

Florida Holocaust Museum

St. Petersburg

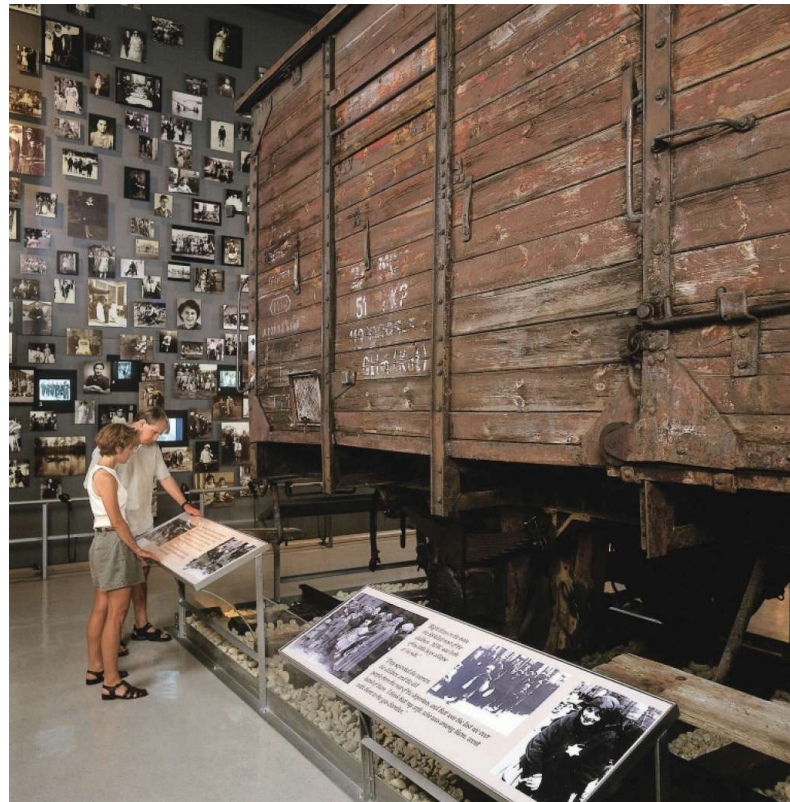


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PROJECT DESCRIPTION

The Florida Holocaust Museum (Applicant or Museum) is requesting Tourist Development Tax funding for a renovation to the lobby and a new entrance area to one of the largest Holocaust museums in the U.S. The Museum located in St. Petersburg is an accredited museum, one of three accredited museums in the country. The Museum has operated as a not-for-profit entity in this current location for over 21 years.

The project application is primarily to address the needs of growing security and safety concerns currently impacting the museum. On the wake of several shooting incidents at Jewish locations in other part of the county, the need for heightened security functional has intensified. This renovated entrance area would allow for a more secure entrance and allow for attendee security screening prior to entering the facility, as well as improve entering of the facility for individuals with mobility issues. Additionally, the renovation plans provide for an alley-side entrance point for school groups allowing for immediate entry into the museum.

These renovations follow a series of increased security operational protocols by providing security check points prior to actual entry into the primary museum lobby. The investment implements several recommendations that emerged from the Museum's most recent Security Field Assessment conduct by Master Police Officer Stanley Merchant of the Tampa Police Department. The security vulnerability of the front entrance has appeared in four separate security assessments dating back to 2011.

The Applicant suggests that the renovation to the lobby area enhances the visitor experience by creating an area for video screens

and billboards that could promote other area attractions. The expanded area also allows the Museum to design 2nd and 3rd floor room for much needed office space expansion.

The funding application was submitted to Pinellas County and included projected costs, funding request, proposed justification and overall conceptual drawings for the new entrance.

FINANCIAL ANALYSIS

Development Cost

The total project budget for the renovation is projected to be \$1,816,614, including \$1.25 million for the construction, \$170,000 in planning and professional fees, \$228,000 for furnishings and equipment and \$165,000 in contingency costs. The planned renovation includes:

- Moving security screening placement prior to actual museum entry.
- Alley-side secure entrance for school children drop off by buses.
- Overall new museum entrance with ramp to one centralized location.

Shovel ready

It appears that the Applicant has developed concept drawings for the new entrance, meaning that the project may not yet be shovel ready. The Applicant stated the conceptual plans have been assessed and approved by law enforcement personnel.

Funding Request

The Applicant is requesting \$350,000 from Pinellas County Tourist Development Tax. The Applicant indicates that this request is the first ask of Pinellas County by the museum in 12 years and the first time asking for assistance on a capital project.

The funding request represents a Category D (capital funding/debt service other) use as defined in the Capital Projects Funding Program Guidelines and requires the Applicant to provide matching funding. The funding request represents approximately 19% of the estimated total renovation costs.

Funding Plan

The project is intended to be funded as follows:

Private Contributions	\$616,614
State of Florida (awarded)	\$500,000
Pinellas County TDC Grant (requested)	\$350,000
City of St. Petersburg	<u>\$350,000</u>
Total	<u>\$1,816,614</u>

The application specified a projected start date of September 2019 and a projected end date of December 2020.

Related to matching funding, the Applicant stated that the State funding has already been allocated in the State budget. It appears that the \$350,000 request from the City of St. Petersburg has not yet been achieved. The Applicant stated that conversations with the City are ongoing. The Applicant also stated that several private donors have expressed interest in contributing to the project; however, no further details were provided.

ECONOMIC IMPACT

The Applicant did not provide an economic impact study or visitor profile results as part of the application. The security ramifications of the renovation were pronounced as the ultimate goal and outcome from the investment.

Attendance Impact

The Applicant stated that in the 2018-2019 operational year, the Museum's generated attendance totaled 218,373. No attendance impact was suggested or provided related to the renovations.

Room Night Impact

The Capital Funding/Debt Service Other Program Guidelines states that the ability of a Category D project to attract tourists from the State of Florida, nationally or internationally is critical to the nature of the project. The Applicant did not provide potential room night impact that might be related to the renovations, rather the application focused on ensuring a protected guest environment for museum attendees.

Tourist Development Tax

According to the Pinellas County Tax Collector, the City of St. Petersburg represented approximately 13.2% of the total Tourist Development Tax collected in the County in calendar year 2018, the equivalent of \$7.8 million. The Museum's funding request of \$350,000 represents 0.6% of the total 2018 County collections.

Marketing/Media

The Applicant indicated that the expanded lobby area would provide added space for promotion of area attractions and that video

screens and promotional displays could be utilized to bring attention to other museum facilities in the area. Specific information on reach, impressions and potential outcome were not included within the application. The Applicant stated that marketing and sponsorship values might surpass \$500,000.

OTHER REQUIREMENTS

Completion Timeline

The Applicant indicated an anticipated project start date in September 2019 and completion date in December 2020.

Summary

- The Florida Holocaust Museum is a not-for-profit, accredited museum entity operating for over 21 years in St. Petersburg, Florida as one of the largest museums on the Holocaust in the U.S.
- Development cost for a security enhancement renovation of the Museum is estimated to be \$1,816,614.

- The funding request from Tourist Development Tax is for \$350,000, matched by \$350,000 from the State, which the Applicant states has been awarded.
- The projected funding from the City of St. Petersburg and from private contributions does not yet appear to be finalized.
- The rationale for the renovation is provided by recent security related incidents at other Jewish facilities and the recommendations provided from four separate security assessments conducted by local police department employees.
- City of St. Petersburg represented approximately 13.2% of the total Tourism Development Tax collections in 2018 or \$7.8 million
- No projections on visitation or economic impact were provided as the importance of the security concern was deemed critical to the long-range viability of the museum.
- The Applicant stated that anticipated marketing and/or sponsorship benefits could total approximately \$500,000.