

LFIR # 2603

Project Title	1. Project Title		In-State Tourism	Marketing Car	mnai	nn		
3. Date of Request 01/25/2022 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. 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. 5. State Agency to receive requested funds Department of Business and Professional Regulation State Agency contacted? Yes Amount of the Nonrecurring Request for Fiscal Year 2022-2023 Type of Funding Operations Capital Outlay Operations Total State Funds Requested Department of Business and Professional Regulation Total State Funding Amount Percentage Total State Funds Requested Total State Funds Requested (from question #6) Amount Percentage Total State Funds Requested (from question #6) State (excluding the amount of this request) O 0% State (excluding the amount of this request) O 0% Other 1,950,000 100% Total Project Costs for Fiscal Year 2022-2023 Amount Specific Vetoed (yyyy-yy) Recurring Nonrecurring Nonrecurring Nonrecurring Appropriation # Specific Appropriation # No a. If yes, indicate nonrecurring amount per year. b. Describe the source of funding that can be used in lieu of state funding.	i. Froject fille		in-State Touristit	iviai Netiliig Cal	πραιί	J11		
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. 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. 5. State Agency to receive requested funds Department of Business and Professional Regulation 5. State Agency contacted? Yes Amount of the Nonrecurring Request for Fiscal Year 2022-2023 Type of Funding Amount Operations 2,000,000 Fixed Capital Outlay 0 Total State Funds Requested 2,000,000 Total State Funds Requested (from question #6) 2,000,000 Total State Funds Requested (from question #6) 2,000,000 Total State Funds Requested (from question #6) 2,000,000 State (excluding the amount of this request) 0 0% State (excluding the amount of this request) 0 0% Other 1,950,000 49% Total Project Costs for Fiscal Year 2022-2023 3,950,000 100% 8. Has this project previously received state funding? Yes Fiscal Year Amount Specific Appropriation # Specifi	2. Senate Spons	sor	Ben Albritton					
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. 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. 5. State Agency to receive requested funds State Agency contacted? Yes . Amount of the Nonrecurring Request for Fiscal Year 2022-2023 Type of Funding Operations Coperations Coperatio	3. Date of Reque	est	01/25/2022					
Association (FRLA) 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. 5. State Agency to receive requested funds State Agency contacted? Yes . Amount of the Nonrecurring Request for Fiscal Year 2022-2023 Type of Funding	4. Project/Progra	am Des	cription					
State Agency contacted? Yes Amount of the Nonrecurring Request for Fiscal Year 2022-2023 Type of Funding	Association (F of the state. The	RLA) to he camp	develop a coordir aign requires a pr	nated marketin rivate matching	g, me	edia and events prog gram and is conducte	ram to promote Flo	rida tourism to residents
Type of Funding 2,000,000 Fixed Capital Outlay 0 Total State Funds Requested 2,000,000 Total State Funds Requested 2,000,000 Total State Funds Requested 9,000,000 Total State Funds Requested 9,000,000 51% Matching Funds Requested (from question #6) 2,000,000 51% Matching Funds Requested (from question #6) 0,0% State (excluding the amount of this request) 0 0% Clocal 0 0 0% Other 1,950,000 49% Total Project Costs for Fiscal Year 2022-2023 3,950,000 100% B. Has this project previously received state funding? Yes Fiscal Year Amount Specific Vetoed Appropriation # Specific Vetoed Appropriation # Nonrecurring Nonrecurring Appropriation # Nonrecurring Nonrecurring Appropriation # Nonrecurring Nonrecurrin	5. State Agency	to recei	ve requested fu	nds Depa	artme	ent of Business and I	Professional Regula	ation
Type of Funding 2,000,000 Fixed Capital Outlay 0 Total State Funds Requested 2,000,000 Total State Funds Requested 2,000,000 Total State Funds Requested 9,000,000 Total State Funds Requested 9,000,000 51% Matching Funds Requested (from question #6) 2,000,000 51% Matching Funds Requested (from question #6) 0,0% State (excluding the amount of this request) 0 0% Clocal 0 0 0% Other 1,950,000 49% Total Project Costs for Fiscal Year 2022-2023 3,950,000 100% B. Has this project previously received state funding? Yes Fiscal Year Amount Specific Vetoed Appropriation # Specific Vetoed Appropriation # Nonrecurring Nonrecurring Appropriation # Nonrecurring Nonrecurring Appropriation # Nonrecurring Nonrecurrin	State Agency	contact	ed? Yes					
Type of Funding Operations Fixed Capital Outlay Operations Cotal State Funds Requested Cotal Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project) Type of Funding Total State Funds Requested (from question #6) Amount Percentage Total State Funds Requested (from question #6) State (excluding the amount of this request) Cotal				(F' l . V	001	20.000		
Operations 2,000,000	6. Amount of the	Nonrec	curring Request	TOT FISCAL YEA	ir 202	22-2023		1
Total State Funds Requested Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project) Type of Funding Total State Funds Requested (from question #6) Amount Percentage Total State Funds Requested (from question #6) Amount Percentage Total State Funds Requested (from question #6) State (excluding the amount of this request) Local O O O Other Total Project Costs for Fiscal Year 2022-2023 Apsolution Has this project previously received state funding? Fiscal Year (yyyy-yy) Recurring Nonrecurring Appropriation # 2021-22 O 1,000,000 No 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.		ling				Amo		
Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project) Type of Funding		0					2,000,000	_
Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project) Type of Funding Total State Funds Requested (from question #6) Rederal Federal Federal Foliate (excluding the amount of this request) Foliate (excluding the am			augstad				2 000 000	
Type of Funding Total State Funds Requested (from question #6) Matching Funds Federal State (excluding the amount of this request) Other Total Project Costs for Fiscal Year 2022-2023 Has this project previously received state funding? Fiscal Year (yyyy-yy) Recurring Nonrecurring 2021-22 O 1,000,000 No Specific Appropriation # 2099A No No If yes, indicate nonrecurring amount per year. b. Describe the source of funding that can be used in lieu of state funding.	Total State Ft	ulius Ke	questeu				2,000,000	
Total State Funds Requested (from question #6) 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 2022-2023 3,950,000 100% 8. Has this project previously received state funding? Fiscal Year (yyyy-yy) Recurring Nonrecurring Appropriation # 2021-22 0 1,000,000 2099A 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.	7. Total Project (Cost for	Fiscal Year 2022	2-2023 (includ	ling r	natching funds ava	ilable for this proj	ect)
Matching Funds	Type of Fund	ling				Amount	Percentage	
State (excluding the amount of this request) Cotal Cother Total Project Costs for Fiscal Year 2022-2023 B. Has this project previously received state funding? Fiscal Year (yyyy-yy) Recurring Nonrecurring Nonrecurring No Specific Appropriation # 2021-22 O 1,000,000 Cother 1,950,000 100% Yes Fiscal Year (yyyy-yy) Recurring Nonrecurring Nonrecurring Nonrecurring Appropriation # No Specific Appropriation # Specific Appropriat	Total State Fu	ınds Req	uested (from que	stion #6)		2,000,000	51%	
State (excluding the amount of this request) Local Other 1,950,000 49% Total Project Costs for Fiscal Year 2022-2023 3,950,000 100% B. Has this project previously received state funding? Fiscal Year (yyyy-yy) Recurring Nonrecurring 2021-22 O 1,000,000 2099A No 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.	Matching Fun	nds			ı			
Cotal Cother Co	Federal					0	0%	
Other 1,950,000 49% Total Project Costs for Fiscal Year 2022-2023 3,950,000 100% 8. Has this project previously received state funding? Fiscal Year Amount Specific Appropriation # 2021-22 0 1,000,000 2099A 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.	State (excluding	ng the ar	nount of this requ	iest)		0		1
Total Project Costs for Fiscal Year 2022-2023 3,950,000 100% 3. Has this project previously received state funding? Fiscal Year Amount Specific Appropriation # 2021-22 0 1,000,000 2099A No 100% No 100% No 100% No 100%						-		†
3. Has this project previously received state funding? Fiscal Year Amount Specific Appropriation # 2021-22 0 1,000,000 2099A No D. 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.	Other					1,950,000	49%	
Fiscal Year (yyyy-yy) Recurring Nonrecurring 2021-22 0 1,000,000 2099A No No No a. If yes, indicate nonrecurring amount per year. b. Describe the source of funding that can be used in lieu of state funding.	Total Project	Costs fo	or Fiscal Year 20	22-2023		3,950,000	100%	
Fiscal Year (yyyy-yy) Recurring Nonrecurring 2021-22 0 1,000,000 2099A No No No a. If yes, indicate nonrecurring amount per year. b. Describe the source of funding that can be used in lieu of state funding.	8. Has this proje	ect previ	ously received s	state funding?	>	Yes		
(yyyy-yy) Recurring Nonrecurring Appropriation # 2021-22 0 1,000,000 2099A No 2099A								1
2021-22 0 1,000,000 2099A No 2. 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.					20		Vetoed	
a. If yes, indicate nonrecurring amount per year. b. Describe the source of funding that can be used in lieu of state funding.			_				No	
a. If yes, indicate nonrecurring amount per year. b. Describe the source of funding that can be used in lieu of state funding.		•	<u>.</u>	,				-
b. Describe the source of funding that can be used in lieu of state funding.	9. Is future fund	ling likel	y to be requeste	ed?		No		-
	a. If yes, indic	cate non	recurring amou	nt per year.				
	b. Describe th	he sourc	e of funding tha	t can be used	in li	eu of state funding		
10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?								
10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?								
	10. Has the entit	ty reque	sting this projec	t received an	y fed	eral assistance rela	ated to the COVID-	19 pandemic?
No	No							
		te the ar	nount of funds r	eceived and v	what	the funds were use	d for.	
	If yes, indicat	te the ar	mount of funds r	eceived and v	what	the funds were use	d for.	



LFIR # 2603

_			

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/Majo	r 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.

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

Services for citizens include (but are not limited to) recreation and education.

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

The project has 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 be measured?

The project will partner with local communities to increase tourism, increase economic activity, create specific and immediate job opportunities, enrich cultural experiences.

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.



LFIR # 2603

13.	The owners of the facility	y to receive, directly	or indirectly, any	y fixed capital	outlay funding.	Include the
	relationship between the					

There is no capital funding in this request.



LFIR # 2603

14.	14. Requestor Contact Information								
	a. First Name	Carol							
	b. Organization	Florida Restaurant and Lodging Association							
	c. E-mail Address	cdover@t	frla.org						
	d. Phone Number	(850)224	-2250	Ext.					
15.	Recipient Contact	Informatio	on						
	a. Organization	Florida R	estaurant and Lo	dging Associ	ation				
	b. Municipality and	I County	Statewide						
	c. Organization Ty	ре							
	□For Profit Entity								
	□Non Profit 501(c	:)(3)							
	☑Non Profit 501(c	(4)							
	□Local Entity								
	□University or Co	University or College							
	□Other (please specify)								
	d. First Name	Carol		Last Name	Dover				
	e. E-mail Address	cdover@frla.org							
	f. Phone Number	(850)224-2250							
16.	Lobbyist Contact I	nformatio	n						
	a. Name	Andrew T. Palmer							
	b. Firm Name	Metz Husband & Daughton PA							
	c. E-mail Address	andy.palmer@mhdfirm.com							
	d. Phone Number	(850)205-9000							