



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1007

1. Title of Project: Holocaust Memorial Miami Beach

2. Senate Sponsor: Jason Pizzo

3. Date of Submission: 01/09/2019

4. Project/Program Description:

Strengthened and effective educational strategies, developed in alignment with the state mandate and goals for Holocaust education, enable the Holocaust Memorial to reach out to educators in South Florida and across the state, offering resources and experiential learning to all students, teachers and especially local under-served populations. The Memorial interprets the stories of survivors and the lessons learned, inspiring visitors and students of every age, faith and background, around key issues which resonate today such as intolerance, hatred, racism and anti-Semitism. Expanded funding allows the Holocaust Memorial to strengthen education and outreach, to continue current and introduce new programming for students that will further fulfill the Holocaust Memorial's mission such as: Holocaust Visual Arts Project, Student Education Experience, Documentary Streaming, Holocaust Education Week, Teacher Seminar Institute, Holocaust Community-Wide Commemorations.

5. State Agency to receive requested funds : Department of Education

State Agency Contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

Type of Funding	Amount
Operations	333,499
Fixed Capital Outlay	
Total State Funds Requested	333,499

7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	333,499	83.37%
Federal	0	0.00%
State (excluding the amount of this request)	66,501	16.63%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	400,000	100.0%

8. Has this project previously received state funding? Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19	66,501	333,499	111	No

9. Is future-year funding likely to be requested? Yes



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a. If yes, indicate non-recurring amount per year. \$333,499

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	The Project Head (Education Coordinator) is a full time position and is responsible for all the programs organized and conducted under the auspices of this funding initiative.	70,166
Other Salary and Benefits	The Program Coordinator is involved in helping organize and facilitate all of the programs which will be funded via this funding initiative.	30,000
Expense/Equipment/Travel/Supplies/Other	The programs and projects that will be implemented require travel and use of office supplies.	3,000
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	All of the programs listed require equipment rental, marketing campaigns, travel budgets, sound systems rental, and office supplies. The visual arts project entails camera equipment and lights rental.	125,333
Consultants/Contracted Services/Study	The Teacher Education Seminars, Holocaust Education Week and Holocaust Community projects require the hiring of Holocaust scholars, guest speakers and specialists to best present the new, innovative programming that will be created.	105,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		333,499

11. Program Performance:

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

Providing free quality and innovative programming to students, teachers and the public regarding the Holocaust, combating intolerance, racism and bigotry. Educating hundreds of teachers per year with fulfilling the Florida State mandate to teach the Holocaust. Public school teachers have on average 150 students each enabling the Memorial to reach tens of thousands of students each school year. Year round programming on a daily basis including tours for the public led by trained docents, Holocaust Education Week, Teen-Survivor Program, Student Education Initiative and the Memorial's additional programming. The visual arts program



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reaches into schools, teaching students citizenship and practical skills in implementing this visual oral history project.

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

Holocaust Visual Arts Project - Engage more than 150 middle and high school students in creating documentaries of Holocaust survivors which will be used as a Holocaust teaching tool, offered to all Florida school districts. Student Education Experience - Bringing more than 200 school groups to visit the Memorial including 1500 students from schools with under-served student populations. Documentary Streaming Project - Contract with film distribution companies to provide to teachers the ability to stream Holocaust documentaries into their classroom. Holocaust Education Week - Programming a series of events in South Florida featuring authors, scholars, film screenings and more. Open to the community and students. Teacher Seminar Institute - Professional development seminars provide more than 300 teachers with the latest pedagogy and tools to effectively educate their students about the Holocaust. Holocaust Community-Wide Commemorations - Kristallnacht and Holocaust Memorial Day

c. What are the direct services to be provided to citizens by the appropriations project?

Educating more than 9,000 students about the Holocaust via visits to the Memorial. Providing professional development seminars for educators who teach thousands of youth, educational resources for all 67 school districts in Florida and their teachers, as well as a place where tens of thousands of citizens can come, reflect and be inspired. The Holocaust Memorial is the number one museum tourism attraction in Miami Beach.

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

The Holocaust Memorial is free and open to the public 365 days a year, hosting more than 100,000 visitors per year. In addition, more than 300 teachers per year and their students; 9,000 5th-12th graders, post-secondary and adult students who visit the Memorial annually on field trips; the more than 2,500 people who attend our programs such as our community commemorations and Holocaust Education week as well as other co-sponsored events are the target audience.

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

Thousands of students benefit each year from touring the Memorial with our experienced docents, meeting Holocaust survivors, serving as living history eye witnesses to what the survivors experienced, thereby creating youth who understand what prejudice and hatred really is, can demonstrate best practices in citizenship and be proactive against bigotry and intolerance. Hundreds of teachers benefit from our seminars bringing best practices in Holocaust education into the classroom. Thousands of citizens are able to visit the Memorial and attend our educational programs. The Holocaust Memorial educational staff will meet regularly to assess and make sure that all goals and projected outcomes are met. Surveys by teachers, the number of participants in all of our events and programs, the use of our educational materials from our website and from the online streaming library will be monitored.

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

Reassessment of deliverables. Lowering and/or withholding full or partial award amount.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the



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relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. **Name:** Sharon Horowitz
- b. **Organization:** Holocaust Memorial Committee, Inc.
- c. **E-mail Address:** shorowitz@gmjf.org
- d. **Phone Number:** (305)538-1663

14. Recipient Contact Information:

- a. **Organization:** Holocaust Memorial Committee, Inc.
- b. **County:** Miami-Dade
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** Sharon Horowitz
- e. **E-mail Address:** shorowitz@gmjf.org
- f. **Phone Number:** (305)538-1663

15. Lobbyist Contact Information

- a. **Name:** Bernie Friedman
- b. **Firm Name:** Becker & Poliakoff
- c. **E-mail Address:** bfriedman@bplegal.com
- d. **Phone Number:** (305)985-4180