What’s in Florida’s Future?
Imagine what Florida can be.

During a year of challenges, we challenged Floridians to look toward the future. We sparked discussions around the state on critical issues: How should our state grow? Can we develop it differently, create a more diverse economy, preserve the environment, improve education?

Surely we can imagine a new Florida. After all, we are the dream state.

Dear Friends and Supporters of the Florida Humanities Council:

2010 was a challenging year for Florida. Already beleaguered by an economic recession that has hit few states harder, the Gulf oil disaster threatened to indelibly alter the environment of our state when 200 million gallons of oil poured into the Gulf.

The Florida Humanities Council viewed these dark times as an opportunity to look at the future of our state from a new vantage point. How can we use these events to create a more secure economy while preserving our environment? How can we look at history to build on the future? We produced six public-television programs that explore these questions and others.

For “Florida: Choosing the Future,” we brought together a dozen high-profile civic, business, and political leaders, including former Gov. Bob Graham. They engaged in a spirited give-and-take about how to improve education, boost citizen involvement, and spark business development in Florida. Their discussion was aired last fall on most Florida public-television stations, attracting more than one million viewers. An abbreviated version of the program will be used by our partner in this project, The Askew Institute, in forums across the state.

In addition, we produced “Imagining a New Florida,” a statewide documentary that asks not only what Florida will look like in 20 years—but what it will live like. Can our state grow on a more sustainable, livable, human scale that allows people to better connect with one another in communities? Along with this one-hour program, we produced four companion programs that explore these questions from local points of view in Jacksonville Beach, St. Petersburg, Venice, and in four unique spiritual communities in Florida. All five programs aired statewide. Most PBS stations held community events and talkback sessions about the issues addressed in the documentaries.

Like the Roman god Janus, we have an eye to the future and another to the past. In 2013 Florida will commemorate its 500th anniversary, marked from the year 1513 when Spanish explorer Juan Ponce de León first landed on Florida’s east coast. With a special appropriation from the Florida legislature, we are creating and conducting programs that engage Floridians in exploring our state’s Quincentenary and its past and present relationship with Spain.

Whether you are a native or a newcomer, take advantage of opportunities to engage with other Floridians to discuss the past, present, and future issues facing our state. Log on to our website at flahum.org where you can find our calendar of public programs, subscribe to our magazine FORUM, listen to one of our “Florida History Moments,” find out about our seminars for teachers, or join us on Facebook.

Sincerely,

Rachel Blechman
Chair of the Board
Florida Humanities Council
**Teachers Center**

Our professional-development seminars provided strong academic content, provocative ideas, and lots of inspiration to 735 Florida teachers from 91 elementary, middle, and high schools in 37 counties. Led by distinguished scholars, these weekend and daylong seminars generated information, materials, and lesson plans about the state’s history and culture that help teachers enrich their classroom instruction. In addition, with a competitive grant from the National Endowment for the Humanities, we conducted two weekend seminars for 27 teachers from 27 states (including Florida) on the life and work of Zora Neale Hurston, the novelist, folklorist, and anthropologist who recorded the stories of black Floridians during the first half of the 20th century.

“This truly invigorated me and reinstated a passion for the material I present in my classroom.”

—Summer Seminar Attendee

**Grants**

We awarded more than $350,000 in federal funds to support humanities projects in small towns and large cities across the state. Our grants also leveraged thousands of dollars in local matching funds from the 64 nonprofit agencies that created and executed humanities programs in their own communities. Awards ranged from less than $1,000 to $30,000 and helped grant recipients bring in speakers for lecture series, panel discussions, and book festivals; develop and produce public television programming; conduct research for oral history projects; and create exciting humanities resources such as exhibits, trail guides and maps, radio programs, podcasts, websites, and much more.

“This models the idea of being playful with stories and helps motivate families to make reading and telling stories a more natural part of their family life.”

—Primetime Storyteller

**Gathering**

Our cultural heritage tours explored two distinctive areas of the state: the Everglades and the historic Gulf port town of Apalachicola. These “Gatherings” —guided by preeminent scholars, local leaders, and longtime community residents—helped introduce 102 Floridians to what makes Florida special. This revenue-generating program also helps the host communities celebrate their unique heritage.

“This truly invigorated me and reinstated a passion for the material I present in my classroom.”

—Summer Seminar Attendee

**Community Programs**

We partnered with nonprofit organizations across the state to bring thought-provoking programs to community centers, libraries, theaters, schools, and other local venues. Authors, dramatists, scholars, and others led discussions about topics ranging from Florida art and history to politics.

**Communications**

FORUM, our award-winning statewide magazine published three times per year, provided a lively in-depth look at Florida’s role in the Civil War; used art to tell the story of our state; and introduced authors and books recognized in the fourth annual Florida Book Awards program. Each issue of FORUM reaches an estimated 60,000 readers.

“I love this publication. I have kept every single issue and hunt down those that are not returned.”

—FORUM Reader

**Primetime**

More than 150 families attended our six-week reading and discussion programs at nine public libraries in Alachua, Duval, Hillsborough, Orange, Pinellas, and Sarasota counties. Combining award-winning books with real-world themes and open discussion, PrimeTime connects literature to participants’ lives and creates excitement about reading.

“Truly an outstanding experience.”

—Gathering Participant

**RADIO**

We joined in a partnership with the Florida Historical Society to help produce "Florida Frontiers," a weekly half-hour public-radio program featuring people, places, and events related to our state’s history and heritage.

**FACEBOOK**

We launched a humanities Facebook page to expand our circle of friends who are interested in sharing cultural insights and historical perspectives on life in Florida.

**E-NEWS**

We kept in touch with thousands of Floridians every few months by sending our electronic newsletter of humanities announcements and features.
Celebrating our Growing Support

The Florida Humanities Council (FHC) would like to acknowledge the generous support of the National Endowment for the Humanities; the State of Florida, Department of State, Division of Cultural Affairs; the Florida Council on Arts and Culture; the National Endowment for the Arts; and the many individuals, corporations, and foundations that made contributions during our 2010 Fiscal Year (11/1/09–10/31/10). Thank you!

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We have attempted to ensure the accuracy of this report. If we have misrepresented or omitted a contribution, please contact our office at (727) 873-2001 or via email at cguidry@flahum.org.
Extracted Audited Financial Statements for Fiscal Year Ended October 31, 2010

**BALANCE SHEET**

**ASSETS**
- Cash and Investments: 892,024
- Grants Receivable: 782,989
- Prepaid Expenses: 81,926
- Gifted Facilities: 250,317
- Fixed Assets: 30,569

**TOTAL**: $2,037,825

**LIABILITIES & NET ASSETS**
- Accounts payable and accrued expenses: 62,962
- Grants Payable: 221,979
- Capital Lease Obligation: 16,457

**NET ASSETS**
- Unrestricted: 677,375
- Temporarily Restricted: 1,044,967
- Permanently Restricted: 14,085

**TOTAL**: $2,037,825

**STATEMENT OF REVENUE AND EXPENSES**

**REVENUES AND RELEASED NET ASSETS**
- NEH General Support: 1,220,157
- NEH Competitive Grants: 289,119
- State of Florida: 51,434
- Contributions, Memberships, and Fees: 457,778

**TOTAL**: $2,018,488

**EXPENDITURES**
- Program Services: 1,490,076
- Management: 360,119
- Fundraising: 106,452

**TOTAL**: $1,956,647