

Orlando Science Center, Inc.

Project Title: General Program Support 2021

Grant Number: 21.c.ps.170.589

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 3

Discipline: Museum

Proposal Title: General Program Support 2021

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Orlando Science Center, Inc. 
- b. **FEID:** 59-0896343
- c. **Phone number:** 407.514.2014
- d. **Principal Address:** 777 E. Princeton Street Orlando, 32803-1250
- e. **Mailing Address:** 777 E. Princeton Street Orlando, 32803-1250
- f. **Website:** www.osc.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Orange
- j. **DUNS number:** 078313772
- k. **Fiscal Year End Date:**

1. Grant Contact *

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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

Multidisciplinary

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.) *

Orlando Science Center strives to *inspire science learning for life*. Visitors of all ages and backgrounds are encouraged to explore nature, art, culture, and science, technology, engineering, and mathematics (STEM). It is our vision to *be the spark that ignites innovation*, inspiring children, adults, students, educators and families to use science to innovate, answer questions, and solve challenges in their everyday lives.

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.

To achieve our mission to *inspire science learning for life* and vision to *be the spark that ignites innovation* for all ages, OSC has served over 673,124 children, adults, students, educators, and families in FY18. State of Florida general programming support will continue to enrich our purpose to *create prosperity in our community that enhances lives* by supporting innovative educational programming, exhibits, accessibility, outreach and marketing efforts.

Our 207,000 sq. ft. LEED Gold facility with four levels of impactful Exhibits, a thriving Preschool, an 8,000 sq. ft. CineDome Theater, 3D/Digital Theater, Observatory, Café, Store, Terrace, and Parking Garage with an enclosed overstreet walkway for ease and accessibility is open 332 days per year. Completion of Phases I and II of an ongoing Comprehensive Campaign resulted in new exhibits including the 11,000 sq. ft. KidsTown for ages 0 and 7, STEM Discovery Center state-of-the-art science education laboratories, The Hive: A Makerspace, and the Flight Lab, a US Navy/Marine Corps-themed virtual reality flight experience.

OSC has 5 Strategic Goals in our five-year Strategic Plan. Objectives for each goal include activities that are undertaken by the organization as a whole or internally by each of seven Departments, shown below as Objective/Activities, enabling all arms of OSC to work in their roles to collaboratively achieve each strategic goal. Completion is evaluated by the President/CEO, Board of Trustees, and Senior Department Leadership throughout the year.

In FY2020-FY2021, Orlando Science Center will:

Goal I: Make OSC a recognized essential resource.

Snapshot of Objectives/Activities to achieve Goal I:

- Create 4 feature videos to expand original web and social media promotion of OSC as a science education resource by June 2020;
- Hold 2 visitor town halls annually and meet with state legislators, county and city officials, community partners and members throughout the year to discuss how to leverage strengths;
- Highlight benefits and prestigious awards, including our 3rd consecutive IMLS National Medal nomination, via blog, Twitter, Facebook, and SCOPE magazine annually;
- Research member benefits within the Industry, re-evaluate opportunities locally, and re-design OSC Members Benefits Package by May 2020;
- Create and implement a successful staffing and operational plan for the opening of Pompeii by May 2020;
- Identify and create 6 MOUs with key community partners by June 2020.

Goal II: Provide exemplary STEM learning.

Snapshot of Objectives/Activities to achieve Goal II:

- Evaluate programs as part of grant deliverables, including educational programming serving Title I schools, annually, and evaluate adherence of STEM education content to Florida Curriculum Standards with school districts annually;
- Pilot Galileo preschool with Head Start partners, establish benchmarks through assessment three times a year, and assess FY20 learning gains by June 2020;
- Maintain 95% positive evaluation ratings (indicative of overall level of satisfaction) for Summer Camps, School Field Trips, Homeschool Programming, Offsite, Preschool, Early Childhood Workshops, Birthdays, Afterschool, and Teacher Professional Development by June 2020;
- Ensure successful teen recruitment and learning outcomes by evaluating 1 full year implementation (FY20) of Catalyst Academy by June 2020.

Goal III: Eliminate barriers to participation.

Snapshot of Objectives/Activities to achieve Goal III:

- Utilize limited English proficiency study to create a bilingual action plan by June 2019;
- Increase Science for All (SFA) program sponsorships to maintain reduced admission for electronic benefits cardholders, scholarships for camps, and family membership enrollments annually;
- Host expiring member focus groups to solicit feedback and make improvements bi-monthly;
- Hold 3 SFA Advocacy Meetings as a resource to engage new participants before June 2020 and increase SFA member households 50% over FY19 levels by June 2020;
- Establish cross-departmental inclusion, diversity, equity, and accessibility (IDEA) groups to strategize and advise OSC's IDEA efforts by February 2020.

Goal IV: Attain revenue level that provides for future growth.

Snapshot of Objectives/Activities to achieve Goal IV:

- Attain current asset ratio of 1:1 and grow group sales annual revenue by June 2019;
- Increase revenue of Summer Camps, School Field Trips, Offsites, and Preschool 3% over FY19 levels by June 2020;
- Increase Gold LEED points from 63 to 65 for June 2020 submission;
- Maintain camp capacity of 60 in accordance with American Camp Association by June 2020;
- Raise \$1.2 million in Special Projects by June 2020.

Goal V: Raise \$35 million in comprehensive campaign to revitalize experiences and broaden reach

Snapshot of Objectives/Activities to achieve Goal V:

- Identify 30 connections from the Board of Trustees for introductions annually;
- Secure \$7.5 million of funding to support the Unlock Science Campaign by June 2020;
- Secure \$10 million in Orange County TDT funds by June 2020.

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.

OSC partners with local, regional, and national corporations, foundations, governments, and individuals. FL DCA, Orange County Arts and Cultural Affairs, City of Orlando, IMLS, and ASTC are all staunch supporters.

Each partner provides funding, advice, volunteers, program support, transportation stipends, materials, or supplies so that we can expand access, fulfill our mission, and unite our community.

Partners for preK-12 educational programs include: PNC Bank, Walt Disney, Boeing, Orlando Magic Youth Foundation, Early Learning Coalitions of Osceola and Brevard Counties, Florida Department of Education, After-School All-Stars, Orlando Health/Arnold Palmer Hospital for Children, Duke Energy, Addition Financial, SunTrust, United Arts of Central Florida, JP Morgan Chase, Northrop Grumman, Siemens, Orlando Utilities Commission, Code.org, Tupperware, Orange County Head Start, and School Districts in Orange, Lake, Osceola, Seminole, and Volusia Counties.

Partners for teen engagement, inclusion and access programs include: Bank of America, Universal Orlando Foundation, The Zebra Coalition, Chelonian Research Institute, Gay/Straight Alliance of Orange County Public Schools, University of Central Florida, Best Buddies, Institute of Museum and Library Services, Rollins College, University of Florida, Santa Fe College, Valencia College, and Walmart.

Partners for exhibits, outreach, and public programming include: Office of Naval Research, NASA, Florida Space Grant Consortium, Naval Air Warfare Center/Training Systems Division, Lockheed Martin, Dr. Phillips Charities, Finrock, Advent Health, Advent Health for Children, Nemours Children's Hospital, James M. Cox Foundation, Publix Super Markets Charities, the Isaacs Family, Embrace Families, Harriett's Charitable Trust, JetBlue, and SeaWorld.

Gatorland provides live juvenile alligators for our *NatureWorks* exhibit, and Wyoming Dinosaur Center and Big Horn Basin Foundation loan authentic fossils for educational display in our *DinoDigs* exhibit.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

July-September 2020

- Provide 18 Exhibit Hall and 18 Educational programs
- Present engaging workshops, live shows, and laser shows
- Feature Hollywood and educational films
- Blockbuster Exhibit: Pompeii
- Conduct Summer camps, Observatory programs, Young Maker Workshops, Preschool, and Science for All
- Host Sensory Sundays, Science Night Live for adults 21+, Member Mondays
- Conduct Moon Fest and Prehistoric Party Weekend

October-December 2020

- Provide 18 Exhibit Hall and 18 Educational programs

- Present engaging workshops, live shows, and laser shows
- Feature Hollywood and educational films
- Touring exhibit: TBA
- Conduct Observatory programs, Young Maker and Little Learners Workshops, K-12 field trips, Outreach programs, Afterschool, Preschool, Break camps, and Science for All
- Host Sensory Sundays, Science Night Live events, Member Mondays
- Conduct Pirate Week, Dino in Lights, and Gala event

January-March 2021

- Provide 18 Exhibit Hall and 18 Educational programs
- Present engaging workshops, live shows, and laser shows
- Feature Hollywood and educational films
- Touring exhibit: Planet Pioneers
- Conduct Observatory programs, Young Maker and Little Learners Workshops, K-12 field trips, Outreach programs, Afterschool, Preschool, Break camps, and Science for All
- Host Sensory Sundays, Science Night Live events, Member Mondays
- Conduct OTRONICON, Dr. Nelson Ying Science Competition, Lockheed Martin Science Challenge, Curtis Kinetic Science Competition, and Curtis Rising Stars Challenge

April-June 2021

- Provide 18 Exhibit Hall and 18 Educational programs
- Present engaging workshops, live shows, and laser shows
- Feature Hollywood and educational films
- Touring exhibit: TBA
- Conduct Observatory programs, Young Maker and Little Learners Workshops, K-12 field trips, Outreach programs, Afterschool, Preschool, Break and Summer camps, and Science for All
- Host Sensory Sundays, Science Night Live events, Member Mondays
- Conduct Science of Wine event, Inspire Science Breakfast, Earth Day Celebration, Mess Fest, and Make Fest

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

NatureWorks is a 7,000 sq. ft. exhibit on Level 1 where visitors hike through Florida's dynamic ecosystems filled with owned and borrowed live animal collections. While the Science Center is not accredited by the Association of Zoos and Aquariums (AZA), our animal acquisition, care, handling, enrichment, welfare, transfer, and disposition follows AZA standards, all local, state, and federal governmental, international, loan, gift, or other agreement restrictions, regulations, and laws and adheres to Florida's Fish and Wildlife Conservation regulations.

Conservation and Care: We ensure excellence, use available resources responsibly, and provide humane animal care and welfare concurrent with our legal and ethical responsibilities. All required permits have been obtained and are retained on file prior to the acquisition or disposition of animal(s) or animal part(s). The Vice President of Visitor Experience, Collections Committee, and *NatureWorks* Manager plan, review, and update collections and set policies, such as *NatureWorks* Standard Operating Procedures, for the care and maintenance of our live animal collections, detailed below.

Mammals include:

- European rabbit, striped skunk, four-toed hedgehog, and two-toe sloth.

Reptiles include:

- Nonvenomous snakes (Burmese python, Boa Constrictor, Ball Python, Indigo snake, Common King snake, Vine snake, Corn snake, Gopher/pine snake, Yellow-red Rat snake, and Western hognose snake).
- Turtles/Tortoises (Eastern box turtle, Florida chicken turtle, Common snapping, Map turtle, Diamondback terrapin, Florida red-bellied turtle, Common slider, Loggerhead musk, Gopher Tortoise, Red-footed tortoise, African spurred tortoise, Florida softshelled turtle).
- Lizards and skinks (Sahara spiny-tailed lizard, Veiled chameleon, Green and Brown anole, Brown basilisk, Tegu, Broadheaded skink, Crocodile skink, Madagascar giant day gecko, Savanna monitor, Spotted tree monitor, and Bearded Dragon).

Amphibians include:

- Green and Black Dart Frog, Golfodulcean Poison Dart frog, Cuban Tree Frog, Green Tree Frog, Ornate Horned Frog, Lesser Siren, Tiger Salamander, Cane Toad, Southern Toad, Coqui frog, and Surinam Toad

Avian include:

- A Yellow and Blue Macaw.

Marine animals include:

- Many varieties of Angelfish, Gar, Catfish, Puffers, Wrasse, Devil and Red Lionfish, Bluegill, Blue Tang, Purple Tang, Clownfish, Highhat, Sergeant major, Slippery dick, Redbreast sunfish, Porkfish, French and Cottonwick grunt, Blue and Bluegreen chromis, Spanish hogfish, Foxface rabbitfish, Doctorfish, and Brown banded bamboo shark.

Invertebrates include:

- Several species of Coral, Anemone, Lightning whelk, Horseshoe crab, Flat rock scorpion, Asian forest scorpion, Pink-toed tarantula, Chilean rose tarantula, Banded coral shrimp, Cleaner shrimp, Hawaiian cleaner shrimp, White-booted cleaner shrimp, Southern crayfish, Death's head cockroach, Sandsifter sea star, Chocolate Chip sea star, and Slate-pencil sea urchin.

A strong partnership with Gatorland provides a rotating collection of live juvenile American alligators. OSC maintains required permits and complies with all state regulations regarding alligator transport and care. Over the course of one year, alligators live in *NatureWorks* and grow to approximately 3 feet in length before being exchanged back to Gatorland for 14-inch alligators.

Each remaining level of the Science Center is filled with interactive exhibits. Visitors enjoy hands-on exploratory play in the seven unique zones of *KidsTown* on Level 2, including the two-story climber in *ClimbTime* and water table in *DripDropSplash*. As one of only four sites in the U.S., Level 2 will also feature *Pompeii*, a Blockbuster exhibit that will fill the traveling exhibit hall with artwork, archaeological artifacts, and multimedia, allowing visitors to experience the catastrophic eruption of Mount Vesuvius in AD 79. On Level 3, visitors gaze at the intersection of art and science in *Fusion: A STEAM Gallery*, which showcases a small permanent and larger rotating display of artwork from local, regional, and student artists, and explore *The Hive: A Makerspace*, filled with 3D printing, construction, and crafting tools and technologies to make creations of their own design. Level 4 brings visitors face-to-face weather, space, and science in *Our Planet* and *Dr. Dare's Lab*, and encourages each person to "feel" the wind in their hair as they light the afterburners and learn about the forces of flight while wearing state-of-the-art virtual reality technology in the *Flight Lab*. The purpose of permanent exhibit features and artwork are to preserve these items into perpetuity.

DinoDigs on Level 4 also houses a collection of dinosaur fossil replicas, including the giant *Tyrannosaurus Rex*, *Triceratops Horridus*, *Triceratops Prorsus*, *Edmontosaurus Annectens*, *Apatasaurus Femur*, *Pachycephalosaurus Wyomingensis*, *Albertasaurus Libratus*, *Struthiomimus Sedens*, *Tylosaurus Proriger*, *Hesperonis Gracilis*, *Elasmosaurus Platyryus*, *Clidastes Propython*, and *Platycarpus Ictericus*. Actual fossils found in *DinoDigs* include the scapula and fibula from a Diplodocid, on loan annually for the purposes of education and display to OSC through a partnership with the Wyoming Dinosaur Center and Big Horn Basin Foundation.

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? *

303

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

4,344

3. How many Adults will be engaged? *

276,051

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

152,763

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

244,310

6. How many artists will be directly involved? *

30

Total number of individuals who will be engaged?

673154

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): *

- Hispanic/Latino
- 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.

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.

- Brevard
- Lake
- Orange
- Osceola
- Polk
- Seminole
- Volusia

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.

OSC Economic Impact

Each of OSC's 673,124 FY18 visitors and tourists, 1,492 volunteers, and 238 staff contribute to our local and state economy. We anticipate FY20-FY21 attendance will remain steady or increase since we will host a Blockbuster exhibit that we expect to draw large crowds. As a leading Orlando attraction, OSC hosts over 303 events annually including weddings and conferences, such as Otronicon, Orlando's largest gathering with 14,916 visitors from the gaming and simulation industries. The Americans for the Arts and Economic Prosperity V calculator noted attendees spend "\$27.79 per person, per event" and tourists spend twice as much as locals in area businesses, estimating OSC audiences have generated over \$1.18 million and \$1.4 million in revenue for Orange County and the State of Florida, respectively.

OSC Educational Impact

As a leader in STEM education, OSC provided 4,344 offerings for public participation including programs, labs, classes, movies, and live shows in FY18, enabling each visitor to experience STEM while gaining 21st-century skills for success in school, work, and life. Programs range from fee-based offerings to professional development, afterschool, field trip, summer and break camps, and an on-site STEM preschool for 72 children. Each is age-appropriate such as early childhood storytelling, homeschool, birthday parties, teen professional development, and adult Science Night Live events. Offsite work with area schools, community partners such as After-School All-Stars and Boys and Girl's Clubs, and visits to our Mobile Planetarium extend reach regionally. OSC served over 152,000 students from districts across Florida in FY18, leading to measured gains in STEM literacy, positive attitudes towards STEM, and educator confidence.

OSC Community, Arts, and Culture Impact

Designated a Major Cultural Organization by the State of Florida, OSC has contributed to the cultural, artistic, and intellectual advancement of our community for 64 years. President/CEO JoAnn Newman earned community accolades including Orlando Magazine's Women of the Year award. OSC received an Institute of Museum and Library Services (IMLS) National Medal nomination for the third year in a row, the highest honor given to libraries and museums for "demonstrated extraordinary and innovative approaches to public service", and earned national recognition signifying museum excellence through accreditation by the American Alliance of Museums (AAM).

OSC Inclusion and Access Impact

OSC provides access for all including persons with disabilities, older adults, culturally and economically underserved populations, and minorities. By displaying that commitment throughout our facility and programming, OSC serves as a model organization for inclusion and access. Catalyst, our premier teen professional development program, partnered early on with the Gay/Straight Alliance of Orange County Public Schools and The Zebra Coalition to include LGBTQ+ youth. Over 47 teens have gained real-world, team design-build engineering experience

and research with community partners such as the University of Central Florida and Chelonian Research Institute. OSC hosts reduced \$10 admission days and offers Science for All, a program that is part of a national IMLS Museums for All initiative, to increase access. OSC has welcomed 165,000 Science for All Learners through reduced admissions, family memberships, and scholarships, making OSC among the top 10% of all programs by attendance.

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.

OSC reaches an extensive, diverse audience as a result of our strong marketing team of internal staff and external partners. A strategic marketing plan has been developed to promote events and programs, highlight partnerships, and interest existing and new audiences. Marketing campaigns for exhibits, programs, and special events are implemented through social media, billboards, print, radio, TV, e-mail, internal digital signage, and print materials.

We seek to increase recognition for Central Florida's arts and cultural offerings and reputation as a center of creativity and imagination. We partner with United Arts of Central Florida and arts and culture peers, collaborate on creative projects, and participate in OrlandoATPlay.com and Visit Orlando, when possible. OSC is featured in arts and culture, business, and lifestyle publications such as Orlando Magazine, PLAYGROUND Magazine, Orlando Sentinel, Orlando Business Journal, and I4 Business Magazine as well as a wide range of regional and national publications and websites, including Florida Attractions, USA Today, TravelChannel.com, and MSN.com. We secure advertisements in publications and websites, such as Orlando Weekly, Orlando Sentinel, Orlando Magazine, and Playground Magazine. We place demographically targeted digital ads through networks supported by WFTV.com, OrlandoSentinel.com, and the Google Display Network.

OSC has a robust schedule of rotating exhibits and seasonal events that cater to our diverse audience. Exhibits like *Above and Beyond* and *Identity: An Exhibition of You* help grow our older youth and adult audiences. We host special events for visitors of all ages. Our Science Night Live, Discover Science Tours, and Science of Wine events are designed for adult audiences. Events such as Earth Day, Engineers Week, and Superhero Week provide engaging STEAM content for family audiences. Visitor experiences' at OSC events and programs, such as Mess Fest and Otronicon, have been featured in the Orlando Sentinel, Spectrum News 13, icFlorida.com, and WMFE.

We have strategically expanded marketing to appeal within the Hispanic community. OSC works with Hernan Tagliani from The Group Advertising to develop cross-cultural marketing, specifically in Hispanic community venues. They consult with us on a range of marketing, program, and facility materials to ensure OSC is inclusive and accessible to Spanish-speaking visitors and staff. Our radio partners include WRUM-FM Rumba 100.3 and KQ 103. We have conducted media relations with El Sentinel, Info Mas, Univision, Telemundo, and La Prensa to reach

Hispanic and Spanish-speaking audiences. These efforts to reach a broad Hispanic audience have led to consistent gains in total attendance. The Hispanic population currently comprises 18% of our total audience.

OSC has a strong presence and engages visitors via website and social media accounts such as Facebook, Instagram, and Twitter. Our social media platforms and website had annual views of over 71,000 and 3,050,555, respectively, in FY18. We send weekly emails to over 40,000 donors, members, and community partners. Our SCOPE magazine reaches over 13,000 homes to highlight our community partnerships, donors, members, special events, programs, interactive experiences, and fundraising events. OSC has provided in-studio segments on FOX 35, WKMG-CH6, and WESH-CH2 for programs and special events such as Otronicon and astronomical phenomenon like the Solar Eclipse.

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.

Orlando Science Center's fiscal condition remains strong due to consistent financial management. Our management team constantly makes projections, reviews revenue streams, and compares expenses and outflow to forecasts. The Board of Trustees' Finance Committee meets monthly with the President/CEO and the CFO to review and address any deficiencies.

Total FY2018 unrestricted revenue and other support was \$13,945,438; total expenses before depreciation were \$10,679,276.

In Fiscal Year 2019, with an anticipated increase in earned and contributed revenue, we project a surplus at the year end, June 30. The surpluses are due to funds raised to support planned renovations and upgrades to infrastructure and exhibits. Surpluses will continue and are generated from direct operations and calculated as total revenue less expenses, before depreciation, a standard practice in our industry. Depreciation expense, a noncash item, records the use of our assets and is recovered through periodic capital campaigns. OSC's capital campaign goal is to reach \$35 million by 2022.

We typically earn 65% of our total revenue, as compared to 50% for the average of Science Centers in the U.S. We are responsible stewards of all our resources, and will continue to model best practices for financial management.

We currently have \$875,000 in Operating Reserves and \$400,000 in Maintenance Reserves. Operating Reserves are used for care and maintenance of exhibits and infrastructure. Maintenance Reserves are used to replace obsolete capital items.

Our endowment presently stands at \$1,427,000, with a strategic goal to increase it to \$5 million by 2025.

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.

Formal and informal methods, such as the collection of audience surveys, Share Your Story comments, and direct feedback from visitors, capture visitor experiences. Members are surveyed annually. An OSC staff committee reviews all feedback and responds to any needs.

Program evaluation includes pre/post tests and student and teacher surveys. Both methods contain scaled and open-ended questions. We measure cognitive change and attitudinal impact as indicators of program efficacy and student or educator learning gains. Exhibits are evaluated using industry standard techniques including front-end evaluation, focus groups, and attendance and dwell time tracking.

External, professional evaluators conduct studies and analyze OSC data. Flight Lab programming was evaluated as part of a grant from the Office of Naval Research, and an external evaluator is working with the OSC team conducting STEM education in area hospitals with NASA funding. These efforts pinpoint success and identify the efficacy of our work. Reporting requirements for secured grant funding supports periodic and precise measurement through evaluation.

Strategic Plan 2020 contains definitive goals, objectives/activities, and quantitative and qualitative benchmarks. As Plan 2020 approaches completion, OSC leadership will discern successes, opportunities for improvement, and based on results, will craft a new strategic plan for our next stage of development.

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	\$1,525,023	\$1,738,254	\$1,780,106
2. Personnel: Programmatic	\$3,797,773	\$4,298,092	\$4,514,962
3. Personnel: Technical/Production	\$514,801	\$662,909	\$782,187
4. Outside Fees and Services: Programmatic	\$1,408,761	\$1,341,870	\$1,706,021
5. Outside Fees and Services: Other	\$800,137	\$849,484	\$931,241
6. Space Rental, Rent or Mortgage			
7. Travel	\$48,220	\$67,301	\$73,099

8.	Marketing	\$438,474	\$415,794	\$678,739
9.	Remaining Operating Expenses	\$1,791,318	\$2,028,278	\$2,101,474
A.	Total Cash Expenses	\$10,324,507	\$11,401,982	\$12,567,829
B.	In-kind Contributions	\$288,580	\$275,000	\$300,000
C.	Total Operating Expenses	\$10,613,087	\$11,676,982	\$12,867,829
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$6,683,559	\$6,839,999	\$7,050,453
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$1,422,076	\$1,553,976	\$1,565,650
13.	Private Support: Corporate	\$861,799	\$980,159	\$1,113,625
14.	Private Support: Foundation	\$123,350	\$138,800	\$189,800
15.	Private Support: Other	\$910,096	\$871,409	\$758,500
16.	Government Support: Federal	\$378,614	\$491,652	\$451,166
17.	Government Support: State/Regional	\$121,780	\$59,892	\$150,000
18.	Government Support: Local/County	\$859,838	\$816,559	\$1,288,635
19.	Applicant Cash			
D.	Total Cash Income	\$11,361,112	\$11,752,446	\$12,567,829

B. In-kind Contributions	\$288,580	\$275,000	\$300,000
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E. Total Operating Income	\$11,649,692	\$12,027,446	\$12,867,829
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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.

In FY2019, we were fortunate to be able to double our typical annual merit increase and therefore provide a significant one-time increase to personnel pay.

Beginning in FY2020, Orlando Science Center will be hosting the traveling exhibit *Pompeii: The Immortal City*. The additional costs for hosting this blockbuster exhibit are reflected in the increased expense categories of Outside Fees and Services: Programmatic and Marketing. Much of these costs are generously being underwritten by Orange County, which is reflected in the increased revenue from Government Support: Local/County.

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, Finance, Development, HR	\$0	\$1,860,211	\$0	\$1,860,211
Totals:		\$0	\$1,860,211	\$0	\$1,860,211

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Services, Education, Visitor Experience/Exhibits, Special Events, Theaters	\$150,000	\$4,746,472	\$0	\$4,896,472
Totals:		\$150,000	\$4,746,472	\$0	\$4,896,472

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing/Graphics, Rental Events, other Operations staff	\$0	\$821,296	\$0	\$821,296
Totals:		\$0	\$821,296	\$0	\$821,296

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Royalties, Traveling Exhibits, Science Fairs, Special Projects	\$0	\$1,535,419	\$80,000	\$1,615,419
Totals:		\$0	\$1,535,419	\$80,000	\$1,615,419

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contract Labor, Mtc & Repair, Janitorial, Legal, Finance, Professional Services	\$0	\$977,803	\$20,000	\$997,803
Totals:		\$0	\$977,803	\$20,000	\$997,803

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Conferences, Meetings	\$73,830	\$0	\$73,830
Totals:		\$73,830	\$0	\$73,830

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing, Graphics, Advertising, Signage, Promotional Materials	\$0	\$542,991	\$500,000	\$1,042,991
Totals:		\$0	\$542,991	\$500,000	\$1,042,991

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Utilities, Insurance, Phone, IT, Supplies, Other	\$0	\$1,953,445	\$0	\$1,953,445
Totals:		\$0	\$1,953,445	\$0	\$1,953,445

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$12,511,467

In-Kind Match:

\$600,000

Match Amount:

\$13,111,467

Total Project Cost:

\$13,261,467

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	Walk-in, Memberships, Field Trips, Educational Programs	\$7,475,196	\$7,475,196
Totals:		\$0	\$7,475,196

3.3. Revenue: Other *

#	Description	Cash Match	Total
Totals:		\$0	\$1,581,307

#	Description	Cash Match	Total
1	Parking Fees, Facility Rentals, Cafe'/Store, Birthday Parties, Interest, Vending, Misc.	\$1,581,307	\$1,581,307
Totals:		\$0	\$1,581,307

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Grants, Sponsorships	\$1,124,761	\$1,124,761
Totals:		\$0	\$1,124,761

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Grants, Sponsorships	\$189,800	\$189,800
Totals:		\$0	\$189,800

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	United Arts, Individual Donors & Fundraising	\$766,085	\$766,085
Totals:		\$0	\$766,085

3.7. Government Support: Federal *

#	Description	Cash Match	Total
1	Project Grant Support	\$360,933	\$360,933
Totals:		\$0	\$360,933

3.8. Government Support: Regional *

#	Description	Cash Match	Total
1	Project Grant Support	\$150,000	\$150,000
Totals:		\$0	\$150,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	General Operating Support, Project Grant Support	\$863,385	\$863,385
Totals:		\$0	\$863,385

Total Project Income:

\$13,261,467

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	1%
B.	Cash Match	\$12,511,467	\$12,511,467	94%
	Total Cash	\$12,661,467	\$12,661,467	95%
C.	In-Kind	\$600,000	\$600,000	5%
	Total Proposal Budget	\$13,261,467	\$13,261,467	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.

We strive to ensure our facility, events and programming are accessible to all. Efforts, covered in depth on our website at <https://www.osc.org/about/accessibility/>, earned OSC IMLS National Medal finalist status in 2017, 2018, and 2019.

To remove hardships and make experiences more enjoyable, OSC provides notices of ADA, Title VI and Section 504 statements and grievance procedures. Service animals are permitted. Braille on exhibits and facility signage, large print programs and theater scripts and ASL and bilingual interpreters are offered free of charge. Our website includes ADA/LEP Coordinator contact information and a Sensory Social Story to help visitors plan their trip.

Prototyping, planning, facility upgrades, and new exhibits were designed and built in accordance with ADA, recognizing human difference and the often underserved or invisible needs of those with disabilities. Accessible restrooms, gender neutral single-stalls, private nursing lounges, wheelchairs, and accessible parking on all levels of our parking garage are provided.

Bilingual text and international symbols are included in signage and programs. As our visitor base diversifies in complexity beyond race and ethnicity, we include underrepresented populations, such as LGBTQ+, in advertising and marketing materials to represent our community and to capitalize on audience growth and outreach. Bilingual programming is offered and we maintain a list of bilingual staff for immediate translation needs. When needs extend beyond OSC resources, external translation services are offered free of charge.

Events and programs engage and include students from underserved communities and Title I schools, families from low-income households and people of all ages with physical or developmental disabilities. We host quarterly Sensory Sundays, turning the entire museum into a more a welcoming space for guests who have sensory processing disorders. Sensory Friendly offerings are noted in our event calendar. Science for All admission, transportation stipends and \$10 admission days reduce economic barriers.

Leadership, staff and volunteers receive non-discrimination and ADA training tri-annually. In 2018, leadership participated in iPAGE training with the Science Museum of Minnesota. iPAGE is a federally-funded program designed to help leaders of informal STEM education institutions implement lasting changes that support diversity, promote inclusion, increase access, and achieve equity.

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?

Debra Gordon

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?

10/1/2017

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
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)
orlando science center w-9.pdf	33 [KB]	6/26/2019 1:47:11 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
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File	Title	Description	Size	Type	View (opens in new window)
Attachment II. Letters of Support Mayor Buddy Dyer - Jason and Julie Singer Brady.pdf	Attachment II. Letters of Support: Mayor Dyer, Jason & Julie Singer Brady	Letters in support of OSC's proposal from City of Orlando Mayor Buddy Dyer and OSC members Jason and Julie Singer Brady.	279 [KB]		View file
Attachment III. Excellence - IMLS, CIR, Strategic Plan.pdf	Attachment III. Excellence - IMLS, CIR, Strategic Plan	Compilation of IMLS National Medal Nomination in 2017, 2018, and 2019 along with an OSC blog announcement of IMLS nomination in 2019, OSC's 2018 Community Impact Report, and 2020 Strategic Plan.	1207 [KB]		View file
Attachment IV. Impact - Catalyst.pdf	Attachment IV. Impact - Catalyst	Catalyst is OSC' professional development for teens program. Collaborations with community partners early on in program development enabled OSC to reach diverse teen audiences, including LGBTQ+ and other youth underserved in STEM fields. Examples of marketing and informational brochures with more detail on the three tiers of the program are provided.	446 [KB]		View file
Attachment V. Impact - Educational Programming.pdf	Attachment V. Impact - Educational Programming	OSC has a diverse array of STEM educational programming for all ages. Detailed informational guides presented herein include the 2018-2019 OSC Educators Guide, Summer Camps, Break Camps, Afterschool Club, Early Childhood Guide, and Family Programs Guide. Summer Camps Grades 5-6 Reservation information page has an example of FL DCA credit and notation of Title VI of the Civil Rights Act of 1964.	3644 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Attachment VI. Impact - Comments and SCOPE.pdf	Attachment VI. Impact - Summer 2019 SCOPE and Comments	Member Comments have been included that highlight the opinions of general OSC and Science for All Members. Three times a year, Orlando Science Center publishes SCOPE magazine to communicate with members. The bottom of SCOPE Table of Contents has an example of FL DCA credit and notation of Title VI of the Civil Rights Act with contact information provided for our Accessibility Coordinator.	5391 [KB]		View file
Attachment VII. Impact - Events.pdf	Attachment VII. Impact - Events - Otronicon program and photos, Science Night Live postcard and photos	Programs and photos from 2019 Otronicon, Orlando's largest gathering of the gaming and simulation industries, and Science Night Live, OSC's adults-only STEM education event, are included.	1283 [KB]		View file
Attachment VIII. Impact - Blockbuster Exhibit Pompeii.pdf	Attachment VIII. Impact - Blockbuster Exhibit Pompeii	In Summer 2021, OSC will host a blockbuster exhibition called Pompeii: The Immortal City. This exhibition will fill the traveling exhibit hall with artwork, archaeological artifacts, and multimedia, allowing visitors to experience the catastrophic eruption of Mount Vesuvius in AD 79.	3290 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Attachment IX. Accessibility and Inclusion.pdf	Accessibility and Inclusion - Photos of International Signs, Bilingual Signage, Accessibility Page, example of Spanish traveling exhibit flyer, diverse marketing photos, Sensory Social Story	Photographic demonstrations of the use of international symbols for accessibility and bilingual English-Spanish signage within OSC's facility. Additional marketing information including bilingual flyers, diverse marketing photos demonstrating inclusion of diverse populations within marketing materials, and the Sensory Social Story, which provides additional photographic demonstrations of accessibility and inclusion efforts throughout the facility and programming, which is provided by OSC on the accessibility page of our website (https://www.osc.org/about/accessibility/) to assist visitors with trip planning.	3218 [KB]		View file
Attachment X. FLDCA GPS Letter of Support President CEO JoAnn Newman.pdf	Attachment X. Letter of Support: President / CEO JoAnn Newman	Letter in Support of OSC's application from Orlando Science Center President and CEO, JoAnn Newman	127 [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 Orlando Science Center, 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)

Nona Tyler

