

Appropriations Project Request - Fiscal Year 2018-19

For projects meeting the Definition of House Rule 5.14

1. Title of Project: Ruth Eckerd Hall Expanding the Experience Campaign
2. Date of Submission: 10/25/2017
3. House Member Sponsor: Chris Latvala
Members Copied:

4. DETAILS OF AMOUNT REQUESTED:

- a. Has funding been provided in a previous state budget for this activity? Yes
If answer to 4a is ?No? skip 4b and 4c and proceed to 4d, Col. E
- b. What is the most recent fiscal year the project was funded? 2017-18
- c. Were the funds provided in the most recent fiscal year subsequently vetoed? Yes
- d. Complete the following Project Request Worksheet to develop your request:

FY:	Input Prior Year Appropriation for this project for FY 2017-18 <i>(If appropriated in 2017-18 enter the appropriated amount, even if vetoed.)</i>			Develop New Funds Request for FY 2018-19 <i>(Requests for additional RECURRING funds are prohibited.)</i>		
Column:	A	B	C	D	E	F
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated <i>(Recurring plus Nonrecurring: column A + column B)</i>	Recurring Base Budget <i>(Will equal non-vetoed amounts provided in Column A)</i>	Additional Nonrecurring Request	TOTAL Nonrecurring plus Recurring Base Funds <i>(Will equal the amount from the Recurring base in Column D plus the Additional Nonrecurring Request in Column E.)</i>
Input Amounts:		2,000,000	2,000,000		1,000,000	1,000,000

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2018-19? No
 - 5a. If yes, which state agency?
 - 5b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested? Department of State
 - 5c. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? Yes
 - 5d. 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.

6. Requester:

- a. Name: Zev Buffman
- b. Organization: Ruth Eckerd Hall
- c. Email: zbuffman@rutheckerdhall.net
- d. Phone #: (727)712-2704

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

- a. Name: Zev Buffman
- b. Organization: Ruth Eckerd Hall
- c. Email: zbuffman@rutheckerdhall.net
- d. Phone #: (727)712-2704

8. Is there a registered lobbyist working to secure funding for this project?

- a. Name: Amanda Stewart
- b. Firm: Corcoran & Johnson
- c. Email: amanda@corcoranfirm.com
- d. Phone #: (813)404-5216

9. Organization or Name of entity receiving funds:

- a. Name: Ruth Eckerd Hall, Inc.
- b. County (County where funds are to be expended): Pinellas
- c. Service Area (Counties being served by the service(s) provided with funding): Pinellas

10. What type of organization is the entity that will receive the funds? (Select one)

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

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

Add 6,000 square feet to Ruth Eckerd Hall's main lobby, including the addition of a new 250-seat cabaret theater to showcase the organization's education programs; redesign the building's front facade and main entry; renovate the ticket office, donor lounge and arrival plaza for patron drop off and valet parking; rebuild and re-engineer orchestra shell on the main stage for the Florida Orchestra's full season of performances and other concerts.

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

Spending Category	Description	Nonrecurring (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:		
<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	Add 6,000 square feet to Ruth Eckerd Hall's main lobby, including the addition of a new 250-seat cabaret theater to showcase the organization's education programs; redesign the building's front facade and main entry; renovate the ticket	1,000,000

	office, donor lounge and arrival plaza for patron drop off and valet parking; rebuild and re-engineer orchestra shell on the main stage for the Florida Orchestra's full season of performances and other concerts.	
TOTAL		1,000,000

13. For the Fixed Capital Costs requested with this issue (In Question 12, category ?h. Fixed Capital Outlay? was selected), what type of ownership will the facility be under when complete? (Select one correct option)

- 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): Local government (eg. police, fire or local government buildings, local roads etc)

14. Is the project request an information technology project?

No

15. 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

15a. Please Describe:

The Board of Pinellas County Comissioners unanimously approved the organization's \$5.5 million funding request to the Pinellas County Tourist Development Council.

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

Yes

16a. Please Describe:

Please see attached independent analysis of the project's economic impact on the region and organization.

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

Yes

17a. What are the activities and services that will be provided to meet the purpose of the funds?

Funds will be used for facility construction and renovation based on in-hand design plans.

17b. Describe the direct services to be provided to the citizens by the funding requested.

Patrons will enjoy new entertainment experiences (pre-show dinners and entertainment in cabaret theatre), greater convenience (protection from the elements at the ticket office, improved vehicular ingress and egress via new arrival plaza), and amenities (larger donor lounge with more facilities). Students in REH's education programs will get their first "big break" in the industry by performing for a ticket-buying audience before approximately 150 main stage show annually. Businesses, organizati

17c. 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
- Drug offenders (in criminal Justice)
- Victims of crime
- General (The majority of the funds will benefit no specific group)
- Other (Please describe)

17d. How many in the target population are expected to be served?

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

18. 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
<input type="checkbox"/> Improve physical health		
<input type="checkbox"/> Improve mental health		
<input checked="" type="checkbox"/> Enrich cultural experience	A minimum of 80% of patrons surveyed will state pre-show cabaret theatre performances by students in REH's education programs enriched their cultural experience.	Surveys measured and administered to patrons
<input type="checkbox"/> Improve agricultural production/promotion/education		
<input checked="" type="checkbox"/> Improve quality of education	At least 85% of student performers and technical students will demonstrate increases in artistic and/or technical abilities.	REH education staff observations of and conversations with students before, during and after their cabaret theatre performances.
<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	Generate at least \$2.4 MM in additional spending by cabaret theatre patrons one year after project completion.	REH financial accounting system.
<input checked="" type="checkbox"/> Increase tourism	Increase Pinellas County hotel nights by 13,900 rooms annually for a total of 88,000 Pinellas County hotel room nights generated annually by REH activity.	Economic development impact methodology by independent entity. (See attached study.)
<input checked="" type="checkbox"/> Create specific immediate job opportunities	Create approximately 120 jobs required to complete construction and renovation projects.	Documentation of subcontractors hired by the project's construction firm.
<input type="checkbox"/> Enhance specific individual's economic self sufficiency		
<input type="checkbox"/> Reduce recidivism		
<input type="checkbox"/> Reduce substance abuse		
<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):		

19. Provide the total cost of the project for FY 2018-19 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:	1,000,000	8.7%	N/A
2. Federal:	0	0.0%	No
3. State: (Excluding the requested Total Amount in #4d, Column F)	2,000,000	17.4%	No
4. Local:	6,500,000	56.5%	Yes
5. Other:	2,000,000	17.4%	Yes
TOTAL	11,500,000	100%	

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

Yes

20a. How much state funding would be requested after 2018-19 over the next 5 years?

- <1M
- 1-3M
- >3-10M
- >10M

20b. How many additional years of state support do you expect to need for this project?

- 1 year
- 2 years
- 3 years
- 4 years
- >= 5 years

20c. What is the total project cost for all years including all federal, local, state, and any other funds? Select the single answer which best describes the total project cost. If funds requested are for ongoing services or for recurring activities, select ?ongoing activity?.

Ongoing activity ? no total cost

- <1M
- 1-3M
- >3-10M
- >10M