

Explorations V Children's Museum, Inc.

Project Title: General Program Support 2021

Grant Number: 21.c.ps.200.066

Date Submitted: Tuesday, May 21, 2019

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Arts In Education


Funding Category: Level 2

Discipline: N/A

Proposal Title: General Program Support 2021

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Explorations V Children's Museum, Inc. 
- b. **FEID:** 59-2994883
- c. **Phone number:** 863.687.3869
- d. **Principal Address:** 109 North Kentucky Avenue Lakeland, 33801-5044
- e. **Mailing Address:** 109 North Kentucky Avenue Lakeland, 33801-5044
- f. **Website:** www.explorationsv.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Polk
- j. **DUNS number:** 789349446
- k. **Fiscal Year End Date:**

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

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Kerry

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

Interdisciplinary

5. Department Name

Mrs.

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2020 - 6/30/2021? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

5. Does your organization have an arts education mission?*

- Yes (required for eligibility)
- No

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

The mission of Explorations V Children's Museum is to **provide a hands-on, fun-filled adventure in learning for children and families through cultural exhibits, educational programs and events in the arts & sciences.**

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. 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.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

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.

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

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

Explorations V Children's Museum (EVCN) will use funds to produce and present a season of cultural exhibits, educational programs, and special events from 7/1/2020-6/30/2021. During this season, EVCN will celebrate 30 years of impact and service to art education in its current location and open a new, state-of-the-art facility featuring 27,000 square feet of new exhibits in a 47,000 square foot purpose-built facility at Bonnet springs Park. This move will mark the beginning of a new series of arts education through hands-on programming and cultural partnerships. Over 700 educational programs will be performed for an anticipated 150,000 children and families.

Goals are the result of a strategic plan approved and adopted by the Board of Directors on 8/18/15, developed under the direction of Dr. Larry Ross from Florida Southern College and will complete the 5-year plan. During the 2020/21 season, a new strategic plan will be put in place to guide the next 3-5 years.

GOAL 1: EXHIBITS AND PROGRAMS – Present creative opportunities to develop critical skills through safe, accessible, diverse, hands-on, fun-filled, educational experiences.

OBJECTIVE:

- Present new and re-imagined exhibits, programs and experiences.
- Provide programming directly related to the Museum's mission and vision.

- Offer interactive and educational exhibits and programming exposing visitors to diverse and creative experiences.
- Ensure adequate staffing to provide a high-quality learning environment.

ACTIVITIES:

- Design, fabricate, and install new exhibit experiences in new facility (Quarters 1-3)
- Engage with guests through educator-directed programming in arts and science (Quarters 1-4)
- Participate in 60+ outreach events which specific emphasis in off site events during short transition period between facilities. (Quarters 1-4)
- Expand innovative programs featuring the arts of various cultures (Quarters 1-4)
- Participate in national programs: Blue Star Museums, Museums for All, Nickelodeon Worldwide Day of Play and Smithsonian Magazine Museum Day Live. (Quarters 1 - 4)

GOAL 2: MARKETING – Increase public awareness of and community engagement with, Explorations V Children's Museum.

OBJECTIVE:

- Promote the Museum as a key player in the lives of children to media, educators, businesses and leaders of the community.
- Utilize interest in new Park to capture new visitors and audiences
- Capitalize on digital marketing opportunities in line with the Museum's target demographic.
- Enhance/maintain signage and brochure racks at the I-75 Welcome Center/Hamilton County and the I-95 Welcome Center/Nassau County. (Quarters 1-4)
- Develop cross promotion with other organizations and events in Polk County and Central Florida.

ACTIVITIES:

- Increase in-county and out-of-county marketing via newsletters, promos and social media channels. (Quarters 1-4)
- Purchase air-time, run cultural event and educational program ads, update commercials as needed and update marketing materials. (Quarters 1-4)
- Secure partnerships with artists, sponsors and local businesses to present multidisciplinary exhibits, programs and special events based in the Arts and Sciences. (Quarters 1-4)
- Continue to serve on local (Mayor's Arts Council, Lakeland Downtown Development Authority), regional (Polk Arts Alliance, Cultural Arts Council), and national planning

efforts/visioning meetings/surveys (Assn. of Children's Museums) and align applicable strategic goals. (Quarters 1-4)

GOAL 3: FINANCIAL STABILITY – Establish the resources necessary to seize opportunities to serve the community in accordance with the mission statement while maintaining the ability to respond to immediate financial needs of Explorations V Children's Museum.

OBJECTIVE:

- Sustain and strengthen the Museum with diverse revenue streams.
- Efficiently utilize Museum financial and human resources.
- Enhance the Museum's ability to attract, engage and retain a high caliber staff.
- Establish and maintain relationships with community and regional partners.

ACTIVITY:

- Finalize capital campaign for the new facility and if any excess funds are available, move them to cultural investment account
- Secure grant funds/sponsors for admission, summer camp scholarships, educational and cultural programs and memberships for underserved children and families. (Quarters 1-4)
- Raise sufficient funding necessary to meet operating expenses while maintaining affordable admission, membership & program fees through grants, sponsorships and fundraisers. (Quarters 1-4)

GOAL 4: FACILITY – Present and maintain an attractive, accessible, functioning, and safe facility designed to support the dynamic needs of EVCM.

OBJECTIVE:

- Protect and preserve natural resources through sustainable, renewable and recyclable materials in the Museum's exhibits, programs and facilities.
- Maintain a facility that is accessible to all audiences.

ACTIVITY:

- Maintain current exhibit collection to a high standard through the move to the new facility. (Quarters 1, 2)
- Properly catalog and transport exhibit collection being retained to new facility (Quarter 3)

- Review new exhibits for safety, integrity, educational merit, and accessibility (Quarter 3, 4)
- Research and evaluate facility design with an emphasis on accessibility and active engagement for all audiences. Quarters 1-4.
- Review/update/maintain 504 Self Evaluation Workbook for ADA compliance. Quarters 1-4.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

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

EVCM is the only children’s museum in Polk County or Central Florida (Hardee, Orange, etc.). Continuous efforts are made to establish partnerships and collaborate with high quality organizations to most efficiently serve the community. Formal partnerships include but are not limited to:

Family Fundamentals: An internal program by United Way of Central Florida to bring high quality early learning intervention programs to a high need neighborhood. This is a physical site that hosts play groups, visitation meetings, and more. Family Fundamentals re-located to EVCM as a pilot in 2019 and will move with the Museum to Bonnet Springs Park. This partnership brings parent education and social services to arts-based sensory education to double the number of people impacted by each service.

Bonnet Springs Park: EVCM has agreed to a formal partnership with Bonnet Springs Park, an independent 501(c)3 nonprofit organization. The Park will be an almost 200-acre public facility for nature education, hiking, kayaking, and more. The site will host EVCM as its anchor institution, which means a physical move in 2021. The new facility will be twice the size of the current building and have the ability to incorporate significant outdoor learning and public art.

University of South Florida Early Steps: EVCM and Early Steps are piloting a program to provide sensory art therapy to children with an autism diagnosis prior to age five. EVCM designs 3-5 sensory art activities in small group settings and the Early Steps therapist and coordinator are on site to answer questions, refer, and otherwise support caregivers.

Florida Dance Theatre: Starting in the 2019/2020 season, Florida Dance Theatre and Explorations V have a signed partnership agreement to bring cross promotion and awareness to each audience by both arts organizations. Museum guests will regularly "meet a ballerina, children's museum's home school students will receive dance-lead lecture/demos as part of their curriculum, and in return, Museum members will have greater access through discounts to child-appropriate productions by the professional contemporary ballet company.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

EVCM will present educational programming starting July 2020 with GPS funding. Programs will be at no additional cost beyond admission and will happen daily. Programming will be developed and delivered by a team of seasoned educators with more than 50 years combined experience in informal education.

The Dreamer's gallery on the second floor will open in Fall 2020 and remain open through Spring 2021 with rotating experiential learning environments. Exhibits, interactives, and programs will change frequently in the space. Evaluation and observation will be key components.

QUARTERS 1-4

- Produce high-quality, educator and guest presented programs, 6 days a week
- Sustain partnerships and signage with I-75 and I-95 welcome centers
- Participate in outreach events
- Present innovative events that feature world cultures

Quarter 1

- Summer Camp Explorations programming
- Install Dreamers Gallery experience
- Smithsonian Museum Live Day
- Nickelodeon Worldwide Day of Play

Quarter 2

- Install and show Holiday Village as final installation of current facility
- Early American Workshop
- Current facility closes

Quarter 3

- New facility opens with 27,000 square feet of public exhibit space
- African American Heritage Celebration

Quarter 4

- Blue Star Museum program begins
- Summer Camp begins

E. Impact Page 5 of 10

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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

787

2. What is the estimated number of opportunities for public participation? *

2,113

3. How many Adults will be engaged? *

95,880

4. How many school based youth will be engaged? *

2,500

5. How many non-school based youth will be engaged? *

54,300

6. How many artists will be directly involved? *

50

Total number of individuals who will be engaged?

152730

7. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

Children/Youth (0-18 years)

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

Black/African American

White

9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

Impact numbers represent documented program participants. Admission is anticipated to go from 50,000 to 100,000 for FY20 because of the new facility and partnership with UWCF.

Polk Schools report over 50% of kindergarteners are not ready. Students lack language and self-regulation. Ten years of data supports that 80% of 4 and 5 years olds surpassed their chronological age for language because of EVCM's exhibits and child-lead discovery in art education programs.

10. 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. *State Service Organization* applicants: Select all counties that will be served by your programming.

Polk

11. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

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

EVCM directly contributes over half a million dollars to the Central Florida economy annually. We employ 9 full time and up to 12 part time employees. Americans for the Arts economic impact report for Polk County noted that the average spending of nonprofit arts and cultural event attendees is \$33.09 making the direct impact of our guests almost \$1.5M annually.

Major economic impact in the community through the new \$22M facility at Bonnet Springs Park. The Park's total economic impact for the development and construction is \$100M. Great effort is taken to hire Florida contractors and sub contracts as available and appropriate while maintaining the highest quality standard.

Highest non-white attendance ever in 2018 due to the rapidly changing face of Central Florida, the addition of creating a "Cultural Passport" series of events to celebrate the changing face of Central Florida and showcase our beautiful differences. In marketing, intentional choices are made to show images of various cultures playing the Museum intended to make all people feel welcome.

Over 700 different education and cultural programs will be presented in 2020/21. Museum education programs in the Arts and Sciences are conducted 6 days/week on-site and weekly off-site for free at Family Fundamentals, a resource site for low-income families. Arts and cultural workshops are presented to out-of-school camps, school/group field trips and to Home School programs 4 days/month. Museum financial education programs further strengthen families on the path to financial stability. While moving locations, outreach and school-site demonstrations/programs will still take place.

70 Outreach Events include Platform .5 Art Exhibition, Just Dance Fest, World of Reading and health fairs & festivals. EVCM travels to schools with hands-on education programs or exhibits-in-a-trunk, loaned free to teachers. Topics vary from Asia and Africa to Space and Sense of Wonder (disability awareness). Special Events include the Annual Children's Festival, Cinco de Mayo Fest, National Music Day, Smithsonian Day, African American Celebration and much more. Guest artists, staff and volunteers provide educational activities and performing arts programs.

TOTAL DIFFERENT PROGRAMS/EVENTS is high. A qualified education team - 1 Education Director- Founding master teacher for United Way of Central Florida + 3 teacher/coordinators - sets a different monthly theme, weekly focus and daily curricula per age group on-site & off-site,

presenting on average 9 different programs weekly. Multidisciplinary immersion programs are geared to children from birth to age 12 & their families. Designed, developed & presented weekly: Monday–Literacy/Movement; Tuesday – Curious Kids-guided hands-on learning through rotating Art, Music & Science manipulatives; Thursday – touchable tech as kids learn about technology and not likely from a screen; Friday–Creative Art.

Children and families are demonstrating measurable gains in the Art- and Science-based programs of Explorations V. **82% of Pre-K children and 78% of elementary students in Museum programs since 2008 met improvement goals by doubling their learning gains as measured by the nationally-normed Peabody Tests upon completion of Museum programs.**

12. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

EVCM has a multifaceted and diverse marketing and promotion plan. In 2018, EVCM saw the largest percentage increase in attendance year over year in the 28-year history. Part of that was due to the incredible growth the area saw over the past year but also because of the digital-heavy and geo-targeting approach EVCM took in its marketing campaigns.

Online marketing will continue to be a major part of our strategy because of how specific we are able to be in the demographic we reach, the platform's effectiveness, and its affordability. Social media paid campaigns, geo-targeted online ads, YouTube streaming ads, and Google AdWords will be part of a comprehensive digital campaign.

We will continue to partner of grassroots, community-driven promotion activities like the annual Holiday parade, large family festivals, and the downtown First Fridays. These events allow us to interact with people outside of our normal business hours and drive a reputation of community supporter.

In the 2018/19 season, the visual brand was updated to include a more modern color palate and whimsical imagery. The new facility will have its own brand so that the delineation between the two experiences starts with the visual pieces while keeping the connection that this is a growth and not a restart.

F. Management and Operating Budget Page 6 of 10

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

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.

EVCN has a healthy fiscal condition as evidenced by the most recently completed audit with no material findings. The organization has sustained itself through a diverse mix of earned and contributed income for 28 years. There is a restricted investment account that provides interest income quarterly. The total balance of the investment account is greater than the organization's debt.

The Board of Directors provides fiscal oversight of the Executive Director's budget management. An external CPA firm provides accounting duties and a separate auditing firm provides an annual audit and files the Form 990. This structure is intentional to ensure accountability with a system of checks and balances.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

EVCN evaluates its exhibits and programs in several ways. Every guest in a public program is asked to fill out a survey that tracks administrative and marketing data as well as their perceived learning outcome from the program and their interest level of the exhibits. This data is put into a database and used to inform decisions on exhibit and program changes.

Visitor data is collected at the point of sale and stored in a custom database system. This information allows us to evaluate where guests are coming from, their age, and ethnicity. Having this type of demographic information allows us to craft appropriate marketing plans and understand the community segment we are able to impact.

EVCN often evaluates work through research partnerships. Recently completed was a marketing and membership evaluation done by doctoral students at Florida Southern College.

3. Completed Fiscal Year End Date (m/d/yyyy) *

6/30/2018

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$118,642	\$101,807	\$121,022
2. Personnel: Programmatic	\$230,860	\$211,714	\$246,200
3. Personnel: Technical/Production	\$32,442	\$37,580	\$49,500
4. Outside Fees and Services: Programmatic			
5. Outside Fees and Services: Other	\$78,974	\$65,731	\$56,805
6. Space Rental, Rent or Mortgage			
7. Travel	\$1,835	\$996	\$2,000
8. Marketing	\$21,600	\$15,512	\$26,800
9. Remaining Operating Expenses	\$155,591	\$146,503	\$139,390
A. Total Cash Expenses	\$639,944	\$579,843	\$641,717
B. In-kind Contributions	\$37,500		
C. Total Operating Expenses	\$677,444	\$579,843	\$641,717
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$227,894	\$256,359	\$247,118

11. Revenue: Contracted Services			
12. Revenue: Other	\$48,481	\$45,965	\$54,300
13. Private Support: Corporate	\$139,140	\$162,317	\$656,500
14. Private Support: Foundation	\$148,328	\$101,000	\$109,500
15. Private Support: Other	\$25,448	\$33,164	\$34,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$25,015	\$5,988	
18. Government Support: Local/County	\$45,549	\$50,872	\$46,000
19. Applicant Cash			
D. Total Cash Income	\$659,855	\$655,665	\$1,147,418
B. In-kind Contributions	\$37,500		
E. Total Operating Income	\$697,355	\$655,665	\$1,147,418

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

The increase in corporate support is restricted capital pledge payments for the new facility, which are scheduled to begin in the 2020/2021 budget. The decrease in admissions is to reflect closing for two months for the move and final instillation of the exhibit collection. The increase in Other Revenue reflects the space rental payment from Family Fundamentals.

6. Paid Staff

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

7. Hours *

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

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative (REDI) Waiver *

Yes

No

2. 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.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$57,022	\$0	\$57,022
2	Director of Development	\$0	\$30,000	\$0	\$30,000
3	Business Manager	\$0	\$33,927	\$0	\$33,927
Totals:		\$0	\$120,949	\$0	\$120,949

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Director of Education & Ops	\$0	\$42,654	\$0	\$42,654
2	Senior Director, Exhibits & Facilities	\$45,600	\$0	\$0	\$45,600
3	Education, Facilitators	\$0	\$42,000	\$0	\$42,000
4	Education Coordinators	\$5,000	\$73,200	\$0	\$78,200
Totals:		\$50,600	\$197,254	\$0	\$247,854

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
5	Manager, Visitor Services	\$0	\$39,400	\$0	\$39,400
Totals:		\$50,600	\$197,254	\$0	\$247,854

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Exhibit & Facilities Assistant	\$34,500	\$0	\$0	\$34,500
2	Exhibit & Facilities Janitorial	\$0	\$15,000	\$0	\$15,000
Totals:		\$34,500	\$15,000	\$0	\$49,500

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Presenters, Artists, Contracted Educators	\$0	\$6,545	\$0	\$6,545
Totals:		\$0	\$6,545	\$0	\$6,545

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accounting, Audit, Payroll, Technology, Pest Control	\$0	\$56,805	\$0	\$56,805
Totals:		\$0	\$56,805	\$0	\$56,805

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
Totals:		\$2,000	\$0	\$2,000

#	Description	Cash Match	In-Kind Match	Total
1	Travel & Lodging	\$2,000	\$0	\$2,000
Totals:		\$2,000	\$0	\$2,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	General Advertising	\$0	\$5,000	\$0	\$5,000
2	Online Advertising	\$0	\$1,500	\$0	\$1,500
3	Print & Direct Mail	\$0	\$1,500	\$0	\$1,500
4	Media In Kind Advertising	\$0	\$0	\$125,000	\$125,000
Totals:		\$0	\$8,000	\$125,000	\$133,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program/Workshop Supplies	\$0	\$5,000	\$0	\$5,000
2	School Workshops	\$0	\$1,000	\$0	\$1,000
3	Outreach Educational Events	\$0	\$1,000	\$0	\$1,000
4	Dreamers Gallery Experience Installation	\$0	\$3,000	\$0	\$3,000
5	Insurance, web, phone, postage, exhibit cleaning supplies, equipment	\$0	\$139,400	\$0	\$139,400
Totals:		\$0	\$149,400	\$0	\$149,400

Amount of Grant Funding Requested:

\$85,100

Cash Match:

\$555,953

In-Kind Match:

\$125,000

Match Amount:

\$680,953

Total Project Cost:

\$766,053

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Admissions/Field Trips/Paid Programs	\$247,118	\$247,118
Totals:		\$0	\$247,118

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsorship & Fundraisers	\$154,335	\$154,335
Totals:		\$0	\$154,335

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
Totals:		\$0	\$109,500

#	Description	Cash Match	Total
1	GiveWell, Publix Charities, Other Private Foundations	\$109,500	\$109,500
Totals:		\$0	\$109,500

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	City/County	\$45,000	\$45,000
Totals:		\$0	\$45,000

Total Project Income:

\$766,053

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$85,100	\$85,100	11%
B.	Cash Match	\$555,953	\$555,953	73%
	Total Cash	\$641,053	\$641,053	84%
C.	In-Kind	\$125,000	\$125,000	16%
	Total Proposal Budget	\$766,053	\$766,053	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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.

Proposal funding will support essential human resources (i.e. those responsible for staging, presenting, and implementing arts and culture exhibits, educational programs, and special

public events). Proposal activities are in line with the Museum's Board approved long-range plan through 2020.

H. Accessibility Page 8 of 10

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

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.

EVCN is fully ADA compliant, with elevator access to all floors, handicap parking in front & in rear garage parking, handicap accessible restrooms, exhibits & program rooms, and wheelchair available as needed. EVCN completed Section 504 Self Evaluation workbook for the 4TH time May 2018.

Since 1994, international themes have been threaded throughout exhibits, programs, outreach and special events as well as throughout artist's murals blanketing walls, halls and stairwells. In the 2018-2019 season, a new program series, *Cultural Passport*, was added with the purpose to expose children to and celebrate the differences of food, dance, folklore, and more in several unique cultures. The *Cultural Passport* was a success and is continuing into the 2019/2020 season.

Museum exhibits are accessible to all visitors with limited reading, speech, mobility, vision and hearing. Field trips for special needs children/adults, those who particularly benefit from immersion experiences, visit regularly. **EVCN launched the “sensory inclusion” initiative in Spring 2019.** Staff attended an IMLS training in Phoenix that included adapting current children’s museums environments to be inclusive of all sensory needs. Sensory inclusive kits are available for checkout and the items are listed on the website. If a child requires a tool not in the toolbox, there is a request form and staff will accommodate as available. Additionally, EVCN is partnering with USF Early Steps to provide sensory therapy through the arts in step with their caregiver support program. The Museum regularly hosts travelling art exhibits of both Arts 4 All Florida (formerly VSA Florida) and National VSA and annually displays the artwork of children with disabilities.

The 2018 calendar year saw the highest non-white visitation in the Museum’s 28-year history. Non-English speaking visitors & non-readers are comfortable as most exhibits are self-explanatory & accompanying signage is presented in simple visual/written

format. The Museum is working to standardize signage, combining photographs for non-readers with bilingual wording to assist adults in applying exhibit offerings to their child's daily life skills as recommended by MAP 1.

EVCM is a "Museums For All" facility, providing access for families with EBT cards for \$3 admission, and 23% of admissions were FREE through the Blue Star program, Smithsonian FREE Day, etc.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

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

Eddie Kleissler

4. 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.

4.1. If yes, when was the evaluation completed?

5/1/2018

I. Attachments and Support Materials Page 9 of 10

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 DCA 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
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Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9 Form.pdf	33 [KB]	5/17/2019 11:50:20 AM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
CEO Ltr + Mission Vision FY21.pdf	Executive Director Letter + Vision + Values		1748 [KB]		View file
Annual Admissions FY 2017-18.pdf	Annual Admissions Report		55 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Annual PROGRAMMING FY 2017-18.pdf	Annual Programming Report		113 [KB]		View file
Organizational Chart and Board of Directors Listing.pdf	Organizational Chart & Board Listing		240 [KB]		View file
State Grant 2020-21 HD.mp4	Highlights Video Review		81995 [KB]		View file
2016-2020 Strategic Plan Board Approved 8-18-15 With Timing.pdf	Strategic Plan 2015-2020		143 [KB]		View file
Accessibility and State Recognition.pdf	State of Florida Recognition		1884 [KB]		View file

2.1.

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Explorations V Children's 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.

1.1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

1.2. Signature (Enter first and last name)

Kerry Falwell

