

**2019/2020 GRANTS-IN-AID
STANDARD & EXCEPTIONAL GRANT APPLICATION**



**Ormond Memorial Art Museum Expansion Project
Phase I**



SECTION 1 GRANT APPLICATION

GRANT APPLICATION FORM

1.) Applicant: (Legal name of organization as incorporated in the State of Florida)

Ormond Memorial Art Museum, Inc.

Address: (mailing) **78 East Granada Boulevard**

City: **Ormond Beach**

State: **Florida**

Zip Code: **32127**

Address: (Applicant's physical address) **Same**

City: _____

State: _____

Zip Code: _____

Federal ID #: **59-6152272**

Florida Not-For-Profit Corporation Charter # (IF applicable) **706206**

Florida Dept. of Agriculture & Consumer Services Registration # **SC07333**

2.) Resident County Council District of Project: **District 4**

3.) Contact Person:

Name: **Theresa Brooks**

Title: **Grants Manager**

Telephone #: **(386) 717-9050**

E-Mail: **tbrooks@brooksanddun.com**

4.) Project Title **Ormond Memorial Art Museum Expansion Project Phase I**

5.) Project Location Address: **78 East Granada Boulevard**

City: **Ormond Beach**

State: **Florida**

Zip Code: **32127**

6.) Type of Project: (Check one – See ECHO project categories)

☒ **Renovation**

☐ Restoration

☒ **New Construction**

☐ Acquisition

7.) ECHO Category: (Check all that apply – See ECHO categories)

☒ **Environmental**

☒ **Cultural**

☐ Historical

☐ **Outdoor Recreation**

8.) The project site or facility is: (Check one)

☐ Owned by Applicant

☒ **Leased by the Applicant – length of lease: 50 years**

☐ Applicant has Land/Project Management Agreement – length of Agreement _____

Lease or Land/Project Management Agreement dates **Resolution dated 9-18-19, lease signed 9-27-19 (See Section 5)**

Note: Leases/Agreements must be binding and non-cancelable.

9.) Is the project site/facility mortgaged or will it be? ☐ Yes ☒ **No**

Current Mortgage: \$ _____

Mortgage at Closing: \$ _____

Mortgage length: _____ years

Term ending date: _____

Name and Address of Lien Holder: _____

Is the facility in a Community Redevelopment District (CRA)?

☒ **Yes**

☐ No

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10.) Type of Organization: (must be "A" or "B" to be eligible)

A.) ☐ Municipal government or a budgeted organization of Volusia County government.

B.) ☒ **Not-For-Profit Corporation classified as a 501(c)(3)**

11.) Project Funding (Grant Amount Request and Match):

A.) Standard Grant Request (Up to \$400,000.00):

I.	Volusia ECHO Program Request	\$	<u>400,000</u>
II.	Confirmed Match Funds	\$	<u>415,500</u>
III.	Total Project Cost	\$	<u>815,500</u>

12.) Mandatory Workshop attended by: Barbara Storz & Sonny Shelton Date: 8/16/2019

IMPORTANT NOTE: If applying for an Exceptional Grant the form on page 7 must be complete.

13.) List any prior grants received from ECHO: (include year, project name and amount)

The Ormond Memorial Art Museum, Inc. has not received prior ECHO funds

1.2 MISSION:

1.) Provide the Mission Statement for your organization.

The mission of the Ormond Memorial Art Museum, Inc. is to inspire our community with art and nature while honoring those who fought for freedom.

1.3 PROJECT TEAM:

- 1.) List the names and addresses of the architect, engineer, design consultants and/or general contractor selected. Include the name(s) of the person(s) who have signed form 1.6.

Project Manager:

Candidates for the project are being interviewed and one will be selected before a contract is awarded.

Person(s) who have signed form 1.6:

- Susan Richmond, Museum Director
- Kathy Crotty, Treasurer
- Nancy Lohman, President

Address: 78 East Granada Boulevard
Ormond Beach, Florida 32127

- 2.) List the person(s) who created the section 3.1 budget and their experience with this type of project.

Architect, Brian Fredley (See Resume pages 5-7)

- 3.) If a complete list is not available, explain why and when the project team will be selected.

The Project Team for the Ormond Memorial Art Museum Expansion Project is complete.

STAFF

- Susan Richmond, Museum Director
- To be hired, Owner's Rep/Project Manager

1.4 MANAGEMENT PROSPECTUS:

- 1.) Include a list of the names of staff dedicated to this project, their responsibilities and the percentage of time each will be spending on the project per week.

- To be hired-Owner's Rep/Project Manager – 35% of work week to this project.
 - Project duties include Project Manager to include project research, surveys, supervision of design conception, coordination of project presentation
- Devlen Engineering & Mohsen R. Faraji Engineering – 10% of the work week to this project.
 - Project duties include design input, project research for utility lines, park maintenance schedule.
- Charlotte Smith, Brentwood Bookkeeping – 5% of the work week to this project.
 - Project duties include project financial management, invoice payments and budget tracking.
- Susan Richmond, OMAM staff manager– 10% of the work week to this project.
 - Project duties include project design input, staff coordinator and advisor.

Brian P. Fredley, Associate AIA

BPF Design, Inc.

President and CEO

A native Floridian, Brian was born in Central Florida and completed his undergraduate work at the University of Florida. After Graduation, Brian decided to continue his educational pursuits in architecture and design in the Ivy League by attending the University of Pennsylvania, where he achieved a Masters of Architecture in 1993.

Brian's passion is for design in all of its forms. With great attention to detail, Brian applies his passion for design, shape, color, and texture to all of the projects he works on. As President of BPF Design, Inc., Brian's day-to-day role is to design and manage the production of residential, commercial, and industrial architectural projects of various scales. Brian and his family have been an active part of the Daytona Beach community since 1995.

As a natural extension of his love for architecture and design, Brian is a Member of the City of Daytona Beach Historic Preservation Board, whose mission it is to initiate and oversees the preservation of local historic buildings and landmarks. In line with that activity, Brian enjoys renovating and restoring historic buildings of his own, including the immaculate restoration of his historic office and riverfront home in the area.

Brian is also serious about fitness, participating in ultra-endurance running, triathlons, adventure racing, swimming, and cycling. He loves dogs, horses, and boating and enjoys traveling to tropical places, Thai and Japanese cuisine, movies and concerts, woodworking, yoga, and gardening.

Brian P. Fredley Resume

Education:

Masters of Architecture: Architecture, Cum Laude:
University of Pennsylvania 05/93

Bachelor of Design: Architecture, Cum Laude:
University of Florida 05/91

Associates of Arts: Architecture, Cum Laude:
St. Petersburg Junior College 12/89

Internship:

NCARB IDP Program Completed 3 Years Internship 9/95

Experience #1:

BPF Design, Inc.
President and CEO 07/00 thru Present

Projects:

Commercial: Teledyne Gas & Oil Headquarters,
1 Story Office/Manufacturing, Daytona Beach, FL 50,000 SF
Raydon Headquarters, 2 Story Office / Warehouse,
Port Orange, FL 112,000 SF
Tuscany Shoppes, 2 Story Retail/Office Ormond Beach, F: 39,000 SF
Yorktown Shoppes: 2 Story Retail/Office, Port Orange, FL 26,500 SF
AO Precision Manufacturing, Office/Manufacturing, Daytona FL 110,000 SF
Dr. Ailani Medical Office: Medical Offices, Port Orange, FL, 7,200 SF
Parker Boats Dealership: Daytona Beach, FL, 15,000 SF
Portifino Cove Town Homes – 8 Units: Port Orange, FL 21,000 SF
Residential: Burt Private Residence: Ormond Beach, FL 7,068 SF
Dargan Private Residence: Daytona Beach, FL 5,920 SF
Doliner Private Residence: Daytona Beach, FL 12,200 SF
Hamlin Private Residence: Ormond Beach, FL
Lichtigman Private Residence: Ormond Beach, FL 14,714 SF

Experience #2:

BFY Associates, Inc.: Daytona Beach, FL – Architecture Studio
President and Project Manager: 12/95 thru 07/00

Projects:

Bank At Ormond By The Sea: Ormond Beach, FL. Canopy Addition
Father Lopez High School Science Labs: Daytona Beach, FL 4,000 SF
Green Acres, Dr. Fulton's Offices: Daytona Beach, FL 10,000 SF
Hawaiian Inn Condominium Renovation: Daytona Beach, FL. 30,000 SF
Lombardo Executive Offices: Daytona Beach, FL. 8,400 SF
Peninsula Bank: Port Orange, FL 5,000 SF
Sea Dip Condominium Renovation: Daytona Beach, FL. 24,000 SF
Travolta Private Residence & Hangar: Spruce Creek Fly-in, 12,000 SF

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Experience #3:	Daytona Beach Community College: Daytona Beach, FL – Community College <i>Adjunct Professor of Architecture 8/97 thru Present</i>
Experience #4:	RTKL Associates, Inc.: Washington, DC – Architecture Studio <i>Project Designer/Manager (Intern Architect): 5/92 thru 9/95</i> Projects: Lisbon World Exposition Competition for 1998: Lisbon, Portugal Reston Pavilion: Reston, VA 5,500 SF Skating/Performance Facility U.S. Ambassador’s Residence: Bangkok, Thailand 15,000 SF U.S. Ambassador’s Residence: Kuwait City, Kuwait 10,000 SF U.S. Capitol Visitor Center: Washington, DC. 600,000 SF Underground
Experience #5:	University of Pennsylvania: Philadelphia, PA – GSFA Architecture <i>Graduate Student Admissions Coordinator: 9/91 thru 5/93</i>
Experience #6:	University of Florida: Gainesville, FL – Urban Design & Planning <i>Campus Model Building Project Manager. 05/91 thru 09/91</i>
Experience #7:	St. Petersburg Junior College: Clearwater, FL – Office of the Provost <i>Mathematics Lab Mural Painting Project Manager 05/87 thru 09/89</i>
Experience #8:	Sherwood & Sanford, Architects: Lakeland, FL – Architecture <i>Intern Architect: 1/86 thru 9/86</i>
Civic:	City of Daytona Beach – Historic Preservation Board Member – Architecture (2009 – Present)
Appointments:	Public Redevelopment Board – SWI Community Development District Board Member Public Redevelopment Board – PBR Community Development District Board Member Public Redevelopment Board – CBL/BM Port Orange West Community Development District Board Member
Honors & Awards:	Washington, DC Chapter AIA Merit Award 1995: Reston Pavilion Baltimore Chapter AIA Honor Award 1994: Reston Pavilion RTKL Associates, Inc. Intern/Travel Fellowship Award 1992 Dales Foundation Travel Fellowship Award 1992

1.5 RESTRICTIVE COVENANTS – NOTICE OF FUTURE REQUIREMENT IF GRANT IS AWARDED

- 1.) Do you agree to comply with the requirement to file Restrictive Covenants with the Volusia County Clerk of the Court if ECHO Grant is awarded? (A sample of the Restrictive Covenants language is found on page 49 in the ECHO Application Guide)

☒ YES

☐ NO

See attached letter from the City of Ormond Beach confirming acceptance of the requirements of the Restrictive Covenants related to the Ormond Beach Art Museum Expansion Project.

If the project of the application is mortgaged or leased property, other than those applying for trails in the County Master Plan or projects on State or Federal land not owned by the applicant, a letter from the Mortgagee or Lessor, stating that they agree to sign the Restrictive Covenants, must be supplied with the application.

■ Applicants with projects on State owned land are automatically exempt from this requirement, but are held to the same liquidated damages cited within the Restrictive Covenants through language found in the final ECHO Agreement for which the grantee is held responsible.



CITY OF ORMOND BEACH

City Manager 22 S. Beach St. Ormond Beach, FL 32174 (386) 676-3200 Fax: (386) 676-3384

December 4, 2019

Carmen Hall, Operations Manager
County of Volusia ECHO Grants
123 West Indiana Avenue, Room 100
DeLand, Florida 32720

Re: ECHO 2019-2020 Application - Ormond Memorial Art Museum Expansion Project

Dear Ms. Hall:

Please accept this letter as confirmation that the City of Ormond Beach is aware of the 2019-2020 ECHO application that has been submitted for the Ormond Memorial Art Museum Expansion Project.

If funds are awarded, as the owner of the property, the City of Ormond Beach agrees to sign and record the restrictive covenants as required.

Should you have any questions or require additional information, please contact Theresa Brooks, Grants Manager for the project at (386) 717-9050.

Sincerely,


Joyce A. Shanahan
City Manager



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1.6 FORM – CERTIFICATION OF INFORMATION AND COMPLIANCE

I/We certify that all of the information contained within this application and subsequent attachments is true and correct to the best of my/our knowledge, and that the project for which application is made shall be in compliance with the Americans with Disabilities Act of 1990, and that should a grant be awarded, the organization agrees to comply with the conditions of the grant award agreement including the Restrictive Covenants.

1. OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE OWNER OF THE PROPERTY

Signature: Susan Richmond

Typed Name: Susan Richmond, Executive Director

Phone Number: (386) 676-3347 Date: 12-16-19

2. OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE APPLICANT

Signature: Susan Richmond

Typed Name: Susan Richmond, Executive Director

Phone Number: (386) 676-3347 Date: 12-16-19

3. CHIEF FINANCIAL OFFICER FOR THE APPLICANT

Signature: Kathy Crotty

Typed Name: Kathleen L. Crotty
Kathy Crotty, Treasurer

Phone Number: (386) 255-8171 Date: 12-16-19

4. Additional Requirement Not For Profits - PRESIDENT, BOARD OF DIRECTORS

Signature: Nancy Lohman

Typed Name: Nancy Lohman, President

Executive Board or Board of Directors meeting when this grant application was reviewed and approved. Ex Board meeting date: 12/2/2019 or Board of Directors meeting date: _____

Phone Number: (386) 451-2011 Date: 12.16.19

1.7 EXCEPTIONAL GRANT REQUESTS ONLY:

Maximum grant request is \$1,800,000.00 with distribution of up to \$600,000.00 for 3 consecutive years. The required match is 4:1. The time frame to complete construction is two years following the date of the last year funds are provided.

NOTE: The Ormond Memorial Art Museum Expansion Project is not an Exceptional Grant Request

ANNUAL AMOUNT REQUESTED/MATCHED

	<u>ECHO Request</u>	<u>4:1 Match</u>
Grant Year #1	\$ _____	\$ _____
Grant Year #2	\$ _____	\$ _____
Grant Year #3	\$ _____	\$ _____
TOTAL EXCEPTIONAL PROJECT:	\$ _____	\$ _____

The Exceptional Project Applicant: ☐ Agrees ☐ Does not agree - to accept a grant award of \$400,000.00 for one year if an Exceptional Project Grant amount is not approved by the ECHO Grant Review Panel or the Volusia County Council.

Signature: _____
(Official with applicant signature authority)

Typed Name: _____

Title: _____

Phone Number: _____

SECTION 2: PROJECT DESCRIPTION

2.1 PROJECT ASSESSMENT

1) Provide a narrative explaining how your project will meet the goals set by *Resolution 2000-156* “to enhance the quality of life for its residents by providing environmental, cultural, historical and outdoor recreational opportunities”. (State your goals in bold type; Describe how this project will impact the community and enhance the quality of life for its citizens; Use real numerical data and insert documents/contract agreements which back up your narrative)

The Ormond Memorial Art Museum Expansion Project will meet the goals set by the ECHO Resolution 2000-156, to enhance the quality of life for Volusia County residents and visitors by providing quality public cultural and environmental opportunities at this historic location.

The Ormond War Memorial Gallery Corporation located at 78 East Granada Boulevard in Ormond Beach, near the Atlantic Ocean originally opened its doors in 1946. Today, this 501(c)(3) not-for-profit organization’s name has changed to Ormond Memorial Art Museum, Inc., but the mission to inspire the community through art and nature while honoring those who fought for freedom lives on. The museum offers a variety of exhibits, displays, classes and programs for youth and adults.

The Museum is open to the public year around, serving a high volume of Volusia County residents as well as visitors from state, national and international destinations. The current facility includes a 3500 square foot art museum with classroom space, 2.5 acres of lush garden oasis with a gazebo, labyrinth and 1885 historic Florida Cracker cottage and tributes to Veterans throughout the property. Programming in the gardens includes plein air (open air) painting classes, children’s story times and free garden tours, talks and walks.



After an extensive four-year planning process, the strategic planning committee and board of directors determined that renovating and expanding the Museum space while maintaining our charm and protecting the gardens is crucial to the future of the Museum.

A second vital need is to increase the visibility of the museum with the goal of creating a more positive impact from the street. “Creating A Vibrant Art Scene and Keeping Granada Green” is the vision of the Ormond Memorial Art Museum Expansion Project. The Ormond Memorial Art Museum ECHO renovation plan will be a three-prong project that included renovation of the existing 1946 structure, creation of an outdoor pedestrian pavilion and space and new construction of a two-story structure with a rooftop terrace on the existing Museum footprint. The project will include:

- Focus on reconfiguring and updating the existing 1946 space efficiently
- Add an additional 6800 square feet of interior space
- Create a larger classroom that can be divided and used for a variety of functions from garden and art talks to veteran outreach and community events
- Allow for flexibility of educational programs and public events
- Move staff desks and office equipment out of exhibition space
- Reconfigure exhibition space in a contiguous layout



Ormond Memorial Art Museum & Gardens ECHO Goals:

GOAL #1- Renovate and expand the Ormond Beach Memorial Art Museum's existing space to cultivate a vibrant art scene with additional public space while enhancing the Granada Boulevard Corridor green space:

The current Ormond Beach Memorial Art Museum facility is the original space that was built in 1946. Generations of children and families have included the Museum and Gardens as part of their lives by participating in the many public educational programs that offer many positive impacts. As the museum and the impact on the community have grown, the Museum has simply outgrown the original space. The need to renovate the existing infrastructure and space and add viable additional space has been determined necessary in order to ensure that continued access for future generations does not become limited.

The following growth patterns for the museum include:

- During the five years between 2013 and 2018, the number of hours of free art outreach to veterans, people in life changing and challenging situations and children and families has more than doubled from 974 to 1944.
- At the same time, sustainable income from Museum tuition-based education programs has jumped four-fold. Additional space will allow the Museum to continue to grow that source of revenue to support our sustainability.
- In addition, membership support has increased 60% during the same period which demonstrates that renovating, enhancing and expanding our space for the future is prudent.



Other components of the plan include:

- Improving the 1946 gallery space with state-of-the-art lighting, security, connectivity and dehumidifying technology and increasing linear footage for exhibitions.
- Creating an entry from both the north and south sides of the building that enters in to one lobby space. Currently, guests can enter at opposite ends of the Museum. This ensure a warm welcome to all visitors and increase security.
- Creating a more functional grand lobby gallery for a variety of purposes and events that serve our community and our members easily accessed by a catering kitchen for special events.
- Adding an ADA compliant family restroom, art supply storage, archive room and improving the flow through the building.
- Adding a roof top terrace for museum events and as a potential revenue source. The 2nd floor and rooftop are ADA complaint with ADA accessible restrooms, wide halls and a fire door on the rooftop terrace that would allow someone mobility impaired to wait for up to 2 hours for fire personnel assistance to override the elevator and take them downstairs – avoiding the fire stairs.
- Maintaining the unique charm of the Museum and Gardens and preparing for them both to continue to thrive for our children and grandchildren.

Goal #2 – Provide improved visibility and impact as part of the Ormond Beach Granada Boulevard corridor:

According to FDOT, more than 28,000 vehicles pass by the Museum on Granada Boulevard each day. With that much visibility, sadly, a recent poll of our visitors found that 22% of them had no idea where the Museum was located, and 16% had difficulty finding the Museum from our parking lot.

Creating an attractive and appealing garden entrance and increased visibility from one of the most prominent intersections in the downtown area will add value to the Ormond Main Street/Arts District and Community Redevelopment Area (CRA) along with drawing more visitors to the Museum and Gardens.

The new plans for the corner of Granada Boulevard and Halifax Avenue incorporate:

- A pedestrian friendly garden pavilion on the corner of Granada Boulevard and Halifax Avenue
- A sitting wall, shade features, benches and outdoor art
- A memorial tribute to local World War I heroes and a prominently installed U.S. flag.
- An artistic and easy to read sign will ensure that visitors understand there is something wonderful and creative to enjoy in downtown Ormond Beach and will make us easy to find. It will be appealing and inviting to the public

The reworked green space will also serve as a lovely compliment to the Gardens and will create an artistic garden flow from the Granada Boulevard corner to the Museum and on to the Gardens.



2.2 PROJECT DESCRIPTION

1.) Describe project and construction timeline

If ECHO funding is awarded, the Ormond Memorial Art Museum Renovation Project is scheduled to begin in September 2020. The permanent sign will be installed April 2021.

	July-Sep 2020	Sep-Dec 2020	Jan-Apr 2021	April-June 2021	
ECHO Temporary Sign	\$500				
Construction		\$812,500			
Signage				\$2,500	

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- 2.) Document how construction design and operational strategies use “green”/sustainable standards: (give ***specific*** examples for ***this*** project – a statement agreeing to follow local guidelines is not acceptable)
- a. Provide a narrative explaining how the project was designed with the environment in mind. What steps have you taken or will you take to reduce/recycle/reuse?: (see examples of recycled products in the ECHO Application Guide)

Celebrating and preserving our environment is a key element for the expansion of the Ormond Beach Art Museum and Gardens. Expanding the building to allow for more gallery and classroom space without losing any of the 2.5 acres of Gardens is the goal of this project. Keeping the environment in mind, care will be taken to ensure there will be no negative impact on the existing natural vegetation within the 2.5 acres.

The Garden located in the heart of Ormond Beach consists of manicured landscaping and natural habitat. Walking paths lead visitors by ponds, waterfalls and both native and non-native vegetation giving visitors the feeling of a tropical rainforest. The garden’s ponds create an environment for turtles, fish and frogs.

This project was designed to preserve the integrity of the original building and gardens while upgrading the 73 year old building to the sustainability of 2019 guidelines.

Bring the original building up to the energy efficiency of a new build won’t be possible but the design for the addition will consider efficiency in the heating, cooling, ventilation, humidity and plumbing systems to meet the needs of the museum. Insulation made from recyclable materials will be used to reduce energy loss.

Design will include energy efficient LED lighting. Natural light will be utilized by the placement of windows in classroom areas. Purchase of energy efficient appliances will cut waste.

- i. The construction phase?

Reduction of construction and demolition waste will begin during design phase by planning for opportunities to reduce, reuse, and recycle. During demolition materials thrown into landfills will be reduced by monitoring materials that can be recycled or donated to Habitat to Humanity or other charitable organizations that accept building materials.

For the safety of construction workers during the construction of the addition as well as ongoing safety of the museum’s visitors, employees, and volunteers air quality will be maintained by using non-toxic paints, sealants and glues. Natural low-VOC, non-toxic options will be used for flooring. High quality building materials will be used to further avoid toxicants. Recycled-content and prefabricated products will be used where possible to reduce material use and cut expense.

- ii. The operational phase?

Employees, volunteers and guests will be reminded to recycle by having recycling bins located by waste containers.

Ongoing maintenance to guarantee that all of the energy saving strategies used in design and construction is working an optimal efficiency.

Non-toxic cleaning products will be used Materials Safety Data Sheets kept onsite.

- 3.) What is the projected date for this project to be completed and accessible to the public?

Construction is scheduled to begin in September 2020, completed by March 2021 and installation of permanent signage April 2021.

- 4.) Describe any additional phases planned for this project.

This project is planned as a single-phase project with no additional phases planned at this time. However, if costs far exceed the budgeted amount, the project may need to be broken down into two phases and an additional request to ECHO may be needed.

2.3 Drawings: (Drawings are required by all applicants. Drawings must fold to an 8 ½ X 11 size to fit securely and neatly in the application booklet. Drawings must be to scale with a bar scale and include a legend)

- ☒ Street locator map
- ☒ Site Plan
- ☒ Preliminary and schematic drawings
- ☒ Design and development documents
- ☒ Construction documents
- ☒ Any other drawings which may be helpful in understanding the project scope/features

2.3 STREET LOCATOR MAP

Ormond Memorial Art Museum

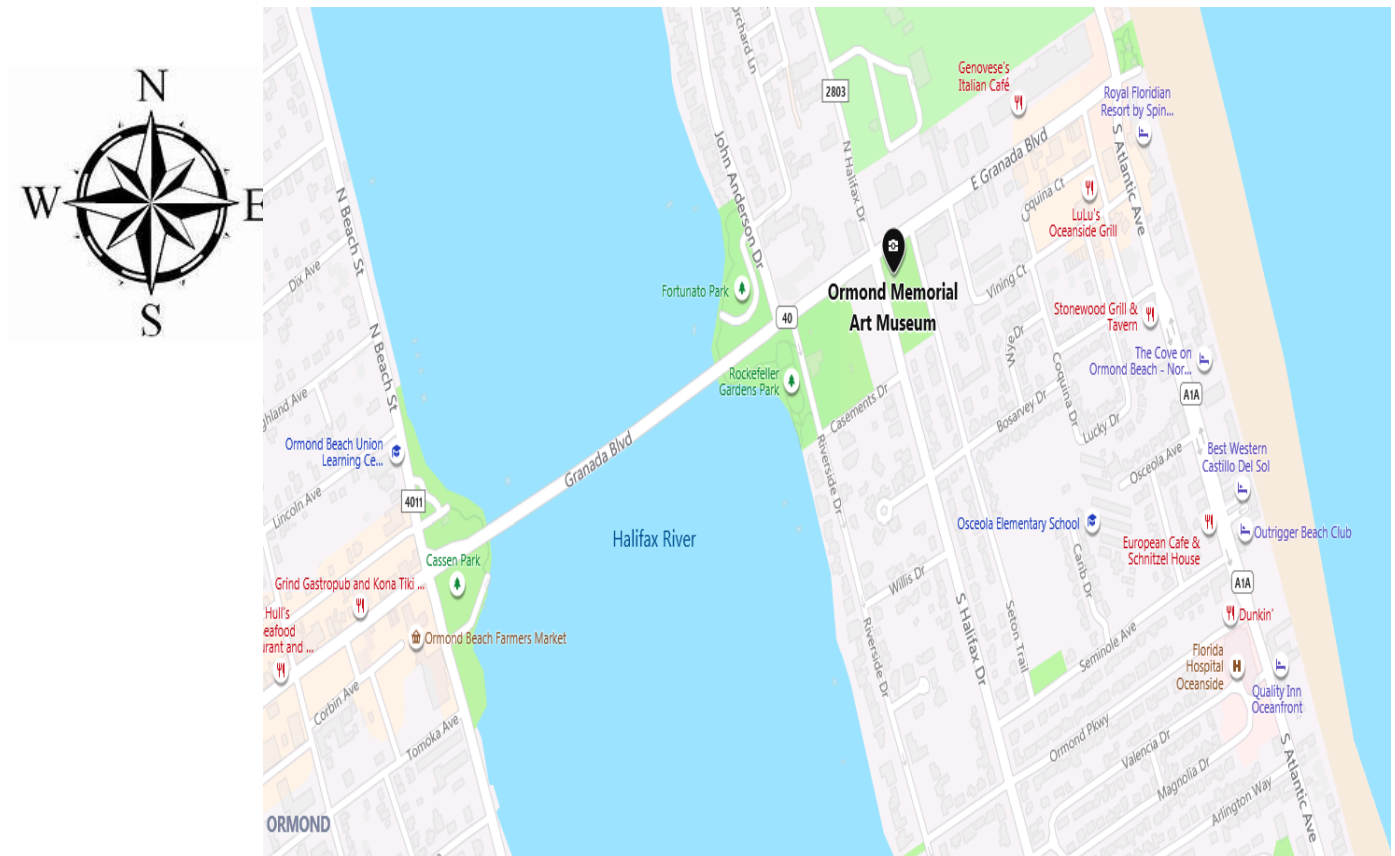
78 East Granada Boulevard

Ormond Beach, Florida 32127

Latitude 29.290453/Longitude -81.050564

Directions from I-95: Take exit # 88 (S.R. 40 - Ormond Beach/Ocala) east about 4 miles (you will be on Granada Boulevard/S.R. 40). Cross Halifax River to the beachside. The museum is located on southeast corner of Granada Boulevard and Halifax Avenue, at the second traffic light. Turn right (south) on Halifax Avenue and park on the street or in parking lot just behind the Gardens (on left). Parking is free.

Directions from Daytona Beach: Head northeast on West International Speedway Boulevard toward South Ridgewood Avenue. Turn left onto South Halifax Avenue. Continue onto Riverside Drive. Riverside Drive turns slightly right and becomes Fluhart Drive. Take a slight left onto South Halifax Drive. Turn right onto East Granada Boulevard. Ormond Memorial Art Museum will be on the right.



SECTION 4: OPERATING FORECAST DETAIL

4.1 OPERATING FORECAST NARRATIVE

- 1.) Compose a narrative explaining the use of the facility/project and related costs. Narrative should include what staff will be needed, what additional maintenance will be required, what new programs will be added, etc.

The facility changes resulting from the Ormond Memorial Museum Expansion Project will continue to be maintained in accordance with current standards by current museum staff and volunteers. The facility is already being maintained by existing staff who will continue to monitor the condition of equipment and identify and safety issues. The new amenities are not expected to add hours to the current staff duties, which will continue to be scheduled with existing staff.

The maintenance schedule includes the following tasks:

- ✓ **Daily cleaning and maintenance of the museum and restroom facility**
- ✓ **Daily trash removal**
- ✓ **Daily equipment monitoring for needed repairs or security checks**
- ✓ **Bi-weekly lawn mowing**
- ✓ **Light replacement, as needed**

- 2.) Provide Business Plan, Feasibility Study and Marketing Plan.

BUSINESS PLAN:

Ormond Memorial Art Museum (OMAM) strives to be relevant and vibrant creating and nurturing future generations of art lovers. This can only be accomplished by offering a welcoming environment that encourages visitors to not only visit the Ormond Memorial Art Museum but to want to often to take advantage of all that the museum has to offer. We are much more than art on walls. A first visit may be to see the donated collection from Malcom Fraser or to view one of art exhibits representing unique artists demonstrating different mediums and styles the museum curates annually. Encouraging that one-time visitor to choose to return over and over is what will keep the Ormond Art Museum viable for another 73 years and beyond. The plethora of activities, events, classes and outreach programs for all ages makes it a must return to location.

Encouraging visitors to become members also guarantees the by making it affordable for singles and families while offering amenities that are only available to members; such as opening night artist receptions, discount on classes and reciprocal memberships to other art museum and gardens.

FEASIBILITY STUDY:

Since the renovation of the Granada frontage of the building in 2013 the neighboring businesses to the west of the Ormond Memorial Art Museum have seen more than a 30% increase in rental income and traffic. This is the optimal time to take advantage of the increased activity to the area to encourage visitors to take a few more steps to discover the unique experience the museum has to offer. Adding a garden pavilion on the corner of Granada and Halifax Avenue including a sitting wall, shade features, benches and outdoor art will increase our visibility. Signage will inform the visitor that the renovated green area is just the beginning of their journey and an adventure into the world of art.

MARKETING PLAN:

More than 70% of the annual operating budget comes from memberships, fundraising, sponsorship, tuitions, admission donations, gift shop sales and private foundations and grants making it necessary to not only get visitors to the museum, but to build the desire to return and be actively involved. Growing the active involvement of the Ormond Beach community through membership, volunteering and taking classes is necessary to bring in more revenue.

Since the completion of the renovation of the Granada frontage of the buildings in 2013, many businesses have chosen to locate in the area around the Ormond Memorial Art Museums. Unfortunately, many of the community members and visitors coming to the area still don't take advantage to all the Ormond Memorial Art Museum has to offer. Using the website, Facebook, Instagram, email, flyers, local newspapers and website subscriptions to market the Ormond Memorial Art Museum's amenities upgrades and gardens as an integrated experience with their visit to the area is a targeted goal for growth. Building symbiotic relationship between businesses and the museum by encouraging patrons to visit establishments in the area is another strategy to enhance the awareness of "Ormond Beaches best kept secret."

During 2020 a redesign of the website to make it more user friendly and interactive with new social media applications is planned. Our marketing plan is contingent on staying current with technology as it changes. The marketing plan for 2020-21 includes a new component of purchasing digital advertising on individual platforms like Facebook and YouTube along with hyper local digital advertising which will allow us to target by interests.

A plan to take advantage of the opportunity to encourage our members, students, and visitors who come to the Ormond Memorial Art Museum and Gardens, with phone in hand to share the pictures of their visit by using specific hashtags and tag the museum. Set up signage to encourage sharing opportunities around the museum and hashtag to use. Staff will request for permission to share their pictures on the museum website.¹

¹. Hammon, Hannah. (2016, May 15). 3 Guerrilla Marketing Tips for Small Museums. Retrieved from URL

We also plan to continue our partnership with *BeachTV* which runs a 30 second spot on its home channel in all beach side hotel rooms and other traditional media sources including monthly 30 minute interviews and 75 thirty-second ads on WSBB radio geared for the mature demographic.

In consideration of our non-digital supporters, we also plan to implement a hard copy, print newsletter. The plan also includes targeted direct mail campaigns by interest area (art, gardens, veterans).

We will continue our face-to-face networking program for staff and volunteers with numerous organizations in the community as well as our current free social media platforms of Facebook, Instagram and Twitter.

We have also created special marketing events designed to draw first time guests to the space. These include Dogapalooza - an annual dog-friendly event, Dinner Art & A Movie our summer program that adds food trucks to Free Family Art Night and one time events like the recent "Art of Food" which was a sold out vegan cooking demonstration and tasting.

- 3.) List a fee schedule or state "No fees will be charged" (schedule should include members, non-members, reduced prices, etc.)

No fees are required to visit the Ormond Memorial Museum & Gardens. A suggested \$2.00 donation is requested but not required. The fee schedule is the same for all Volusia County residents, members and visitors.

Fees for Individual classes, workshops and camps for adults and children feature an array of fine arts, crafts, intellectual and environmental curriculum. Some portions of the programs are free and some are tuition based. Limited scholarship assistance is available. A new program launched in 2018 provides 100% scholarship support for Veterans.

Membership Schedule and Benefits				
Benefits	Single --\$25 Family--\$35	Premier \$100	Premier Plus \$175	Premier Patron \$500
Invitations to all member Exhibit Openings and Receptions	★	★	★	★
Subscription to monthly e-Newsletter	★	★	★	★
10% discount on museum gift shop purchases	★	★	★	★
10% discount on art classes & programs	★	★	★	★
Reciprocal privileges to more than 300 gardens nationwide.	★	★	★	★
Reciprocal privileges to more than 1000 museums nationwide.		★	★	★
Invitations to exclusive themed celebrations.		★	★	★
Meet and Greets with exhibiting artists.		★	★	★
Private Garden Tour for up to 6 guests.			★	★
Name to appear on museum's website.				★

- The American Horticultural Society (AHS) offers special admission privileges and discounts to 300+ public gardens throughout North America and the Cayman Islands.
- The North American Reciprocal Museum (NARM) Association offers reciprocal membership benefits to participating arts, historical and cultural institutions throughout North America

4.) Describe Maintenance and Replacement Plan (including fund source and depreciation plan)

All repairs pertaining to new construction are covered under a limited-time warranty. Routine equipment replacement and/or repairs are included as an annual operating expense budget by OMAM.

OMAM has a partnership arrangement for the building and facilities with the City of Ormond Beach. This partnership extends back 73 years to our founding in 1946. The City owns the property and building, and OMAM has secured funding for major additions and assisted with maintaining the physical operations. We work cooperatively with the City of Ormond Beach to maintain the building and grounds to the highest standard while still retaining our unique charm. Maintenance and repairs in the lease, section 9A is as follows:

Maintenance and Repair. Lease Section 9A

(a) Structures: The City shall maintain for all structures (art museum building, pavilion, cottage and greenhouse, or later added structures) all the structural components, such as the roofs, exterior and load bearing walls, framing, foundation, exterior doors and windows.

(b) Museum shall maintain all floor coverings, keep the interior walls painted and in good condition, maintain all interior cosmetic components in a manner consistent with a museum and for use by the public, and maintain all lighting, appliances, and all other fixtures.

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4.2 FISCAL STABILITY

1.) Fill out Form 4.2 Business Information.

The Ormond Memorial Art Museum, Inc. is a 501 (c)(3) not-for-profit organization. The annual budget includes administrative, program, marketing and related operational expenses for maintaining the museum and gardens. The museum is already maintained by current staff and volunteers. Duties will be included in current work assignments and no additional personnel costs will be associated for this renovation project. Additional maintenance costs related to the renovation and additional square footage included in the annual operational budget.

4.2 BUSINESS INFORMATION				
Operational funding for this organization	Prior Completed FY 18-19	Current FY 19-20	Projected FY 20-21	Next Projected FY 21-22
Fundraising, Memberships, Donations, etc.	241,268	235,020	258,522	293,775
County Grant(s)/Funds (other than ECHO)	25,014	27,176	27,000	32,000
Grant(s)/Funds - other (non county)	113,340	109,440	120,384	136,800
Cash Donations				
TOTALS	379,622	371,636	405,906	462,575
Administrative Costs	70,286	64,990	71,489	77,988
I Program Costs				
Educational & Educational Outreach Programs	21,289	34,050	37,455	40,860
Contractor Services (for this project)				
Marketing & Advertising	33,801	41,700	45,870	50,040
Payroll Total Expense	203,731	213,160	221,684	250,213
TOTALS	329,107	354,900	376,499	419,101
Number of Full-time Employees	4	4	4	4
Number of Part-time Employees	3	3	3	4
Volunteer Hours	765	800	800	10000
Based on \$15 per hour Value of Volunteer Hours	11,475	12,000	12,000	150,000
TOTALS				

2.) Has this organization defaulted on any grant in the past five years? If so, please explain.

The Ormond Memorial Art Museum, Inc. has not defaulted on any previous grant award.

4.3 FINANCIAL AUDIT/REVIEW/AGREED UPON PROCEDURES attached

1.) Insert the appropriate required documents listed in the Application Guide on page 31 & 32.

SECTION 5: SUPPORTING DOCUMENTS

NOT FOR PROFIT ONLY:

- 1.) Attach official IRS letter granting Not-for-Profit 501(c)(3) status in Florida. **Page 64**
- 2.) Attach the organization's most recent Uniform Business Report (also referred to as an Annual Report) filed with the State of Florida, Divisions of Corporations. **Page 66**

UNRESTRICTIVE OWNERSHIP OR UNDISTURBED USE OF FACILITY:

- 1.) Attach unrestricted ownership/undisturbed use documentation unless the project is an acquisition of real property. Insert a letter of intent to sell from the owner for Acquisition Projects. **Property Deed Pages 68-69**
Lease Agreement Pages 71-88

You may provide further information to demonstrate how your program will benefit the citizens of Volusia County. Do not include any information already required in Sections 1 – 4.

Additional Information

The Ormond Memorial Art Museum & Gardens is a living monument to creative freedom. The completion of the ECHO Ormond Memorial Art Museum Expansion Project will ensure that the magic and inspiration within our museum and garden continues to exist in Volusia County for our children and grandchildren to discover.

At the end of World War II, Artist Malcolm Fraser offered a collection of his life's work to any town along the east coast of Florida that would build an art museum that paid tribute to veterans. Local citizens responded to the call led by museum founder Eileen Butts and raised \$10,000 for building supplies. Returning servicemen from World War II volunteered their time to help build the Museum galleries and clear the land surrounding it. The dream became reality and the Ormond War Memorial Gallery opened its doors in 1946. Today, now known as, Ormond Memorial Art Museum & Gardens is a magical place that brings our community together and welcomes a diversity of individuals and families. For more than seven decades, many dedicated volunteers since Mrs. Butts have kept the Museum solvent and thriving, making the Museum an exceptional example of a public/private partnership in Volusia County. The City of Ormond Beach's elected leadership and staff supports the initiatives of the museum through an annual financial commitment and the belief in our mission "to inspire our community with art and nature while honoring those who fought for freedom."

The Ormond Beach Memorial Museum & Gardens is a multi-use public museum located at 78 East Granada Boulevard in Ormond Beach. The art museum offers original artwork by diverse artists and a garden oasis that pays tribute to all Veterans.

The Museum is open to the public year around, serving a high volume of Volusia County residents as well as visitors from state, national and international destinations. The current facility includes a 3500 square foot art museum with classroom space, 2.5 acres of lush garden oasis with a gazebo, labyrinth and 1885 historic Florida Cracker cottage and tributes to Veterans throughout the property.

In 2016-17, the Museum welcomed and served 32,296 visitors and 33,826 visitors in 2017-2018. This included visitors to the museum, attendees at art & garden educational programs, garden visitors, outreach program participants, community event attendees and Art in the Park arts & crafts festival guests.



Website: (www.ormondartmuseum.org)

The hours of operation are as follows:

Monday – Friday: 10am – 4pm

Saturday - Sunday: noon - 4pm

Gardens open daily, sunrise to sunset

****Closed holidays & weekends between exhibits** View calendar on-line**

Admission is Free, \$2 suggested donation requested

Free parking

FACILITY AND VISION

The Ormond Memorial Museum & Gardens was originally founded in 1946 by Ormond Beach residents who wanted to honor the service of Veterans during World War II. The museum was dedicated as a living monument to creative freedom and equality of all persons, and to commemorate the service of the Veterans who fought valiantly for that ideal. Local veterans returned from service volunteered their time to assist in building the museum and clearing the land for the gardens.

To ensure that this Volusia County treasure continues to serve our community with quality programs for youth and adults, our staff remains committed to planning and developing facility upgrades and program amenities that will meet the needs for current and future public education.

ACCESSIBILITY

The Ormond Memorial Art Museum and our adjacent Gardens are welcoming and accessible to guests with physical challenges.

OMAM's building and grounds are owned and operated by the City, which is committed to compliance with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. The City has a complaint procedure and takes prompt and reasonable action to investigate and eliminate discrimination when found.

OMAM is wheelchair accessible, providing entrance ramps, sidewalks and ADA compliant parking. Parking spaces for persons with disabilities are located with access to both the museum and garden areas. There is also an accessible public bus stop on the property.

Restrooms are fully accessible and marked and accessible water fountains are available to the public.

Volunteers are available to interpret in Spanish, French and American Sign Language with advance notice and scheduling.

A program is in place to incorporate accessibility markings in all printed materials as they are reprinted, and on all newly developed materials.

Specifically, in the galleries, all labeling is created in 14-point type and hung at 42 inches for ease of the visitor.

We are also financially accessible with free admission, free parking and a public transportation stop on the property.

PROGRAMS

Outreach: The true nature of our programming and events is inclusion. We engage visitors who may not be familiar with the cultural arts. We offer free admission and stay open when installing exhibitions. We encourage conversation and have staff desks placed adjacent to display space.

From the inception the Ormond Memorial Art Museum mission has included honoring of the men and women who have fought to protect our creative freedom. All veterans qualify for scholarship support for art education programs and classes due to support from Wells-Fargo Foundation and Advent Health Hospice.

We are dedicated to making creative experiences available to those who are in challenging situations and may be the least likely or able to physically visit the Museum. Our free art outreach programs extend to the Veterans Administration Wellness Center, the Boys & Girls Club, the Children's Home Society and to anyone in a medical situation, caregiver or family with our twice monthly Art of Healing program.

Rotating Art Exhibitions: The Museum offers 6 – 8 art exhibitions annually featuring the work of diverse artists working in various media from across the country. Each exhibition includes a free interactive component (i.e. During a recent exhibition "Influenced by Sound", visitors were inspired by sounds from a sound machine and created their own artwork). One exhibition each year also features the artwork of local school children. Pieces from the Museum's permanent collection by artist, Malcolm Fraser are on display continually, and admission is free.

Public Programs: Annual, free public programs include:

- Dogapalooza our dog-friendly event that includes doggie art projects and unique vendors so visitors can enjoy the exhibition and grounds
- Starry Night Gallery Walk in partnership with The Casements, Ormond Main Street and the Ormond Beach Historical Society approaching its 30th year of celebrating culture in Ormond Beach
- Annual Veterans Day Tribute & Reception honoring those who have served to protect creative freedom
- Free Family Art Night is our free intergenerational art experience offered monthly

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ATTACHMENT CHECKLIST: Please check your application before sending.

The following items/documentation **must** be included with your application or your application **will not** be scored. All match sources must be secured and proof thereof submitted by the Application Deadline in the Application Review Calendar found <http://www.volusia.org/services/community-services/echo/>.

APPLICANT

- ☒ ECHO Application, completed and signed
- ☒ Proof of ownership or copy of lease
- ☒ Mission Statement for Organization
- ☒ Form 1.6 – Certification of Information and Compliance, completed and signed
- ☒ Street Locator Map
- ☒ Site Plan
- ☒ Preliminary & Schematic Drawings
- ☒ Design & Development Documents
- ☒ Construction Documents
- ☒ Official Documentation of Match
- ☒ Business Plan
- ☒ Feasibility Study
- ☒ Marketing Plan
- ☒ Financial Audit Documents (listed in the Application Guide page 30)
- ☒ Not-for-Profits only: IRS Status Letter classifying Organization as a 501(c) (3) attached
- ☒ Restrictive Covenants or Statement agreeing to follow this requirement
- ☒ Other

ECHO STAFF

- ☐ ECHO Application, completed and signed
- ☐ Proof of ownership or copy of lease
- ☐ Mission Statement for Organization
- ☐ Form 1.6 – Certification of Information and Compliance, completed and signed
- ☐ Street Locator Map
- ☐ Site Plan
- ☐ Preliminary & Schematic Drawings
- ☐ Design & Development Documents
- ☐ Construction Documents
- ☐ Official Documentation of Match
- ☐ Business Plan
- ☐ Feasibility Study
- ☐ Marketing Plan
- ☐ Financial Audit Documents (listed in the Application Guide page 30)
- ☐ Not-for-Profits only: IRS Status Letter classifying Organization as a 501(c) (3)
- ☐ Restrictive Covenants or Statement agreeing to follow this requirement
- ☐ Other