



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1810

1. Title of Project: The Florida Orchestra Community Wellness Programs

2. Senate Sponsor: Jeff Brandes

3. Date of Submission: 02/18/2019

4. Project/Program Description:

The Florida Orchestra (TFO) has developed an array of successful music programs aimed at improving community wellness in west central Florida by providing opportunities for residents to engage educationally, socially, and emotionally with the world. Programs include school concerts for 4th and 5th grade students; park concerts; family concerts; a community sing-along called "Sing Out! Tampa Bay;" inside the music programs; concerts in hospitals and aging facilities; and chamber concerts in diverse venues throughout Tampa Bay. All of these programs reach 80,000 residents of all ages annually. Additionally, TFO performs programs in Highlands and Citrus Counties where there is no professional orchestra to serve the community. These programs are offered at free or reduced-prices in a variety of accessible venues, most outside the concert hall. At a time when our communities are more disconnected than ever, TFO is bringing people together through community wellness programs based in music.

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

State Agency Contacted? No

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

| Type of Funding | Amount |
|------------------------------------|------------------|
| Operations | 1,036,686 |
| Fixed Capital Outlay | |
| Total State Funds Requested | 1,036,686 |

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) | 1,036,686 | 76.41% |
| Federal | | 0.00% |
| State (excluding the amount of this request) | | 0.00% |
| Local | 225,000 | 16.58% |
| Other | 95,000 | 7.00% |
| Total Project Costs for Fiscal Year 2019-2020 | 1,356,686 | 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. 1,000,000

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

| Spending Category | Description | Amount |
|--|--|------------------|
| Administrative Costs: | | |
| Executive Director/Project Head Salary and Benefits | President/CEO salary and benefits | 28,322 |
| Other Salary and Benefits | Admin staff salary and benefits | 73,586 |
| Expense/Equipment/Travel/Supplies/Other | Admin general expenses, professional development, conference presentation | 7,000 |
| Consultants/Contracted Services/Study | | |
| Operational Costs: | | |
| Salary and Benefits | Musician salaries, conductors, production and artistic staff salaries and benefits | 597,382 |
| Expense/Equipment/Travel/Supplies/Other | Hall rental, music rental purchase, instrument rental, staging and stagehands, hotel rental, study guides, educational materials | 330,396 |
| Consultants/Contracted Services/Study | | |
| Fixed Capital Construction/Major Renovation: | | |
| Construction/Renovation/Land/Planning Engineering | | |
| Total State Funds Requested (must equal total from question #6) | | 1,036,686 |

11. Program Performance:

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

Orchestra programs and concerts are positioned to provide a unique community service function to residents. Music is the only art form that can bring together such large and diverse groups of people to actively participate and engage in moments of connection. TFO's community wellness programs will reach over 80,000 west central Florida residents of all ages in educational, community, and healthcare settings and the funds requested would provide even greater reach and depth in programming.

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

Activities include school youth concerts; outdoor park concerts; family concert series; community sing-along, "Sing Out! Tampa Bay;" inside the music programs; concerts in hospitals and aging facilities; and chamber concerts in venues throughout Tampa Bay. A health and wellness manager would be hired to strengthen TFO's offerings in healthcare settings. Additionally, TFO provides annual programs in Highlands and Citrus Counties where there is no professional orchestra to serve the community.

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

Direct services will include educational concerts, lecture events, and participatory programs. These are all provided for free or at reduced costs to residents.



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

The target population for this project includes residents of Tampa Bay. Individual events will be targeted to specific age groups or community locations. Some of those target populations include elementary students in grades 4 and 5 at school youth concerts, children ages PreK-6th grade at family concerts, aged 55+ populations at health care facilities, and residents of the South St. Pete neighborhood at chamber music concerts. The total number of individuals expected to be served is 80,000.

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

TFO's community engagement programs are expected to bring an overall sense of community and wellbeing to residents. Outcomes include increased quality of life and positive impacts on mental wellness among participants and attendees. Educational outcomes include an understanding of musical concepts and historical and cultural context of the music presented. Methodology for measuring these outcomes will include customer surveys, attendance and retention measures, and anecdotal feedback.

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.

n/a

13. Requestor Contact Information:

- a. **Name:** Mark Cantrell
- b. **Organization:** The Florida Orchestra
- c. **E-mail Address:** mcantrell@floridaorchestra.org
- d. **Phone Number:** (727)362-5454

14. Recipient Contact Information:

- a. **Organization:** The Florida Orchestra
- b. **County:** Pinellas
- 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:** Mark Cantrell



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e. **E-mail Address:** mcantrell@floridaorchestra.org

f. **Phone Number:** (727)362-5454

15. Lobbyist Contact Information

a. **Name:** Amanda Stewart

b. **Firm Name:** Corcoran & Johnston Government Relations

c. **E-mail Address:** amanda@corcoranfirm.com

d. **Phone Number:** (813)404-5216