



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1642

1. Title of Project: Straz Center for the Performing Arts - Master Plan

2. Senate Sponsor: Darryl Rouson

3. Date of Submission: 01/24/2019

4. Project/Program Description:

Funds will be used to help engineer and build a transformational master plan expansion to the nonprofit Straz Center for the Performing Arts. This project will expand the Dr. Pallavi Patel Conservatory for the Performing Arts through which the Straz Center provides a wide range of on-site and outreach arts education, training, and engagement programs for students of all ages and interests. The project will also include expanded and additional indoor and outdoor events, patron and public spaces for growing Straz Center and Conservatory offerings, and enrollment and attendance for increased economic impact. From 2016 to 2018 the Straz Center has undertaken this campus-wide master planning project to re-envision our programmatic, educational, economic and community service potential for future generations. A 32-year-old, 395,000-sq.ft. institution, the Straz Center is centrally located in Florida and serves more than 600,000 residents and visitors annually.

5. State Agency to receive requested funds : Department of Economic Opportunity

State Agency Contacted? Yes

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

Type of Funding	Amount
Operations	
Fixed Capital Outlay	1,500,000
Total State Funds Requested	1,500,000

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)	1,500,000	24.61%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local		0.00%
Other	4,595,482	75.39%
Total Project Costs for Fiscal Year 2019-2020	6,095,482	100.0%

8. Has this project previously received state funding? No

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

9. Is future-year funding likely to be requested? Yes



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a. If yes, indicate non-recurring amount per year. 1,500,000

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
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	Architectural design, planning, engineering and construction costs.	1,500,000
Total State Funds Requested (must equal total from question #6)		1,500,000

11. Program Performance:

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

Funds requested will help the nonprofit Straz Center and Patel Conservatory achieve significant and needed educational, programming, patron, and community space expansions and additions within an integrated and architecturally compelling campus-wide renovation. Our full multi-year, multi-phase master plan implementation is budgeted at approximately \$70M. This \$1.5M appropriation from the state will be matched by \$4.5M in private contributions specifically for architectural design, planning, engineering, and early construction costs for achieving these critically needed renovations and expansions.

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

Expansion of Patel Conservatory education facility includes the expansion of all 4 floors of the building, new dance studios, classrooms, expanded student theater lobby, family spaces, restrooms, and faculty and administration offices. Addition of the multi-purpose hall next to the conservatory for additional education programs and community events. Addition of a north campus welcome center next to conservatory with full Straz Center security component, option for Tampa Police sub-station, 2-bay loading and delivery area expansion, renovation and integration of multi-level lobbies and new façade. This project will architecturally envelope all riverside components of the facility: TECO Conservatory theater, Patel Conservatory, Carol Morsani Hall and Ferguson Hall Expansion of Arrival Plaza.

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

The project will provide residents, students, and visitors to the Straz Center and Patel Conservatory with additional space for increased educational offerings, programs and community events. It will make the entire



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facility safer, more accessible, engaging, and efficient while unifying functional areas, opening new spaces for community engagement, and creating a transformational new appeal for generations to come. This new design will also make the entire performing arts center campus a more open, welcoming, and accessible community gathering place.

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

The immediate target population served is the greater Tampa Bay Area, population 3.1 million (2017 census estimate), making it the 10th biggest population gain by a metro area in the country. With attendance from all across the U.S. and abroad, the Straz Center and Patel Conservatory serve more than 600,000 residents and visitors to the Tampa Bay area annually.

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

Expected benefits and outcomes include increased student enrollment and event attendance, increased attraction of mainstage and Broadway productions, expended community engagement, increased jobs, tourism, and a positive economic impact.

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?

Standard contract penalties.

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 Tampa

13. Requestor Contact Information:

- a. **Name:** Judith Lisi
- b. **Organization:** David A. Straz, Jr. Center for the Performing Arts
- c. **E-mail Address:** judy.lisi@strazcenter.org
- d. **Phone Number:** (813)777-5578

14. Recipient Contact Information:

- a. **Organization:** David A. Straz, Jr. Center for the Performing Arts
- b. **County:** Hillsborough
- 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:** Donna McBride



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e. **E-mail Address:** donna.mcbride@strazcenter.org

f. **Phone Number:** (813)222-1034

15. Lobbyist Contact Information

a. **Name:** Ron Pierce

b. **Firm Name:** RSA Consulting Group, LLC

c. **E-mail Address:** ron@rsaconsultingllc.com

d. **Phone Number:** (727)777-5878