



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1695

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

4. Project/Program Description

The Penny Lane Beatles Museum will house the nation's largest collection of Beatles memorabilia. It will serve to educate, motivate, and inspire visitors to engage their own capacities as creators. The museum immersion experience will offer displays and interactive exhibits. The funds will be used to relocate the museum and renovate the downtown Clearwater main library. The museum will be the anchor tenant to the future Imagine Clearwater development. PLBM will partner with national experts to build a robust musical education curriculum and experience. Funds will be used to target at-risk populations and bring them to the museum. The museum will attract visitors from across the region and world.

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

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	325,000
Fixed Capital Outlay	500,000
Total State Funds Requested	825,000

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	825,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	825,000	100%

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.**
-

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1695

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

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

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

Yes

c. What is the estimated start date of construction?

Q3, 2023

d. What is the estimated completion date of construction?

Q, 2024

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.

Penny Lane Beatles Museum, LLC
 Bob Entel, MD

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Interactive displays, immersive exhibits, educational tools - software and hardware to be used in collaboration with experts to create an environment for learning.	325,000
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Clearwater has embarked on an exciting opportunity to enhance downtown. The museum will be the anchor tenant for culture at the main downtown library. Funds will be used to construct walls on the main floor, to renovate 5,500 sq ft with appropriate ceiling height, flooring, and protective window treatment to protect the exhibits.	500,000
Total State Funds Requested (must equal total from question #6)		825,000

14. Program Performance

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1695

Build the first stand-alone Beatle’s Museum in the US. To increase tourism and education, provide community outreach programs, and collaborate with national and international experts on curriculum for schools throughout the region.

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

Funds will be used to relocate and renovate the museum, create interactive displays, and musical education.

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

- Self-Guided tours – access on cell phone with QR codes
- Self guided - cell phone, QR codes
- Touchscreens
- Large smart screens for group education
- Video and music instruction
- Interactive, immersive programs
- Community education programs

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

Tourists, at risk youth, parents, educators, middle and high school students, and the community at large. Over 5,000 visitors are expected in the first year.

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

Increase tourism to Clearwater area; become a destination for the region; and collaborate with local and regional museums to serve local, state, national, and international visitors. Additionally, the focus on education and at-risk youth will be to educate and engage, improve mental health, and develop appreciation for culture. Visitor measurement will be done by counts and surveys and working with the Visitor Convention bureau. Measuring the student engagement will be through surveys, evaluation tools, and teacher 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 the contract?

Should the deliverables outlined in the MOU not be met, the organization will repay outstanding dollars to the state.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1695

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