



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2024-2025

LFIR # 3186

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The Ticket to Ride will be a mobile Beatle Themed bus that travels throughout Tampa Bay providing historical and music awareness and engagement through education and outreach. The Ticket to Ride will deliver interactive and immersive programing regarding the impact of music.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	725,500
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>725,500</b>

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	725,500	22%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	2,500,000	78%
<b>Total Project Costs for Fiscal Year 2024-2025</b>	<b>3,225,500</b>	<b>100%</b>

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2023-24		825,000	3265	Yes

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.



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### Complete questions 11 and 12 for Fixed Capital Outlay Projects

**11. Status of Construction**

a. What is the current phase of the project?

- Planning    
  Design    
  Construction    
  N/A

b. Is the project "shovel ready" (i.e permitted)? Yes

c. What is the estimated start date of construction? 1.1.2024

d. What is the estimated completion date of construction? 8.1.2024

**12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

Penny Lane Beatles Museum 501c3  
Owner of collection, Dr Bob Entel

**13. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Partial salary to administer, write curriculum and deliver programs	65,500
Other Salary and Benefits	Bus Drivers	45,000
Expense/Equipment/Travel/Supplies/Other	Education Curriculum materials	75,000
Consultants/Contracted Services/Study	National expert consultants to support creation of material	65,000
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Mobile bus, educational exhibits, immersive programming	385,000
Consultants/Contracted Services/Study	Nationally recognized experts to assist with design and implementation of curriculum	90,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>725,500</b>

**14. Program Performance**

a. What specific purpose or goal will be achieved by the funds requested?

Our mobile Ticket to Ride education outreach will travel to community centers, schools and event venues. Ticket to Ride educational resources and activities illustrate and educate on the power of rock & roll to engage students onsite. PLBM expertly designed content can supplement lesson plans or inspire new engagement. Funding will be used for creating immersive, educational, curriculum.

b. What activities and services will be provided to meet the intended purpose of these funds?



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Education using multi-media tools. Curriculum will be developed to attract not only Florida citizens but individuals from across the state.

**c. What direct services will be provided to citizens by the appropriation project?**

Music, culture, education curriculum will be delivered within communities across Tampa Bay. Immersive and interactive exhibits will be on the mobile bus and compliment the museum exhibits. The funds will be used to create internationally recognized curriculum and instruction.

**d. Who is the target population served by this project? How many individuals are expected to be served?**

Floridians, visitors, teachers, people of all walks. Currently, the 1000 sq ft Penny Lane Museum attracts close to 1000 people a month. The demand is immense so by offering a unique curriculum on a double decker bus, people can better experience the impact of the movement.

**e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

Outcome is to teach, heal and engage people of all walks, in their neighborhood or in Ybor of the immense impact music has on the future. We will measure with direct questionnaires and surveys.

**f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?**

PLBM will return funds that have not met the performance measures.

**15. Requester Contact Information**

a. **First Name**  **Last Name**

b. **Organization**

c. **E-mail Address**

d. **Phone Number**  **Ext.**

**16. Recipient Contact Information**

a. **Organization**

b. **Municipality and County**

c. **Organization Type**

For Profit Entity

Non Profit 501(c)(3)

Non Profit 501(c)(4)

Local Entity

University or College

Other (please specify)

d. **First Name**  **Last Name**

e. **E-mail Address**



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f. Phone Number

#### 17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number