# Looking at 500 years of Florida















We're looking forward to Florida's 500<sup>th</sup> anniversary commemoration in 2013 and have focused this year on creating resources and planning events that will help Floridians explore the stories of this remarkable place.

The Florida Quincentenary is marked from 1513 when Spanish explorer Juan Ponce de León landed on our eastern shore, sparking an historic exchange between two worlds that ultimately led to the American multicultural phenomenon.

Here are a few highlights of the Viva Florida 500 programs we are offering:

- A traveling "Great Floridians" Chautauqua Tour
- "Moments in Florida History" broadcasts on public radio and television statewide
- A Viva Florida 500 poster featuring work by a Florida artist
- A website with articles, primary documents, images, and lesson plans to help teachers bring Florida history to their classrooms
- Public conferences led by scholars in Miami, Tampa, and St. Augustine
- FORUM magazines featuring our Spanish heritage, indigenous Indian tribes, and other topics related to Florida's 500 years of history
- On-site workshops for Florida teachers exploring topics in St. Augustine, on a Seminole reservation, and in other key historical locations
- Community-based events, projects, and speakers around the state

We hope to engage all Floridians in their fascinating history.



Dear Friends and Supporters of the Florida Humanities Council:

Last fall I was elected to a two-year term as the chair of the board of the Florida Humanities Council. Having served on the board since 2006, I have developed a deep appreciation for the work of the Council and the vital role it plays funding and creating programs that engage Floridians in our heritage and history.

In this dynamic and diverse state of nearly 20 million people the Florida Humanities Council provides a statewide perspective that is difficult to achieve in a place where three out of five of us were born somewhere else and where Pensacola is closer to Chicago than it is to Key West. (I promise, check your Atlas.)



John Belohlavek

In the coming year, the Florida Humanities Council, the Secretary of State, the Division of Cultural Affairs, The Spain-Florida Foundation, and a myriad of partners from across the state will spearhead the efforts to commemorate Florida's 500<sup>th</sup> Anniversary, marked from 1513 when Spanish explorer Ponce de Leon landed on our Atlantic Coast and named it La Florida.

We see the next two years as an extended and unprecedented "teachable moment" for our state. We are careful

to call this anniversary a commemoration, not a celebration. While there is most certainly much to celebrate, there are also chapters that provoke a more sobering reflection—the demise of our indigenous Native American tribes, the institution of slavery, and the enactment of Jim Crow laws. As a historian I know the value of staring history in the face, warts and all.

There is much for all of us to learn about our big, unwieldy, and complex state. This  $500^{\text{th}}$  anniversary is an opportunity to expand our own history while broadening the larger narrative of the American past.

I hope you will join us in a Florida Humanities Council program this year. Come to a public event in your community, register for a Gathering—our weekend cultural tours—or attend one of our teacher workshops. There is so much of Florida still to be discovered.

Sincerely.

John Belohlavek Chair of the Board

Florida Humanities Council



#### TEACHERS CENTER

Our professional-development seminars provided strong academic content, provocative ideas, and lots of inspiration to 696 Florida teachers from 269 elementary, middle, and high schools in 46 counties. Led by distinguished scholars, these weeklong 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 weeklong seminars for 80 teachers from 25 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.

"Whatever the highest mark on the measuring scale is, it would not be enough to assess the quality of the scholarship, organization or activities contained in this workshop."

—TEACHER PARTICIPANT



#### GRANTS

We awarded more than \$320,000 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 44 nonprofit agencies that created and executed humanities programs in their own communities. Awards ranged from \$2,000

to \$50,000 and helped grant recipients bring in speakers for lecture series, panel discussions and books festivals; develop and produce public television programming; conduct research for oral history projects; as well as create exciting humanities resources such as exhibits, trail guides and maps, radio programs, podcasts, websites and much more.



#### PRIMETIME

More than 200 families attended our six-week reading and discussion program at 14 public libraries in Alachua, Broward, Duval, Hillsborough, Martin, Orange, Pinellas, Putnam, 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.



#### THE GATHERING

Our cultural heritage tour explored the Atlantic port town of Fernandina Beach and historic American Beach. Our "Gatherings"—guided by preeminent scholars, local leaders, and longtime community residents—help to introduce Floridians to what makes Florida special. This revenue-generating program also helps the host communities celebrate their unique heritage.

"Fun getting back to the real old Florida history and natural habitats"

—GATHERING 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 made presentations and led discussions.



#### COMMUNICATIONS

FORUM, our award-winning statewide magazine published three times per year, explored how the Gulf of Mexico has been a powerful force in the story of Florida, traced our Spanish history and heritage for Florida's upcoming 500th anniversary commemoration, and introduced authors and books recognized in the fifth annual Florida Book Awards program. Each issue of FORUM reaches an estimated 60,000 readers.

"Gives info and insights into Florida that I don't get otherwise, plus it's beautiful!"

—FORUM READER

AUDIO PROGRAMS: Our public radio and online audio programs have reached thousands of Floridians across the state.

FACEBOOK: Our Facebook page attracted more than 1,000 "likers," many of them new friends seeking and sharing cultural insights and historical perspectives on life in Florida.



E-NEWS: We regularly kept in touch electronically with thousands

of Floridians by sending announcements and featured news about our programs.

### Celebrating our Growing Support

The Florida Humanities Council (FHC) would like to acknowledge the generous support of the National Endowment for the Humanities; the Florida Department of State, Division of Cultural Affairs; and the many individuals, corporations, and foundations that made contributions during our 2011 Fiscal Year (11/1/10-10/31/11). 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.



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—Judith Overcash, MEMBER SINCE 1998

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## Extracted Audited Financial Statements for Fiscal Year Ended October 31, 2011

#### **BALANCE SHEET**

#### **ASSETS**

Cash and Investments	933,280
Grants Receivable	678,316
Accounts Receivable	22,233
Prepaid Expenses	27,092
Gifted Facilities	231,535
Fixed Assets	19,918

#### TOTAL \$1,912,374

#### **LIABILITIES & NET ASSETS**

Accounts payable and accrued expenses	57,407
Grants Payable	197,070
Capital Lease Obligation	14,111

#### **NET ASSETS**

Unrestricted	772,062
Temporarily Restricted	857,639
Permanently Restricted	14,085

#### TOTAL \$1,912,374

#### STATEMENT OF REVENUE AND EXPENSES

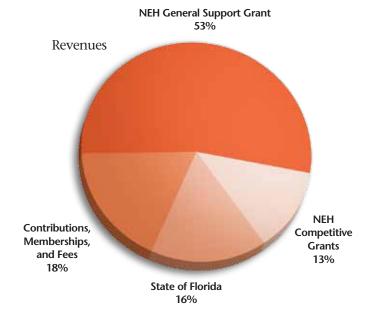
#### **REVENUES AND RELEASED NET ASSETS**

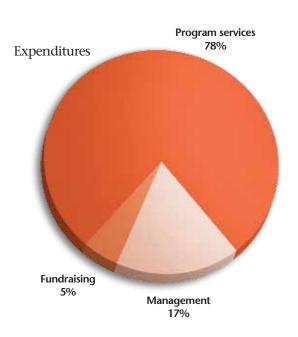
NEH General Support	1,215,066
NEH Competitive Grants	284,493
State of Florida	372,112
Contributions, Memberships, and Fees	399,550

#### TOTAL \$2,271,222

#### **EXPENDITURES**

TOTAL	\$2,132,783
Fundraising	103,614
Management	370,121
Program Services	1,659,048





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