



# The Florida Senate

## Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Ruth Eckerd Hall Expanding the Experience Campaign

2. **Senate Sponsor:** Jack Latvala

3. **Date of Submission:** 10/24/2017

4. **Project/Program Description:**

The fifth phase of REH's \$30 MM capital campaign will include substantial renovations to the 34-year-old facility.

5. **State Agency Contacted?** No

a. If yes, which state agency?

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

Department of State

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
	2,000,000	2,000,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	1,000,000	8.0%
Local	6,500,000	52.0%
Other	3,000,000	24.0%
TOTAL	10,500,000	84.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 12,500,000

9. **Previous Year Funding Details:**

a. Has funding been provided in a previous state budget for this activity? Yes

b. In the previous 5 fiscal years, how many years was funding provided? (Optional) 2

c. What is the most recent fiscal year the project was funded? 2017-18

d. Were the funds provided in the most recent fiscal year subsequently vetoed? Yes

e. Complete the following Worksheet.



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FY:	Input Prior FY Appropriation for this project for FY 2017-18 (If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
Column:	A	B	C
Funds Description:	Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *	Total Funds Appropriated (Column A + Column B)
Input Amounts:		1,000,000	1,000,000

### 10. Is future-year funding likely to be requested?

Yes

#### a. If yes, indicate non-recurring amount per year.

\$1.5 mil. in FY 2019-2020 and \$1.5 mil. in FY 2020-2021.

### 11. Program Performance:

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

Add 6,000 s-f to lobby; build cabaret theatre to showcase education programs; redesign front facade, entrance, box office, donor lounge and arrival plaza; refurbish shell for The Florida Orchestra.

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

Facility renovation

#### c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input type="checkbox"/> Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input type="checkbox"/> Salary and Benefits		



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<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation		
<input checked="" type="checkbox"/> Construction/Renovation/Land/Planning Engineering	Facility renovation	2,000,000
TOTAL		2,000,000

**d. What are the direct services to be provided to citizens by the appropriations project?**

Project will provide cabaret theatre shows, protection from elements, better car access and more amenities. Students will get "big break" in the industry performing prior to 150 shows annually. Public may rent cabaret theatre for meetings and special events. Orchestra shell will enable a full season of shows by The Florida Orchestra.

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

Main stage patrons (261,600), members/guests (4,650), students (1,100) and the public (11,250 renting cabaret theatre) will be served.

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

Cabaret theatre shows will yield \$2.4 MM in spending and \$186,000 in sales tax revenue. This and related projects will create 13,900 Pinellas hotel nights (88,000 annually), \$1.8 MM in lodging spending, \$138,000 in sales tax revenue and \$118,000 in hotel tax.

**g. 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 in the contract?**

REH will return funds if it can't fulfill contract.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

The City of Clearwater owns REH's facility and the land on which it resides. The City will receive no funding.

**13. Requestor Contact Information:**

- a. **Name:** Zev Buffman
- b. **Organization:** Ruth Eckerd Hall, Inc.
- c. **Email:** zbuffman@ruth Eckerd Hall, Inc.
- d. **Phone Number:** (727)712-2704

**14. Recipient Contact Information:**

- a. **Organization:** Ruth Eckerd Hall, Inc.



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**b. County:** Pinellas

**c. Organization Type:**

- ☐ For Profit
- ☒ Non Profit 501(c) (3)
- ☐ Non Profit 501(c) (4)
- ☐ Local Entity
- ☐ University or College
- ☐ Other (Please specify)

**d. Contact Name:** Zev Buffman

**e. E-mail Address:** zbuffman@rutheckerdhall.net

**f. Phone Number:** (727)712-2704

**15. If there is a registered lobbyist, fill out the lobbyist information below.**

**a. Name:** Martha Edenfield

**b. Firm:** Dean Mead Law Firm

**c. Email:** medenfield@deanmead.com

**d. Phone Number:** (850)999-4100