



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 2306

1. **Project Title** The Florida Theatre Expansion Project - Jacksonville

2. **Senate Sponsor** Aaron Bean

3. **Date of Request** 01/06/2020

4. **Project/Program Description**

Funds will be used as part of the Florida Theatre's capital improvement program, a 5-year, \$10+ million campaign to renovate and maintain one of Florida's historic theaters in the heart of downtown Jacksonville. Specifically, the requested state funds will be used to connect the second floor of the theatre to the administrative office building, providing an additional and critically-needed 3,000 sq ft of space to accommodate educational programming and more space for theatre guests, receptions, and staging areas.

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

State Agency contacted? ☐ Yes ☒ No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	000
Fixed Capital Outlay	636,000
Total State Funds Requested	636,000

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	636000	100.0 %
Matching Funds		
Federal	00	0 %
State (excluding the amount of this request)	00	0 %
Local	00	0 %
Other	00	0 %
Total Project Costs for Fiscal Year 2020-2021	636,000	100 %

8. **Has this project previously received state funding?** ☐ Yes ☒ No

If yes, provide the most recent instance:

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

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

If yes, indicate nonrecurring amount per year.



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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: Other		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	An estimated \$36,000 for the contracted services needed for the planned expansion project and, based on a \$200/sq ft estimate, \$600,000 to create a 3,000 sq ft expansion connecting two adjacent buildings, creating an ADA accessible area, and outfitting the area for food and beverage service.	636,000
Total State Funds Requested (must equal total from question #6)		636,000



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11. Program Performance

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

Originally, the Florida Theatre was designed as a movie theatre, not as a performing arts center, which makes finding program space difficult. A planned expansion to the theatre will join the second floor lobby to the second floor of the adjoining office building to create 3,000 sq. ft. of new public space. The new space will allow additional opportunities for receptions, programming, and rentals. It will help the theatre to expand its community offerings with the space needed to hold arts based programs and classes to students of all ages.

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

The Florida Theatre's programming is adaptable and not constrained by the art forms (for example, dramatic theatre, musical theatre, symphonic music, chamber music). The theater creates programming that works in a number of different ways. The Florida Theatre is the only downtown venue not managed by a private corporation not based in Jacksonville. When the other venues are successful, the profits inure to the benefit of a home office in another city, in another state.

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

Last year, of the 170,000 people that attended shows at the Florida Theatre, 35,000 were students that experienced educational programming specifically geared towards the students through professional stage productions of literary classics and historical events and leaders. For the performing arts to flourish, the theater must have diversity and inclusiveness in all presentations and audiences.

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

The general public will benefit from this project. The Florida Theatre was recently ranked #6 globally by Pollstar (a concert industry trade publication) in terms of attendance for theaters worldwide with less than 2,000 seats.

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

The benefits will be increased economic impact in downtown Jacksonville, increased tourism to the area, and increased educational and cultural enrichment opportunities for patrons. Each of these variables are regularly tracked and reported in the theatre's annual report as well as through ticket sales and rental/program revenues.

- 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?

Failure to meet deliverables will result in the theatre not receiving the funds.



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12. **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 owner of the Florida Theatre building is the City of Jacksonville. The entity receiving funding to implement the improvements is the Florida Theatre Performing Arts Center, a nonprofit corporation that has a long-term contractual relationship with the city to manage the facility and deliver infrastructure investments.

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **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

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.