

LOI Form

LOI

If you would like to complete this Letter of Intent in Word first and copy your answers over later, use the following link: [Download LOI](#)

The rubric that will be used to score your Letter of Intent can be found here: [Download LOI Rubric](#)

Please pay attention to character limits while working on your draft. These limits include spaces.

Organization Name*

Ruth Eckerd Hall

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal.

Ruth Eckerd Hall Essential Security Upgrades

EIN*

59-1803628

Incorporation Year*

What year did your organization incorporate? This will be the year listed on your determination letter from the Internal Revenue Service.

1979

Organizational Mission Statement*

What is your organization's mission statement? This should be no longer than one or two sentences.

Our mission: changing lives through the performing arts.

Unique Entity ID (SAM)

Please provide your organization's Unique Entity ID number. This is a specific number used by the federal government to identify your organization. **This is different from a DUNS number, which the federal government no longer uses.**

If you do not have a Unique Entity ID number, you can create an account on [SAM.gov](https://sam.gov) and apply for one here (it is free and may take 3-4 days for approval): <https://sam.gov/content/home>

This field is optional as to not stop a qualifying organization from applying. HOWEVER, a Unique Entity ID number will be required if your organization is approved for a grant. Your organization should apply for a number now if it does not yet have one.

Character Limit: 12

JFCNV4SER7T1

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization.

\$22,493,314.00

Amount Requested*

The maximum grant amount is \$5 million. You may request up to 5% for grant administration, project management, and other indirect costs. Please be sure your indirect cost rate is represented in the figure you put below.

Note: You will be required to upload a more detailed budget if you are approved for the full application stage. You will need to also attach any bids, estimates, and agreements with contractors or other vendors in relation to the proposed project.

\$699,000.00

Does the total project cost exceed the amount your organization is requesting?*

Please note: Answering "Yes" will cause additional questions to load later in this application.

Examples

ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$150,000 for certain equipment, and will seek other funding and donations for the remaining \$20,000 of the playground. ABC Childcare would select "Yes" for this question.

Better Tomorrow, a mental health provider, is looking to expand their counseling center by two rooms to meet increased service demand arising from the pandemic. Better Tomorrow has secured \$25,000 in private contributions, and wants to request the remaining \$125,000 in this grant. Better Tomorrow would select "Yes" for this question.

DBE Food Pantry is seeking funding for a new HVAC unit for their pantry, and is requesting \$40,000 from PCF to cover the entire cost. DBE Food Pantry would select "No" for this question.

No

Parent Non-Profit/Subsidiaries*

If your organization has a parent non-profit that has multiple subsidiaries, will multiple subsidiaries be applying in this process?

Example

Better Tomorrow is the parent non-profit of three organizations. Two of those organizations want to apply in this process. Both would select "Yes" on this question.

No

Request Specifics

Organization Programming Background*

Please describe the programming your organization offers to the community and the length of time it has been doing so. That is, what does your organization **do** and **how long** has it been doing it?

Ruth Eckerd Hall (REH) was founded in Clearwater, Florida in 1978 via a community-wide effort to bring cultural opportunities to an area described in the local press as a "cultural wasteland." Our facility opened in 1983 and, since that time, has met Pinellas County's demand for affordable and accessible high-quality performing arts and arts education programming. Ruth Eckerd Hall's vision as a nationally recognized premier performing arts organization is to offer traditional and innovative performances and educational experiences that engage diverse audiences and participants, in order to advance the arts and enrich the lives of those in our community. Programming is presented in our five venues, all located within Pinellas County: the 2,200-seat main auditorium at Ruth Eckerd Hall, the 150-seat Murray Studio Theatre, the 68-seat and 17-table Kate Tiedemann and Ellen Cotton Cabaret Theatre, and the historic 850-seat Nancy and David Bilheimer Capitol Theatre, and, opening in 2023, the 9,000-seat amphitheater located at Coachman Park.

The Marcia P. Hoffman School of the Arts has been providing arts education programming for all ages and abilities for over thirty-five years. As one of the largest providers of arts education experiences in the nation, our school changes lives by providing access for all to the arts - no borders, no boundaries. We offer performing arts education across Pinellas County - at our venues, local schools (including public, private, and Title I schools), social service organizations, hospitals, and senior centers. We place artists-in-residence throughout our diverse community, teaching students at Title I schools, persons with special needs, and the elderly, among others. Honored in 1990 with the first Kennedy Center Arts Partnership Consortium established in the State of Florida, REH's arts education programming has served more than 1.5 million students and adults since its inception.

Community Need*

Please describe the community need that exists for your programming. If you are able to cite quantitative, local data, that will strengthen your proposal.

For nearly 40 years, REH has played a critical role in Pinellas County - Ruth Eckerd Hall changes lives: our performances encourage residents to safely gather with friends and family for a show; at the Marcia P. Hoffman School of the Arts, Pinellas County children explore their creative sides without fear of judgment; and REH staff bring the magic of the performing arts to our community through our outreach efforts.

REH's programming breaks down barriers, encourages participation, and sparks innovation, all necessary for Pinellas County to continue to grow and flourish. Studies show that communities with a vibrant cultural scene are more desirable to live in, have greater economic stability, and attract a more diverse and educated workforce. Americans overwhelmingly agree that performing arts organizations, like REH, are critically important to local communities. As a nation, we are highly engaged in the arts and believe more strongly than

ever that the arts promote personal well-being, help us understand and connect with others in our community, and are essential to a well-rounded K-12 education.

According to the Americans for the Arts' Arts & Economic Prosperity 5 Calculator, Ruth Eckerd Hall's audience expenditures are estimated at \$10,090,792, and, when the \$22,493,314 that REH is projecting to spend this year is added in, approximately \$32,584,106 will be spent in Pinellas County thanks to our programming. An estimated 1,105 full-time equivalent jobs are supported by these expenditures, and household income (the total dollars paid to Pinellas County residents as a result of the expenditures, including salaries and wages) is estimated to be \$23,915,980. Additionally, as a result of the expenditures made by REH and our audiences, the total Pinellas County government revenue is estimated at \$1,472,841, and state government revenue is estimated at \$1,865,412.

Negative Economic Impact*

The following question is the keystone of a strong application in this process. If your organization cannot demonstrate a negative economic impact from the pandemic, your application will not qualify for committee review. If you are uncertain about what constitutes negative economic impact or how to demonstrate it, please contact PCF staff for technical assistance.

Describe your organization's negative economic impact arising from the COVID-19 pandemic. Examples could include:

- A reduction in revenue from 2019 to 2020
- Inflationary pressures
- Increases in demand for services that have not been compensated for through new revenue
- The use of reserves for unbudgeted expenses since the onset of the pandemic, and such use of reserves has prevented the purchase of capital assets
- A need for capital assets to offset community need for which your organization does not have the resources to purchase due to the negative economic harm from the pandemic
- A need for additional capital assets to adapt operations to accommodate health and safety guidelines by the CDC
- Growth in restricted pandemic-related revenue that does not permit capital asset acquisition

Note: If you are applying for both a Small Purchase and Large Project, you may reuse the answer for this question PROVIDED THAT the negative economic impact is relevant to both requests.

Although the pandemic significantly impacted the entire arts sector, it is well-known that live performing arts organizations, like REH, have experienced exceptional economic setbacks due to COVID-19. Attached to this application is a document depicting and detailing REH's losses in revenue and support over the last three fiscal years.

Our doors were completely closed to the public from April 2020 to June 2020, when we started presenting socially distanced concerts in an environment safe for attendees and in tandem with public health recommendations. In the face of many COVID-related challenges, REH adapted and innovated in an effort to survive until conditions more conducive to in-person engagement returned. Some of the necessary - and unexpected - innovations included:

- Reconfiguring seating and performance spaces to align with social distancing requirements;
- Purchasing and installing a new air filtration system, plexiglass dividers, and hand sanitizer stations;
- Adopting COVID testing protocols and isolation "bubbles" for artists and production crew;
- Utilizing outdoor spaces for events; and

- Identifying and investing in technology solutions that brought recorded virtual performances to those unable or unwilling to attend our programs in person.

On top of stay-at-home orders, restrictions on public gatherings, and declines in arts-related giving, the safety measures listed above - although essential - only contributed to the economic toll the pandemic had on Ruth Eckerd Hall's revenues. Funds that had been budgeted to cover the essential security upgrade described in this proposal were utilized for more urgently needed COVID-related expenses. During the three-month period our doors were shut and our stages were dark, we still had to pay salaries and cover operational expenses related to building maintenance and upkeep.

Unfortunately, federal relief that was provided has long since dried up, even though we continue to feel the effects of the pandemic. For example, REH's Adults at Leisure Series has long been a favorite of older Pinellas County residents, but, with the looming threat of new waves of COVID, we have seen a dramatic decrease in the number of pre-sale ticket reservations made for the performances. General inflation has caused a precipitous rise in the price of building materials, along with just about every other item needed to operate our venues - food, furniture, soap, paper towels, etc. have all skyrocketed in price. We have also made the decision to increase our payroll for this upcoming fiscal year by 20% to accommodate new monetary demands from the entry-level workforce in the post-COVID economy.

Proposal Description*

The American Rescue Plan Act requires a request that is reasonable and proportional to the level of economic impact your organization experienced. This means the request you describe below should not be greater than the economic harm your organization has suffered.

Please describe your project proposal and address the following:

- What project will be undertaken with these funds?
- What is the estimated lifespan of the project/property improvement?
- How does it address the negative economic harm you described in the previous question?

REH has always taken security very seriously and has implemented extensive security measures to better ensure the comfort and protection of all who work in, volunteer at, and visit our venues. Because our programs provide opportunities for large groups of Pinellas County individuals to gather - many of whom are children and the elderly - there are near-constant potential risks we must remain aware of. Additionally, as a performing arts conservatory, the Marcia P. Hoffman School of the Arts is vulnerable to the types of heartbreaking attacks on schools that have become so tragically common in recent years. Unfortunately, the funds that were originally budgeted for the proposed security upgrades had to be used towards unbudgeted and unexpected COVID-19 protective measures, including the innovations discussed in the previous section.

The patrons and students who visit Ruth Eckerd Hall's venues come from some of Pinellas County's most vulnerable populations - including children, economically disadvantaged individuals, and racial and ethnic minorities. If awarded, grant funds will help cover costs essential to safely managing and executing our programs. Our current systems have become antiquated and will soon be ineffective in managing the high volume of communication that takes place before, during, and after our programs. Specifically, funds would allow Ruth Eckerd Hall to upgrade to a digital radio system, replace our current outdated video surveillance system, purchase additional Mag and Xonar Machines, and ensure that we are in compliance with BDA Fire Communication. More detailed information describing each of these items is provided in the Budget Summary section below.

As the first line of defense, we rely heavily on our security systems to help us monitor the whereabouts of the hundreds of thousands of individuals who move through our venues. Enhanced security systems will ensure

that every member of our security team can quickly and efficiently respond to a potential emergency situation, where every second is crucial. At Ruth Eckerd Hall, we know that upgrading our safety standards must always take precedence to ensure we are fully equipped to keep the Pinellas County residents we serve safe.

Number Served*

How many people will directly benefit from this capital project annually?

380000

Unduplicated vs. Duplicated*

Is the number indicated above duplicated or unduplicated?

Duplicated: A client is counted each time they access services

Unduplicated: A client is counted once, regardless of the number of times they access services

Example: ABC Food Bank operates two mobile food pantries, one in Clearwater and one in St. Petersburg. Taylor, a Pinellas County resident, goes to both food pantries. If ABC Food Bank counts Taylor's visit TWICE, it is **duplicated**. If ABC Food Bank counts Taylor's visit ONCE, it is **unduplicated**.

Other (Explanation Required Below)

Other (Explanation Required)

If you selected "Other" in the previous question, please explain how your organization determined the number of clients that will benefit from the proposed capital project.

Historically, Ruth Eckerd Hall serves approximately 275,000 patrons at our two current venues - the Ruth Eckerd Hall and the Nancy and David Bilheimer Capitol Theatre - and the Marcia P. Hoffman School of the Arts reaches more than 45,000 students. We are projecting that REH will serve around 60,000 patrons each year at the amphitheater adjacent to Coachman Park when it opens next summer. Combined, we are estimating that approximately 380,000 individuals will directly benefit from this project annually.

Rent vs. Own*

Does your organization rent or own the property for which you are proposing modifications?

Note: Selecting "Rent" will cause more questions to load below.

Rent

Guiding Principles - Client Impact*

The American Rescue Plan Act, which provides the funding for this grant program, aims to ensure an equitable recovery from the COVID-19 pandemic. The term "equity" is defined as:

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color;

members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

One of the guiding principles of this fund is that it will apply a lens of equity to ensure the needs of specified priority populations are met.

Will this project benefit the community members defined above that have experienced disproportionate negative impacts from the COVID-19 pandemic? If so, how?

Ruth Eckerd Hall is committed to providing access for all to our exemplary performing arts and arts education programs - no borders, no boundaries. We serve individuals from all of the underserved populations listed above. As these underserved individuals form our most vulnerable populations, the security upgrades proposed in this application will greatly benefit these specific community members directly.

As a nation, we continue to see increases in violent hate crimes. According to the U.S. Department of Justice, in 2020, 62% of hate crime victims were targeted because of the offender's bias toward race/ethnicity/ancestry, and it, devastatingly, continues to be the largest bias motivation category. Participating agencies reported 5,227 race/ethnicity/ancestry-based incidents in 2020, a 32% increase from 2019. Incidents related to gender and gender identity also increased from 2019 to 2020, with increases in gender-related incidents by 9% and gender identity-related incidents by 34%.

As Pinellas County patrons and students from all backgrounds return to our venues after COVID, ensuring these vulnerable populations are kept safe is of the utmost importance. Ruth Eckerd Hall's facilities are safe spaces for countless Pinellas County residents - a place to gather with loved ones; a place to pursue a passion for the performing arts without fear of judgment; a place to escape from the stress and frustrations of reality, if only for a moment.

In order to ensure that we continue to provide safe, comfortable, and enjoyable experiences for all who enter our doors, Ruth Eckerd Hall must regularly update our security systems. Older security systems create greater potential for dangerous situations, putting those we welcome to our venues at risk. Safeguarding the students and patrons who take part in our programming is essential, and directly related to, our mission of changing lives through the performing arts.

Community Connection

The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of Housing and Urban Development determines what areas qualify as QCT.

To assess if your organization serves or is headquartered in a QCT, use the following link:

https://www.huduser.gov/portal/sadda/sadda_qct.html

In the top right-hand corner, choose the state of Florida and Pinellas County. Then on the left-hand side of the screen, click the box next to "Color QCT Qualified Tracts." The QCT zones are denoted in purple. You can also map your address by adding it into the address box at the top to see if your location is inside the zones.

Below, please provide the location of your operations and the location of your headquarters, if different.

Headquarters Location*

Please provide your organization's headquarters address as it appears on your Sunbiz account. To check your Sunbiz registration, you may search here: <https://dos.myflorida.com/sunbiz/search/>

1111 N MCMULLEN BOOTH ROAD, CLEARWATER, FL 33759

QCT Determination - Headquarters*

Is this organization headquartered in a QCT?

No

Project Location*

Please provide the address or intersection where the property being modified is.

1111 N MCMULLEN BOOTH ROAD, CLEARWATER, FL 33759; 405 CLEVELAND ST, CLEARWATER, FL 33755;
& 301 DREW ST, CLEARWATER, FL 33755

QCT Determination - Project*

Is this organization's project in a QCT?

No

QCT Impact*

PCF understands that just because a project may not be located in a Qualified Census Tract, those who reside in one may access your services and may come to the location where your organization's project will take place.

- If applicable, please describe if you have clients that reside in a QCT as indicated on the map linked above, and the proportion of your clients that come from these areas.
- If your organization does not serve clients from a QCT, you can write "Not Applicable" below.

REH has two venues located in a QCT that provide programming to Pinellas County residents - the Nancy and David Bilheimer Capitol Theatre and, across the street, the new waterfront amphitheater adjacent to Coachman Park scheduled to be completed July 2023. The individuals we serve come from all over Pinellas County, many living within indicated QCT areas.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

No

This section aims to capture general demographic data about your organization and to see how you engage with and represent the community you serve. PCF has generalized the demographic data questions more than it has in other processes because of the public nature of this process. PCF understands that identity disclosure can be a sensitive matter and wants to respect your organization's board and staff. If your organization feels comfortable sharing more detailed demographic information, it may do so in the "Community Representation and Connection" section.

Community Representation and Connection*

Describe how your organization is representative of, or has authentic connections to, the community your proposal seeks to serve. You can list other community-based organizations that work on programming with you and/or list examples of your work within this community.

Ruth Eckerd Hall has built strong, strategic partnerships to ensure innovative and exceptional programs that best support the needs of our community members and foster continued growth. As the operator of three City-owned performing arts venues, Ruth Eckerd Hall has a strong and longstanding collaboration with the City of Clearwater. We have partnerships with the Clearwater Police Department (CPD), the Pinellas County Sheriff's Office, and Clearwater Fire & Rescue in times of critical response and the overall operation of our mission. REH's Security Team is often in weekly communication with the above entities for any threats or security issues that may be of concern.

Clearwater Mayor Frank Hibbard has served on Ruth Eckerd Hall's Board of Directors and, from 2019-2020, was Chairman of the Board. Mayor Hibbard recently said of our organization: "Ruth Eckerd Hall's been growing and proving themselves for 40 years with their top two employees at the helm for 34 years each. That's a tremendous tenure and stability. That's a track record of enduring many ups and downs in our economy to include the great recession and COVID. These folks aren't going anywhere, they're the fabric of our community."

Ruth Eckerd Hall also has a longstanding partnership with Pinellas County Schools, including agreements whereby our teaching artists provide performing arts education in select elementary, middle, and high schools and local private schools. Thanks to this longtime partnership with we are able to provide arts education programming in over twenty local schools and social service organizations.

Our production company, Ruth Eckerd Hall on the Road, partners with other local performing arts organizations, venues, and employers in Pinellas County to produce concerts and events throughout our community. Previous partners include the Palladium Theater, Coachman Park, and the Professional Golfers' Association's Valspar, among others.

After nearly 40 years, REH continues to unite diverse communities, reach across cultural barriers, and pursue innovative partnerships with municipalities and other organizations to serve our area with exceptional, impactful programming. Ruth Eckerd Hall remains a leader of the nation's arts industry and central to the quality of life of residents in Pinellas County.

Leadership Demographics - CEO/Executive Director*

Does your CEO/Executive Director consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Leadership Demographics - Executive Level Leadership Team*

Does your executive leadership team consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

None of the above

Leadership Demographics - Board Membership*

Do your board members consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

None of the above

Rented Property

Tenant Responsibility*

Please explain how your organization is responsible for modifying the building despite being rented. Be sure to describe the length of your organization's lease and to indicate whether or not you have obtained permission from the landlord for the proposed project.

Ruth Eckerd Hall, Inc. leases the premises and the facilities from the City of Clearwater. The initial term of the lease is thirty (30) years, commencing on May 18, 2001 and expiring on May 17, 2031. Within the lease documents, at the expiration of the Initial Term, REH shall have the right and option to extend the term of the lease upon all the terms, provisions, and conditions for an additional period of thirty (30) years.

As set forth in the lease, REH shall maintain the premises in a neat and orderly manner and will perform all maintenance and repairs required to keep and maintain the interior and exterior of the premises in as good condition and repair as the same exist upon commencement of the term, except for ordinary wear and tear. REH further covenants and agrees to keep and maintain the exterior of the premises, including landscaping and open areas, and the drives and parking areas in good condition and repair. REH also covenants and agrees to make all structural repairs, whether interior or exterior, and to make all necessary replacements and repairs to the roof, electrical system and to the plumbing system. Alterations or permanent additions to the premises shall be made at the sole cost and expense of REH and shall be consistent with the uses authorized herein, consistent with the general intent and shall be undertaken only upon obtaining all appropriate permits. REH shall also make temporary alterations, repairs, and additions to the premises as may be required by the organization, and REH may install such equipment, fixtures, and property as it may require for its business purposes.

As outlined above, our lease does not require REH to obtain permission from the City to make alterations and additions to our facilities.

Financial Overview

Budget Summary*

Please provide a brief sketch of the categories of expenses and the costs needed for your project. If your organization is requesting compensation for indirect costs, be sure to note the percentage (up to 5%) and dollar amount below.

If you are invited to complete the full application, you will be asked to upload current verifiable bids, proposals, price lists [from your potential vendor(s)] from the past 60 days. If a contractor has already been selected for a construction project for which you are requesting funding, you will need to upload their bid. You are strongly encouraged to collect any remaining bids, proposals, and price lists shortly after submitting this LOI.

Digital Radio Purchase & Upgrade: \$200,000

REH will be replacing outdated radios with new digital models - the proposed expense covers the cost of 160 digital radios that will be distributed across our three venues. Upgrading to a digital radio system is necessary for radio interoperability and improved reliability. Our current radios are outdated and becoming unreliable. The rising cost of near-constant repairs on the stock we have in conjunction with having to rent additional radios during our busy season is quickly becoming more expensive than the cost of replacement. Radio communication is critical between REH security personnel during normal operations, but it becomes especially imperative during large performances or threatening situations as it allows for clear and direct communication between first responders and REH security personnel.

Video Surveillance System Installation & Upgrade: \$140,000

Funds would also be utilized to permanently install an improved video surveillance system in all of REH's facilities. The new cameras and security-coded access system are necessary to limit outside access and control and have the ability to be linked directly to the Clearwater Police Department under the Community Connect Program in times of critical incident, allowing real-time updates for responding officers. An improved system and additional camera locations will increase coverage and, therefore, safety at all of REH's venues. These upgrades would also include access for key personnel via a mobile app, which would improve response time by both REH security staff and CPD personnel when incidents occur.

BDA Fire Communication Compliance: \$191,000

Recently, during a building assessment, the Clearwater Fire & Rescue Department notified REH that we need to make a building enhancement to ensure clear radio communication with emergency personnel. Our radio and video surveillance system vendor, Radio One, is able to tie this into our other projects outlined above for the digital radio upgrade and video surveillance system upgrade.

Mag & Xonar Machine Purchase & Upgrade: \$168,000

Security metal detectors play a vital role in ensuring our patrons and students remain safe - these machines are essential in helping detect concealed weapons such as guns or knives. The Xonar security system consists of enhanced, contactless metal detection machines, and Mag machines are traditional metal detectors. Funds will be used to purchase additional machines and upgrade our current machines at all of our facilities. The new and upgraded machines will allow for better and quicker ingress, while also being weatherproof which is important in the unpredictable Florida climate.

Project Preparedness*

If your letter of intent is approved, you will have 30 days to submit a full proposal. This will require multiple estimates/bids for your project that detail the costs you've sketched out above from potential contractors that would do the actual work.

Where are you in the planning process for the implementation of this project? Please describe your organization's readiness for this project including your ability to collect bids and select contractors and/or vendors. **If you have already selected a contractor for the project, you will need to describe how that contractor was chosen.**

Example

Better Tomorrow has spoken with contractors about their counseling center expansion project, but has only sought one proposal from a contractor. Better Tomorrow would describe so below, having sketched out the costs in the previous question. Better Tomorrow would indicate its plan to obtain more quotes/bids upon submitting this LOI.

Community Arts 'R Us has begun construction on its new arts center, as it had secured 75% of the funding for it before the pandemic. Therefore, a contractor has already been selected, and is looking to obtain the funding necessary to complete the project. Below, Community Arts 'R Us would explain it has a cost proposal ready to upload from their selected contractor, and is ready to carry out the rest of the project if funding is awarded.

Ruth Eckerd Hall has had conversations with multiple vendors, but we are inclined and prepared to go with Radio One for the digital radio upgrade, video surveillance system upgrade, and BDA Fire Communication Compliance upgrade. We chose Radio One because of their quick response time and great customer service, in addition to their ability to bundle our needs in three different areas and offer a discount for doing so. Unfortunately, we did not have great success with our previous video surveillance company, and the costs for our previous radio supplier have increased exponentially.

The first step in REH's implementation plan for this project will be to order the digital radios and Mag machines. Radio supplies are heavily back ordered due to supply chain issues and material scarcity. We will be ordering both the digital radios and the Mag machines by the end of 2022 to ensure we get them in time for our 2023 arts education summer camps and performance season. The BDA Fire Communication Compliance installations would be scheduled before December 2023 since that is our deadline to be in compliance.

Upgrading the video surveillance system will likely be the lengthiest project. We will have stages of implementation based on our venue schedules. Summer 2023 would be best for installation in mainstage and backstage areas since that is a slow period for performances, and Spring or Fall 2023 may be best for areas where we host students since those are slower periods at the Marcia P. Hoffman School of the Arts. We are aiming to have all of the projects proposed in this application completed by December 2023.

Other Funding Sources*

Please describe any other funding not already mentioned that your organization has applied for or obtained for this project. This includes but is not limited to Community Development Block Grants (CDBG), local government grants (including Tourist Development Council funding), foundation grants, and donors (you do not need to disclose donor identities, simply amount raised that is allocated to this project). This includes any matching grants or in-kind contributions you may have obtained.

If none, please write N/A.

REH is grateful for its many passionate community partners who have continued to support us financially through a very difficult, uncertain time; their unwavering generosity comes from a commitment to our mission and future. For this specific project, we have also requested grant funding from the National Endowment for the Arts through its Grants for Arts Projects program.

Changes in Operating Costs*

Please answer this question based on the descriptions below:

- If this project **increases** ongoing operational costs (programmatic, operating maintenance or other costs), how will you compensate for the difference?
- If this project **decreases** ongoing operating costs, how will it do so?
- If this project **does not affect** operating costs, please note so below.

With new systems and additional machines, there will be a minor increase in operating costs due to the need for regular maintenance and upkeep. These costs will be offset, though, because the upgraded security systems and machines will require fewer security personnel to work events and performances. Also, as discussed previously, the rising costs of near-constant repairs on the current outdated security systems we have, in conjunction with having to rent additional radios during our busy season, are quickly becoming more expensive than the cost of upgrading.

REH has worked hard to diversify our revenue - we receive support through corporate sponsorships, grants, individual donations, memberships, ticket sales, and rental revenue. The funds from these sources will help cover any increases in operational costs related to this project.

Fund Management Capacity*

Please describe your organization's capacity to manage these potential ARPA funds in terms of fiscal management and financial infrastructure.

This includes, but is not limited to, the use of accounting software that can track a general ledger and multiple accounts and the ability to work on a reimbursement-basis.

The inability to handle a reimbursement-basis grant does not disqualify your organization from applying.

Ruth Eckerd Hall is both familiar and proficient in fund accounting. Our accounting system, MIP Fund Accounting, allows us to log, track, and report funds as they flow through our system. We have a finance team of five full-time employees, each with long tenor and experience in nonprofit accounting. Our annual audits are both compliant and fairly presented in accordance with GAAP accounting standards. We have extensive experience in tracking reimbursement grants, including documenting used funds, and feel very confident in our ability to do so with these funds as well.

Additional Information

Additional Upload

If you have something else to share, you can upload it here in PDF format.

Please note: Due to limitation of this grants system, the upload field will not carry over to the full application if

you are moved forward to the full application phase. You will need to upload this file again if you are moved forward in the process.

NEGATIVE IMPACT OF COVID-19 ON REVENUE & SUPPORT.pdf

Anything else to share?

If you have any details to share regarding this grant request, you may do so below.

File Attachment Summary

Applicant File Uploads

- NEGATIVE IMPACT OF COVID-19 ON REVENUE & SUPPORT.pdf

NEGATIVE IMPACT OF COVID-19 ON REVENUE & SUPPORT

Revenue & Support	FY19: Oct 1, 2018 to Sept 30, 2019	FY20: Oct 1, 2019 to Sept 30, 2020	FY21: Oct 1, 2020 to Sept 30, 2021
Programming Events & Rentals	\$21,651,104	\$8,514,337	\$3,061,491
Fundraising	\$9,794,491	\$5,169,425	\$12,950,734**
Education	\$337,711	\$194,088	\$87,455
Other	\$678,029	\$3,582,387	\$3,718,258
Totals	\$32,461,335	\$17,460,237*	\$19,817,938

*Includes Payroll Protection Program Grant and unrealized endowment gains

**Includes federal relief through a Shuttered Venues Operators Grant and Employee Retention Credits totaling \$8,592,000

Like many other performing arts organizations, COVID-19 had a significant negative impact on Ruth Eckerd Hall’s budget over the past few years. There have been high variances year to year due to the negative effect the pandemic had on our operations. The table above depicts the changes in revenue and support at Ruth Eckerd Hall over the last 3 fiscal years. Prior to COVID, our fiscal condition was strong - the result of record-setting gross revenue from ticket sales each of the previous five years, efforts to manage expenses efficiently, identify and expand new sources of revenue, and plan and prepare for maintenance and capital needs. As is evident by the data, there were major shifts in revenue and support, especially from FY19, a typical pre-COVID year, to FY20, when we were hit the hardest by COVID-19. Our doors were completely closed to the public from April 2020 to June 2020.

In FY21, Ruth Eckerd Hall received critical federal relief through a Shuttered Venues Operators Grant and Employee Retention Credits that totaled \$8,592,000. These funds had a dramatic effect on our financials and were a huge reason why we were able to show a surplus the last two years. Even through adversity, our financial health remains strong because of the actions we have taken during the pandemic: we made expense cuts and personnel reductions; we invested in COVID protective supplies and equipment; we moved to safely open at reduced capacity as soon as we were able; we pursued new grant funding opportunities and relief; and we stayed connected to our donor base and key stakeholders.