

**Attachment 4**  
**PPBEP COMMUNITY GRANT FINAL REPORT FORM**

<b>Agreement No.:</b>	FY2023-03		
<b>Grantee Name:</b>	Florida Public Archaeology Network		
<b>Grantee Address:</b>	207 E Main Street, Pensacola, FL 32502		
<b>Grantee's Representative:</b>	Nicole Grinnan	<b>Telephone No.:</b>	850-474-3015
<b>Project Title:</b>	Interpreting Pensacola and Perdido Bays Estuaries through Archaeological Research and Museum Engagement		
Please submit any high-resolution photos related to the project (include photo credit for possible use by PPBEP for use in our e-newsletter, annual report, social media, or website) with your report as image files to <a href="mailto:lmcdonald@ppbep.org">lmcdonald@ppbep.org</a> .			

**RESULTS: Describe the progress made toward the goals and objectives as stated in the funded grant application.**

The Florida Public Archaeology Network (FPAN) has made substantial progress toward achieving the goals and objectives outlined in our funded grant application. Our primary objective was to enhance public understanding of the intricate relationship between human activities and estuarine environments, both historically and in the present day. To this end, we successfully conducted extensive research and data collection, culminating in an annotated bibliography that includes twenty-five pertinent sources on archaeological, historical, and ecological studies. This foundational research informed our interpretive planning and exhibit pre-development, where we established a comprehensive interpretive theme and created detailed exhibit layouts, text, and graphic designs. Furthermore, we developed a robust youth activity plan in collaboration with a Santa Rosa County K-8 educator, tailored to different grade levels to facilitate student engagement with the exhibit. The installation of the new exhibit in FPAN's Destination Archaeology Resource Center was completed successfully in May 2024, featuring innovative components such as wall graphics, exhibit mounts, panels, an LED TV, digital microscopes, and a sensory activity enhanced by Mvskoke language interpretation from the Santa Rosa Creek Band of the Lower Muscogee. To promote the exhibit, we produced and disseminated social media posts that engaged nearly 13,000 people. Finally, we hosted a well-attended opening reception on May 17, 2024, celebrating the new exhibit and its contributions to public education on the importance of estuarine environments. This project not only revitalized our exhibit space but also reinforced our commitment to pairing archaeological and environmental research as a tool for education and community engagement.

**IMPACT: Summarize the organization's key evaluation results related to the funded grant (number of people reached, samples taken, etc.):**

The success of this project was evaluated based on several key metrics, ensuring that the objectives outlined in the grant application were met effectively.

**1. Exhibit Opening and Visitor Engagement:**

- **Exhibit Opening Reception:** The opening reception on May 17, 2024, was attended by 77 individuals, surpassing our initial goal of 60 attendees.
- **Exhibit Visitors:** Since the installation and opening reception on May 17, 2024, the exhibit has attracted 200 visitors, indicating strong public interest and engagement

with the new exhibit content.

2. **Youth Activity Participation:**

- The youth activity developed in collaboration with a local K-8 educator has been well-received, with future programs planned engage students with the exhibit through the activities and discussion questions.

3. **Social Media Reach and Engagement:** Although we are unable to break down the demographic information for each post, the “Florida Public Archaeology Network – Northwest Region” Facebook and Instagram accounts are represented predominantly by women residing in Northwest Florida. See Attachment 1 for more information on social media demographics for FPAN’s Northwest Region, the account through with all PPBEP grant-related posts were made.

- **Facebook Boosted Post (May 21, 2024; See Attachment 3):**
  - Impressions: 13,306
  - Reach: 10,865
  - Engagement: 1,384
  - Reactions: 354
- **Instagram Boosted Post (May 21, 2024; See Attachment 4):**
  - Reach: 219
  - Likes: 77
- **Facebook Non-Boosted Post (May 14, 2024; See Attachment 5):**
  - Impressions: 1,544
  - Reach: 1,478
  - Engagement: 76
  - Reactions: 66
- **Instagram Non-Boosted Post (May 21, 2024; See Attachment 6):**
  - Reach: 264
  - Likes: 53

These metrics demonstrate the project's success in reaching and engaging a broad audience both in-person and online. The project team’s diligent efforts in research, exhibit development, and public engagement have resulted in a well-received exhibit that continues to draw interest and participation. Attachment 2 has been included to showcase a more qualitative example of the exhibit’s impact on visitors. The combination of physical attendance and online engagement highlights the project's comprehensive impact in fostering awareness and appreciation of local estuarine ecosystems.

**SUCSESSES AND CHALLENGES: Describe the significant successes and challenges the organization experienced related to the funded grant.**

**Successes:**

1. **Completion of Tasks and Deliverables:** The project team successfully completed all tasks and deliverables outlined in the original proposal. Although some minor adjustments to the budget and some deliverable dates were made during the process, these changes ultimately contributed to successful final products.
2. **Community Relationships:** The project reinforced valuable community relationships, particularly with tribal leadership within the Santa Rosa Band of the Lower Muscogee. This

collaboration enriched the exhibit content and fostered a stronger sense of community involvement.

3. **Annotated Bibliography:** The project contributed to the development of a new annotated bibliography, highlighting historical ecology in and around the Pensacola and Perdido Bays area. This resource will be invaluable for future research and educational initiatives.

#### **Challenges:**

1. **Research Support:** The project faced a significant challenge when the annotated bibliography from previous grant recipients was not received. This required the team to allocate additional time and resources to compile the necessary research independently.
2. **Vinyl Installation Delay:** The installation of vinyl graphics was delayed due to scheduling issues with Kool Graphics. This delay impacted the overall timeline but was managed effectively by the project team.
3. **Sensory Box Addition:** The sensory box was a new addition to the exhibit plan and required additional consideration and effort. The team needed to contract external help for its construction due to time limitations among project members.
4. **Team Changes:** The original co-Creative Lead and FPAN Graduate Assistant, Taylor Brown, left during the early stages of the project to pursue full time employment. Mike Thomin and Nicole thus took on the majority of the work, with assistance from other FPAN Graduate Assistant during the installation and opening reception.
5. **Exhibit Removal:** The removal of the previous exhibit took more time than originally anticipated, presenting a logistical challenge that the team had to address promptly to stay on schedule.

Despite these challenges, the project achieved its goals and delivered a high-quality exhibit that engages and educates the public about the historical and ecological significance of local estuarine environments. The team's ability to adapt and overcome obstacles was crucial to the project's overall success.

#### **LESSONS LEARNED: Describe what the organization learned based upon the results, successes, and challenges reported. Address programmatic, evaluative, or organizational changes that will be made based upon these lessons learned.**

Throughout the course of this project, the Florida Public Archaeology Network (FPAN) has gleaned several important lessons that will shape future endeavors. First, we learned that our team is fully capable of updating larger exhibit spaces and this grant undertaking has bolstered our confidence in managing extensive exhibit renovations. Collaboration emerged as a crucial element of our success, particularly our partnerships with the Pensacola and Perdido Bays Estuary Program, other University of West Florida departments, and the Santa Rosa Band of the Lower Muscogee. These collaborations enriched the exhibit content and reinforced community ties, proving invaluable to the project's overall impact. Visitor feedback about the new exhibit and comments made during the opening reception have also been insightful, indicating a strong desire for additional updates to the Destination Archaeology Resource Center exhibit space. This feedback will guide our future planning and work. Moreover, we have recognized the importance of incorporating natural resource and environmental concerns into our programs and projects. This holistic approach aligns with our mission and will enhance the relevance and impact of our future exhibits and educational initiatives.

Based on these insights, we plan to continue leveraging collaborative partnerships, prioritize community engagement, and integrate environmental themes into our work to ensure our exhibits remain dynamic, educational, and responsive to visitor interests.

This report is submitted in accordance with the reporting requirements of Agreement No. FY2023-03 and accurately reflects the activities associated with the project.



\_\_\_\_\_  
Signature of Grantee's Representative

11 June 2024

\_\_\_\_\_  
Date

Nicole Grinnan, Assistant Director, UWF Archaeology  
Institute

\_\_\_\_\_  
Print Name and Title

# Attachment 1. "Florida Public Archaeology Network - Northwest Region" Social Media Demographics (Meta)

## Audience

Current audience Potential audience

### Grow your Instagram audience for more insights

You can learn more about your audience when more people follow your account. Take action now to get discovered and build your community.

See tips

Create post



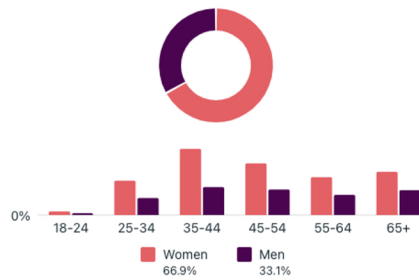
## Facebook followers

6,543

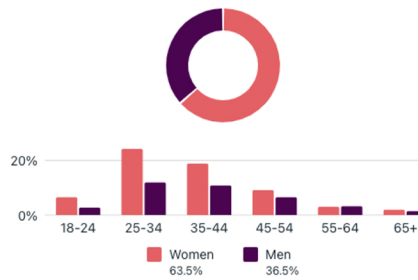
## Instagram followers

844

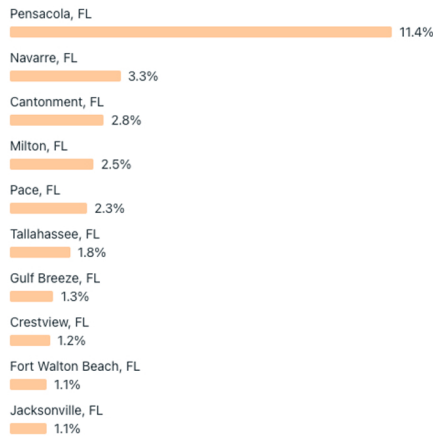
### Age & gender



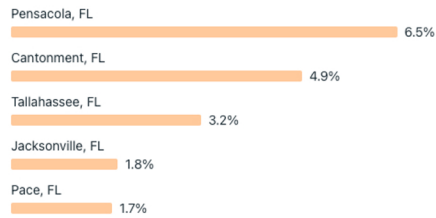
### Age & gender



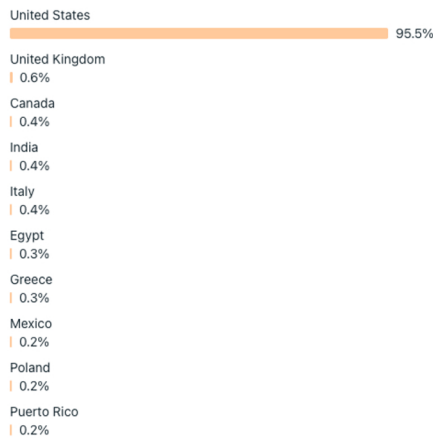
### Top cities



### Top cities




### Top countries




### Top countries





Attachment 2. Example of exhibit impact.



 **Alicia Hartless**  
May 30 at 12:52 PM · 🌐


We checked out the [Florida Public Archaeology Network - Northwest Region](#) at the Discovery Archaeological Resource Center. The girls learned about the estuarine system in Florida along with more precontact discoveries. It's not a big museum, but one with lots of info and sensory friendly learning. [Danny Hartless](#) [Anna Lynn Hartless](#)









**+3**


  You and 15 others 1 comment








 **Love**  **Comment**  **Share**

**Most relevant** 


 Comment as Florida Public Archaeolo...    

 **Florida Public Archaeology Network - Northwest Region**  
Thanks for visiting!!!!

1w Like Reply 

 Reply to Florida Public Archaeology Network - North...  
     

# Attachment 3. Facebook Boosted Post, May 21, 2024



**We received a Pensacola and Perdido Bays Estuary Program...**  
 May 21, 2024, 7:00 AM  
 ID: 980763840457858

**Interactions**  
 354 reactions 17 comments 14 shares

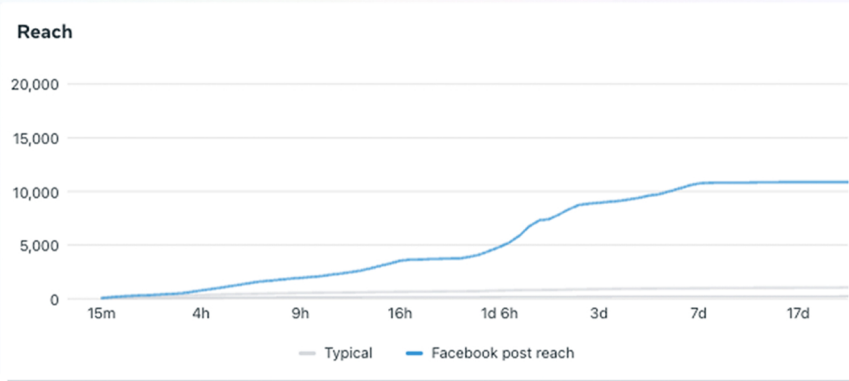
**Overview** Performance Paid results Feed preview

## Performance

**Overview**

<b>Reach</b> 10,865 Higher than typical	<b>Impressions</b> 13,308 Higher than typical	<b>Interactions</b> 339 Higher than typical	<b>Link clicks</b> 8 Typical
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**Reach**



**From ads**  
6,272

**From organic**  
4,795

**Interactions**

<b>Reactions</b> 308 Higher than typical	<b>Comments</b> 17 Higher than typical	<b>Shares</b> 14 Higher than typical	<b>Saves</b> 0 Typical
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**Paid results**  
 Times when this post has been boosted to reach more Accounts Center accounts.

Boost: Post engagements May 21	Ad completed	\$51.44 Spent	<b>View</b>
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## Feed preview

**Florida Public Archaeology Network - Northwest Region**  
 Published by Mike Thomas · May 21 at 7:00 AM

We received a Pensacola and Perdido Bays Estuary Program community grant eight months ago to update our permanent exhibit in our Destination Archaeology Resource Center for the first time in 13 years. Last Friday, we held our opening reception for this new display "Estuarine Echoes: Time, Tides, and Human Stories in the Pensacola and Perdido Bays." Missed it? Don't worry, you can experience it firsthand anytime during our museum's open hours! This exhibit was made possible... See more



**See insights and ads** **Boost**

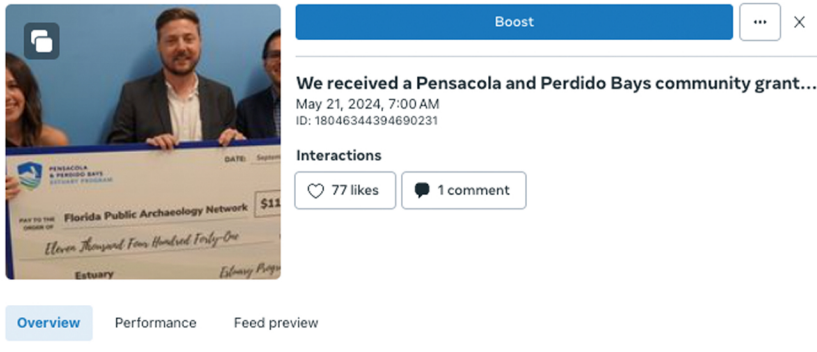
308 reactions 17 comments 14 shares

**Most relevant**

- Comment as Florida Public Archaeo...
- Florida Public Archaeology Network - North Central Region  
Woohoo! So exciting!
- Pensacola & Perdido Bays Estuary Program  
Our team is so impressed by the exhibit - congratulations on all of your hard work! The exhibit is a major asset to our community!
- Florida Public Archaeology Network - Northwest Region  
Pensacola & Perdido Bays Estuary Program thanks so much we are so glad you all liked it! We can't wait to partner with you all soon, we are lucky to have you all!
- Angela Marchetti  
This is wonderful. I can't wait to come see it! Im going to include this announcement in my June client newsletter, which is focused on local kayaking and birdwatching opportunities.
- Emily Furlong  
Congratulations!
- Top fan Renee House  
Congratulations!!!
- Denise Song  
Outstanding!!!
- Bonnie Exner  
Congratulations !!!
- Laurie Ferguson  
Congratulations!!!!
- Top fan Billy Middlebrooks III  
Well done!!! Can't wait to see the exhibit!!!
- Florida Public Archaeology Network - Northwest Region  
Billy Middlebrooks III thanks we look forward to your visit!
- Top fan Renee House  
Can you post the address for the exhibit
- Florida Public Archaeology Network - Northwest Region  
Renee House of course! We are at 207 East Main Street, Pensacola, FL 32502. We hope you'll stop by. Our summer semester museum hours are Tuesday, Thursday, Friday, Saturday (10-4) and Sunday (9-1).
- Amanda Armstrong  
Museum hours and cost?
- Florida Public Archaeology Network - Northwest Region  
Amanda Armstrong Admission is free! We are at 207 East Main Street, Pensacola, FL 32502. We hope you'll stop by. Our summer semester museum hours are Tuesday, Thursday, Friday, Saturday (10-4) and Sunday (9-1).
- Amanda Armstrong  
Florida Public Archaeology Network - Northwest Region cool!
- Brian R. Rucker  
Congrats!

**View post on Facebook**

# Attachment 4. Instagram Boosted Post, May 21, 2024



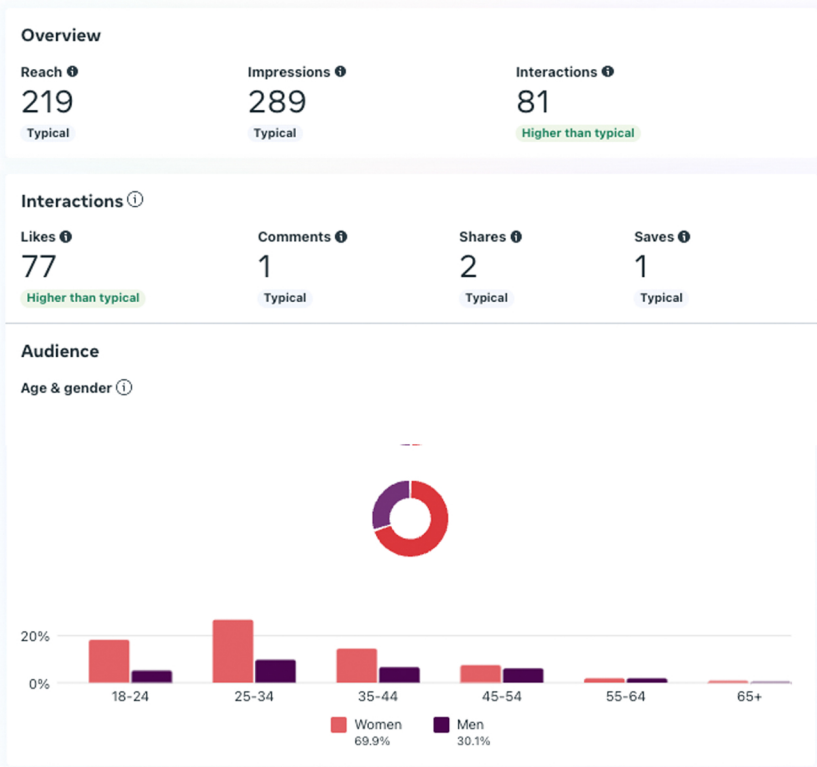
**Boost** [Close]

**We received a Pensacola and Perdido Bays community grant...**  
May 21, 2024, 7:00 AM  
ID: 18046344394690231

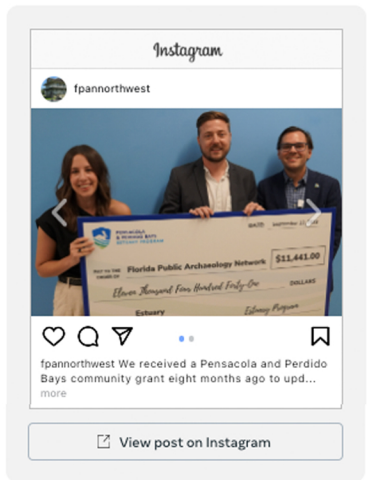
**Interactions**  
77 likes 1 comment

**Overview** Performance Feed preview

## Performance



## Feed preview



**Instagram**

**fpannorthwest**

**We received a Pensacola and Perdido Bays community grant eight months ago to upd...**  
more

[View post on Instagram](#)

# Attachment 5. Facebook Non-Boosted Post, May 14, 2024



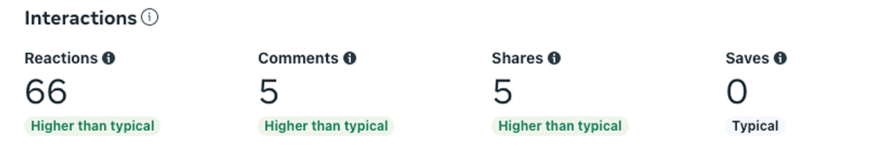
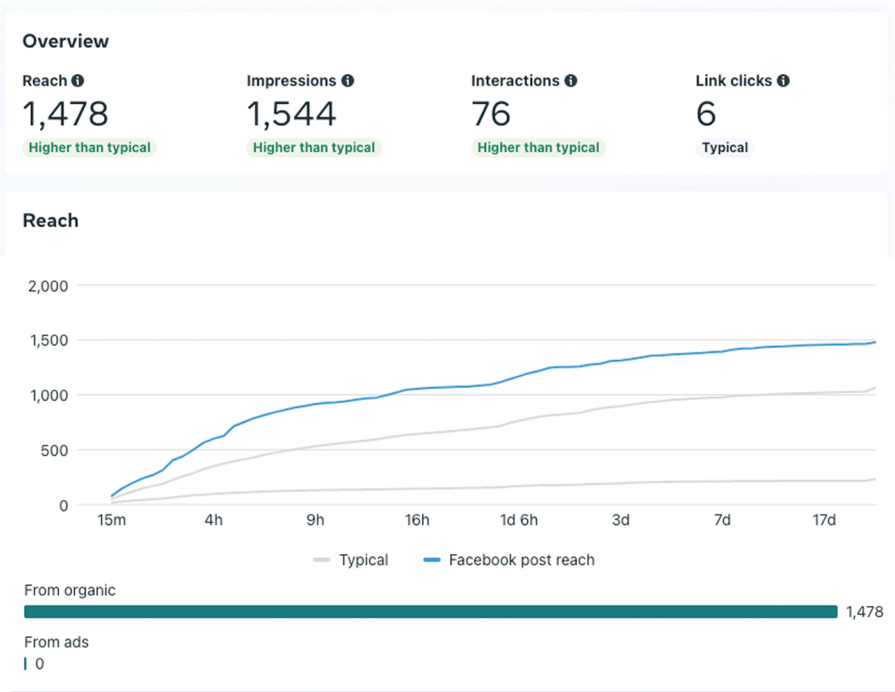
Boost unavailable

**Big changes are happening at the Destination Archaeolog...**  
 May 14, 2024, 7:00 AM  
 ID: 975668277634081

**Interactions**  
 68 reactions 5 comments 5 shares

Overview Performance Feed preview

## Performance



## Feed preview

**Florida Public Archaeology Network - Northwest Region**  
 Published by Mike Thomin · May 14 at 7:00 AM ·

Big changes are happening at the Destination Archaeology Resource Center this week! We're saying goodbye to an old exhibit and hello to something truly special, so please excuse our progress. Get ready to dive into the fascinating history of our local estuaries with "Estuarine Echoes: Time, Tides, and Human Stories in the Pensacola and Perdido Bays Estuaries!"

Opening this Friday (May 17), this immersive experience will take you on a journey through time, exploring the cr... [See more](#)

**See insights**

66 reactions 5 comments 5 shares

Like Comment Share

**Most relevant**


- Comment as Florida Public Archaeolo...
- Top fan UWF College of Arts, Social Sciences and Humanities UWF Leisure Learning, this might be something wonderful for your crew to enjoy!!!
- Pensacola & Perdido Bays Estuary Program We can't wait to see all your hard work on this exhibit come to life!
- Apalachicola National Estuarine Research Reserve - Friends of the Reserve I'm driving over for this one!
- Top fan Kate Schreiber Very cool!

Most relevant is selected, so some comments may have been filtered out.

[View post on Facebook](#)

# Attachment 6. Instagram Non-Boosted Post, May 14, 2024

Boost [Close]



🚧 Big changes are happening at the Destination Archaeolog...  
May 14, 2024, 7:00 AM  
ID: 17879056443066215

Interactions  
53 likes 3 comments

Overview Performance Feed preview

## Performance

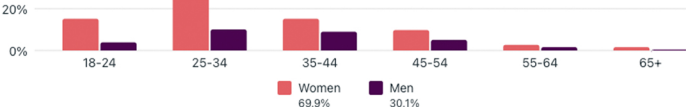

Overview

Reach ⓘ 264 Typical	Impressions ⓘ 349 Higher than typical	Interactions ⓘ 60 Higher than typical
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Interactions ⓘ

Likes ⓘ 53	Comments ⓘ 3	Shares ⓘ 3	Saves ⓘ 1
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Audience  
Age & gender ⓘ



Age Group	Women (%)	Men (%)
18-24	~15%	~5%
25-34	~22%	~10%
35-44	~15%	~10%
45-54	~10%	~5%
55-64	~2%	~1%
65+	~1%	~1%

Women 69.9% Men 30.1%

## Feed preview



Instagram  
fpanorthwest

🚧 Big changes are happening at the Destination Archaeology Resource Center this ...  
more

View post on Instagram