



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2024-2025

LFIR # 1224

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

**4. Project/Program Description**

The funds create Pensacola’s premiere rooftop performance venue, overlooking Pensacola Bay and Downtown Pensacola, to elevate arts and cultural offerings in Northwest Florida. The 20,000 square foot new outdoor performance area on top of the historic Pensacola Cultural Center adds nearly 400 new arts education classes, 70 additional opportunities for community programming, and an unparalleled tourism destination for Northwest Florida, generating a new sustainable annual revenue stream for Pensacola Little Theater (PLT). As a driver of additional TDT funding, community collaboration and gathering, and a cultural hub for diverse demographics throughout Northwest Florida; this project fuses commerce, creativity, and culture to progress the vibrancy and quality of life for Northwest Florida and its visitors.

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

**6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025**

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	470,000
<b>Total State Funds Requested</b>	<b>470,000</b>

**7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	470,000	9%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	4,530,000	91%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2024-2025</b>	<b>5,000,000</b>	<b>100%</b>

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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**If yes, indicate the amount of funds received and what the funds were used for.**

Paycheck Protection Program - \$155,375  
 PLT was able to avoid removing any staff from payroll during COVID-19 shutdowns.  
 Shuttered Venue Operators Grant - \$668,570  
 PLT utilized this funding for venue operating expenses post-PPP funding, including payroll, utilities, insurance, and contract labor during COVID-19 programming shutdowns.

## Complete questions 11 and 12 for Fixed Capital Outlay Projects

### 11. Status of Construction

a. What is the current phase of the project?

- Planning    
  Design    
  Construction    
  N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

**12. List 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.**

Pensacola Little Theatre, Inc., is owned and operated by its volunteer Board of Trustees and staff. The capital outlay funding directly benefits Pensacola Little Theatre, Inc., and its historic home, Pensacola Cultural Center. No individual persons or owners receive the funding for the nonprofit organization.

### 13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering	Utilizing the existing historic Pensacola Cultural Center located in the heart of Downtown Pensacola, construct a rooftop performance venue including a production stage, technical booth, bar, lounge, classroom, catering kitchen, dining nook, and architectural glass lantern stairwell with sweeping views of Pensacola Bay and Downtown Pensacola. Local vendors are used for construction.	470,000



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<b>Total State Funds Requested (must equal total from question #6)</b>	<b>470,000</b>
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**14. Program Performance**

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

Pensacola continues to flourish as a tourism destination and home for record number of residents and visitors, and as the area grows, the local community theatre and cultural center aims to offer expertise in arts, culture, commerce, and tourism to create a yet-unseen offering for the community - a waterfront rooftop performance venue. The purpose of the trailblazing project is to expand and progress the cultural center's already thriving, maximum-capacity education classes, productions, and workshops while accommodating more community partners, cultural events, and destination tourism initiatives to drive visitation and activation with a rooftop structure that becomes its own art form overlooking a beloved city.

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

400 new children's arts education classes – ranging from Broadway Babies and Professional Acting Casting Techniques; 70 additional artistic programs beyond the theatre's existing 270 programs – from improv, ballet, theatre, dance, instrumental music, and more; usage for community initiatives like EntreCon, CivicCon, and Pensacon. As a community resource to utilize beyond artistic expression, diverse seminars, tourism groups, destination events, and beyond will be created because of the use of these funds.

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

The funds create an additional educational forum for the community to participate in whether as student or patron. Arts educational classes, diverse varieties of artistic outlets and performances, cultural and community events, local seminars, and tourism initiatives will directly impact citizens. Of the 400+ new classes, nearly 120 of these are provided completely tuition-free to Escambia County students with transportation provided. These classes, which are currently at maximum-capacity, will expand onto the rooftop terrace to further improve literacy rates, critical thinking skills, collaboration and cooperation, and different viewpoints.

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

Currently, the cultural center serves more than 200,000 attendees, students, patrons, and volunteers annually. Northwest Florida is known for its sugar-white sand and its unique cultural offerings, especially in a town like Pensacola which boasts a professional theatre, ballet, symphony, opera, and museum of art. This project fuses the two, creating Pensacola's first rooftop venue to drive visitation to the heart of Pensacola, with the strong backing of the local tourism DMO, Visit Pensacola. The addition is forecasted to net \$1.1M in its first year of operation, positioned as a cultural tourism destination to attract visitors from across nearby Alabama State line to spend more nights in Northwest Florida, supporting local businesses and local TDT.

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

The outcome is simple - expand arts education opportunities for more than 3,000 children in Northwest Florida; create 70 new artistic outlets for local self-expression and experience; drive cultural tourism to increase TDT funding with a premier rooftop performance venue unparalleled to opportunities in Escambia County; serve as a resource for significant community and cultural events locally aiming to drive their own missions and audiences. Evaluation will be measured on attendance, registrations, and patron participation. Surveys are distributed for all programs, events, and community collaborations post-execution.

**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?**

Withholding payment

**15. Requester Contact Information**

**a. First Name**  **Last Name**

**b. Organization**



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c. E-mail Address

d. Phone Number  Ext.

#### 16. 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

#### 17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number