



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1674

1. Project Title 200th Anniversary of the Raising of the American Flag in Pensacola

2. Senate Sponsor Doug Broxson

3. Date of Request 02/17/2021

4. Project/Program Description

On July 17, 1821, General Andrew Jackson oversaw the exchange of flags in Pensacola as Florida formally passed from Spanish to American possession. Through a community-wide effort, the state and local community can commemorate this important event in local, state, and national history. While a major event will take place on Saturday, July 17, 2021, this is only one of the multiple events and projects that is anticipated will comprise this celebration. A number of events and programs will commemorate individuals and groups of people and their roles in the Americanization of Pensacola and Florida. Music, literature, art, technology, science, government, history, archaeology, architecture, and more all contribute to ways in which Pensacola's multi-cultural community evolved from a Spanish frontier town into an American city. Pensacola has one of the richest cultural heritages of any city in the United States and has a multi-layered story to tell.

5. State Agency to receive requested funds Department of State

State Agency contacted? Yes

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

Type of Funding	Amount
Operations	50,000
Fixed Capital Outlay	0
Total State Funds Requested	50,000

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)	50,000	50%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	50,000	50%
Other	0	0%
Total Project Costs for Fiscal Year 2021-2022	100,000	100%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested? No

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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Yes

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

Approximately \$11 million for FAA losses at Pensacola International Airport and a HUD grant of approximately \$400,000 for housing stabilization.

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		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Florida historic marker and interpretive signage highlighting archaeology and local history related to the 200th Anniversary, event street light banners, educational materials, event related expenses	25,000
Consultants/Contracted Services/Study	Marketing/promotion and event management/coordination	25,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		50,000

12. Program Performance

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

This exciting commemoration is an excellent opportunity to reach a broad audience, not only in Pensacola but also across the state, region, and nation. It will also allow Floridians to celebrate their state becoming part of the United States. The commemoration will help educate schoolchildren and citizens about their history and about the diverse people who played a role in this historic event.

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

While a major event will take place on Saturday, July 17, 2021, many other events will happen leading up to the actual anniversary date. There will be living history events, a reenactment, community lectures, educational programs, workshops, and activities that everyone can participate in.

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

Instilling pride in their community, state, and nation. Educating citizens on their history as well as attracting tourists to the area that contribute to the local economy. Various civic and non-profit groups will participate in the celebration creating an economic benefit to local advertisers, vendors, and various food service workers.

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

The entire community including local schoolchildren as well as cultural heritage tourists who will come to the area to participate in the celebration. Through media coverage as well as with actual event attendance, the city expects to reach over 500,000 people.

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



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The direct benefit will be educational. This celebration will allow the community to better understand the history of how Florida became a part of the United States. There will also be an economic benefit to the events surrounding this celebration and it will attract tourists who are interested in history and heritage. These tourists will stay in hotels, eat in restaurants, visit attractions, shop in stores, and buy gas at filling stations which will directly benefit the local economy.

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?

Standard contract penalties will be sufficient

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.



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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)

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