



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 1753

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

4. Project/Program Description

The Memorial creates and implements innovative Holocaust programming intended to fulfill the requirements of State Holocaust education legislation including but not limited to F.S.1003.42 (g) and HB1213, for students in grades 5-20. The Memorial interprets stories of survivors and the lessons learned, inspiring visitors and students of every age, faith and background, around important key issues such as intolerance, hatred, racism and antisemitism. State 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: Student Interactive Education Experience Projects, Film Streaming Programs, Holocaust Education Week, Teacher Seminar Institutes, Holocaust Community-Wide Commemoration and Student-Survivor Leadership Program. It allows us to provide resources to educators in all 67 Florida counties to fulfill State Holocaust education requirements.

5. State Agency to receive requested funds
- State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

Type of Funding	Amount
Operations	333,499
Fixed Capital Outlay	0
Total State Funds Requested	333,499

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	333,499	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2022-2023	333,499	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2021-22	66,501	333,499	110	No

9. Is future funding likely to be requested?
- a. If yes, indicate nonrecurring amount per year.
- b. Describe the source of funding that can be used in lieu of state funding.



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The Holocaust Memorial provides state-mandated educational opportunities for all of Miami-Dade County and throughout the State. While our annual budget is \$1M per year, the vast majority of our educational programming is funded by the State. Without these funds, our reach in educating students and teachers would be severely compromised, as our other funds are designated for items such as security, maintenance, direct service to Holocaust survivors, and a handful of community programs.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

Yes

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

The Memorial received a PPP loan during the 2020-2021 fiscal year in the amount of \$57,625 in federal assistance which was used for salaries and facility maintenance.

11. 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 grant.	75,000
Other Salary and Benefits	The Program Coordinator is involved in helping organize and facilitate all of the programs which will be funded via the grant. The Program Coordinator works closely with the Project Head.	20,000
Expense/Equipment/Travel/Supplies/Other	The programs and projects that will be implemented require travel and use of office supplies.	5,000
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Implementation of the programs require the following: equipment rental, marketing campaigns, travel budgets, sound systems rental, education supplies/kits, film editing, digital agreements and support, as well as office supplies.	146,000
Consultants/Contracted Services/Study	Scholars, guest speakers and specialists are needed to effectively augment the innovative educational programming that the Holocaust Memorial builds and sustains. Temporary support personnel such as sound engineers and setup/breakdown staff are temporarily employed as well as IT support for virtual programs. Security is contracted for public events for assistance with crowd control due to the rise in antisemitism.	87,499
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		333,499

12. Program Performance

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



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We provide free and low-cost high-quality, innovative programming to students, teachers and the public about the Holocaust, combating intolerance, racism and bigotry. We educate hundreds of teachers per year, helping the State of Florida fulfill its mandate for all public schools to incorporate lessons on the Holocaust. Each public school teacher we educate in turn reaches an average of 150 students each year, enabling us to educate tens of thousands of students on an annual basis. We conduct year-round programming (both virtual and in-person) and includes but is not limited to Holocaust Education Week, Teen-Survivor Program, Student Interaction Education Initiative and Community-wide Commemorations. During COVID we pioneered (and continue to pioneer) interactive virtual Holocaust programming in public schools, and we intend to continue offering virtual Holocaust education as part of our outreach after the pandemic.

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

Activities and services include but are not limited to:
Student Interactive Experiences including virtual and in person tours utilizing an interactive mobile app; a student "Ambassadors" social justice leadership program.
A "Documentary Streaming Project," which increases accessibility for teachers and students to our virtual Holocaust library.
Holocaust Education Week, which brings a large number of events featuring Holocaust authors, scholars, films and more.
Teacher Seminar Institute, which provides professional development seminars for more than 300 teachers with the latest tools and lesson plans to bring to into the classroom.
Community-wide commemorations, including Kristallnacht and Holocaust Memorial Day.
An interactive Oral History Project for middle school students that brings together students and Holocaust Survivors.
Ongoing professional development for the Memorial's docents who give tours to students, teachers and the public.

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

The Holocaust Memorial is the No. 1 museum tourism attraction in Miami Beach and is also a place where tens of thousands of Miami-Dade citizens come every year to learn, reflect, and be inspired. We have developed extensive virtual learning experiences and material for teachers, students and the public. We educate thousands of students about the Holocaust via virtual and in-person programming. We provide professional development seminars for educators who teach tens of thousands of youth and we serve as an educational resource for all 67 school districts in Florida.

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. Pre-COVID we hosted more than 100,000 visitors per year, including more than 300 teachers and 9,000 students. Last year the Memorial provided hundreds of teachers, thousands of students and the general public with year-round virtual learning opportunities and programming. During the 2021-2022 fiscal year the Memorial is pivoting to a hybrid model of in-person and virtual programming as well as hosting school groups on-site with all health precautions in place. Educators, students, adult learners and the general public are our target audience.

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

Our success is largely measured by the number of people we reach. Tens of thousands of students benefit each year from the Memorial whether touring on site with our experienced docents, or meeting in-person or virtually with Holocaust survivors. All memorial programming gives participants a better understanding of prejudice and hatred, and empowers them to avoid biased and bigoted behaviors and in some cases take proactive measures against hate. Hundreds of teachers, who reach tens of thousands of students annually, learn from us about best practices in educating about the Holocaust. Tens of thousands of citizens and tourists also visit our Memorial every year. Additionally, we routinely send out surveys to program participants so that we can enhance and refine our programming based on their feedback.

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

We will return all appropriate funding to the State if it is determined that we did not meet our deliverables/performance measures. However in all of the years the State has generously funded our Holocaust education programming, we have always upheld our end of the contract.

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



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N/A



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14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

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

d. First Name Last Name

e. E-mail Address

f. Phone Number

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number