



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2024-2025

LFIR # 3280

1. Project Title
2. Senate Sponsor
3. Date of Request

**4. Project/Program Description**

The Duke Energy Center for the Arts - Mahaffey Theater, which opened in 1965, is seeking funding for major capital improvements in two areas: a porte cochere, and additional storage in the backstage/ loading dock areas. A porte cochere is needed to keep patrons dry and safe during the rain and prevent slips and falls, especially small children, and the elderly. The backstage area needs additional space to store equipment and production elements for the visiting artists. Many artists bring up to three or four truckloads or more of equipment that must be unloaded and set up inside the theater. The new storage facility and entry ways will enable the theater to be more diverse as a venue that can house larger productions and ultimately source bigger acts and continue serving the local community. The added improvements will improve safety and elevate the Mahaffey Theater and help expose new audiences to the performing arts and increase customer satisfaction.

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	0
Fixed Capital Outlay	3,777,884
<b>Total State Funds Requested</b>	<b>3,777,884</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)	3,777,884	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2024-2025</b>	<b>3,777,884</b>	<b>100%</b>

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

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?



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Yes

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

Shuttered Venue Operators Grant - \$3,975,749 - used for payroll, utilities, other operating costs; Paycheck Protection Program - \$635,059 - used for payroll and benefit costs; Economic Injury Disaster Loan - \$150,000 - used for working capital and other operating expenses (this loan was repaid in full).

## 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)?

No

c. What is the estimated start date of construction?

3rd Q 2024

d. What is the estimated completion date of construction?

March 2025

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.

City of St. Petersburg. Big3 Entertainment manages the Mahaffey Theater on behalf of the City of St. Petersburg

### 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		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering	Construction hard costs for the two projects listed below: \$3,285,117 1. An addition to the backstage area for additional loading bays and instrument storage 2. A porte cochere at the event drop off area. Development Soft Costs include: architecture and engineering fees; eurvey; eotechnical survey; permit fees; private provider plan review, and inspections.	3,777,884
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>3,777,884</b>



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#### 14. Program Performance

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

The entire visitor experience to the Duke Energy Center for the Arts - Mahaffey Theater will be greatly enhanced by the improvements in this project. Patrons will arrive safely and dry, equipment will be unloaded safely and secured properly. The Mahaffey Theater is home to national touring acts, regional touring artists, dance companies, as well as many other professional arts companies. All of which need backstage storage for their equipment. The theater maintains professional hospitality standards by providing this much needed space for the artists and their guests as well as providing exterior facilities that provide pathways that are conducive to safe and convenient ingress and egress.

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

The theater provides entertainment, education, and community engagement to more than 250,000 visitors annually to the Mahaffey Theater. School children aged pre-K through 12th grade represent 25,000+ of that figure. Children come to the theater on field trips to experience live main stage performances and arts festivals in an outdoor plaza. The venue boasts more than 250 events annually with approximately 125 headlining acts. Activities include live performances, youth performances, symphonies, civic engagements, weddings, dance recitals, business functions, and special events hosted by Bill Edwards Foundation for the Arts.

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

The citizens of the Tampa Bay area will benefit by the Mahaffey Theater having enhanced and improved capabilities in its production and backstage facilities. This will enable the management company, Big3 Entertainment, to book larger and better-quality shows that require more loading space. The revamped parking facility with a new porte cochere will improve accessibility and enhance the experience of attending a performance at the theater, thereby promoting increased attendance. Visitors will appreciate staying safe and dry as they enter the theater complex to see bigger and never-seen-before acts.

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

The target population is the 3.2 million residents of the Tampa Bay region and surrounding counties. As mentioned, the theater serves more than 250,000 visitors annually. The number of events for public participation is more than 275. The number of Florida artists employed is nearly 400, and the number of artists directly involved is nearly 2,000. The theater serves all age ranges Pre-K and up, and serves no specific underserved/distinct group, although the theater donates hundreds of tickets every year to those less fortunate, and a youth field trip series offers scholarships for admission and transportation to the Mahaffey to the underserved children coming from Title I schools.

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

The expected benefit is to be a state-of-the art facility that is capable of providing many engaging services to the community. The venue was built in 1965, and therefore needs to be upgraded and renovated in order to meet the needs of today's artists and the entertainment industry. Additional loading dock space allows the theater to book bigger and better shows. This has a greater appeal to the entire industry and the regional community. Upgrading the parking entry by adding a porte cochere allows the theater to provide a modern and safe entrance, therefore decreasing liability and improving the overall event experience. Success will be measured by an increase in visitor attendance and customer satisfaction 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?**

Big3 Entertainment will manage all contracts and deliverables herein. Dispersed funds for deliverables not met will be refunded to the state.

#### 15. Requester Contact Information

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

**b. Organization**

**c. E-mail Address**



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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) City

d. First Name  Last Name

e. E-mail Address

f. Phone Number

#### 17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number