1. **Title of Project:** Golden Ocala Golf and Equestrian Club LPGA Tournament
2. **Senate Sponsor:** Keith Perry
3. **Date of Submission:** 02/11/2019
4. **Project/Program Description:**
   LPGA Golf Tournament that will create economic benefit at a local and state level.
5. **State Agency to receive requested funds:** Department of Economic Opportunity
6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

<table>
<thead>
<tr>
<th>Type of Funding</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>750,000</td>
</tr>
<tr>
<td>Fixed Capital Outlay</td>
<td></td>
</tr>
<tr>
<td><strong>Total State Funds Requested</strong></td>
<td>750,000</td>
</tr>
</tbody>
</table>

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

<table>
<thead>
<tr>
<th>Type of Funding</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total State Funds Requested (from question #6)</td>
<td>750,000</td>
<td>83.33%</td>
</tr>
<tr>
<td>Federal</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>State (excluding the amount of this request)</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Local</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Other</td>
<td>150,000</td>
<td>16.67%</td>
</tr>
<tr>
<td><strong>Total Project Costs for Fiscal Year 2019-2020</strong></td>
<td>900,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

8. **Has this project previously received state funding?** No

<table>
<thead>
<tr>
<th>Fiscal Year (yyyy-yy)</th>
<th>Recurring</th>
<th>Amount</th>
<th>NonRecurring</th>
<th>Specific Appropriation #</th>
<th>Vetoed</th>
</tr>
</thead>
</table>

9. **Is future-year funding likely to be requested?** Yes
   a. If yes, indicate non-recurring amount per year. $750,000

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

<table>
<thead>
<tr>
<th>Spending Category Administrative Costs:</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director/Project Head Salary and Benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Salary and Benefits</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Florida Senate
Local Funding Initiative Request
Fiscal Year 2019-2020
LFIR#: 1851

Expenses/Equipment/Travel/Supplies/Other
Consultants/Contracted Services/Study

These funds will assist the Golden Ocala Golf and Equestrian Club in defraying costs while hosting the LPGA Tournament event. 750,000

Operational Costs:
Salary and Benefits
Expense/Equipment/Travel/Supplies/Other
Consultants/Contracted Services/Study

Fixed Capital Construction/Major Renovation:
Construction/Renovation/Land/Planning Engineering

Total State Funds Requested (must equal total from question #6) 750,000

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?
   For the LPGA Golf Tournament that will create economic benefit at a local and state level.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?
   The economic impact will be immediate; derived from participants and attendees traveling to, and staying in, Marion County. It will be seen through hotel room nights, shopping, food, gas, etc. There will be a national and international (21 countries) television broadcast and wide social media presence.

c. What are the direct services to be provided to citizens by the appropriations project?
   The additional tax revenue as well as the economic impact will benefit all Marion County residents. The national and worldwide exposure of Marion County, Florida, and World Equestrian Center will bring awareness and create jobs. The event will also benefit local charities.

d. Who is the target population served by this project? How many individuals are expected to be served?
   The general population of Marion county as well as surrounding communities.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?
   The project will enrich the cultural experience. This will be measured by attendance numbers. The project will improve transportation conditions as the hotel bed tax will go to roadway improvements throughout the county. This will be measured by hotel rooms sold during the event. The project will increase or improve economic activity this will be measured by year over year tax revenue. The project will increase tourism and be measured by year after year increase in tourism.

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?
   Standard contract penalties.

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.
13. **Requestor Contact Information:**
   a. **Name:** Jeff Haungs
   b. **Organization:** Equestrian Operations, LLC dba World Equestrian Center
   c. **E-mail Address:** jahungs@rlrlc.com
   d. **Phone Number:** (239)275-2300

14. **Recipient Contact Information:**
   a. **Organization:** Equestrian Operations, LLC dba World Equestrian Center
   b. **County:** Marion
   c. **Organization Type:**
      - For Profit
      - Non Profit 501(c) (3)
      - Non Profit 501(c) (4)
      - Local Entity
      - University or College
      - Other (Please specify) For Profit Partnership
   d. **Contact Name:** Jeff Haungs
   e. **E-mail Address:** jahungs@rlrlc.com
   f. **Phone Number:** (239)275-2300

15. **Lobbyist Contact Information**
   a. **Name:** Jerry McDaniel
   b. **Firm Name:** Southern Strategy Group
   c. **E-mail Address:** mcdaniel@sostrategy.com
   d. **Phone Number:** (850)671-4401