

From: noreply@fs30.formsite.com on behalf of [Formsite](#)
To: [McKibben, Nancy](#)
Subject: MSTU Special Projects Funding FY21 Application Form Submission Result #21534238
Date: Saturday, July 24, 2021 3:34:07 PM

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Full Legal Organization Name (Required)	Palm Harbor Historical Society (PHHS), dba Palm Harbor Museum (PHM)
Street Address (Required)	2043 Curlew Road
City (Required)	Palm Harbor
State (Required)	FL
Zip Code (Required)	34683
Organization Website (URL)	www.palmharbormuseum.org
Organization President / Executive Director (Required)	Rev. Bob Fortner
Title (Required)	President, Palm Harbor Historical Society
Phone Number (Required)	727-254-2959
Email Address (Required)	unityphrev@gmail.com
Contact Person Phone Number	727-724-3054
Contact Person Email Address	palmharbormuseum@outlook.com
501(c)(3)? (Required)	Yes
Registered in Florida? (Required)	Yes
Year Established (Required)	1983
Total Organization	\$ 54,000.00

**Annual Budget
(Required)**

**Taxpayer /
Employer ID #
(Required)** 59-3246072

**Brief Description
of Organization
and It's Mission
(approx. 600
characters)
(Required)** As primary repository for historical artifacts and documentation in this unincorporated area of Pinellas County, the 103-year-old Hartley House features exhibits, hosts events and programs. Displays provide learning and discovery experiences for residents, visitors, children of all ages, with free admission to all.

Palm Harbor Historical Society volunteers promote the Palm Harbor Museum in its mission: To collect, preserve, interpret, and share the heritage of the Palm Harbor area, within the context of Pinellas County and Florida History.

**Project Name
(Required)** Native Plant and Historic "Living Landscape" with Outdoors Interpretive Signage

**Requested
Program Budget
(Required)** \$ 20,000.00

**Community
Need: Describe
the problem or
need to be
addressed by
this project.
(Required)** Palm Harbor Historical Society (PHHS) was founded during a time when development transformed former groves, timber, agricultural lands and working waterfront fishing and boating operations into subdivisions. As commercial fishing and agriculture disappeared, storefront construction and road building greatly altered previously rural areas. Pioneer family members partnered with residents, inspired by a goal to preserve evidence of area history. PHHS was founded as residents joined together to collect artifacts, documents, photographs, and written accounts of history, anything that depicted what was fast receding in memory. Collected as well were items connected to new civic initiatives, commercial endeavors, and housing developments.

Downtown Palm Harbor businesses and residences housed the growing collection as the PHHS organization lacked a permanent facility. When the expansion of Belcher Road toward Tarpon Springs was in planning stages, Pinellas County bought the former Hartley House with plans to demolish this historic structure. Society members and the community at large encouraged the County to lease the structure and surrounding grounds to the Society. Under a cooperative agreement approved by the Society and Board of County Commissioners, the County owns the property. By 1998 PHHS was operating Palm Harbor Museum.

Our Present Activity Dictates the Need to be Addressed by this Project: PHHS members host programs, give tours of the Museum, write articles for publication, create exhibits, capture oral history videos, share educational resources, and preserve the Museum collection. The goal is to celebrate, educate, entertain, and inform, regarding the diverse population and accomplishments of our communities. As a destination, Palm Harbor Museum's prime location serves as a landmark destination for residents in northern Pinellas County, as well as being a cultural site for tourists hearkening from places near and far. Our "Signed In" visitor count in 2019 was 2,441. Museum hours are limited to when the part time Museum Operation Manager and volunteers can host. Expanding exhibits to the outdoor landscape will be available to all visitors during day light hours. A one time investment of MSTU funds will greatly enhance the Museum's service to the public and increase environmental usefulness. "Native Plant and Historic 'Living Landscape 'with Outdoor Interpretive Signage" will improve a valuable Pinellas County asset.

During 2020, in direct response to the COVID pandemic, PHHS sought to implement

strategies to make Museum resources available digitally. Our “Meet Me at the Museum” monthly programs transitioned to Zoom. So did committee work. Efforts to develop a digital database of our collection, to film Oral History interviews, to make resources available online, to research and create exhibits continued, even while the Museum had to be closed to the public. These initiatives moved forward and are ongoing. Yet, while visitors were prevented from coming inside the museum, Museum leadership realized opportunities could expand on our outdoor campus. Additional outdoor features draw visitors to utilize and engage with history even when the Museum is not open.

This special project will introduce interactive educational components utilizing the entirety of the outdoor Museum campus. Addition of Native Florida Plants, appropriate to the habitat (Pine Flatwoods) along with complementary Interpretive Signage, will augment the experience for all who visit our Museum.

1. Our museum campus becomes a vibrant and functional habitat for beneficial native plants and animals. Reintroduced native species complement and enhance existing Historic Specimen Plants.

2. Dibond* Interpretive Signage educates visitors about specific cultural aspects of the site.

*Dibond Signage is an aluminum composite resulting in lightweight yet durable sign material best known for its outdoor application and resistance to the elements. It will keep its shape and integrity without being altered by weather fluctuations. Colors will not fade or crack from the elements.

3. A Treasured Plants Map” guides visitors to view native and historically introduced plants, to learn how these were useful to early humans and subsequent settlers (Ethno botanical emphasis).

4. Our Museum’s Living Landscape becomes a “Pocket Park” providing outdoor areas conducive to additional interactive features located at “stations.” These features foster Photo ops, interaction with plants, activities relating to history of our campus, outdoor classroom space for demos and meet ups. Our campus is freely available for all visitors to our Museum including families, organizations, school children and elder care/retirement facilities.

5. The Museum Operations Manager and volunteers utilize the Living Landscape for Jr. Historian and Adult Education programming.

**Project Summary:
Describe how the project will be fully implemented and how it will address the need or gap in the community. Identify and describe other funding sources, if any, for this project/program. (Required)**

Implementation:

1. Professional contractors provide critical aspects of site preparation (Tree Trimming, Non-Native Tree Removal Work, Sprinkler System Repair).
2. Plants, sourced from a certified Native Florida Nursery, are planted and tended.
3. An expert consultant provides essential landscape design and guidance for plant installation and care. (Dr. Craig Huegel, ecologist, author and cofounder of the Urban Wildlife Program at University of Florida.)
4. We utilize volunteer labor, in-kind services and supplies to install the Living Landscape and Interpretive Signage project. Plants purchased in small containers are cost effective and transition with ease to our landscape.
5. “Writing and Design” of the interpretive signage is accomplished by the Museum Operations Manager and volunteer historians.
6. A local company manufactures the Dibond signage for utmost quality.
7. Volunteers install signage and additional features within our Living Landscape, providing immediate benefit, transitioning to longevity.

Need Statement:

The need or gap in our community is for Palm Harbor Museum to thrive as the primary publically accessible center for showcasing the history and heritage of unincorporated north Pinellas County. As a “satellite campus” of Heritage Village, we seek a pathway for our Museum to flourish. We want visitors to “see” and “feel” that our exhibits relate directly to them. We want to impart a sense of place and community pride. The outdoor project with native / historic plants and interpretive signage is cross-cultural, widely appealing, no matter the age or background of the visitor. The Museum Bird Thicket, Pollinator Overlook, Heritage Rose Garden and Native Florida Butterfly Garden will be immediately useful and also subject to evolution, improvement and maturity. Outdoor areas of the Museum are available at times the Museum is closed and are useful for programming and touring during open hours.

Although we have regular visitors who picnic on the Museum grounds we expect a Living Landscape will immediately draw an increase in visitors to this location, a "Pocket Park," augmenting value as an asset to Pinellas County. The example of creating a robust and appropriate landscape for our Museum will serve to encourage residents and visitors to do likewise in their home landscapes which is important for the survival of resident and migrant birds, insects and butterflies. So far as the signage, our location in Pinellas County is unique in featuring Ethno Botany as a theme (the use of plants by humans). Our efforts inspire collaboration with individuals interested in gardening, preservation and reintroduction of aspects of native habitat.

Funding Sources:

The project funding request is in the amount of \$20,000.00. The total cost of the project is \$21,473.70. The project cost which exceeds the MSTU funding will be paid from PHHS reserve funds and a donation.

Museum volunteers provide the majority of labor and talent as they install and maintain plants and signage features. The in-kind support given by the museum volunteers is indispensable to this special project.

Program Outcomes: Describe the time-line by which the project will be implemented including short-term and long-term results. (Required)

Site Preparation work will be scheduled for April 2022. By June 2022, utilizing the Living Landscape Design Plan, Florida Native Plants and Heritage Roses are installed in the area around the Hartley House. The plantings instantly transform the campus with a Living Landscape that becomes fully mature over several growing seasons. PHHS team members commit to provide care and upkeep as the Living Landscape takes hold. By July 2022 A “Bird Thicket”, “Native Florida Butterfly Garden,” “Heritage Rose Garden,” and “Pollinator Overlook” are established. Benefits are immediate. Measurable advantages will be increased visitation and residence by bird species and beneficial insects (pollinators, dragon flies, lady bugs). Human visitation will also increase due to the attractions of the Living Landscape!

By August 2022 Educational Interpretive Signage and a Treasured Plants Map guide are installed. If the budget allows, outdoors seating and additional features (2 bird bath and several bird houses) are installed. These attributes facilitate use of the Museum campus in ways that are lasting and useful immediately and into the foreseeable future.

By September 2022 the Museum will host an Opening Event to foster public awareness and to acknowledge Pinellas County BCC MTSU Special Projects Funding. (Suggested Signage Draft is attached)

We expect landscape improvements with signage to be immediately useful and also to become more beautiful over time. Features we create as focal points for signage will invite visitation and inspection. All of this benefits the ability of Palm Harbor Museum to convey stories about our history in a living landscape at the same time as it enhances the experience of even the most casual visitor.

Describe how your project aligns with the County's Strategic Plan: (Required)

As a destination for visitors, Palm Harbor Historic Museum is a landmark site for Pinellas County due to its excellent visibility at the northwest corner of Belcher and Curlew. Installation of 'Native Plant and Historic "Living Landscape" with Outdoor Interpretive Signage' attracts public notice at the busy intersection. This special project evidences Superior Environmental Stewardship in reintroducing plants to foster beneficial insect and bird habitat. Interpretive signs entice and inform, providing visitors with a sense of wonder and context.

The investment of public resources in improvement of this asset, situated at high elevation, on County owned land (a gateway property as visitors travel Curlew Road to visit local State Parks to the west) augments the Economic Growth & Vitality and lasting appeal of a Pinellas County asset.

The special project features implemented will be of use seven days a week during daylight hours. Even if the Museum is closed, the campus can serve as a "Pocket Park" destination offering educational hospitality, fostering healthful recreation and providing inspiration. This use echoes what the Hartley family home provided in the days of pioneer living when it served as a stopover "way station" and refuge for travelers, journeying along Curlew Creek to and from Tampa, providing First Class Service to the Public!

The Native Plant and Historic "Living Landscape" with Outdoor Interpretive Signage becomes an outdoor classroom providing insight and delight in the investigation of traditional practical usage of regional plants. (One of our charming, perhaps apocryphal, stories is that the Hartley children mixed pokeberries, or mulberries, into the mortar, turning it pink, visible between the rusticated blocks of the house.)

Our PHHS Board of Directors, working with part-time Operations Manager, Carol Cortright and Meet Me at the Museum moderator, Joy Katzen-Guthrie, along with a cadre of volunteers, engage collaboratively to create exhibits, events and programs which enrich and educate residents and visitors with first class service reflecting the high standards of Pinellas County public service.

Palm Harbor Museum volunteers (Pinellas County volunteers) provide services that maintain Social, Economic, and Cultural Equitability. Individuals engage in specific tasks related to Palm Harbor Museum, including offering tours, assisting in office work, record keeping, maintenance tasks, developing exhibits, caring for the collection, conducting and recording oral histories.

Our special project, 'Native Plant and Historic "Living Landscape" with Outdoor Interpretive Signage' proposes to provide efficient, cost-effective improvement to a Pinellas County asset.

Additional Information	Budget_FY_2021_MTSU_Special_Projects_Application_Palm_Harbor_Museum.docx (156k)
Authorized Signature (Printed Name / Title) (Required)	Terry Fortner, Volunteer for Palm Harbor Museum
Authorization Date (Required)	07-24-2021

