



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2023-2024

LFIR # 2963

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

New construction of a state-of-the-art Welcome Center at the University of Florida, a visual centerpiece for campus, serving as the cornerstone of UF's new recruitment strategy for attracting prospective undergraduate students and their families, as well as high-quality graduate students. The Center will be: 1) Visual platform for admissions staff to highlight/communicate what makes UF a special institution; 2) Place where curated experiences enable a prospective student to envision opportunities and future achievable outcomes.

5. State Agency to receive requested funds

State Agency contacted?  Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	7,500,000
<b>Total State Funds Requested</b>	<b>7,500,000</b>

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	7,500,000	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 2023-2024</b>	<b>7,500,000</b>	<b>100%</b>

8. Has this project previously received state funding?  No

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

9. Is future funding likely to be requested?  Yes

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?

Yes



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

Revenue:\$76M Direct Student Aid & \$93M Institutional Support;Expenses:1)\$76M-Direct Student Aid;2)\$93M-Campus Operations:\$8.7M for IT Infrastructure & Equipment for Remote/Distance Learning;\$9.4M for Housing/Study Abroad;\$9.1M Campus Health/Safety \$8.2M Other Operating/Research costs: Student mental health/basic needs;\$57.6M for Lost Revenues in the student union, educational business activities, parking, research service centers, museums/performing arts centers.

## 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

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

No

c. What is the estimated start date of construction?

Upon receipt of total funding

d. What is the estimated completion date of construction?

1 year

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.

University of Florida

### 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	New construction for a premier Welcome Center of estimated 15,000 GSF including: reception area; presentation space for 500 people; space to demonstrate layout of resident hall rooms to prospective students/families; individual rooms for families to meet privately with admissions/financial aid counselors; offices and support rooms for welcome center staff. \$15M total (\$7.5M each year for 2 years.)	7,500,000
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>7,500,000</b>



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#### 14. Program Performance

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

New construction of a state-of-the-art Welcome Center at the University of Florida, a visual centerpiece for campus, serving as the cornerstone of UF's new recruitment strategy for attracting prospective undergraduate students and their parents, as well as high-quality graduate students. The Center will be: 1) Visual platform for admissions staff to highlight/communicate what makes UF a special institution; 2) Place where curated experiences enable a prospective student to envision opportunities and future achievable outcomes.

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

Currently, campus units may conduct tours not led by UF Office of Enrollment Management (EM), which may result in differing experiences/messaging to students/parents about UF and potential lost opportunities for recruitment. The new state-of-the art Welcome Center will be integrated into and support a central recruitment strategy led by EM.

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

Welcome Center goals: 1) UF's first access point for visitors: easily accessible, exceeds expectations for guests; 2) projects the image of the "Gator Spirit" that campus/alumni embrace; 3) place where curated experiences leave an impactful introduction to UF. Experience to include: UF branding, interactive technology, custom wallpaper, artwork, videos, wall of academic/athletic champions, etc.

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

Prospective high school and undergraduate students and their families, and prospective graduate students; College Deans; Admissions Office; Counselors; Cicerones.

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

University tours: 1) a cornerstone of a school's undergraduate and graduate student recruitment strategy; 2) a unique opportunity to learn about academic offerings and campus life; 3) memorable, relevant, relatable touch points between prospective students and campus.  
 Assessment methods: 1) Results from the Revised Enrollment Management Satisfaction Survey emailed to tour attendees to help EM assess the efficacy of its campus tours; 2) Assessment of the impact on recruitment of undergraduate and graduate students due to the implementation of the proposed integration of campus tours into a centralized strategy.

**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?**

None.

#### 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**



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- 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**

**f. Phone Number**

#### 17. Lobbyist Contact Information

**a. Name**

**b. Firm Name**

**c. E-mail Address**

**d. Phone Number**