

Institutional Funds CARES Act (4)/HEERF II Funding Requests Clayton State University (SPIVEY HALL)

Department/Division/Unit	Request	Funding Category (Select from Drop Down)	Brief Statement explaining eligibility for CARES 2 Funding	Amount Requested	Financial Implications if not funded	Comments
Spivey Hall Ticket Sales - Dept. 2830000	Salaries/wages and fringes for Production and Patron Services staff - January 1 through June 30, 2021	Payroll	Essential personnel to produce Spivey Hall virtual presentations, support program operations, and support VPA Division of Music uses of Spivey Hall for classroom instruction.	\$19,178.00	FY21 operating deficit; diminished operating reserves.	Need arises from lost DS&S revenue due to pandemic and closure of Spivey Hall to the public.
Spivey Hall Master Classes - Dept. 2831000	Salaries/wages and fringes for Spivey Education staff - January 1 through June 30, 2021	Payroll	Essential personnel to produce and promote Spivey Hall Education Young People's Concerts serving K-12 students, teachers and families.	\$6,759.00	FY21 operating deficit; diminished operating reserves.	Need arises from lost DS&S revenue due to pandemic and closure of Spivey Hall to the public.
Spivey Hall Children's Choir Tuition - Dept. 2845000	Salaries/wages and fringes for Spivey Hall Children's Choir Program manager and artistic staff - January 1 through June 30, 2021	Payroll	Essential personnel to operate Spivey Hall Children's Choir Program through online instruction and performances.	\$33,136.00	FY21 operating deficit; diminished operating reserves.	Need arises from lost DS&S revenue due to pandemic and closure of Spivey Hall, and related reductions in student enrollment.
Spivey Hall	Computers, monitors, and audiovisual equipment for digital content production	Technology costs	Transition from traditional to virtual event production requires multiple staff to create graphic design and audiovisual content concert and educational programming, plus web-based email and social media promotion.	\$19,149.00	Quality of content inconsistent with the artistic excellence of the Spivey Hall brand. Insufficient quantity, frequency and effectiveness of online event promotion to generate earned income through event sales/registrations.	Most Spivey Hall desktops are 3 to 5+ yrs old and lack memory and processor speed. Request could possibly be met with funds remaining from original \$70k Cares 2 allocation for audio-visual equipment.
Spivey Hall	Professional services for training staff to operate audiovisual equipment for production of high-quality recording and streaming of musical performances given by Spivey Hall guest artists and Division of Music students and faculty.	Faculty and staff trainings	Development of in-house audiovisual production skills is an investment in Spivey Hall's ability to engage and serve community stakeholders through online concert and educational programming, both under pandemic conditions, and when artists and audiences may return to Spivey Hall.	\$4,000.00	Reduced ability to continue cultivating relationships with online audiences who prefer online program-ming. Reduced ability to serve artists and other users of Spivey Hall (CSU and non-CSU) who wish to record and/or stream their events and performances. Both have earned-income implications.	As an extension of, or as an alternative to, traditional concert presentation, virtual performances are here to stay. Online programming reduces barriers to participation for underserved audiences, including K-12 teachers and students.
				\$82,222.00		