

Florida Humanities Fall Speaker Series

2020 Fall Florida Talks

Lake Wales History Museum

Ms. Jennifer D'hollander
325 S. Scenic Highway
Lake Wales, FL 33853

JDhollander@lakewalesfl.gov
O: 863.676.1759

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Application Form

Sponsoring Organization:

Sponsoring Organization Information:

If approved, this is the name of the non-profit organization to which all grant funds would be made payable.

Sponsoring Organization Name:*

Lake Wales History Museum

Sponsoring Organization Address Line One:*

325 S Scenic Highway

Sponsoring Organization Address Line Two:

[Unanswered]

Sponsoring Organization City:*

Lake Wales

Sponsoring Organization State:*

Use two letter abbreviation.

FL

Sponsoring Organization Postal Code:*

33853

Sponsoring Organization County:*

Polk

Sponsoring Organization Business Phone:*

8636761759

Sponsoring Organization Annual Operating Budget*

Priority will be given to organizations with operating budgets of less than \$500,000.

\$283,633.00

Sponsoring Organization Federal ID Number:*

This number is issued by the IRS and is typically a 2-digit number followed by a dash and 7 more digits.

59-6000357

Sponsoring Organization DUNS Number:*

This is a unique 9-digit number used by the federal government to identify businesses. If your organization does not currently have a DUNS number you can apply for one here.

073212201

Is the Sponsoring Organization in a RAO area?*

Please refer to **this map** to determine if your county or city is categorized as an Rural Area of Opportunity or catalyst site.

No, this organization is not in a RAO area

Does your organization have an active SAM.gov account?*

While you may apply without an active SAM account, we will not be able to disperse funds until your account is active. Click here for a quick start guide on how to register or renew your organization with Sam.gov.

Yes, my organization has an active SAM account

Sponsoring Organization Website Address:

www.lakewalesfl.gov/museum

Use the fields below to enter the elected officials for the address of the Sponsoring Organization listed above. **Click here** to find your representatives by address.

State and Federal Representatives:

State House District Number:*

42

State House District Representative Name:

Mike LaRosa

State Senate District Number:*

26

State Senate District Representative Name:*

Ben Albritton

U.S. Congressional District Number:*

9

U.S. Congressional District Representative Name:*

Darren Soto

Project Title:

Project Name:*

Florida Humanities Fall Speaker Series

Project Director:

Project Director Salutation:*

Ms.

Project Director First Name:*

Jennifer

Project Director Last Name:*

D'hollander

Project Director Business Title:*

Director

Project Director Organizational Affiliation:*

Lake Wales History Museum

Project Director Address Line One:*

325 S Scenic Highway

Project Director Address Line Two:

Project Director City:*

Lake Wales

Project Director State:*

Use two letter abbreviation.

FL

Project Director Postal Code:*

33853

Project Director Address Type:*

Is this a home or business address?

Business

Project Director Email:*

The Florida Humanities Council communicates heavily through email. Please provide an email address you check frequently.

jdholander@lakewalesfl.gov

Project Director Email Type:*

Is this a personal or business email address?

Business

Project Director Contact Number:*

8636761759

Project Director Contact Number Type:*

Is this a home, business, or cell number?

Business

How did you hear about funding opportunities from the Florida Humanities Council?*

Email

If other, please specify:

Program Information:

Program Information:

Use the fields below to provide general information on each proposed program.

First Program's Speaker:*

Sharon Koskoff

First Program's Title:*

Habana Deco: Art and Architecture of Cuba

First Program's Start Date:*

Programs must take place between January 1 - June 30, 2020.

09/15/2020

First Program's Start Time:*

Example: 7:00 PM

6:00 PM

First Program's Expected Attendance:*

100

First presenter has agreed to the above date and time.*

Verify that you have contacted the speaker and confirmed the program information with them.

Yes, presenter has agreed to date and time.

Second Program's Speaker:

If you're not booking a second speaker, skip to the venue information section.

Ashley Preston

Second Program's Title:

Mary McLeod Bethune in the Sunshine State

Second Program's Start Date

Programs must take place between January 1 - June 30, 2020.

10/13/2020

Second Program's Start Time:

Example: 7:00 PM

6 PM

Second Program's Expected Attendance:

100

Second presenter has agreed to the above date and time?

Verify that you have contacted the speaker and confirmed the program information with them.

Yes, presenter has agreed to this date and time

Third Program's Speaker:

If you're not booking a third speaker, skip to the venue information section.

Bob Stone

Third Program's Title

Florida Cattle Ranching: Five Centuries of Tradition

Third Program's Start Date:

Programs must take place between January 1 - June 30, 2020.

11/17/2020

Third Program's Start Time:

Example: 7:00 PM

6 PM

Third Program's Expected Attendance:

100

Third presenter has agreed to the above date and time?

Verify that you have contacted the speaker and confirmed the program information with them.

Yes, the speaker has agreed to above date and time

Venue Information:

Venue Information:

Use the fields below to provide general information on where your program is taking place.

Venue Name:*

Lake Wales History Museum

Venue Address:*

325 S Scenic Highway

Venue City:*

Lake Wales

Venue State:*

FL

Venue Postal Code:*

33853

Venue Contact Name:*

Jennifer D'hollander

Venue Contact Number:*

863-676-1759

Venue Contact Email*

jdhollander@lakewalesfl.gov

Number of Venues*

Will all of your programs take place at the same venue? If not, we will collect additional venue information upon project approval.

Yes, all of our programs will be at the same venue

Narrative:

Narrative:

Use the form fields below to answer each narrative question.

1. Venue Information:*

Briefly describe venue(s) for the proposed programming. Be sure to include maximum seating capacity, ADA compliance, and audio/visual capabilities.

Created in 1976, the Lake Wales History Museum hosts permanent and traveling exhibits, educational programs and special events for the community. Our mission is to collect, preserve and share the heritage of Lake Wales. The museum is located in the local historic 1928 Atlantic Coast Line Railroad station, which is listed on the National Register of Historic Places. We will host all of our speaker series in the original freight room, which serves as the museum's multipurpose space for exhibits and lectures, and can accommodate up to 120 people. Audio/visual equipment includes the use of a microphone, speakers, projector and screen so all who attend can hear and see the presentations. Currently, the museum has accessible parking spaces, ADA ramps, entrances to the museum, restrooms and signage. The final ADA project will be the installation of a service lift from the ground floor into the museum's multipurpose space where our speaker series presentations take place.

2. Reaching Underserved Audiences*

Describe how your project or programming engages diverse audiences or impacts an underserved community. Underserved communities can be defined as those whose access to the humanities is limited by geography, ethnicity, economics, or disability.

Lake Wales, in itself, is an underserved, rural town with a total population of 15,140, and median household income of \$30,000 per year, with almost 50% of residents living below the poverty line. The museum is open free to the public, and 90% of our programs are free as well to eliminate economic barriers. The museum regularly offers diverse programs and exhibits as Lake Wales' ethnic makeup includes 65% White, 28% African American, and 7% from other races. About 15% of any race are Hispanic or Latino. All of our speaker series presentations are selected to attract audiences of diverse backgrounds and ethnicities. This year we have added more African American speakers to our calendar of events, and are working on sharing new stories from the African American community in our permanent exhibit. The museum is also currently working on a new internal changing exhibit series titled Voices of Lake Wales, in which a number of new African American and Hispanic stories will be highlighted.

3. Publicity:*

FHC attaches great importance to a program's planned publicity. Please briefly describe how you plan to publicize your programming.

This presentation series will be part of the Lake Wales History Museum's ongoing comprehensive marketing plan using our website, regular press releases, e-newsletters using Constant Contact, flyers, print ads, and Facebook. We also package the speaker series with other programs. This fall we will publicize Michael Francis' talk on early Florida with an exhibit from the Museum of Florida History entitled, Florida Before Statehood. In October, we will host a 21st amendment exhibit, and have selected Ashley Preston's talk on Mary McLeod Bethune who fought for women's voting rights, and helped register black voters after the passing of the 21st amendment, again both complementing each other. For each individual presentation, we send a press release to over 300 media contacts, list the event on Facebook, our website, distribute flyers, send email notifications, and create an RSVP event on Eventbrite. Printed ads run monthly in five newspapers, as well as, three local magazines.

4. Fees*

Will there be any fees to attend your programming? If so, how much? Partners are able to charge a modest attendance fee, but it may not present a barrier to public attendance. Funding priority will be given to programs that are free and open to the public.

No, all speaker series presentations are free to the public.

Budget & Budget Detail:

Requested Funding Amount:*

While \$1,000 is the maximum award, you should only request what you need. A project using only one speaker should not request the maximum amount.

1000

Budget & Budget Detail:*

Budget and budget detail must reflect all costs of implementing your project. Request may not exceed \$1,000 and FHC funds may only be used for eligible project expenses incurred during the grant period. All amounts must be rounded to the nearest dollar.

Applicant must also show a total cost share at least equal to the amount requested from FHC. Cost share should include any cash expenditures by applicant for project implementation that are not covered by FHC funds as well as any in-kind goods and/or services to be received in support of the project.

Click here to download the Budget and Budget Detail form.

Click here to view a sample Budget and Budget Detail form.

Florida Talks Budget Form - Fall 2020.pdf

Signature:

IMPORTANT: Before signing and submitting your final application, click on the "Application Packet" button at the top of the page. The packet will include your entire application with all uploaded documents. Review thoroughly and make any changes before clicking the "Submit Form" button. Once submitted you will no longer be able to make any changes. The Application Packet should be saved and kept by you as your official copy of the final application.

Electronic Signature:*

By entering your name below, you certify that the information contained in the application is true to the best of your knowledge and that any funds awarded as a result of this request will only be used for the purposes set forth herein.

File Attachment Summary

Applicant File Uploads

- Florida Talks Budget Form - Fall 2020.pdf

Sponsoring Organization: Lake Wales History Museum/City of Lake Wales

Project Title: Florida Talks

Florida Humanities Council Project Budget				
		Cost Share		Budget must reflect all costs of implementing your project. Request may not exceed \$1,000 and FHC funds may only be used for project expenses incurred during the grant period. Applicant must also show a minimum cost share amount equal to the total requested from FHC. Cost share should include any cash expenditures by applicant for project implementation that are not covered by FHC funds as well as any in-kind goods and/or services received in support of the project. All amounts must be rounded to the nearest dollar.
	FHC Grant Funds	In-kind	Cash	
1. Honoraria	\$900.00	\$0.00	\$0.00	
2. Travel, per diem, lodging	\$0.00	\$0.00	\$785.00	
3. Facilities / Equipment Rental	\$0.00	\$0.00	\$0.00	
4. Audio-visual	\$0.00	\$0.00	\$0.00	
5. Promotion	\$100.00	\$0.00	\$2,790.00	
6. Supplies, postage, and phone	\$0.00	\$0.00	\$300.00	
7. Other	\$0.00	\$0.00	\$605.00	
Totals:	\$1,000.00	\$0.00	\$4,480.00	

Budget Detail:

Please provide a narrative detail of each of the items listed above including cost share.

FHC Funds:

Three speakers honoraria: $\$300 \times 3 = \900

Facebook event boosts: \$100

Total: \$1,000

Lake Wales History Museum Funds:

Three speakers one night accommodations: $\$150 \times 3 = \450

Three speakers mileage: Francis - \$75; Preston - \$130; Stone - \$130 = \$335

Speaker series advertising in five Sun Coast Newspapers $\$530 \times 3$ presentations = \$1,590; three postcards and mailing: \$1,200 = \$2,790

Staffing support: \$605

Other: Refreshments for presentations: \$300

Total: \$4,480.00