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*

The Studio@620, Inc.

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal. ARPA Large Project: Studio@620 Facility Improvements

EIN*

52-2398308

Incorporation Year*

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

2004

Organizational Mission Statement*

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

The Studio@620's Mission is:

To provide a place where people can experience artistic and educational programs in innovative ways. To bring people from diverse cultural backgrounds and experiences together as artists, audiences and volunteers.

To work collaboratively with artistic, educational, and cultural organizations in and beyond our community.

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 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 U9MMCQQKFMN5

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization. \$302,700.00

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.

\$184,600.00

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?

Since 2004 The Studio@620 has touched an estimated 325,000 guests and artists through its programs and has become synonymous with the arts in downtown St. Petersburg. The Studio's model is one of flexibility and inclusion, successfully offering a wide range of visual and performing arts, educational, and social programming. The Studio offers on average 300 days of public arts programming each year including dance, music, theatre, visual arts, literary events, open mics, film screenings, community discussions and more. By consistently providing a space for both emerging and established talent, The Studio has played an integral part in the artistic resurgence and subsequent redevelopment that has taken place in the downtown area. The Studio provides opportunities for our local talent to share their work with an audience. The Studio offers our audience a broad range of programming at affordable ticket prices, often free or \$5-\$10. When combined, these two important aspects create a more cohesive community.

Since its inception, The Studio@620 has been supportive of young people in the arts, hosting Through Our Eyes: Midtown and Beyond for 18 years. In addition to this long running program that features photography created by students from Melrose Elementary, John Hopkins Middle and Lakewood High schools, The Studio has expanded it's youth exhibitions to include fine art from youth across Pinellas County with the "Exceptional Voices: K-12" program. The Studio's Social Justice Initiative, which grew from a long running Social Justice Round Table Discussion Series, was launched in 2018 and has shined a spotlight on our dedication to amplifying diverse voices through the arts.

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.

The pandemic shutdown highlighted the need for emerging and mid-career artists to earn income through their work. As venues closed The Studio@620 created opportunities for artists and performers to connect with their audience virtually through live-stream performances and visually via our large sidewalk-facing windows for remote, in-person viewing. The Studio continues to offer virtual gallery walk-through videos for exhibits in addition to public opening receptions. Requests from the community to perform and exhibit work in our space has increased exponentially since in-person programming has resumed. Through live events, The Studio@620 provides direct financial income opportunities to an average of 300 individuals each year. Many performers begin their careers at The Studio and advance on to larger venues as they build a reputation and experience. The Studio@620 has one of the lowest commission rates for art sales in the region and frequently

underwrites production costs for artists in need as a way to facilitate their success. Art sales resulting from exhibits in the gallery provide them with important income. The Studio@620 supports dozens of small creative businesses through its three seasonal art markets. With low vendor registration fees and high attendance rates, these markets provide artists, authors, and makers valuable sales opportunities. The Arts & Economic Prosperity Calculator (Americans for the Arts study) estimates that The Studio generates economic impact that is equivalent to 11 FTE jobs.

From an audience perspective, the pandemic shutdown cut a vital connection to live entertainment. The Studio serves a large number of low and fixed income individuals, seniors, people of color and the LGBTQ community in addition to more traditionally affluent arts audiences by offering high quality arts events at very low admission costs. The community at large benefits when everyone can share ideas and arts experiences together in a safe environment.

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.

The Studio@620 has experienced a variety of negative financial impacts due to the pandemic and subsequent inflationary factors. Beginning in March 2019 fundraising endeavors for the organization were halted and admissions, private party rentals, membership subscriptions and art sales revenues were all greatly reduced due to the halt of in-person events during the shutdown. As operations transitioned to a virtual live-stream format, programming was offered for free or on a donation basis only to simply stay engaged with our community. Most donations received in response to virtual programming offered at that time were passed on to the artists involved to support those in greatest need. Studio staff operated on greatly reduced wages until October 2021 to help sustain the organization.

The Studio@620 was unable to hold its annual Studio Honors Fundraising Gala and Studio Birthday Party membership celebration due to the pandemic in 2020. Although in person events began to resume in 2021, fundraising impacts were still felt as the 2022 Honors Gala was again postponed due to a resurgence of Covid-19 cases. All membership renewal requests sent to supporters were halted in 2019 out of sensitivity to the financial strains being experienced by a large part of our audience because of the pandemic. The Studio has not pursued an annual membership drive, as was traditionally done prior to the shutdown, because of

ongoing inflationary concerns. Admissions revenues dropped from a predicted income of \$102,200 to actual revenue of \$28,879 in 2020-2021.

Pre-pandemic, The Studio@620 approved operating budget was \$377,000. Following the pandemic our approved operating budget was set at \$302,705.

Meanwhile the number of requests from performers and artists seeking opportunities to share their work and make a living has steadily increased as inflation builds. In response, The Studio has filled every available date on the calendar for the coming season. Increased minimum wages needed to attract help is another inflationary cost the organization must absorb. The increased use of amenities is resulting in greater wear and tear on the facility. Presenting events to the public on a near-daily basis hastens the need for facility maintenance.

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?

The Studio@620 requests funding to improve the facility through needed repairs and upgrades which will impact all aspects of the organization's programming and day to day operations. Being housed in an older building gives Studio@620 productions a cozy charm that other venues lack, but it also comes with challenges. Because The Studio funnels the bulk of its incoming revenues back into operations and the community served, several long-needed larger repairs have been repeatedly postponed. Grant funding through this program would allow these important issues to finally be addressed and set the organization on a successful trajectory into the future.

The roof and external walls need to be replaced/resurfaced to stop water intrusion into the gallery/performance space. Interior walls that have absorbed rainwater need to have existing drywall replaced to safely exhibit artwork. External lighting and cameras are needed to provide security to the facility. The chair lift which makes the upper-level offices and classroom spaces accessible, while functional, needs replacement. Additional filters for HVAC units are needed to improve air quality and circulation within the venue to keep audience, performers, and staff safe as we continue to manage the pandemic. Front facing windows and doors are original to the building and need to be replaced with hurricane safe and energy efficient materials. Permanent installation of a commercial grade dishwasher in facility's kitchen area is needed to efficiently handle cleanup resulting from hospitality offered during receptions and performances as well as during catered fundraising banquets and rental events held on site.

These are primarily long-term repairs which would likely sustain the organization for the next 10-20 years. Cameras and lighting would likely have somewhat shorter lifespans but expect at least 5 or more years.

Number Served*

How many people will directly benefit from this capital project annually? 10000

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.

These structural improvements will impact everyone that comes into contact with The Studio@620 through daily operations.

The number of people that will benefit is a combination of duplicated and unduplicated individuals. Some performers and audience will return several times over the course of a year while others will only exhibit their work or attend an event once. Beyond the small number of staff members and volunteers, the number of people impacted is assessed through number of artists paid and number of admissions sold or reservations made. With an average of 300 days of programming annually and an average audience size of 50 people at each event, the estimated impact on individuals could easily exceed 15,000 people. A far greater number is reached with the inclusion of social media and electronic marketing as the representation of underserved communities in the arts has an impact even on a passive level, although that is not factored into this estimate.

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?

The Studio@620 strives to serve the entire community equitably. The Studio holds space on its calendar to accommodate requests to for programming that features artists and performers from across all demographics. The resulting audience for these programs is equally diverse.

The Studio@620 serves the LGBTQ and BIPOC communities by offering programming that reflects their viewpoints and supports equity and inclusion for all people. The Studio@620 has held recurrent Social Justice Discussion Series since its inception and relaunched its Social Justice Initiative in 2018 with an even greater focus on traditionally under-served communities.

The Studio@620 is adjacent to the location for annual St. Pete Pride celebrations and participates as a partner in supporting this specific group.

The Studio@620 partners with Green Book Tampa Bay and other organizations led by people of color and holds frequent programming featuring BIPOC artists and performers.

We serve individuals with low and fixed incomes by offering top quality arts programming at a low admission rate. Numerous events each month are offered for free, pay what you can or with ticket prices of \$5-\$10. No one is turned away for inability to pay if they care to participate.

The Studio@620 is committed to making its activities accessible to all persons. The board and staff respond to all inquiries and make all efforts to bring programming to persons of any ability.

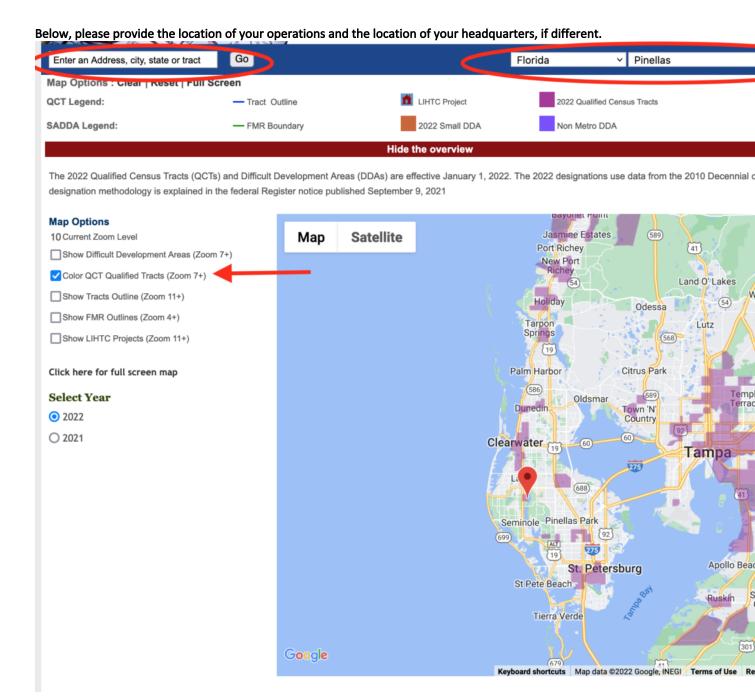
The Studio@620 strives to make programming accessible to individuals with limited mobility. The Studio@620 performance space is wheelchair accessible through the front doors and bathrooms are fully wheelchair accessible as well. Studio staff ensures that stage areas and walkways are easily managed by individuals with walkers, canes, wheelchairs, or other mobility devices. Seating within the space is completely moveable so it is easy to immediately adapt a floor plan to accommodate additional wheelchairs or scooters as the need arises.

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_gct.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.



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/620 1st Avenue South, St. Petersburg, FL 33701

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. 620 1st Avenue South, St. Petersburg, FL 33701

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.

The Studio@620 is located where the Midtown / Downtown St. Petersburg areas converge. Midtown has a historically black population with middle to lower incomes. The Studio@620 is located adjacent to the large QCT on the south side of St. Petersburg which covers the Midtown neighborhoods. Members of the organization staff, partnering artists, student groups and volunteers live in this QCT. An estimated 15% of our clients come from this area.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

Yes

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.

The Studio@620 staff and Board of Directors consist of men and women of Black, White, Asian, Hispanic, and Middle Eastern descent and include members of the LGBTQ community. Ages of staff and board members range from young adults in their 20s to older individuals close to retirement age and everything in between. Education levels of staff and board range from high school to undergraduate degrees to advanced degrees. Volunteers are similarly diverse and range in ethnicity, age and level of education.

The organization partners with several community groups that serve BIPOC and LGBTQ demographics such as Green Book Tampa Bay and St. Pete Pride. Select programming is geared towards seniors (i.e. Radio Theatre Project) and under-served student populations through Pinellas County Public Schools. Many of the artists and performers engaged by The Studio are from the above stated groups not to mention the diverse audience that attends these programs.

Artists in Residence at The Studio@620 include women and men of all age groups and reflect BIPOC and LGBTQ communities.

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 LGBTQ+

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

BIPOC LGBTQ+

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

BIPOC LGBTQ+

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.

The Studio@620 as a non profit organization rents its performance and office space from the 620/622 LLC. This LLC purchased the building when the non profit organization was established. The rental agreement is ongoing in perpetuity provided that The Studio maintains the space. In exchange the LLC offers below market monthly rental rates to enable the organization to pursue its mission with as little overhead as possible. The LLC consists of a group of donors who together purchased shares in the building. Some of these individuals have donated their shares back to the organization as The Studio endeavors to acquire ownership of the building in the future. Improvements funded through this grant will serve The Studio@620 now and will continue to be a benefit when the organization becomes the eventual owner of the building. A campaign to pursue this goal is forthcoming within the next 3-5 years.

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.

Roof replacement \$50,000 New stairwell chair lift \$30,000 Exterior stucco, painting and interior dry wall replacement \$60,000 Filtration system for four HVAC units \$7,500 Exterior lighting \$7,100 Industrial dishwasher \$5,000 Security cameras \$5,000 Hurricane strength windows and front door \$20,000

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.

The Studio@620 Managing Director, Artistic Director, and Board President have met frequently to discuss the building's needs for maintenance as described. Managing Director has secured the rough estimates of costs as noted in this proposal in conjunction with licensed contractor Jim Howell of Howell Building. Jim Howell has served as an advisor on these projects and is selected to perform as a contractor or as point of contact with subcontractors as needed to complete the work. Howell Building did the initial conversion of the building in 2004 from an abandoned blue-printing facility to its current state and has been a consistent contractor for building repairs and maintenance for the building over the past 18 years.

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.

N/A

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.

Replacement of large front windows and doors will likely reduce monthly utility bills, resulting in lower operating costs. Improved security will lower insurance premiums. Replacing interior drywall will potentially increase art sale revenues by permitting expanded art exhibitions. Installation of a commercial dishwasher will reduce catering/clean up expense related to fundraising banquets. Other proposed projects will likely not affect operating costs.

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.

The Studio@620 retains EGK Solutions, an independent certified accountant, for monthly account management. QuickBooks software is used by Studio staff and EGK Solutions with Board oversight and would easily be used to track and manage ARPA funds. Additional accounting service, including tax filing preparation, is provided in-kind by Janssen and Igar, CPAs.

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.

Bob Devin Jones Key to the City St Pete Catalyst.pdf

Anything else to share?

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

The Studio@620 is dedicated to the arts and to our community. We feel the above stated improvements will position our organization for continued growth in the years ahead.

File Attachment Summary

Applicant File Uploads

• Bob Devin Jones Key to the City St Pete Catalyst.pdf



Bob Devin Jones awarded key to the city

Published on February 18, 2021 by Bill DeYoung



Thursday's meeting of the St. Petersburg City Council included a brief ceremony in which writer, actor, director and arts activist Bob Devin Jones was awarded the Key to the City by Mayor Rick Kriseman.

"I can't think of a person more deserving to have the key to the city," council member Gina Driscoll said to Jones during the in-chamber presentation, "because you have been the key to making St. Petersburg a city of the arts."

Kriseman said that Jones, who arrived in the city from his native Los Angeles in the mid 1990s, "helped transform St. Petersburg into a creative center where creativity and artistic expression are encouraged and enjoyed by the residents of, and the visitors to, St. Petersburg."

As the co-founder and artistic director of thestudio@620, Jones has helped mentor and shape the careers and success stories of actors, dancers, musicians and artists. "And," Kriseman said, "he has served on a great number of boards and committees, always giving of his time and talent to

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help creative causes."

Kriseman noted the presence of dozens of Jones' friends and admirers gathered on the steps of City Hall, in support of the council's newest honoree.

"St. Petersburg is a better place because of Bob," the mayor said, noting that the strength and vision of the individual people are what make a city great. "He is the person that we want St. Pete to be known for. And known as. He represents everything that's good about St. Pete."

An emotional Jones accepted his key with a brief speech. "I came to St. Pete, saw nothing but opportunity, and acceptance, and joy, and challenge, and somehow – in my now 66 years on the planet – I rose to that challenge," he said. "And I'm deeply, deeply grateful for this."

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