



A-G.U.I.D.E. Nonprofit Partner Logic Model Form

Program/Project: x A B

Organization: Spady Cultural Heritage Museum Contact Person: Sharon Blake, Finance and Development Officer

Program/Project Name: Museum Programming: Exhibits, Education Programs, Archives Funding Period: 10/1/2021-9/30/2022

Program/Project Budget \$: 106,000 Request \$: 106,000 CRA Need Area: Recreation and Cultural Facility

Brief Description: The Spady Museum is a primary resource for people seeking information about the city's Black history. Since 2001, the Spady Museum has been bringing area Black history to life through exhibits, lectures, archives, festivals, and cultural education and enrichment programs. Museum Programming (exhibits, lectures, and archives) is the foundational component in our commitment to being a center for cultural and historical understanding and awareness

Need for Program:

Over the past 20 years, the Spady Museum has become an important part of the cultural fabric of Delray Beach and the surrounding area, and our presence is generously supported by the community. The Spady Museum is fully committed to the CRA's vision of Delray Beach as an arts and culture destination. The Spady Museum is connected to and represents the history of Delray Beach by promoting community participation in collecting archives and preserving history. Compiling history requires time, resources, and commitment, and the Spady Museum values the contributions of the Delray Beach Community and its founding families. By actively seeking participation from the community and families in collecting archives and preserving the Black history of Delray Beach, the Spady Museum strengthens community connections that brings people from differing backgrounds to the museum.

Target Audience:

The Spady Museum attracts resident and non-resident visitors to attend our programs and activities. In our marketing and outreach efforts, the Spady Museum targets permanent and seasonal residents, as well as tourists. Through consistent and relevant programming, the Spady Museum strives to create an experience for visitors that allows a connection with the past and increases awareness of the history of black settlement in our area.

Uniqueness/Justification:

The Spady Museum programming encourages several types of unique cultural participation by our target audience of Delray Beach residents and visitors, which include: 1) virtual and in person attendance at events, exhibits, and lectures; community 2) participation in collecting archives and preserving history; and, 3) engaging in collaborative partnerships with area artists, businesses, and cultural organizations. Each type of participation supports our vision and the Delray Beach CRA's vision to be an arts and culture destination in Delray Beach as well as highlights the need to support the unique history and heritage of Black culture in Delray Beach.

GOAL: To collect, preserve and share the history of Delray Beach's Black community through Exhibits, Education Programs and Archives			
Key Activities	Outputs	Outcomes	Impact(s)
<p><u>1. Exhibits</u></p> <ul style="list-style-type: none"> • Host in-person museum tours • Host-virtual museum tours 	<p><u>1. Exhibits</u></p> <p>The following number of people we expect to reach through exhibits in-person and virtual visitors during FY 2021-2022 :</p> <p>-3,900</p> <ul style="list-style-type: none"> -1,900 in-person visitors -2,000 virtual visitors 	<p><u>1. Exhibits</u></p> <ul style="list-style-type: none"> • 50% of in-person visitors will spend money in Delray Beach • 100% of visitors will be told about Delray Beach's Black history • 100% of virtual visitors will be told that the museum is located in downtown Delray Beach • 100% of virtual visitors will be invited to the museum 	<p><u>1. Exhibits</u></p> <ul style="list-style-type: none"> • The Spady Museum generates a sense of pride and inclusion in Delray Beach residents • Black history has a permanent and consistent presence in Delray Beach and the Spady Museum reinforces Delray Beach's standing as a nationally recognized arts & culture destination • Museum exhibits and activities stimulate a thriving arts economy and generate more arts related businesses • The Spady Museum serves as a cultural anchor to Delray Beach's western downtown area and development

<p><u>2.Education Programs</u></p> <ul style="list-style-type: none"> • Ride & Remember City Tour • MLK, Jr. Brunch • Kwanzaa/Kuumba Village • Emancipation Celebrations 	<p><u>2.Education Programs</u></p> <ul style="list-style-type: none"> • Total Ride & Remember City Tour attendance: 60 • Total MLK attendance: 300 • Total Kwanzaa/Kuumba Village attendance: 100 • Total Emancipation Celebrations attendance: 100 	<p><u>2.Education Programs</u></p> <ul style="list-style-type: none"> • 50% of Ride & Remember attendee will spend money in Delray Beach • 100% of Ride & Remember attendees will be told about Delray Beach's Black history • 100% of MLK Brunch attendees will have the opportunity to celebrate the legacy of Dr. King • 100% of Kwanzaa/Kuumba Village attendees will learn about this African-American holiday • 100% of Emancipation Celebrations attendees will receive a timeline on the US emancipation 	<p><u>2.Education Programs</u></p> <ul style="list-style-type: none"> • Brings people from a wide range of backgrounds, ethnicities and cultures to learn about the historical contributions of the Black community • Contributes to a vision of Delray Beach as an arts and culture destination
<p><u>3. Archives</u></p> <ul style="list-style-type: none"> • Collect, identify and preserve collections associated with the Black history of Palm Beach County 	<p><u>3. Archives</u></p> <ul style="list-style-type: none"> • 1 teacher workshop 	<p><u>3. Archives</u></p> <ul style="list-style-type: none"> • course curriculum created from archive source materials 	<p><u>3. Archives</u></p> <ul style="list-style-type: none"> • The archives supports the vision of the Delray Beach CRA as an arts and culture destination • Preservation of Black history and culture enhances feelings of social connection, inclusion and pride among residents and visitors • Archives provide material that is used in all of Spady Museum programs