



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1916

1. **Title of Project:** The Ritz Theatre
2. **Senate Sponsor:** Kelli Stargel
3. **Date of Submission:** 02/18/2019
4. **Project/Program Description:**

Historically, the Ritz Theatre has been a cultural icon for Polk County, attracting people from all walks of life to downtown Winter Haven for shows and other cultural events. The goal is to bring that back to life. Due to mismanagement, the Ritz Theatre was turned over to a receiver, Judge Charles Davis, by court order on September 30, 2018. In preparing the building to reopen, several deferred maintenance projects need to be addressed: including a new roof, tenting for termites, outdated lighting and sound instruments, poor acoustical treatments, and seating. Additionally, the Ritz will be increasing programming to bring the old vaudeville theatre back to life with a full schedule including tribute bands, movie showings, dueling pianos, bingo, trivia, and more! The Ritz Theatre has partnered with Theatre Winter Haven to help with lighting and sound, instruments, acoustics, and programming.

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	78,000
Fixed Capital Outlay	220,000
Total State Funds Requested	298,000

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)	298,000	51.20%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local		0.00%
Other	284,000	48.80%
Total Project Costs for Fiscal Year 2019-2020	582,000	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?** No



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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:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	Programming - (outside acts, technical support, concessions, etc)	78,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	New roof, termite treatment, seating, lighting equipment, sound equipment	220,000
Total State Funds Requested (must equal total from question #6)		298,000

11. Program Performance:

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

Historically, the Ritz Theatre has been a cultural icon for Polk County, attracting people from all walks of life to downtown Winter Haven for shows and other cultural events. The goal is to bring that back to life. The programming will be diverse and change regularly, so that patrons have a reason to spend every night in downtown Winter Haven eating in local restaurants, shopping in local shops, and enjoying the arts at the local Ritz Theatre.

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

Multiple events have been scheduled throughout January and February, including the Winter Haven Chamber of Commerce State of the City, a dance program, several Black History Month events, Valentine’s Day and Groundhog Day events, movies, and more. Other potential events include bingo, dueling pianos, tribute performances, movie showings, and Super Bowl and awards shows watch parties.

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

Citizens will be offered additional free and low cost arts and culture opportunities in addition to a space to host community events.

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

The target audience is ages 3-99, depending on the night and the show. The Ritz anticipates having family nights weekly with movie showings and activities, as well as having tribute shows for older generations to relive the good ole days. The Ritz anticipates having comedians, movie viewings, and watch parties targeted towards Millennial and Gen X-ers.



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

The goal is for the Ritz Theatre to become a self-sustaining nonprofit with a robust schedule of programming to attract every generation.

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 Ritz, 100 is the owner of the facility and the nonprofit organization operating the facility.

13. Requestor Contact Information:

- a. **Name:** Sara Beth Reynolds
- b. **Organization:** The Ritz, 100
- c. **E-mail Address:** sarabeth@theatrewinterhaven.com
- d. **Phone Number:** (863)294-7469

14. Recipient Contact Information:

- a. **Organization:** The Ritz, 100
- b. **County:** Polk
- 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:** Sara Beth Reynolds
- e. **E-mail Address:** sarabeth@theatrewinterhaven.com
- f. **Phone Number:** (863)294-7469

15. Lobbyist Contact Information

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