



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1080

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

4. Project/Program Description

Prior to the COVID-19 pandemic, Ruth Eckerd Hall served 465,400 Floridians through 538 annual events. The K-12 education programs reached over 45,000 students annually. The Hall continues to find creative ways to serve constituents during the pandemic. The comprehensive re-opening plan includes the renovation of an existing outdoor area to serve both as an education space and a gathering place for performances and community use. This multi-use space will allow students and patrons to distance safely, outdoors, while participating in programming. This updated space offers patrons an outdoor option to participate in cultural programming and art education at Ruth Eckerd Hall, in turn, bringing more support and community involvement back to the Hall.

5. **State Agency to receive requested funds**
- State Agency contacted?**

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	250,000
Total State Funds Requested	250,000

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	250,000	50%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	250,000	50%
Total Project Costs for Fiscal Year 2021-2022	500,000	100%

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.**
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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.

PPP - \$1,234,235
 CARES - \$500,000, administered through Pinellas County
 Funds were used for general operations.

11. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Renovation of an outdoor area to create a new performance and education space for patrons to utilize.	250,000
Total State Funds Requested (must equal total from question #6)		250,000

12. Program Performance

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

Funds would help finalize completion of the England Family Music Garden. This venue allows for outdoor performances and an education space. As the Hall finds creative ways to serve patrons during the pandemic, the comprehensive re-opening plan includes renovation of the outside area by the east side entrance. This space will serve students, performers, and the patrons with educational opportunities, and as a gathering place for performances and community use. This multi-use space will allow students and patrons to distance safely, outside, while participating in Ruth Eckerd Hall programming.

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

By renovating this outdoor area by the east side entrance of Ruth Eckerd Hall, an improved outdoor performance space will be created. Performers in this space will include local talent, students, touring groups, and artists. The Marcia P Hoffman School of the Arts, the education department at the Hall, will utilize this space for student education, including end-of-term class performances, scholarship showcases, private lesson recitals, pre-show performances, summer productions, and a space to feature local artists and community partners. Professional development opportunities will also take place in this new venue, including teacher training, workshops for instructors, and teaching artists from Pinellas County Schools.

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

Cultural enrichment and arts education, including live performances by both local and traveling artists. The Marcia P. Hoffman School of the Arts will utilize this performance space for students of all ages and abilities to learn and improve performing arts abilities and knowledge.

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



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Prior to the COVID-19 pandemic, Ruth Eckerd Hall served 465,400 Floridians through 538 annual events. The K-12 education programs reached over 45,000 students annually. As COVID vaccines are distributed and people begin to attend live events again, there should be an increase in patrons. Through this project, the Hall's goal is to serve more than half the number of patrons served prior to the pandemic.

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

The expected outcome of this project is that patrons will attend shows at Ruth Eckerd Hall again, as more outdoor performances are scheduled. This, in turn, will offer cultural entertainment to local elderly, adult and young adult patrons. Additionally, this space will be utilized by Marcia P Hoffman School of the Arts for outdoor education opportunities, which will increase school attendance, for students and educators who feel safer rehearsing and learning outdoors.

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?

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

13. 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.

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



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14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. 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

f. Phone Number

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number