



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1794

1. Title of Project: Royal Historical Enrichment and Art Program (RHEAP)

2. Senate Sponsor: Dennis Baxley

3. Date of Submission: 02/13/2019

4. Project/Program Description:

The project addresses the needs of the youth, their parents, seniors, elders, retirees, and winter visitors for multicultural, historical, enrichment and heritage programming. RHEAP provides a unique experience via unique programming in this mostly rural county outside of The Villages. Local programming is offered in the unique Community of Royal, one of Florida's oldest African American communities. Royal was formed in 1865 by former slaves from the Old Green Plantation near the Withlacoochee River. The uniqueness of the community is that the residents received 40 acres and a mule at the end of the Civil War as per General Sherman's Special Field Order #15 and kept the land. The land has been passed down through the generations. Located in the Alonzo A. Young Sr., Enrichment and Historical Center, a Governor's Point of Light project, where a state issued historic marker is placed to identify the site of the community's once segregated school. The center served as the school cafeteria

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

State Agency Contacted? Yes

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

Type of Funding	Amount
Operations	25,000
Fixed Capital Outlay	
Total State Funds Requested	25,000

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)	25,000	50.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	25,000	50.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	50,000	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. \$25,000

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Executive Director part-time salary	10,000
Other Salary and Benefits	Administrative Assistant part-time salary	5,000
Expense/Equipment/Travel/Supplies/Other	Program supplies	2,500
Consultants/Contracted Services/Study	Marketing Consultant	5,000
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	Artistic workshops	2,500
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		25,000

11. Program Performance:

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

The objectives are: 80 percent of those who participate in the programs will have an increased awareness of arts, history, culture and diversity; 80 percent will have an increased understanding of respecting others rights and the importance of living violence free; 80 percent will have increased self-esteem via character building techniques; 80 percent will have an increased understanding of becoming literate; 80 percent of the young participants will increase their awareness of healthy living alternatives; 80 percent of tour visitors will increase their cultural history knowledge and 80 percent will garner a heart for social action and social justice.

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

The local multi-projects/programs are under the Royal Historical Enrichment and Art Program (RHEAP); Community Art Program i.e. homeschoolers' art appreciation are provided; Youth School Break Enrichment Programs for Summer, Spring and Holiday; Dr. Martin Luther King Day; African American History Program; Women History Month Program; Ambassador (volunteer) Program; Elders and Seniors Program; Epic Reading Series and '40 Acres and A Mule Experience Tour. The fundraisers are Soul Food Fest; Spirit of Soul Concert; Golf For Art-Wildwood, and Tampa and Holiday Open House and Parade.

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

Increase the awareness of the appreciated value of culture, history, and the arts. Generate the understanding of how this value reflects upon Sumter County's economy. Provide creative opportunities toward youth development via the arts, culture, and history. Increase while stimulating participation and support for art



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programs within the underserved county and statewide. Address the limited exposure to the arts within the county schools, economy, and way of life. Offer free and affordable programs for all ages, especially children.

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

The innovative enrichment, historical, and art programming fosters community interaction. The programs are offered throughout the county providing an opportunity for the established residents to get acquainted with the new residents, mostly The Villages' residents. With less than 50 percent of the population outside of The Villages, sometimes this promotes misunderstanding and insecurity. The programs have attracted some of The Villages residents and provide a unique non-threatening environment to share ideas or interpretation that sensitizes to embrace our common heritage. 2,500 people of all ages are expected to be served.

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

The multi-project affords employment, economic enhancement, tourism, pleasure, and added value to social well-being. The projects have added more financially funded opportunities for artists and employment for seniors via government sponsored programs. There are more opportunities to garner scholastic community service hours. There are many factors in evaluating the programs: 1. Monitor the number of youth and parent participants involved 2. Willingness of professionals who participate in the programming 3. Level of interest from government agencies, i.e. schools, county, sponsors 4. Number of teachers and staff involved with and/or referring to the programming 5. Number of requests for program materials.

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?

We do not intend to NOT meet our deliverables or performance measures. In the past, we have received local, state, corporate, federal funding and have never been out of compliance. If we do not meet our deliverables, then we would expect loss of funding.

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.

N/A

13. Requestor Contact Information:

- a. **Name:** Beverly Steele
- b. **Organization:** Young Performing Artists (YPAs), Inc.
- c. **E-mail Address:** youngartists@aol.com
- d. **Phone Number:** (352)603-3409

14. Recipient Contact Information:

- a. **Organization:** Young Performing Artists (YPAs), Inc.
- b. **County:** Sumter
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)



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- Non Profit 501(c) (4)
- Local Entity
- University or College
- Other (Please specify)

d. Contact Name: Beverly Steele

e. E-mail Address: youngartists@aol.com

f. Phone Number: (352)603-3409

15. Lobbyist Contact Information

- a. Name:** None
- b. Firm Name:** None
- c. E-mail Address:**
- d. Phone Number:**