



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1976

1. Title of Project: Ringling College/CCA Center for Creativity

2. Senate Sponsor: Joe Gruters

3. Date of Submission: 02/13/2019

4. Project/Program Description:

The Center for Creativity, Collaboration and Competitiveness (CCCC) will create a convergence of expertise, leading-edge learning opportunities and key resources to differentiate and competitively advantage the Sarasota/Manatee Region -- its students, workforce, employers, economy and community --- as a vibrant ecosystem of creativity, innovation and collaboration that will attract and retain the best talent, thriving companies, and engaged citizens in the Creative Age of the 21st Century.

The five member institutions of the Cross College Alliance--State College of Florida, New College of Florida, University of South Florida Sarasota--Manatee, The Ringling/FSU and Ringling College of Art & Design--will strategically leverage their collective and unique assets and their highly-effective partnerships with the region's school districts/teachers, economic/workforce development organizations and community leaders to optimize the impact of the resources the funding requested will provide.

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

State Agency Contacted? No

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

Type of Funding	Amount
Operations	947,500
Fixed Capital Outlay	
Total State Funds Requested	947,500

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)	947,500	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	947,500	100.0%

8. Has this project previously received state funding? No

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



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9. Is future-year funding likely to be requested? Yes
- a. If yes, indicate non-recurring amount per year. 1000000

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Salary/benefits for the Center Director who will lead the development and execution of the Center's strategic plan.	125,000
Other Salary and Benefits	-- Project Coordinator to facilitate the identification, alignment, engagement and leveraging of the assets of faculty/staff expertise, institutional curricula, facilities and technologies of the 5 CCA institutions to achieve Center goals and objectives. -- Administrative Assistant to provide support for Center staff, programs and initiatives.	110,000
Expense/Equipment/Travel/Supplies/Other	Funds for office supplies, technology and equipment to create collaborative work environment.	15,000
Consultants/Contracted Services/Study	Consultant to develop branding strategy and communication plan; Contracted services for website/social media channels/videos/blogs and graphic design.	55,000
Operational Costs:		
Salary and Benefits	Salaries/benefits for teaching/learning specialists, curriculum and program developers and instructional designers, faculty leaders, program and training presenters, special initiative coordinators, and program evaluators and researchers.	500,000
Expense/Equipment/Travel/Supplies/Other	Funding for equipment/technology/software/supplies required for creativity and innovation courses and programs provided to students at CCA institutions, training for employers/employees and community members; travel expenses for site visits to model programs/centers; travel expenses incurred to engage thought-leaders/practitioners in the development of the Center's vision, strategic plan and design of specialized programs and resources;	100,000
Consultants/Contracted Services/Study	Engagement of thought leaders/practitioners to contribute to the collaborative development of the Center's vision, strategic plan and identification and development of specialized programs and resources.	42,500
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	N/A	0
Total State Funds Requested (must equal total from question #6)		947,500



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11. Program Performance:

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

Our goal is to differentiate and competitively advantage the Sarasota/Manatee Region--its students, workforce, employers, economy and community--as a vibrant ecosystem of creativity, innovation and collaboration that will attract and retain the best talent, thriving companies, and engaged citizens in the Creative Age of the 21st Century.

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

-- Engage thought leaders, regional employer and economic leaders, and arts and community leaders in informing the vision for the Center and identify/align/engage region's assets. -- Provide faculty of CCA institutions and teachers in our region with high-quality professional development opportunities, access to leading-edge technologies, and the time/support required to master the science and art of facilitating the development of creativity, innovation, and the collaboration abilities of their students -- Incorporate creativity, innovation and collaboration content and learning activities in initial selection of existing and new courses as well as in internships and services learning experiences offered by CCA institutions. -- Design/develop Center programs and resources to be offered in initial year of project. -- Survey regional employers to inform development of creativity, collaboration and competitiveness consulting services and training programs.

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

For CCA students -- Participation in courses, internships, service learning programs and access to leading-edge technologies designed to distinguish their creative and collaborative competencies and to increase their employability and resiliency in the Creative Age of the 21st century For elementary and high school teachers -- Access to professional development opportunities and specialized curriculum development resources to enable teachers to enhance the creative and collaborative abilities of students. Regional employers & employees -- Consulting services and training programs to assist employers in developing the creative and collaborative competencies of their employees which are required for companies and employees to excel today. Community members -- Participation in programs, and access to technologies and resources to develop their creative and collaborative competencies and to increase their employability and resiliency.

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

-- College/university students of five CCA institutions as well as high schools students participating in dual-enrolled courses. Year 1 Impact -- 4,500 students in initial year of project with exponential impact on 18,000 CCA students in year 2 and 3 of curriculum/resource development.. -- Elementary and high school teachers in Sarasota and Manatee counties. Year 1 impact -- participation of curriculum specialists/teachers representing 30% of county schools. -- Employers and employees in Sarasota and Manatee counties. Year 1 impact -- participation of 40 employers -- Community members who participate in Center programs and community-wide events. Year 1 impact -- community members 2,500

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

The outcome of this project is to differentiate and competitively advantage the Sarasota/Manatee Region --its students, workforce, employers, economy and community -- as a vibrant ecosystem of creativity, innovation



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and collaboration that will attract and retain the best talent, thriving companies, and engaged citizens in the Creative Age of the 21st Century. Given the time required in the initial year of the project to recruit/hire/onboard Center leadership and to identify/align institutional and community assets/partners -- Center leadership will collaboratively establish specific performance metrics for the first year of the project in consultation with the Center's constituents/stakeholders during the first quarter of the funding year. A survey of the constituents/stakeholders assessing the Center's performance on the established metrics will be conducted in the fourth quarter. Survey results will be distributed and will inform modifications to the Strategic Plan for year 2.

- 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?**

None.

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:** Larry Thompson
- b. **Organization:** Ringling College of Art and Design
- c. **E-mail Address:** lthompson@ringling.edu
- d. **Phone Number:** (941)359-7601

14. **Recipient Contact Information:**

- a. **Organization:** Ringling College of Art and Design/Cross College Alliance
- b. **County:** Sarasota
- 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:** Linda de Mello
- e. **E-mail Address:** ldemello@ringling.edu
- f. **Phone Number:** (941)465-1294

15. **Lobbyist Contact Information**

- a. **Name:** Teye Reeves
- b. **Firm Name:** Smith, Bryan & Myers



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d. Phone Number: (850)728-5490