



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2265

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

2. **Senate Sponsor:** Ed Hooper

3. **Date of Submission:** 03/05/2019

4. **Project/Program Description:**

The hall's main freight elevator, used during load-in and load-outs for professional and student productions, will be replaced; HVAC units servicing the grand concourse, home to performances by Ruth Eckerd Hall's education students during special events, will be replaced; the venue's roof will be replaced; parking lots will be resurfaced; and the exterior of the venue will be caulked and painted.

5. **State Agency to receive requested funds :** Department of State

State Agency Contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	
Fixed Capital Outlay	1,000,000
Total State Funds Requested	1,000,000

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	1,000,000	13.33%
Federal	0	0.00%
State (excluding the amount of this request)	1,000,000	13.33%
Local	500,000	6.67%
Other	5,000,000	66.67%
Total Project Costs for Fiscal Year 2019-2020	6,500,000	100.0%

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		500,000	3126A	Yes

9. **Is future-year funding likely to be requested?** No

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2265

Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Construction and renovation of existing facility.	1,000,000
Total State Funds Requested (must equal total from question #6)		1,000,000

11. Program Performance:

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

The Hall's main freight elevator, used during load-in and load-outs for professional and student productions, will be replaced; HVAC units servicing the grand concourse, home to performances by Ruth Eckerd Hall's education students during special events, will be replaced; the venue's roof will be replaced; parking lots will be resurfaced; and the exterior of the venue will be caulked and painted.

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

Funds will be used for facility renovation.

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

Tour staff, REH's production staff, and students in REH's education programs will benefit from the new freight elevator. Patrons, staff, and students will benefit from improved HVAC in the grand concourse, repairs to the venue's roof, resurfaced parking lots, and freshly painted building exterior.

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

Grade school students, high school students, university/college students, the general public and touring staff for performances will benefit. Approximately 330,000 patrons, tour staff, and students will be served annually.

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

Enriched cultural experiences will be a benefit, as patrons will be surveyed to determine how pre-show performances by REH's students enrich patrons' cultural experiences. Another benefit is improved quality of education. REH staff observations of and conversations with students before, during, and after pre-show performances will measure the impact and effectiveness of these experiential learning opportunities. A third benefit is the creation of approximately 120 job opportunities, documented by subcontractors hired by the project's construction firm.

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 in the contract?



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2265

Ruth Eckerd Hall would return appropriated funds to the State should the organization be unable to fulfill contractual requirements.

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:** Susan Crockett
- b. **Organization:** Ruth Eckerd Hall
- c. **E-mail Address:** scrockett@rutheckerdhall.net
- d. **Phone Number:** (727)712-2704

14. Recipient Contact Information:

- a. **Organization:** Ruth Eckerd Hall
- 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:** Susan Crockett
- e. **E-mail Address:** scrockett@rutheckerdhall.net
- f. **Phone Number:** (727)712-2704

15. Lobbyist Contact Information

- a. **Name:** Amanda Stewart
- b. **Firm Name:** Corcoran & Johnston Government Relations
- c. **E-mail Address:** amanda@corcoranfirm.com
- d. **Phone Number:** (813)404-5216