



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 1362

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The Florida Ocean Alliance proposes to expand its efforts to formulate a blue economy strategy for the state. Recent improvements in measuring the ocean economy have created the means for a broader definition of the ocean economy, providing more depth and precision in the measurement of current ocean economy industries. As well, the project will identify the value in coastal ecosystems such as wetlands that provide mitigation for flood risks associated with increasing sea levels and also provide mechanisms for reducing climate change through storage and sequestration of carbon. The economic values associated with these ecosystem services can be estimated along with the contributions of Florida's ocean-related industries to significantly improve understanding of the blue economy. A second phase will provide for outreach and education in PSAs for the public and policymakers statewide, including collateral and videos for PSAs.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

Type of Funding	Amount
Operations	320,000
Fixed Capital Outlay	0
Total State Funds Requested	320,000

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	320,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2022-2023	320,000	100%

8. Has this project previously received state funding?

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

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.



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

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	To direct and coordinate with research team to handle administrative tasks of project and assist with report, publications, meetings and presentations, etc.	70,000
Other Salary and Benefits	Staff support and Marketing Manager	20,000
Expense/Equipment/Travel/Supplies/Other	Supplies and Travel for project	5,000
Consultants/Contracted Services/Study	None	0
Operational Costs: Other		
Salary and Benefits	Research Team (Principal Investigator, Res. Assistant, Marketing Mgr.) to assist economist in conducting research, analyzing results, writing report and publicizing results.	60,000
Expense/Equipment/Travel/Supplies/Other	Supplies, publications, printing, travel, Oceans Day Conference to publicize results and recommendations	5,000
Consultants/Contracted Services/Study	National Ocean Economics Project economist of first study will lead the economic study research team; communications expert to handle the videos for PSAs on key project findings	160,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	None	0
Total State Funds Requested (must equal total from question #6)		320,000

12. Program Performance

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

Provide report and recommendations so that strategic decisions can be made for expansion of jobs in ocean and coastal industries and growth of the state's economy. Provide report and recommendations for using Florida's natural infrastructure to reduce the negative impacts of climate change on Florida. Advise policymakers how the oceans can provide economic value to Florida's economy and environment. Final report and recommendations will guide Florida in expanding job growth in the ocean and coastal industries as the state seeks to recover from the COVID-19 pandemic and develop other means to address climate change across the state.

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

1) An economic study using the recently developed dataset of the Prototype US Ocean Economy Statistics from the US Bureau of Economic Analysis. This new data source provides more precision and clarity about the blue economy and its impact on Florida's ocean industries. In addition, value will be estimated for the measurement of Florida's coastal ecosystems, such as wetlands, to provide mitigation of flood risks from climate change and reduction of negative impacts of climate change through storage and sequestration of blue carbon. 2) An outreach and education component will showcase the key findings through policymaker briefings and educating citizens through PSAs about the value of the blue economy and environment to Florida.

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



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Job growth and industry expansion of ocean and coastal industries to help Florida's economic recovery. Increased awareness of the importance of Florida's blue economy to a healthy state economy and environment. Understanding of the importance of coastal ecosystems to mitigate and reduce negative impacts from climate change.

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

Ocean and coastal industries across Florida, as well as increased understanding of the blue economy and its critical value to the state's economy and environment by Florida's policymakers and citizens.

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

Development of a blue economy strategy for Florida so that job growth can be increased in ocean and coastal industries. Greater use of coastal ecosystems to help control the negative impacts of climate change on the state.

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?

Penalize payments to the Florida Ocean Alliance

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.

N/A



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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