

# The Pensacola Mess Hall, Inc.

**Project Title:** General Program Support 2021

**Grant Number:** 21.c.ps.170.086

**Date Submitted:** Monday, June 24, 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:** Discipline-Based


**Funding Category:** Level 2

**Discipline:** Museum

**Proposal Title:** General Program Support 2021

## B. Contacts (Applicant Information) Page 2 of 10

### Applicant Information

- a. **Organization Name:** The Pensacola Mess Hall, Inc. 
- b. **FEID:** 45-5211853
- c. **Phone number:** 877.937.6377
- d. **Principal Address:** 116 N. Tarragona St Pensacola, 32502-4842
- e. **Mailing Address:** P.O. Box 847 Pensacola, 32591
- f. **Website:** [www.pensacolamesshall.org](http://www.pensacolamesshall.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Escambia
- j. **DUNS number:** 052201230
- k. **Fiscal Year End Date:**

### 1. Grant Contact \*

**First Name**

Megan

**Last Name**

Pratt

**Phone**

877.937.6377

**Email**

[megan.pratt@pensacolamesshall.org](mailto:megan.pratt@pensacolamesshall.org)

### 2. Additional Contact \*

**First Name**

Sarabeth

**Last Name**

Gordon

**Phone**

877.937.6377

**Email**

sarabeth.gordon@pensacolamesshall.org

**3. Authorized Official \*****First Name**

Megan

**Last Name**

Pratt

**Phone**

877.937.6377

**Email**

megan.pratt@pensacolamesshall.org

**4. National Endowment for the Arts Descriptors****4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Other Museum

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**4.3. Applicant Discipline**

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Non-Arts/Non-Humanities

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**5. Department Name**

## 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. 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. Excellence Page 4 of 10

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

To inspire curiosity, experimentation, and creative problem solving through exploration of math, engineering, science, and stuff.

## 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.

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The Pensacola MESS Hall is a science museum that embraces the learner's need to "mess around" to gain an intuitive understanding of scientific principles. Our exhibits, activities, and programs are designed to encourage learners to think scientifically rather than absorb set scientific facts. We reach learners through a variety of avenues:

- General operations for open exploration of exhibits and mess kits
- Camps and classes with facilitated instruction
- Field trips aligned with standards
- Outreach programs at schools and community events
- Volunteer opportunities for teens and adults

The Pensacola MESS Hall requests funding through GPS to enable the presentation of an entire year of interactive science experiences. These experiences will align with our goals, established in our strategic plan, as summarized below.

**Community Reach:** Engage a broad range of ages and diverse socioeconomic range through programs and partnerships

**Facility:** Ensure that exhibits are engaging and incorporate breadth of topics

**Financial stability:** Pursue funding through earned revenue and fundraising to provide quality programming.

## **Objectives to achieve goals:**

### ***Community reach:***

Provide programming targeting range of ages

- Preschool programming
  - Monthly facilitated programs (Questioning Corner)
  - Regularly scheduled Questioning Corner Cart - Cart contains boxes with thematic activities for young learners and is designed for child-caregiver interaction. Available when other programs are not scheduled.
- Elementary, middle school
  - Monthly Curiosity Days to explore topics in depth
  - Daily summer investigations facilitated by teen volunteers utilizing activities from previous Curiosity Days as well as kits developed by NISENet.
  - Week long summer camps and school vacation camp days.
- High school
  - Intensive volunteer programs for 45 teens, either as camp counselors or visitor experience volunteers, to include in depth training and opportunities to present activities during summer and then throughout the year.
  - Engage high school volunteers to lead the development of new programming for teens.
- Adults
  - Occasional programs, approximately 3 per year, with fun exploration, such as murder mystery nights, as well as annual programs engaging adults in dialogue about science issues.
  - Puzzles and exhibits with engaging signage for adults to learn about current science issues

Reach broad income levels through targeted discounts and partnerships

- 10 reduced price field trips
- 30 free or reduced price outreach programs at schools and community events
- Big Brothers Big Sisters and Guardian ad Litem general admission discount
- Six month passes distributed to schools and community organizations for school fundraisers
- Library pass available for admission up to 6 people

Participate in community events

- 10 produced by other organizations, such as Pensacon or Music for Families
- Organize Gulf Coast Science Festival

Present outreach programs at schools and out-of-school time venues

- 20 Family Science Nights
- 40 Outreach shows and stations
- 20 Hands on classroom workshops

Present field trips aligned with education standards - 90 per year

Promote the MESS Hall through diverse marketing

- Weekly eblasts to 7000
- Daily posts to Facebook and Instagram
- Annual ad in visitor guide
- Rack card distribution to hotels and visitor centers
- 6 ads in print media
- 20 billboards
- Exhibits at library, visitor center, mall

***Facility:***

Develop new exhibits and activities each year

- 5 Exhibits
- 5 Table top activities
- 30 Mess kits
- 10 Workshop topics

Expand topics covered to appeal to varied interest

- Increase signage to convey facts about current science issues
- Present regular chemistry and biology programs.

Develop concept plan for potential new facility

***Financial stability:***

Strengthen finances through diverse revenue stream

- Maintain mix of approximately 50% program revenue, 15% grants, 15% government, 20% public support
- Pursue grant funding through foundations and ASTC opportunities

Enhance fundraising events: increase event revenue by 10%

- Hold two fundraising events a year, including one gala and one mixer/social hour
- Build relations with potential donors with annual information session and adult events

Review pricing to ensure that cost is in line with revenue and that the program is valued by the customers

- Perform annual member survey
- Regular visitor and program survey
- Annual financial review and programmatic revenue/cost comparison
- Participate in ASTC survey for benchmarking with other museums

**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.

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The Pensacola MESS Hall partners with a diverse set of community organizations to enhance our programming and reach a broad audience. Our largest partner activity is our annual Gulf Coast Science Festival, celebrating science in our community. In 2019 the event reached 500 students during Field Trip Day and nearly 2000 learners on Expo Day. We coordinate with over 40 partners for a diverse range of engaging activities. Participants include:

- Gulf Power
- Navy Federal
- Jacobs Engineering
- Baskerville Donovan
- University of West Florida
- Pensacola State College
- Eglin Explosive Ordnance Disposal
- Society of American Military Engineers
- Gulf Islands National Seashore
- Escambia County Utility Authority
- Audubon Society
- First City Arts Center
- and more.

The MESS Hall provides hands on activity booths at community events like:

- Pensacola Symphony Orchestra's Music for Families
- Escambia National Night Out
- IHMC's National Robotics Week Open House
- Department of Health's Day of Play
- WSRE PBS Be My Neighbor Day
- Earth Day Pensacola
- Take Stock Santa Rosa Grillin' in the Breeze
- Pensacon - Pensacola Comic Con
- Big Brothers Big Sisters Big Scoop

Other partners enhance our onsite programming:

- Escambia Amateur Astronomers Association
- Emerald Coast Fossil Hunters
- Improvable Cause
- American Society of Civil Engineers
- 501st Legion

Other unique programs:

- Big Brothers Big Sisters Day
- Science on the Street during Foo Foo Fest, a 12-day cultural festival
- Joint camp with First City Arts Center
- Gulf Coast Diplomacy Council international visitors studying US STEM education

The MESS Hall partners with Visit Pensacola to enhance tourism in our community. We provide passes for prizes in tourism promotions as well as for their Tourism Gives Back campaign.

The MESS Hall also engages with national programs. We presented at two sessions at the Association of Science and Technology Centers annual conference and attended the NISENet Partner conference. As partners of NISENet, we utilized NISENet Earth & Space and Let's Do Chemistry toolkits for special programming.

### **2.3. Timeline - (Maximum characters 2000.)**

List timeline of activities during the grant period.

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The MESS Hall operates year round, providing workshops, field trips, outreach programs, and general visits throughout the year. Planning, marketing, and scheduling these programs occurs on a rolling basis.

The MESS Hall does not host traveling exhibits. Instead, we design and build new exhibits annually for our Science on the Street activities for Foo Foo Fest. We then adapt and expand those exhibits for a special summer exhibit. In addition, nearly weekly our mess kit menu changes, and we exchange the materials at exhibits, providing new activities for repeat visitation throughout the year. Special programs are presented monthly during the school year and daily during the summer, drawing on our existing activity resources. Field trips utilize stations, and teachers choose which theme they would like, so trips are unique for different grade levels.

Below are special activities beyond our normal operations.

#### Quarter 1

- Host mixer/social hour fundraiser
- End of special 2020 summer exhibit, Our Place In Space
- Train teen volunteers and have them present daily engagements
- Hold 8 week-long summer camps
- Reinstall previous exhibits and repurpose Our Place In Space exhibits.
- Engage teachers and administrators to schedule school year programs
- Hold 1 Curiosity Day, 1 Questioning Corner.

#### Quarter 2

- Design, build, and install Science on the Street
- Hold holiday camps during school winter break
- Hold 2 additional Curiosity Days, 2 Questioning Corners
- Hold adult social event
- Begin recruitment for summer teen volunteer program
- Recruit partners for Gulf Coast Science Festival

#### Quarter 3

- Produce Gulf Coast Science Festival

- Hold holiday camps during spring break
- Hold 3 Curiosity Days and 3 Questioning Corners
- Schedule special summer presentations
- Hold annual gala fundraiser

#### Quarter 4

- Review and update exhibits and mess kits
- Install special summer exhibit using activities from Science on the Street
- Schedule summer presentations
- Select and provide orientation for summer volunteers
- Hold 8 week-long summer camps
- Hold 2 Curiosity Days and 2 Questioning Corners

### **3. Collection Summary - (Maximum characters 5250.) \***

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) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

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The Pensacola MESS Hall is not a collecting institution in the traditional sense. Our exhibits, activities, and programs are designed to encourage learners to think scientifically rather than absorb set scientific facts.

The MESS Hall exhibits encourage experimentation and exploration. They include a marble run wall, wind tubes, a wave tube, rivers table, oscylinder, PVC pan pipes, a mirror wall, a Bernoulli blower, and a nature station. Many of these exhibits contain "loose parts" that visitors can manipulate to investigate their own questions.

The most unique feature of the MESS Hall is our mess kits. Visitors order kits from a daily menu of 16 different activities, with the choices changing regularly. They are served the materials and instructions in a take-out box on a cafeteria tray, grab a seat, and begin experimenting. These kits run the gamut of scientific, engineering, and mathematical topics and are designed to interest learners of a range of ages. The materials in the kits are primarily those found in hardware, office supply, or craft stores, encouraging participants to continue their exploration after the visit. Often families work together on kits, with each family member, including the adults, learning at different levels. We maintain a database of mess kits, but they are not considered a capital asset as most of the equipment is consumables.

The exhibits are chosen or designed based on several factors. The opportunity for open ended discovery is a chief factor, along with the ability for visitors of a range of ages to engage with the exhibit. Approachability of the exhibits is important, both by providing a clear method for engagement as well as construction with common materials, such as might be purchased at a hardware store, as much as possible. The construction with common materials is also important for ease of repair and keeps the cost of the individual exhibits low. Underlying the construction

of most exhibits is a goal for continual improvement, with signage printed on paper rather than mounted to allow changes to wording based on visitor experiences along with other opportunities to improve throughout the life of the exhibit.

The MESS Hall is a very small (3500 sq ft) facility. Many museums utilize traveling exhibits to encourage repeat visitation. However, our physical space is too small for most traveling exhibits on the market. Instead, each summer we install a set of new exhibits, table top activities, and mess kits around a central theme. The exhibits are build and previewed during Foo Foo Fest, a 12-day celebration of culturally creative happenings, events and moments each November. During the Festival, we present Science on the Street, a set of exhibits that are available on Palafox St, our many shopping and dining street. After the festival, the exhibits are stored and installed for the summer special exhibition. At the end of summer, the new exhibits are integrated into our regular exhibits or repurposed for our outreach or other programs. We partner with the local mall, children's hospital, and library to provide the exhibits a home when they are not in our facility. Creating these exhibits allows unique experiences while also building our capacity for future expansion.

The exhibits are designed to withstand rugged use. However, staff routinely check exhibits for damage and perform general repairs. The exhibits of \$200 or greater are listed in our assets. The exhibits are depreciated on a five year schedule. Our main inventory system is focused on our consumables which are used in our mess kits and special programs. That inventory is maintained on a spreadsheet, and all materials are stored in boxes on our shelves. Our goal for the coming year is to database all of the exhibits to include maintenance instructions, locations, and other related resources.

# 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? \*

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100

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

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250

### 3. How many Adults will be engaged? \*

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10,000

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

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12,000

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

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7,000

### 6. How many artists will be directly involved? \*

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1

## Total number of individuals who will be engaged?

29001

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

- Children/Youth (0-18 years)
- Adults (25- 64 years)

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

- 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.

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The number of proposed events includes the different types of field trips, outreach programs, twice-weekly summer workshops, and monthly themed days. Camps are one event, over multiple days. General operations is counted as one event. Mess kits and exhibits are changed regularly, however, for unique experiences on each visit. Except for one employee who is a trained actress, our productions, whether classes, stage shows, or exhibit design, are all designed and presented by individuals who consider themselves, first and foremost, as scientists.

### 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.

- Bay
- Escambia
- Okaloosa
- Santa Rosa
- Walton

## **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.

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The Pensacola MESS Hall employs a staff of 11 (7 FT/4 PT-seasonal). The Americans for the Arts calculator indicates a Total Industry Impact of \$1,100,000, supporting 32 FTE jobs. In 2018, the MESS Hall welcomed nearly 10,000 visitors to programs onsite, from general admission to workshops, along with 5,600 individuals on field trips. We also reached over 14,000 people through outreach programs.

### **Tourism**

An air conditioned, indoor activity, entertaining and educational for the entire family, the MESS Hall supports tourism in our community. Approximately 50% of the visitor groups to the MESS Hall include at least one person from out of town. We are members of VisitPensacola and, in addition to rack cards, we have a hands on exhibit in the visitor center. Through the ASTC Reciprocal program, families with memberships at other participating museums receive free admission. School field trips from Alabama and outreach programs to schools and community venues in Alabama directly bring dollars to our community.

The MESS Hall traditionally participates in Foo Foo Fest, a shoulder season tourism event. Through Science on the Street along Palafox St, a popular dining, shopping, and event strip, we provide an engaging experience as visitors head to and from cultural events and dining.

### **Schools**

The Pensacola MESS Hall enhances formal education in our community. Demand for field trips continues to be high: of available dates during the school year, including undesirable dates, like the first week of school, 65% filled with trips. This past year, we refined our field trip program. Our net promoter score, from feedback from 94% of teachers, was 90, with 92% giving a 9 or 10 score. On longer surveys, completed by 20% of the teachers, 91% rated the field trip "extremely" educational. Outreach programs expand our reach. Family Science Nights, which we hosted at 18 schools this year, engage the whole school community in science discovery. Our stage shows with hands on stations were presented 24 times this year. Our Tinker Tots kindergarten workshop reached 16 classrooms, while our preschool program reached 10 classrooms with 4 visits each.

### **Deeper onsite engagement**

Beyond the exhibits, the MESS Hall engages visitors deeper in particular subject matter. Daily Demos during the summer are included with admission. Our week-long summer camps focus on a special theme. While most camps are half-day, we offer a full day camp in partnership with First City Arts Center for two weeks each summer.

During the school year, we host month Curiosity Days, which include special facilitated activities aligned with a theme. Monthly Questioning Corner Days, designed for younger learners, focus on fundamental concepts like magnetism and forces. Questioning Corner Cart is presented daily in the summer, without facilitation, focusing on similar topics.

Our fundraisers, too, by design engage attendees in exploring science. From the science of food to exploration of outreach activities, from the science of wine to science Jeopardy, we aim to make our adult programs mission driven.

### **Community engagement**

Our outreach programs are a means of engaging a broader audience. In addition to school based programs, we have booths at community events to reach people who might not otherwise visit our museum, whether for financial, location, or other reasons. Many outreach programs are listed in the Partnerships above. Our outreach numbers do not include our reach with Science on the Street, as the casual nature of the experience, day and night, prohibits true counting. The Gulf Coast Science Festival reaches an estimated 500 students on field trips with 2000 people attending on the Expo Day. The Festival is also a celebration of local industry, providing organizations a chance to directly engage the public with their work. The timing of the festival is aimed to also be accessible to tourists visiting during spring break, enhancing the impact on tourism.

## **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.

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The MESS Hall utilizes a variety of channels to reach potential visitors as well as promoting programs to schools and other organizations. Our overall marketing strategy includes a mobile friendly website, a consistent branding design, and a variety of marketing collateral. This past year we reorganized our website to make it easier to find important information.

The MESS Hall has an active presence on social media, including approximately daily posts on Facebook and Twitter. This year we have significantly increased our presence on Instagram with almost daily posts and nearly 1100 followers. We have 7,000 likes on Facebook, and we regularly boost posts to increase reach. Starting this summer, teen volunteers will engage with our social media, making creative posts as part of their daily tasks.

Regular press releases, eblasts, and online resources generate free marketing, primarily calendar listings in local media. Our weekly email blasts are sent to 6,000 people with an average of 18% viewing the email. Efforts to target emails to specific age groups or interest help increase engagement. We utilize Google AdWords and ensure that our listings on Yelp, Google, and TripAdvisor are up to date. We also monitor online reviews and encourage visitors to review the MESS Hall on social media sites.

Additional paid marketing expands our audience. Print ads in the Pensacola News Journal, InWeekly, and Pensacola Parent reach a variety of readers. Billboards increase awareness on a rotating basis. Direct mail pieces encourage repeat visitors. Annually we send at least 4 mailings to about 800 addresses of members, former members, and program participants. Our six month pass program is an opportunity to capture the contact information of more of our visitors who might not otherwise provide addresses. We send two mailings a year to all the public school and many private elementary teachers in Escambia and Santa Rosa counties informing them of field trip and outreach offerings. A monthly eblast to 1000 teachers with science activities and information about our programs keeps the MESS Hall top of mind.

Marketing to tourists is a critical component of our efforts. We distribute rack cards to many hotels. We also have an interactive exhibit on display at the local visitors' center. Ads in the visitor guides reinforce the messaging to tourists. An exhibit display at the Pensacola International Airport baggage claim increases awareness through an interactive experience.

Our most valuable form of marketing is word of mouth. Our Show Us Your Share campaign rewards visitors' on-site social media posts with a free MESS Hall branded tote bag. All field trip teachers also receive a tote, and students each receive a bookmark with information about the trip to share with caregivers along with a coupon for a free return visit.

Through our outreach booths we reach the broader community. Our programs at schools, particularly our Family Science Nights, provide participants a taste of our offerings. Our booths engage potential visitors at a variety of community events, increasing awareness. The Gulf Coast Science Festival reaches a broad spectrum of our community.

The MESS Hall marketing effort is directed by the Executive Director. A part-time marketing assistant develops mail pieces and other collateral.

# 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.

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The Pensacola MESS Hall has a strong financial status. Since inception in 2012, the MESS Hall has operated with an annual surplus, which has been placed in a savings account which currently has an approximately \$300,000 balance. Each year the MESS Hall budgets for a net zero operational budget. The savings account is not an endowment but rather is held in anticipation of a future new facility, still in the conceptual stages.

In 2018 we implemented a six month pass program, priced at less than two visits. The goal is to increase repeat visitation, reach families that might not buy a membership, and increase our database of visitors. This program has been successful, with over 100 families purchasing in one year and several upgrading to memberships. In 2019 we increased our ticket price from \$8 to \$10, with no noticeable impact on visitation.

The MESS Hall strives to have a diversified revenue stream. Our revenue in 2018 was:

- 51% program income
- 14% nongovernmental grants
- 11% annual fund and other direct public support
- 20% government grants.

Program income was distributed:

- 28% admission revenue
- 20% field trips
- 13% camps
- 13% outreach
- 12% annual membership and six month passes
- 14% vending, workshops, birthday parties, etc.

This revenue stream mix is similar to previous years and provides security. We have also implemented a donation option for all onsite credit card transactions. This gives staff an opportunity to note our mission to most visitors. Since implementing in December 2018, we have seen donations equaling approximately 3% of our onsite credit card transactions.

The MESS Hall fundraising events committee was reorganized in early 2018. A small fundraiser during the summer of 2018 was successful, but the annual gala was postponed until spring 2019. Happily, a stronger annual fund drive kept the MESS Hall in the black.

Improved tracking of donors, members, program attendees, teachers, and schools has improved our relationship management of our base. We anticipate that this will improve our engagement with our audience, strengthening our finances.

## 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.

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Evaluation at the MESS Hall was significantly enhanced through our participation in COVES (Collaboration for Ongoing Visitor Experience Studies). COVES is multi-museum survey system to provide comparative data within our industry. During our participation, we received direct information about our visitors while also allowing comparison with other participating museums. We are no longer participating but continue to use a similar data collection tool to assess our general visitors.

In addition to this survey, we survey program participants. All teachers on field trips are asked to participate in a short net promoter survey or a longer survey. A similar survey is provided to all camp and workshop participants. The feedback on these surveys is used to enhance our programming.

Informal conversations with visitors and participants enhance our understanding of the experiences. We also monitor reviews on social media to highlight any operational problems that need to be addressed. New mess kits are tested through our Taste Tests, where we present new activities with a small survey for visitors to complete.

Learning gains in informal experiences are typically difficult to measure. We strive to embed evaluation in programs, particularly our outreach programs. With Family Science Nights, participants can vote for their favorite station with stickers, reinforcing the graph reading skill for the students and letting us know which stations might need to be improved. During stage shows, the audience is asked to vote on what might happen in an experiment before and after they are presented with the science background information. This assessment allows immediate feedback, and reinforces the key concepts for the audience. Teacher feedback indicates that learning is observed.

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

12/31/2018

## 4. Operating Budget Summary

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Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
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1.	Personnel: Administrative	\$66,284	\$73,000	\$74,000
2.	Personnel: Programmatic	\$109,586	\$113,000	\$115,000
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$26,824	\$25,000	\$30,000
5.	Outside Fees and Services: Other	\$22,607	\$20,000	\$20,000
6.	Space Rental, Rent or Mortgage	\$51,393	\$54,000	\$54,000
7.	Travel	\$4,845	\$4,000	\$4,000
8.	Marketing	\$9,744	\$8,000	\$8,000
9.	Remaining Operating Expenses			
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$291,283</b>	<b>\$297,000</b>	<b>\$305,000</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$19,000</b>	<b>\$20,000</b>	<b>\$20,000</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$310,283</b>	<b>\$317,000</b>	<b>\$325,000</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$99,908	\$112,000	\$116,000
11.	Revenue: Contracted Services	\$49,952	\$52,000	\$54,000
12.	Revenue: Other	\$13,659	\$13,000	\$13,000
13.	Private Support: Corporate	\$13,500	\$22,000	\$25,000

14. Private Support: Foundation	\$31,500	\$32,000	\$26,000
15. Private Support: Other	\$26,592	\$28,000	\$31,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$5,603	\$3,000	
18. Government Support: Local/County	\$65,976	\$35,000	\$40,000
19. Applicant Cash			
<b>D. Total Cash Income</b>	<b>\$306,690</b>	<b>\$297,000</b>	<b>\$305,000</b>
<b>B. In-kind Contributions</b>	<b>\$19,000</b>	<b>\$20,000</b>	<b>\$20,000</b>
<b>E. Total Operating Income</b>	<b>\$325,690</b>	<b>\$317,000</b>	<b>\$325,000</b>

## 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 budget increases for Private Support reflect the return of our annual Gala fundraiser which occurred in the spring of 2019 following a two year hiatus. We anticipate that this event will continue to occur annually along with a smaller event each year.

The predicted budget reflects no state funding. The following section shows the increases that will occur with the state funds.

## 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	Marketing Manager	\$0	\$17,000	\$0	\$17,000
2	Executive Director	\$0	\$42,000	\$0	\$42,000
3	Elementary Instructor	\$0	\$4,000	\$0	\$4,000
4	Education Director	\$0	\$4,000	\$0	\$4,000
5	Public Programs Coordinator	\$0	\$7,000	\$0	\$7,000
<b>Totals:</b>		<b>\$0</b>	<b>\$74,000</b>	<b>\$0</b>	<b>\$74,000</b>

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing Manager	\$0	\$4,000	\$0	\$4,000
2	Floor Manager	\$0	\$25,000	\$0	\$25,000
<b>Totals:</b>		<b>\$33,850</b>	<b>\$115,000</b>	<b>\$15,000</b>	<b>\$163,850</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Program Assistants	\$10,000	\$19,000	\$0	\$29,000
4	Elementary Instructor	\$8,000	\$22,000	\$0	\$30,000
5	Education Director	\$10,850	\$17,000	\$0	\$27,850
6	Volunteer Visitor Experience Assistants	\$0	\$0	\$14,000	\$14,000
7	Guest Presenters	\$0	\$0	\$1,000	\$1,000
8	Public Programs Coordinator	\$5,000	\$17,000	\$0	\$22,000
9	Executive Director	\$0	\$11,000	\$0	\$11,000
<b>Totals:</b>		<b>\$33,850</b>	<b>\$115,000</b>	<b>\$15,000</b>	<b>\$163,850</b>

#### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program Materials	\$5,000	\$15,500	\$0	\$20,500
2	Vehicle Expenses	\$0	\$2,500	\$0	\$2,500
3	Exhibit Construction and Repair	\$5,000	\$2,000	\$0	\$7,000
4	Special Event Services	\$0	\$10,000	\$0	\$10,000
5	Event In Kind	\$0	\$0	\$6,000	\$6,000
<b>Totals:</b>		<b>\$10,000</b>	<b>\$30,000</b>	<b>\$6,000</b>	<b>\$46,000</b>

#### 2.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$4,900	\$0	\$4,900
2	General Maintenance	\$0	\$5,100	\$0	\$5,100
3	Accounting fees	\$0	\$5,000	\$0	\$5,000
4	Membership Dues	\$0	\$900	\$0	\$900
<b>Totals:</b>		<b>\$0</b>	<b>\$15,900</b>	<b>\$0</b>	<b>\$15,900</b>

### 2.6. Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Rent and Utilities	\$54,000	\$0	\$54,000
<b>Totals:</b>		<b>\$54,000</b>	<b>\$0</b>	<b>\$54,000</b>

### 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$4,000	\$0	\$4,000
<b>Totals:</b>		<b>\$4,000</b>	<b>\$0</b>	<b>\$4,000</b>

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing Materials	\$5,000	\$8,000	\$0	\$13,000
<b>Totals:</b>		<b>\$5,000</b>	<b>\$8,000</b>	<b>\$0</b>	<b>\$13,000</b>

**Amount of Grant Funding Requested:**

**\$48,850**

**Cash Match:**

**\$300,900**

**In-Kind Match:**

**\$21,000**

**Match Amount:**

**\$321,900**

**Total Project Cost:**

**\$370,750**

**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 \***

<b>#</b>	<b>Description</b>	<b>Cash Match</b>	<b>Total</b>	
1	General Admissions	\$47,900	\$47,900	
2	Field Trips	\$33,000	\$33,000	
3	Annual Memberships	\$18,000	\$18,000	
4	Admission Pass	\$11,000	\$11,000	
5	Workshops	\$2,000	\$2,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$111,900</b>	<b>\$111,900</b>

**3.2. Revenue: Contracted Services \***

<b>#</b>	<b>Description</b>	<b>Cash Match</b>	<b>Total</b>	
1	Outreach Programs	\$23,000	\$23,000	
2	Camps	\$25,000	\$25,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$54,000</b>	<b>\$54,000</b>

#	Description	Cash Match	Total	
3	Birthday Parties	\$6,000	\$6,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$54,000</b>	<b>\$54,000</b>

### 3.3. Revenue: Other \*

#	Description	Cash Match	Total	
1	Gift Shop	\$13,000	\$13,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$13,000</b>	<b>\$13,000</b>

### 3.4. Private Support: Corporate \*

#	Description	Cash Match	Total	
1	Corporate Support	\$25,000	\$25,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$25,000</b>	<b>\$25,000</b>

### 3.5. Private Support: Foundation \*

#	Description	Cash Match	Total	
1	Foundation Support	\$26,000	\$26,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$26,000</b>	<b>\$26,000</b>

### 3.6. Private Support: Other \*

#	Description	Cash Match	Total	
1	Annual Fund, Fundraising Event Tickets	\$31,000	\$31,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$31,000</b>	<b>\$31,000</b>

### 3.9. Government Support: Local/County \*

#	Description	Cash Match	Total
1	Arts Culture Entertainment	\$40,000	\$40,000
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>

**Total Project Income:**

**\$370,750**

**3.11. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$48,850	\$48,850	13%
B.	Cash Match	\$300,900	\$300,900	81%
	Total Cash	\$349,750	\$349,750	94%
C.	In-Kind	\$21,000	\$21,000	6%
	Total Proposal Budget	\$370,750	\$370,750	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.

## 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.

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The Pensacola MESS Hall operates in compliance with ADA regulations and is an equal opportunity employer that adheres to a nondiscrimination policy. The building has handicap parking and a wheelchair accessible entrance. All bathrooms are wheelchair accessible, unisex, and accommodate companions. Details about accessibility are posted on our website for potential visitors. In addition, our marketing materials to schools highlight that the MESS Hall is appropriate for special need classes.

Exhibits and activities are wheelchair accessible and can be explored by sight, touch, or sound. Activities that require dexterity (e.g., use of scissors) can be observed even if the visitor is unable to perform all of the tasks. Staff can recommend activities to those with physical disabilities to enhance their visits. Families with children on the autism spectrum particularly enjoy visits on quiet afternoons, with fewer crowds and louder exhibits unplugged. This year, staff incorporated lessons from an Autism Pensacola inclusion workshop throughout the museum and in the camps. Annual visits by Independence for the Blind groups provide an opportunity to evaluate our programs for this population.

The MESS Hall encourages field trips for non-traditional students. Field trips for ESE classes and ESOL classes as well as discounted trips for high need schools increase accessibility. Field trip programs all utilize a sound system even in our very small space to assist those with hearing impairments. Outreach Programs this year included classrooms with deaf students as well as alternative placement program classrooms for students with excessive discipline referrals.

Most of the exhibits do not have written instructions, so non-English speakers or non-readers can enjoy them equally as well. Pictures in signage and instructions can serve as a guide for those unable to fluently read in English. Signs for many outreach programs are presented in Spanish.

Price should not be a barrier to families. Admission is typically \$10 per person. Big Brother Big Sister matches enjoy half-price admission. Students on field trips receive a pass for a return visit, and library card holders can check out a pass for free admission for 6 people.

The outreach programming greatly increases the accessibility of the MESS Hall programming. Our preschool program, Math in Every Day, targets high-need and ESE classrooms with engaging math activities that enhance learners' vocabulary, too. The Gulf Coast Science

Festival, which we coordinated, included a free field trip day and invitations targeted high need schools. Our classroom programs incorporate ESE students where possible. Outreach programs to schools that serve students with disabilities and intervention classrooms enhance the access. Along with reaching students with disabilities, our outreach programs can reach students who might not otherwise have the opportunity to visit the MESS Hall, whether for financial or distance reasons.

## **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?**

Megan Pratt

## **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?**

5/1/2019

# 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.

<b>Content Type</b>	<b>Format/extension</b>	<b>Maximum size</b>
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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)
SubstituteW9.pdf	33 [KB]	5/20/2019 7:32:16 AM	View file

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
AnnualReview2018.pdf	2018 Year In Review	Report generated in fall 2018 highlighting impact.	3600 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2018 MESS Hall_COVES Institutional Report.pdf	COVES Survey	Visitor intercept survey data	467 [KB]		View file
MESS Hall in Action.pdf	MESS Hall in Action	Selected photos of MESS Hall programming	8392 [KB]		View file
MarketingMaterials.pdf	Marketing Materials	Assorted marketing materials from the last year	7428 [KB]		View file
Customer Reviews from Facebook.pdf	Visitor Reviews	Selected reviews from online sites including Facebook, Google, and TripAdvisor	570 [KB]		View file
BoardAndOrganizationalStructure.pdf	Board of Directors and Organizational Structure		264 [KB]		View file
Hours & Admission _ Pensacola MESS Hall.pdf	Hours and Admission Webpage	Indicates accessibility for visitors	300 [KB]		View file
LettersOfSupport.pdf	Letters of Support		859 [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 The Pensacola Mess Hall, 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)

Megan Pratt

