



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1345

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Funds are transferred from the Hotels and Restaurants Trust Fund to contract with the Florida Restaurant and Lodging Association (FRLA) to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. Tourism is one of Florida's oldest and most successful industries, a top economic driver for the state that has been deeply impacted by the COVID-19 pandemic. This campaign requires a private matching program and is conducted throughout the state, as approved by and monitored by the Department of Business and Professional Regulation (DBPR) and the FRLA for the purpose of promoting tourism.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	2,000,000
Fixed Capital Outlay	0
Total State Funds Requested	2,000,000

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	2,000,000	51%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	1,950,000	49%
Total Project Costs for Fiscal Year 2021-2022	3,950,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2016-17	0	2,500,000	2080A	No

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?



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No

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

11. 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	Basic expenses such as staff travel, promotional items, printing, booth rental, equipment rental, office supplies.	50,000
Consultants/Contracted Services/Study	Marketing, public relations, administrative funding, support for events. This has a 1:1 match with private funds.	1,950,000
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		2,000,000

12. Program Performance

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

Funds are transferred from the Hotels and Restaurants Trust Fund to contract with the Florida Restaurant and Lodging Association to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. The campaign requires a private matching program and is conducted throughout the state, as approved by and monitored by DBPR and the FRLA for the purpose of promoting tourism.

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

Activities include (but are not limited to): arts, cultural, historical, agricultural and equine events. This program will support the tourism and hospitality industry which has been deeply impacted by the COVID-19 pandemic.

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

The Bureau of Labor Statistics estimates that Florida's leisure and hospitality industry employed approximately 1.4 million people in Florida in 2018, this represents about 13% of all jobs in Florida. This program will support the vital tourism industry as well as provide recreation, education, historical and agricultural events.

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

The project has a statewide impact, with emphasis on rural and small communities.

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



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be measured?

The project will partner with local communities to increase tourism, increase economic activity, create specific and immediate job opportunities, and enrich cultural experiences.
Tourists in Florida purchase goods and services across all industries and sectors.

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?

Failure to meet deliverables would result in financial consequences including withholding of funding or reduction in specified payments.

13. 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.

There is no capital funding in this request.



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14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. 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
- ☐ University or College
- ☒ Other (please specify) NonProfit501(c)(6)

d. First Name Last Name

e. E-mail Address

f. Phone Number

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number