A teachable moment

FLORIDA’S 500TH ANNIVERSARY 1513-2013
Dear Friends and Supporters of the Florida Humanities Council:

In 2013, Florida commemorates the five centuries since Juan Ponce de León landed on an Atlantic coast beach and proclaimed it “La Florida.” This first recorded European arrival in the Western Hemisphere marked the beginning of a remarkable era of colonizing, conflicts, and cultural exchange—the long, dynamic process that created the American melting pot. This anniversary offers an invaluable opportunity for Floridians to learn in essential and varied ways:

**History is a gateway to learning and success.** The foundational skills of reading, analyzing, and communicating are at the heart of all learning.

**Knowing the past increases civic connections.** Culturally diverse Florida offers a wonderful, yet challenging, mix of language and people. Our personal and group stories—our journeys, our families, and the places we have in common—are what unite us. A dedication to these personal “histories” is the seed of active citizenship.

**The Native American past is part of our heritage.** Indigenous people—such as the Apalachee, Calusa, and Timucua—lived in Florida for at least 13,000 years before Europeans arrived. For American Indians today, 1513 is a detestable date linked to the conquest, relocation, disease, and death that resulted from the Europeans’ presence. But this anniversary has the power to expand our knowledge of these earlier civilizations.

**Florida is a product of the modernizing western world.** Ponce’s venture to “La Florida” was part of the most important wave of curiosity and exploration in European history, the Renaissance. The era that created Florida also set the stage for the modern world.

**Florida shares a culture with Latin America.** The 1494 treaty with Portugal that granted Florida to Madrid made Spain and the Catholic Church masters of most of Central and South America. It is clear that to know Florida today we must embrace our state’s Latin history.

**Florida is an invaluable lens for America’s story.** When we understand Florida’s legacies, we are educating ourselves about the United States. Our national themes—migration, reconstruction, progress—are clarified through the Florida experience.

President Harry Truman once observed, “The only thing new in this world is the history that you don’t know.” In 2013, our challenge is to take this thought to heart, to locate and learn the challenging, important, and fascinating history of Florida. If we succeed, the 500-year commemoration of “La Florida” will change our state and ourselves for the ages.

We hope that you will take advantage of this moment in history to learn more about our shared heritage. Enjoy some of the many programs we are offering around the state this anniversary year:

- Watch history come alive on a stage near you, as great Floridians of the past describe their hopes for Florida (and for themselves) in “Dreamers & Schemers.”
- Learn about the Fountain of Youth myth, an ancient burial site, Spanish colonial food, Black Seminoles, and much more from our traveling speakers.
- Explore a variety of historical topics—from Cracker culture to Highwaymen artists to Florida novelists to civil rights leaders—at scores of events.
- Check out our TeachingFlorida.org website, a go-to source on Florida history and culture, designed for teachers—and for anyone interested in Florida.

You’ll find details on these and other programs at FloridaHumanites.org.

Sincerely,

John Belohlavek
Chair of the Board
Florida Humanities Council
**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.

**PRIMETIME**

More than 200 families attended our six-week reading and discussion program at 15 public libraries in Broward, Duval, Martin, Miami-Dade, Orange, Pinellas, and Putnam counties. Combining award-winning books with real-world themes and open discussion, PrimeTime connects literature to participants’ lives and creates excitement about reading.

“I can’t wait to tell my students about what really happened in Florida!”
—TEACHER PARTICIPANT

**THE GATHERING**

As part of our commemoration of Florida’s 500th anniversary, we sponsored a cultural-heritage tour to Spain. Guided by a preeminent scholar and local leaders, Floridians explored our cultural roots in medieval cities and villages. In addition, we hosted a tour in the historic Florida locale of Everglades City. This revenue-generating program introduces Floridians to what makes Florida special.

**COMMUNICATIONS**

FORUM, our award-winning statewide magazine published three times per year, explored how and why Florida was a destination for seekers and strivers, delved into the cultures of indigenous people who were here long before Spanish explorers arrived, and introduced authors and books recognized in the sixth annual Florida Book Awards program. Each issue of FORUM reaches an estimated 60,000 readers. Our Communications program also reached thousands of Floridians through our public-radio and online audio programs, social media outreach, websites, and electronic newsletters.

“Thank you for a beautiful, relevant publication, which is going to be shared and enjoyed by everyone in our office.”
—FORUM READER

**MUSEUM ON MAIN STREET**

In partnership with the Museum on Main Street program of the Smithsonian Institution, we brought the traveling exhibit “Journey Stories” to six small Florida communities: Plant City, DeBary, Blountstown, Sebring, Clewiston, and Dunedin. Thousands of Floridians attended this multimedia exploration of our national story of immigration and migration. Each community also gathered journey stories from local residents and hosted events and speakers for the exhibit.

**GRANTS**

We awarded more than $270,000 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 38 nonprofit agencies that created and executed humanities programs in their own communities. Awards ranged from $2,000 to $15,000 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; create exciting humanities resources such as exhibits, trail guides and maps, radio programs, podcasts, websites; and much more.

**TEACHING FLORIDA**

Our professional-development seminars provided strong academic content, provocative ideas, and lots of inspiration to 1,133 Florida teachers from elementary, middle, and high schools in 53 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. Six of our seminars dovetailed with the traveling Smithsonian exhibit, “Journey Stories,” focusing on how and why people came to Florida. In addition, we launched our dynamic educational website, TeachingFlorida.org, designed for teachers—and anyone interested in learning more about Florida.

“I can’t wait to tell my students about what really happened in Florida!”
—TEACHER PARTICIPANT
Celebrating our Growing Support

The Florida Humanities Council 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 2012 Fiscal Year (11/1/11 – 10/31/12). 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 727-873-2003 or email bbahr@flahum.org.
Extracted Audited Financial Statements for Fiscal Year Ended October 31, 2012

**BALANCE SHEET**

**ASSETS**
- Cash and Investments: $1,040,467
- Grants Receivable: $350,644
- Accounts Receivable: $38,578
- Prepaid Expenses: $19,561
- Gifted Facilities: $211,395
- Fixed Assets: $22,566

**TOTAL**: $1,683,211

**LIABILITIES & NET ASSETS**
- Accounts payable and accrued expenses: $170,680
- Grants Payable: $186,626
- Capital Lease Obligation: $11,137
- Deferred Revenue: $9,000

**NET ASSETS**
- Unrestricted: $832,794
- Temporarily Restricted: $458,889
- Permanently Restricted: $14,085

**TOTAL**: $1,683,211

**STATEMENT OF ACTIVITIES**

**OPERATING SUPPORT AND REVENUE**
- NEH General Support: $1,117,277
- NEH Competitive Grants: $198,496
- State of Florida: $405,422
- Contributions, Program Services Fees and Other: $512,336

**TOTAL OPERATING SUPPORT AND REVENUE**: $2,233,531

**OPERATING EXPENSES**
- Program Services: $1,711,094
- Management: $382,102
- Fundraising: $74,834

**TOTAL OPERATING EXPENSES**: $2,168,030