The Rudloes also published 16 peer reviewed publications in scientific journals.

Their efforts have received recognition in the *Wall Street Journal*, the *New York Times*, *National Geographic*, *Audubon*, and *Smithsonian* Magazines. GSML was the recipient of the 50th Annual Chevron Texaco Conservation Award, the EPA's Gulf Guardian Award, and the 2014 National Environmental Law Institute's Wetland's Award for Conservation and Outreach.

Blending living and preserved marine life with photography, art and literature, the Panacea Picklearium at Gulf Specimen Marine Lab and Aquarium will renew the public's appreciation of the wide variety of marine life, and it's value to their everyday lives.

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.

Although GSML has been a standalone organization from its conception, it has developed several cooperative relationships with local, regional, and national scientific and educational institutes that have utilized its services for decades. It works closely with tourist development councils and the Wakulla Chamber of Commerce as well as other regional tourist development organizations by making its facility and SeaMobile available for tours. Many regional schools from North Florida, South Georgia and Alabama bring students on field trips.

Our specific collaborators on this project centers around two men, famous artist Brandon Balangee

and National Geographic's Joel Sartore. In 2014 Balangee created a unique display of marine life that was impacted by the Deep Water Horizon disaster called "Collapse". Using lighting, he arranged the eighty jars in a "pyramid of light" along with a spectacular array of photographs that went far beyond the traditional museum display. He credited Jack Rudloe as being one of the artists for providing hundreds of species and technical advice for the exhibit. His exhibit was displayed by the Feldman Art Gallery in Manhattan, extolled in the New York Times and was on display at the FSU Museum of Art. Joel Sartore of National Geographic has photographed more than 250 species at GSML for his PhotoArk books. His pictures and videos will be housed in the Picklearium creating an artistic affect to the preserved animals.

We will be commissioning artwork from artists to represent the pickled specimens on displays as alive and in their environment. The artwork would be used to educate the viewer about the species in a colorful way that would add contrast the monochromatic specimen.

Dr. Allen Collins of the Smithsonian Museum will help us develop methodologies of preserving specimens for display and maintaining DNA samples. In addition Dr. Janie Wulff, noted marine biologist at FSU will consult on mixing art and science. Dr. Luigia Santilla of the Stazione Zoologica Anton Dohrn in Naples, Italy is providing information on Salvatore LoBianco historic methods of preserving specimens in a natural condition. Rudloe learned much of his methodology using his papers and manuals on preserving marine animals.

There are attached letters of support from Dr. Janie Wulff, Dr. Allen Collins, Joel Sartore, Dr. Luigia Santilla, and Brandon Balangee.

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?

After installation of the new exhibit, visitors will be asked in our online guestbook about their thoughts on the exhibit and educational aspect of it. This online guestbook is where we receive a lot of information about our facility and where visitors share their experiences while exploring the touch tanks and viewing the aquarium. The Picklearium will also be incorporated into our educational school field trips so all age groups will be involved in viewing the art and learning. Teachers will be interviewed afterwards asking for their feedback to see which aspect of the Picklearium they found most interesting, educational, and how they would like to see the exhibit grow in the future. This would also be an area where we can place interns and volunteers throughout the day to educate and get reactions of self-guided guests that visit daily. All comments will be kept and evaluated after one year.

This program evaluation will be used to inform future programming. The Picklearium is a prototype for a much larger exhibit that we plan on creating. With the comments and feedback that we get, we will adjust the plans for our large scale project. This will help us in decisions such as what preserved specimens are on display, the creation of new education content with use of the QR codes, and what people want to see more of.

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

Established in 1963, Gulf Specimen Marine Laboratory is an independent, nonprofit 501(c)3 organization that provides marine life to schools and research laboratories. We also study endangered species and conduct research in mariculture, farming the edge of the sea. Today we are an integral part of numerous research programs all over the United States, Canada, and Europe.

Existing facilities: GSML has over three acres of land with aquarium buildings, gardens, tanks for specimen inventory, education, and training buildings. There is also a 324 foot fixed dock with floating stalls, a powered lift net, and numerous fouling plaques used to grow specimens for sale and aquarium foods. The property contains a popular gift shop, bathrooms, teaching pavilion, storage facilities, and guest quarters. We have nature trails on the property as well as private inholdings within the St. Mark Wildlife Refuge including freshwater ecosystem and habitat on 23 acres on Otter Creek and Alligator Lake. GSML also has a 2 acre live rock lease off Alligator Point.

Public displays: GSML has 8 large open fiberglass and concrete tanks, 13 medium open fiberglass tanks, 28 glass viewing tanks, and 13 touch tanks which adds up to a total of 55,719 gallons of water held. In the back there is a greenhouse which is used to culture phytoplankton and brine shrimp for food. There is a sea turtle hospital on display which guests can see staff efforts in the rescue, rehab, and release program. Throughout the facility there is artwork, graphics, signage, models of animals, educational videos, and audio network. GSML has a 20-foot SeaMobile traveling touch tank display system which acts as an interactive teaching kiosk. There are multiple TV screens with educational videos and microscopes.

Artwork: GSML has 9 prints of Christopher Still's paintings that are displayed and we may use additional materials in the Picklearium display. GSML is one of the few places he allows his work to be displayed. We also have original artwork from John Steinbeck's Log of the Sea of Cortez and possible correspondence displayed are included. The family of Walter Inglis Anderson has allowed prints to be on display. As well as paintings from Jack Rudloe's father, Joseph Rugolo. There is also an archive of National Geographic's famous Joel Sartore photographs and 1,000+Ectachrome slides by Anne and Jack Rudloe which date back to 1966 providing photos of marine life and habitats. Many volunteers and interns have highlighted their artistic abilities with murals around the facility.

Live animals: Our exhibits are never the same twice. The marine biological supply operation that supports the laboratory provides a constant flow of animals coming through the lab. A wide variety of invertebrates, fishes and algae are routinely collected and shipped to schools and research laboratories, hence no aquarium or standard marine laboratory with static exhibits can compete with it. At any given time, between one and two hundred species are present. See GSML catalog of marine species.

Life Support Systems: There are 2 water holding sump tanks which each contain 5,000 gallons of water. The sumps are powered by pumps, blowers, sand filters, protein skimmers, biological filters, heat exchangers, water chillers, ultraviolet and ozone sterilization to ensure water is as clean as possible for the animals. There are also 3 elevated seawater storage tanks each holding 4500 gallons of

water used for system water changes and water holding for storms and hurricanes.

Vessels and vehicles: It's fleet consists of 4 outboard powered vessels used in aquaculture and specimen collection, 10 kayaks, 3 trucks, and a sea turtle ambulance van.

Conservation and care: We have trained animal staff professionals which take care of all aspects of animal care. This includes proper nutrition, ensuring standard levels of water quality, cleaning exhibits, and maintenance on filtration systems. We have six separate state of the art animal quarantine tanks to prevent disease transmission from wild collection. This is also an area that we hold our sea turtle rehabilitation patients. All of our animals that are wild caught are taken from sustainable populations with proper state and federal permits. All of our inanimate collections such as signs, graphics, and artwork are properly maintained and cleaned to ensure a longer usage.

Registration methods: In 1980, GSML became a not for profit organization obtaining IRS 501(c)(3) status. It maintains permits and licenses from the FWC, Department of Agriculture, and National Marine Fisheries.

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?

5

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

365

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

13,000

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

20,000

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

6,000

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?

4

19.2 Number of Florida artists directly involved?

3

Total number of individuals who will be engaged?

39004

20. How many individuals will benefit through media?

41,058

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.

GSML resides in Panacea, FL which is part of Wakulla County. The population of Wakulla County is estimated around 33,739 people.

- Children (under the age of 18) make up 25.9% of the population.
- Adults (ages 18-64) make up 58.2% of the population.
- Seniors (ages 65 and older) make up 15.9% of the population.
- Of the population, 45.9% are female and 51.4% are male.
- The projected annual growth rate is 1.43%.
- An average of 12% of the county is in poverty.
- The average household income is \$54,078.

The total target area for the project comprises four counties including Wakulla, Leon, Gulf and Franklin Counties. The area’s population increases annually at 0.08%, adding 15,047 persons over the five-year period. Of the population, children and adolescents represent the target audience for the Picklelarium, though visitors often include parents, teachers, and adults who have interest in marine life. Children aged 5 to 14 years of age represent the largest group at 37,044, and those aged 15 to 17 years of age

represent 13,218. Sufficient numbers of persons exist now and into the future to support the Pickelarium. The increased interest in marine sciences continues to grow, and conservation efforts expose children to the role oceans play in the environment.

Panacea was a major destination that drew from all over the country, however the thriving economy declined from the South Florida's warmer climate drawing its tourist trade. The hurricane of 1928 and the Great Depression finished it off. The hotels and lodges burned down, or sank into disrepair, and Panacea returned to commercial fishing. Then came the 1995 net ban followed by the collapse of the blue crab industry due to overfishing and regulations, which caused many fishers to go to jail for growing, using, and selling drugs. Alcoholism and drug use remains a problem. In spite the efforts of Panacea Waterfronts Florida to boost the local economy, more than half the businesses in Panacea are closed down or struggling.

There are about a hundred jobs in the community, hence GSML's future expansion program requested from multiple grant agencies, adding an estimated 20 employees would significantly boost the economy. Florida State University's Center for Economic Forecasting an Analysis report, "*An Economic Impact Analysis of the Proposed Gulf Specimen Marine Lab's Ecotourism and Aquaculture Project*" supports the expansion of the facility and it could substantially increase the local economy.

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.

Giving people an appreciation for the diversity of life in the sea and a desire to protect it is Gulf Specimen's primary mission. We do so by using our touch tanks, graphic exhibits and conducting field trips to provide a unique "hands-on" experience enabling students to touch, smell, and hear the odd and interesting creatures of the Gulf of Mexico, and develop an awareness and desire to protect the fragile life in the sea. To help maintain this facility, we supply schools and research laboratories with a wide variety of living marine life from the Gulf of Mexico. That service is essential to researchers all over the United States in many different fields of science, hence we have won state, national and international awards for our efforts. Over the past ten years GSML has received grants from multiple organizations. Among them are the National Save the Sea Turtle Foundation, the Sea Turtle Conservancy, Duke Energy Foundation, Jenny Albert Foundation, Florida Fish and Wildlife Conservation Commission, National Fish and Wildlife Foundation and The Capital City Bank Foundation, and anonymous donors. Most recently it received a \$485k grant from Volunteer Florida to build the Anne Rudloe Memorial Marine Science Center classroom to continue the mission of conservation and education.

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.

Wakulla

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.

- Alachua
- Baker
- Bay
- Bradford
- Brevard
- Broward
- Calhoun
- Citrus
- Dixie
- Duval
- Escambia
- Franklin
- Gadsden
- Gulf
- Hamilton
- Hardee
- Lee
- Leon
- Levy
- Liberty
- Madison
- Manatee
- Marion
- Orange
- Sarasota
- Seminole
- Wakulla
- Walton
- Washington

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.

The majority of GSML programming is done in person through the public aquarium, educational programs, and outreach events. COVID-19 required a more virtual approach to make marine education accessible to all. We started a Facebook live series with different weekly posts. Examples included sea turtle releases, Q&A with National Geographic photographer Joel Sartore, 57 years of diversity at Gulf Specimen, how to become a marine biologist and animal biology videos. All of GSML live Facebook videos were saved to our page so people can continue watching them. Our volunteer and education coordinator has done several virtual programs about sea life at the senior center in Tallahassee and to

volunteers and members of the lab free of charge. Virtual lectures are scheduled every six months for members and volunteers. During the pandemic we also did a few zoom field trips where we took classes on a “virtual tour” of the aquarium. Currently all virtual programming is free of charge. There are multiple links to examples of our Facebook live series in the attachments.

We plan on expanding the use of virtual programming when the Anne Rudloe Memorial Marine Science Center Classroom is built and running. GSML has plans to hold a lecture series which will bring in marine biologists, animal professional, and educators who will give talks. Once this program is in place, videos of all lectures will be provided on an online platform for people who could not attend in person. GSML hopes to do the same set up for the Panacea Picklearium, filming videos of Jack Rudloe and staff talking about topics such as how preservation of marine specimens is done, marine biology of deep sea creatures, and conservation and awareness. These videos will be published to all of our social media accounts as well as YouTube.

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.

GSML's Executive Director, Cypress Rudloe, is a board member of Wakulla County's Tourist Development board and has worked with local businesses to expand the local economy. Although its attendance and membership is growing, GSML still remains a secret, and many people have never visited it. We have developed a master plan with the former vice president of Ripley's Aquarium. The proposed expansion would incorporate a marketing program that would expand distribution of brochures to hotels, purchase billboards, and establish cooperative associations with attractions and visitor centers around the state.

Over the next five years we plan to build a major scientific attraction called the “Noah's Ark Panacea Picklearium” designed to draw thousands of visitors to our rural fishing village and boost the local economy. Based on the biblical story of Noah, building an Ark to save the animals from the great flood. A highly successful religious exhibit was built in Williamstown Kentucky in the shape of the colossal wooden boat that draws a million visitors a year. The concept of building a more scientific Ark came about during the 2010 Deep Water Horizon oil spill which threatened to destroy marine life along the panhandle coast, the livelihood of fishermen and the entire coastal economy. Dozens of volunteers worked day and night, in the broiling heat, to build closed loop sea water system before the oil arrived. Someone compared our efforts to Noah building the Ark to save the animals and instantly the idea caught fire. People from all walks of life wanted to believe that somehow GSML could release the creatures it saved and release them to repopulate the empty depleted seas.

Repudiating the belief did no good, the idea was scientifically unsound, it would be impossible to produce enough genetic material repopulate the ocean, but idea would not go away. It became known as “Operation Noah's Ark.” A renowned professor of zoology handed us a check, people struggling dug deep into their pockets, and those who couldn't dig ditches and laid pipe in the broiling sun and biting flies.

The Panacea Picklearium that will be the foundation of the future Noah's Ark exhibit. It will combine science, technology, and art. Working with the Smithsonian Institution it will provide specimens and

tissue samples that will preserve their DNA so that life may one day be reconstituted if the environmental degradation from climate changes and pollution pushes species to extinction. The Panacea Picklearium maintains the theme and will hold lectures on global warming, rising sea level and the loss of endangered species will be included in scheduled tours. Graphics and a wall mounted television will tell the story of the embalmed creatures and the need to protect their world. The prototype will be installed in an existing building that once housed preserved collections.

People will come to our new exhibit to learn and its main goal is to inspire people to make a change for the future of our environment. This will benefit the community greatly by showing them the importance of saving the ocean and the species within it. The economy of Wakulla County and many of the surrounding areas rely on fisheries. Oysters, crabs, and fishing attracts a lot of money to our area. Having the knowledge of improving environmental standards will further increase these fisheries. Many tourists and locals routinely visit the aquarium every year supporting the local economy. It provides an understanding to people about where they live and what role they can play in environmental protection.

28. Marketing and Promotion

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

Billboards

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- 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?

GSML has actively grown its social media appearance from 0 followers to 41,058 followers in the past ten years. The lab has platforms on Instagram, Facebook, and YouTube. Social media is an outlet that has been used as a primary marketing and outreach system throughout the years. Special events, daily hours, educational content, animal feedings, and much more are presented on the platforms on a daily basis. Through social media, GSML can reach people all over the world spreading the message of conservation and enticing people to come visit the aquarium.

Billboards are put up all through Wakulla County and are used to direct traffic to the lab. Brochures and educational pamphlets are distributed on a 70 mile radius throughout the surrounding areas such as Tallahassee, Crawfordville, St. George Island, Apalachicola, Port St. Joe, and Cape San Blas. The brochures are taken to areas with high tourist attraction such as hotels, restaurants, visitor centers, local shops, and state parks. The brochures bring in many tourists to the lab that are

vacationing in the coastal towns that would not otherwise come to Panacea, FL.

GSML has multiple membership deals and has created a membership database of nearly 900 members. This membership base continues to grow throughout the years. We created membership “perks” to attract people to come back such as gift shop discounts, special membership events, and monthly newsletters. All memberships are promoted through social media, in the gift shop and on brochures.

The lab utilizes a program called Constant Contact to send mass email notifications. This program targets different groups for promotion of the lab and sales. Anytime a guest signs the guestbook or buys a membership, they are put into this email chain. Special events at the lab and newsletter are sent out monthly updating customers on new exhibits, highlighting special volunteers, and aquarium activities. Constant Contact is also used for specimen sales with colleges, universities, and aquariums. Specimen of the week deals are sent out to all of the buyers as well as an updated price and availability list. We have noted more specimen sales through this program and it also makes it easier for the buyer. GSML reaches out to nearly 250 schools in the surrounding counties and boarding states updating them on field trip offerings and SeaMobile bookings. By contacting and engaging with people, GSML has increased sales, fieldtrips, and marketing.

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.

To accommodate the growing number of people visiting the lab each year, GSML is in the process of building a brand new parking lot next door to the facility which will have multiple labeled handicap parking spaces. There is a wheelchair ramp to enter and exit the facility. The aquarium is all one level making the facility wheelchair accessible. There are benches and picnic tables scattered around the facility for resting with covered areas. With part of the grant funding, we plan on building a handicap accessible ramp into the pickle building which will hold the Panacea Picklearium exhibit. Once all improvements have been made to the facility, we will reprint our aquarium maps with the proper accessibility symbols.

The aquarium has a large amount of signage by the tanks and exhibits giving information and pictures. In addition to the visual signs, GSML has red buttons scattered throughout the aquarium giving visitors an opportunity to hear the information rather than read it. There are numerous televisions that are played on a loop giving information about the aquarium, its roots, research projects, and aquarium specimens. Multiple volunteers are scattered around the aquarium on a daily basis. This gives the guests opportunities to ask them questions and they are constantly showing people around and adapting to the needs of each group.

We also adapt to school field trip tours based on needs. We do special tours for school groups that are special education based, hearing impaired, and visually impaired to make our programming accessible to them. We have been told by parents on the field trip that after they experience a visit, their child's interest and concentration has increased substantially and consider their visit to be therapeutic. A visit to GSML is always filled with excitement and adventure. Each new tank is an experience that is so enthralling that children don't want to leave.

The new exhibit will have a mix of both verbal and visual education. Signs will be around the exhibit. Each specimen will have a unique QR code which will link them to more information about the specific specimen on the internet. There will also be televisions with video and audio.

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?

Cypress Rudloe

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? 1/1/2021

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

Yes

No

33.1 If yes include here:

GSML provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. GSML complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

GSML expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, gender identity, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of GSML employees to perform their expected job duties is not tolerated.

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

GSML has always made an effort to provide programming for all. Knowing the economic status of the area, we have always had low admission rates to visit the aquarium. Once a year we provide a free field

trip tour to a deserving low income school district. We have a SeaMobile which is a 20 foot trailer with holding tanks, educational materials, and microscopes which we take to festivals, fundraising events, and schools throughout the year. The SeaMobile is a valuable tool because schools who cannot travel based on financial restrictions or location can still learn through GSML taking their animals to them. We have partnered with the local Wakulla Marine Science 4H group to provide free education and programming. They visit the lab once a month and do tours, educational talks, animal feedings, and games with our Volunteer and Education Coordinator, Leslie Breland. We have also partnered with the Florida Marine Education Association so they can further teach their students about the ocean and marine life. This is part of an effort to reach out to teachers and do workshops for them.

Because of our success, GSML received numerous awards over the years which align with the goals of Center of Excellence. It has helped disadvantaged youth and received the Governor's Community Investment Award from Governor Jeb Bush and the Department of Juvenile Justice for the at risk youth program. We have received the U.S. Environmental Protection Agency's Gulf Guardian Award for our marine educational program, along with the Chevron Texaco's 50th Annual Conservation award, and won the Environmental Law Institute's Wetland's Award for outreach and education.

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

Staff and board: Our staff is made up of 6 employees. Of the 6 employees, 50% are male and 50% are female. Ranging in age from early twenties to late seventies. All of the staff has a diverse background which makes them thrive in their individual positions and collaborate in teams. The board is made up of 5 male members at present, but two additional female members will be added in the near future.

Volunteers and interns: We have a very diverse set of volunteers and interns with different backgrounds and skills. During 2020-2021 thirty seven skills-based volunteers have been newly engaged in our volunteer program. Fifteen of those are core volunteers. Fourteen of those volunteers were 19 or younger. Fourteen of the skill-based volunteers are or were degree seeking students. Of those approximately five have completed their studies. We have also utilized 14 high school students seeking bright futures scholarships. Six of our volunteer staff are baby boomers, born between 1946 and 1964 and they are among the most reliable core volunteers. Our college intern volunteers are skills-based science students usually majoring in Environmental Science, Environmental Policy, or Biology. We also initiated a summer high school internship that engaged 9 students. Currently our plan is to accept three high school interns this summer. Of the forty-five intern or core volunteers 82% are female and 18% male. They range in age from 16 to 78. Almost all of them reside in Wakulla, Leon, or Franklin counties. Our intern volunteers often represent ethnic and religious points of view not widely represented in the local communities; thus, broadening the lab's world view and a global recognition of the oceans' importance. In the past Indian, Asian, African American, African, Jewish, Hindu, and Buddhist interns have taken part in our intern volunteer programs. While most of our interns are from FSU, we have had interns from Florida A&M, University of Florida, University of South Florida, Valdosta State University, Atlantic International University, Thomasville College, and others. We have successfully placed volunteers and interns in jobs within government, industry, and academia because of the intensive marine biology program hands-on training they attained while working at the lab and learning skills in aquaculture techniques, aquarium maintenance, and how to collect and ship live specimens. They also gain communication and hospitality skills while leading tour groups.

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.

Gulf Specimen Marine Laboratories, Inc. has been in continuous operation since 1967. Over the past 54 years, we have raised millions of dollars through operations, memberships, specimen sales, aquarium admissions, field trips, grants, and fundraising to accomplish our mission. We assess our fiscal sustainability in terms of financial position, fiscal capacity, and service capacity.

GSML's financial position includes the assets, liabilities, and net assets as reported on the balance sheet. Compared to 2019, GSML's 2020 assets increased by 63.4% largely due to increased cash reserves. During the 1st quarter of 2021, total assets have increased 67.1% over the 2nd quarter of 2020. Compared to 2019, GSML's liabilities increased 359.3% due to the acceptance of a \$217,995 of Covid-19 related SBA loans, of which \$58,095 has been forgiven. As of the 1st quarter of 2021, current liabilities total \$57,868.56 compared to \$70,695.30 for the 1st quarter of 2020, a decrease of \$12,826.74 or 18.14%. Increases in cash reserves and decreases in liabilities demonstrate an improving financial position.

Gulf Specimen's fiscal capacity is measured in terms of its ability to meet its financial obligations as they come due on an ongoing basis. In 2019, net income before depreciation was \$85,788.43. At the end of 2020, net income before depreciation was \$321,869.32, an increase of \$236,080.89. GSML maintains adequate cash reserves to cover liabilities. At the end of the 1st quarter of 2021, GSML's current ratio (current assets / current liabilities) was 3.14. A current ratio of 1.5 to 2 is considered to be healthy. During 2020, Covid-19 decreased GSML's service capacity by limiting the number of field trips, aquarium visits, and SeaMobile bookings. These restrictions have been lifted and GSML has begun to book the SeaMobile and provide field trip experiences once again. Aquarium admissions have increased from 3,098 to 5,442 in the 1st quarter of 2021 compared to the 1st quarter of 2020, an increase of 2,344 (75.66%) admissions. GSML expects the trend to continue as more people move to our area.

After the close of the grant period, GSML will sustain the proposed activities through aquarium admissions, fieldtrip bookings, and general operations. The grant money would be beneficial for the creation and fabrication of the new exhibit but would not be needed to continue general programming.

37. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2020

38. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$114,408	\$131,688	\$132,000

2.	Personnel: Programmatic	\$105,679	\$107,956	\$110,000
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$19,442	\$28,079	\$20,000
5.	Outside Fees and Services: Other	\$16,272	\$18,811	\$20,000
6.	Space Rental, Rent or Mortgage	\$12,000	\$12,000	\$12,000
7.	Travel	\$578	\$703	\$650
8.	Marketing	\$13,523	\$25,666	\$20,000
9.	Remaining Operating Expenses	\$375,305	\$476,796	\$480,000
A.	Total Cash Expenses	\$657,207	\$801,699	\$794,650
B.	In-kind Contributions			
C.	Total Operating Expenses	\$657,207	\$801,699	\$794,650
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$152,256	\$159,136	\$165,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$348,657	\$515,789	\$520,000
13.	Private Support: Corporate			
14.	Private Support: Foundation			
15.	Private Support: Other	\$218,636	\$52,175	\$50,000
16.	Government Support: Federal	\$97,672	\$88,867	\$125,000

17. Government Support: State/Regional	\$161,856	\$277,124	\$225,000
18. Government Support: Local/County			
19. Applicant Cash			
D. Total Cash Income	\$979,077	\$1,093,091	\$1,085,000
B. In-kind Contributions			
E. Total Operating Income	\$979,077	\$1,093,091	\$1,085,000

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."

GSML has taken a financial hit from COVID-19. We unfortunately had to close our doors for two months per state guidelines and we were open with very limited capacity after that. This has affected admission and gift shop sales. Many universities and schools changed their policies and the majority of our guided field trips were canceled for 2020. Marine specimen orders for 2020 from universities were cut nearly 80% due to the lack of in-person labs. The projection for 2021 is increasing in SeaMobile bookings, aquarium admissions, giftshop sales, specimen sales, and field trips.

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	Project Director Salary (100hr at \$20)	\$0	\$0	\$2,000	\$2,000
Totals:		\$0	\$0	\$2,000	\$2,000

44.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Staff time to be used for all aspects of exhibit preparation and construction (100hr at \$20)	\$0	\$0	\$2,000	\$2,000
Totals:		\$0	\$0	\$5,012	\$5,012

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Volunteer time to be used for all aspects of exhibit preparation and construction (150hr at \$20.08)	\$0	\$0	\$3,012	\$3,012
Totals:		\$0	\$0	\$5,012	\$5,012

44.3

44.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Use of existing preservation jars, containers, aquariums, tables, and shelves	\$0	\$0	\$2,000	\$2,000
2	Existing specimens and collections (old preserved animals, shells, bones, dried sponge, etc.)	\$0	\$0	\$1,500	\$1,500
3	50+ donated wildlife photos by National Geographic photographer Joel Sartore	\$0	\$0	\$8,250	\$8,250
4	Preservation fluids (alcohol and formaldehyde)	\$1,000	\$0	\$0	\$1,000
5	New shelves and storage	\$4,000	\$0	\$0	\$4,000
6	New jars and specialty containers	\$2,000	\$0	\$0	\$2,000
7	Specialty lighting	\$3,500	\$0	\$0	\$3,500
8	Laboratory fume hood and installation	\$5,500	\$0	\$0	\$5,500
9	Signage and graphics	\$3,000	\$0	\$0	\$3,000
10	Purchasing specimens for preservation	\$1,000	\$0	\$0	\$1,000
Totals:		\$20,000	\$0	\$11,750	\$31,750

44.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Prepping exhibit space: New paint and flooring over already existing structures	\$5,000	\$0	\$0	\$5,000
Totals:		\$5,000	\$0	\$0	\$5,000

44.6

44.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Collection of new specimens for preservation (3 total boat trips covering getting to location, gas, and staff time)	\$0	\$4,500	\$4,500
Totals:		\$0	\$4,500	\$4,500

44.8

44.9

Amount of Grant Funding Requested: \$25,000

Cash Match:

In-Kind Match: \$23,262

Match Amount: \$23,262

Total Project Cost: \$48,262

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

45.10

Total Project Income: \$48,262

45.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	52%
B.	Cash Match	\$0	\$0	0%
	Total Cash	\$25,000	\$25,000	52%
C.	In-Kind	\$23,262	\$23,262	48%
	Total Proposal Budget	\$48,262	\$48,262	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.

In-Kind Match:

GSML has 50+ local wildlife photos donated by National Geographic photographer, Joel Sartore from his world renowned PhotoArk collection. These photos will be used throughout the Panacea Picklearium showing the preserved specimen in their natural habitat. They are valued at \$165.00 per photo, totaling a match of \$8,250.00.

New specimens will need to be obtained and collected for the exhibit to preserve. This is estimated to take a total of three boat trips estimated around \$1,500.00 each. The cost will cover getting to location, gas, staff time, and boat usage totaling a match of \$4,500.00.

GSML has a collection of preservation jars, containers, aquariums, tables, and shelves that can be used for the exhibit. More will have to be acquired for the grant with funding, but the stock collection will be used as fit valuing a total match of \$2,000.00.

Existing specimens and collections will be used for the exhibit. This includes old preserved animals,

shells, bones, and dried sponges totaling a match of \$1,500.00.

Volunteer time will be used to help with preparation and installation of exhibit. Videos will need to be made for the televisions and preliminary research will be done on the organisms. This is estimated to take around 150 hours at \$20.08 per Florida's volunteer rate, totaling a match of \$3,012.00.

Staff time will be used for research, graphic and sign preparation, obtaining and preserving specimens, light construction, and installation of the exhibit. This is estimated to take around 100 hours at \$20.00 per hour, totaling a match of \$2,000.00.

A project director will be utilized to coordinate teams, budget, and timelines with responsibility for the successful completion of the exhibit. This is estimated to take around 100 hours at \$20,00 per hour, totaling a match of \$2,000.00.

Total match: \$23,262.00

Total required match: \$12,500

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)
Substitutue_w9.pdf	1206 [KB]	5/20/2021 3:16:40 PM	View file

48. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Tax Exempt.pdf	Tax Exempt/Consumer's Certificate Exempt	Document showing GSML is a 501(C)(3) and a tax exempt organization	441 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Creatures of the Deep Exhibit.pdf	Creatures of the Deep Exhibit	Document showing an example of the current Creatures of the Deep exhibit at GSML	1012 [KB]		View file
Brandon Balangee Letter of Support.pdf	Brandon Balangee Letter of Support	Letter of support from artist Brandon Balangee	114 [KB]		View file
Allen Collins Letter of Support.pdf	Allen Collins Letter of Support	Letter of support from Dr. Allen Collins of the Smithsonian Museum	86 [KB]		View file
Janie Wulff Letter of Support.pdf	Jaine Wulff Letter of Support	Letter of support from Dr. Jaine Wulff noted marine biologist at FSU	1190 [KB]		View file
Luigia Santella Letter of Support.pdf	Luigia Santella Letter of Support	Letter of support from Dr. Luigia Santilla of the Stazione Zoologica Anton Dohrn in Naples Italy	778 [KB]		View file
Joel Sartore Letter of Support.pdf	Joel Sartore Letter of Support	Letter of support from National Geographic photographer Joel Sartore	158 [KB]		View file
Gulf Specimen Marine Lab Staff .pdf	GSML Staff Descriptions	Document explaining the roles of GSML's staff	118 [KB]		View file
Relevant Articles and Videos of Support.pdf	Relevant Articles and Videos	Document showing examples of relevant articles and videos in support of the Picklearium	519 [KB]		View file
Masterplan.pdf	GSML Masterplan	Document showing the masterplan of GSML including facility changes and new exhibits for the future	20832 [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 Gulf Specimen Marine Lab 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)

Jack Rudloe

