

The Florida House of Representatives

Appropriations Project Request - Fiscal Year 2021-22

For projects meeting the definition of House Rule 5.14

1. Title of Project: Ruth Eckerd Hall - Outdoor Community Arts & Education
2. Date of Submission: 01/20/2021
3. House Member Sponsor: Chris Latvala

4. Details of Amount Requested:

- a. Has funding been provided in a previous state budget for this activity? No
- b. What is the most recent fiscal year the project was funded?
- c. Were the funds provided in the most recent fiscal year subsequently vetoed?
- d. Complete the following Project Request Worksheet to develop your request.

| FY: | Input Prior Year Appropriation for this project for FY 2020-21 (If appropriated in 2020-21 enter the appropriated amount, even if vetoed.) | | | Develop New Funds Request for FY 2021-22 (Requests for additional RECURRING funds are prohibited.) | | |
|-----------------------|---|-------------------------------------|-----------------------------|--|--|---|
| Column: | A | B | C | D | E | F |
| Funds Description: | Prior Year Recurring Funds | Prior Year Nonrecurring Funds | Total Funds Appropriated | Recurring Base Budget | Additional Nonrecurring Request | TOTAL Nonrecurring plus Recurring Base Funds |
| Input Amounts: | | | | | 250,000 | 250,000 |

- e. Provide the total cost of the project for FY 2021-22 from all sources of funding (Enter "0" if amount is zero):

| Type of Funding | Amount | Percent of Total | Are the other sources of funds guaranteed in writing? |
|---|---------|------------------|---|
| 1. Amount Requested from the State in this Appropriations Project Request | 250,000 | 50.0% | N/A |
| 2. Federal | 0 | 0.0% | No |
| 3. State (Excluding the requested Total Amount in #4d, Column F) | 0 | 0.0% | No |
| 4. Local | 0 | 0.0% | No |

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| | | | |
|----------|---------|-------|-----|
| 5. Other | 250,000 | 50.0% | Yes |
| TOTAL | 500,000 | 100% | |

5. Is this a multi-year project requiring funding from the state for more than one year?

No

6. Which is the most appropriate state agency to place an appropriation for the issue requested? Department of State

a. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? No

b. Describe penalties for failing to meet deliverables or performance measures which the agency should provide in its contract to administer the funding if appropriated.

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

7. Requester:

a. Name: Susan Crockett

b. Organization: Ruth Eckerd Hall

c. Email: SCrockett@rutheckerdhall.net

d. Phone #: (727)712-2704

8. Contact for questions about specific technical or financial details about the project.

a. Name: Sarah Prout

b. Organization: Ruth Eckerd Hall

c. Email: SProut@rutheckerdhall.net

d. Phone #: (727)712-2762

9. Registered lobbyist working to secure funding for this project.

a. Name: Robert M Blair

b. Firm: Corcoran Partners

c. Email: matt@corcoranpartners.com

d. Phone #: (813)527-0172

10. Organization or Name of entity receiving funds:

a. Name: Ruth Eckerd Hall

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b. County (County where funds are to be expended): Pinellas

c. Service Area (Counties being served by the service(s) provided with funding): Pinellas

11. What type of organization is the entity that will receive the funds?

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

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

Funding will enable Ruth Eckerd Hall to renovate our east side landing, an outside 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, outside, while participating in programming. Once completed, this updated venue will engage and serve patrons outdoors as a education space, professional development and performance space.

13. Provide specific details on how funds will be spent. (Select all that apply)

| Spending Category | Description | Amount Requested (Should equal 4d, Col. E) Enter "0" if request is zero for the category |
|---|-------------|--|
| Administrative Costs: | | |
| <input type="checkbox"/> a. Executive Director/Project Head Salary and Benefits | | |
| <input type="checkbox"/> b. Other Salary and Benefits | | |
| <input type="checkbox"/> c. Expense/Equipment/Travel/Supplies/Other | | |
| <input type="checkbox"/> d. Consultants/Contracted Services/Study | | |
| Operational Costs: | | |

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| | | |
|--|---|----------------|
| <input type="checkbox"/> e. Salaries and Benefits | | |
| <input type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other | | |
| <input type="checkbox"/> g. Consultants/Contracted Services/Study | | |
| Fixed Capital Construction/Major Renovation: | | |
| <input checked="" type="checkbox"/> h. 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 | | 250,000 |

14. For Fixed Capital Costs requested in Question 13, what type of ownership will the facility be under when complete?

☐ For Profit

☐ Non Profit 501(c) (3)

☐ Non Profit 501(c) (4)

☒ Local Government (e.g., police, fire or local government buildings, local roads, etc.)

☐ State agency owned facility (For example: college or university facility, buildings for public schools, roads in the state transportation system, etc.)

☐ Other (Please describe)

15. Is the project request an information technology project?

No

16. Is there any documented show of support for the requested project in the community including public hearings, letters of support, major organizational backing, or other expressions of support?

Yes

a. Please Describe:

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This project enables REH to build a venue for programs that are underwritten by community funds. This space will host the REH choral program funded by City of Clearwater and will be utilized by Pinellas County Schools for the REH professional development program which trains hundreds of educators in arts integration annually.

17. Has the need for the funds been documented by a study, completed by an independent 3rd party, for the area to be served?

No

18. Will the requested funds be used directly for services to citizens?

Yes

- a. What are the activities and services that will be provided to meet the purpose of the funds?

Funds will be used for renovations, including lighting, furnishing, and fixtures to complete the outdoor space to be utilized by the public.

- b. Describe the direct services to be provided to the citizens by the funding requested.

Updating this space will allow Ruth Eckerd Hall's patrons to safely participate in outdoor programming. Patrons will enjoy live performances, while students will utilize it as an education space, professional development and performance space.

- c. Describe the target population to be served (i.e., "the majority of the funds requested will serve these target populations or groups"). Select all that apply to the target population:

- ☐ Elderly persons
- ☐ Persons with poor mental health
- ☐ Persons with poor physical health
- ☐ Jobless persons
- ☐ Economically disadvantaged persons
- ☐ At-risk youth
- ☐ Homeless
- ☐ Developmentally disabled
- ☐ Physically disabled
- ☐ Drug users (in health services)
- ☐ Preschool students
- ☐ Grade school students
- ☐ High school students
- ☐ University/college students
- ☐ Currently or formerly incarcerated persons

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- ☐ Drug offenders (in criminal Justice)
- ☐ Victims of crime
- ☒ General (The majority of the funds will benefit no specific group)
- ☐ Other (Please describe)

d. How many in the target population are expected to be served?

- ☐ < 25
- ☐ 25-50
- ☐ 51-100
- ☐ 101-200
- ☐ 201-400
- ☐ 401-800
- ☒ >800

19. What benefits or outcomes will be realized by the expenditure of funds requested? (Select each Benefit/Outcome that applies)

| Benefit or Outcome | Provide a specific measure of the benefit or outcome | Describe the method for measuring level of benefit or outcome |
|--|---|---|
| <input type="checkbox"/> Improve physical health | | |
| <input type="checkbox"/> Improve mental health | | |
| <input checked="" type="checkbox"/> Enrich cultural experience | Ruth Eckerd Hall's England Family Music Garden will provide patrons with live entertainment spanning various genres and themes. | Patrons will purchase tickets to enriching and cultural performing arts experiences in the England Family Music Garden. |
| <input type="checkbox"/> Improve agricultural production/promotion/education | | |
| <input checked="" type="checkbox"/> Improve quality of education | Ruth Eckerd Hall's Marcia P. Hoffman School of the Arts performing arts students will | 85% percent of students taught by Marcia P. Hoffman School of the Arts educators will demonstrate |

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| | | |
|---|---|--|
| | learn, rehearse and perform in the England Family Music Garden. | an increase in knowledge, skills and/or confidence in a specific performing arts art form. |
| <input type="checkbox"/> Enhance/preserve/improve environmental or fish and wildlife quality | | |
| <input type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.) | | |
| <input type="checkbox"/> Improve transportation conditions | | |
| <input checked="" type="checkbox"/> Increase or improve economic activity | Patronage will increase as a result of offering an outdoor performance space. | Increased ticket sales, food and beverage sales |
| <input type="checkbox"/> Increase tourism | | |
| <input checked="" type="checkbox"/> Create specific immediate job opportunities | Some furloughed workers will come back to work for outdoor shows. Contractors will be hired to re-purpose the space. | Paychecks to staff, invoices from contractors. |
| <input checked="" type="checkbox"/> Enhance specific individual's economic self sufficiency | Educators from throughout Pinellas County will participate in professional development workshops from artists in residencies and other instructors. | 85% of educators attending Marcia P Hoffman School of the Arts teacher trainings and/or professional development workshops for instructors and teaching artists will demonstrate an increase in knowledge, skills and/or confidence. |
| <input type="checkbox"/> Reduce recidivism | | |
| <input type="checkbox"/> Reduce substance abuse | | |

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| | | |
|---|--|--|
| <input type="checkbox"/> Divert from Criminal/Juvenile justice system | | |
| <input type="checkbox"/> Improve wastewater management | | |
| <input type="checkbox"/> Improve stormwater management | | |
| <input type="checkbox"/> Improve groundwater quality | | |
| <input type="checkbox"/> Improve drinking water quality | | |
| <input type="checkbox"/> Improve surface water quality | | |
| <input type="checkbox"/> Other (Please describe): | | |