



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2686

1. Project Title

JULY IN NOVEMBER: THE STORY OF THE 1920 OCOEE ELECTION DAY RIOTS

2. Senate Sponsor

Randolph Bracy

3. Date of Request

01/28/2022

4. Project/Program Description

For 100 years, the deadliest Election Day in American history has been largely ignored. In 2020, Bill HB1213 was passed requiring Florida schools to include the Ocoee Massacre in the History curriculum. This project will produce a narrative, feature-length film depicting the tragic events that resulted from one prominent black landowner in Ocoee, Florida who registered black voters & paid the required poll taxes in 1920. Valencia College's unique film program includes, as capstone of the curriculum, partnerships with professional film and TV productions. Students work on these films in both technical and creative positions alongside industry professionals in key roles. These productions benefit from the use of Valencia's state-of-the-art facility and extensive production package including industry standard cameras, lenses, lights. In the past 30 years, Valencia has produced over 50 feature films finding distribution on various platforms, including theatrical, Netflix, Amazon, Lifetime

5. State Agency to receive requested funds

Department of Education

State Agency contacted?

No

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

Type of Funding	Amount
Operations	1,000,000
Fixed Capital Outlay	0
Total State Funds Requested	1,000,000

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)	1,000,000	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	1,000,000	100%

8. Has this project previously received state funding?

Yes

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2021-22	0	1,000,000	129	Yes

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.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2686

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	The Director will serve as the creative lead for the film production, developing the vision for the script from the pre-production through the post production process. Approves casting, production design, cinematography and editorial with applicable internal and external stakeholders.	75,000
Other Salary and Benefits	Producer(s) - Producer will assist the creative, develop budgets, develop schedules, manage and acquire resources, personnel and oversee all production activities. Producer will plan and organize various aspects from the pre-production through the post production process.	65,000
Expense/Equipment/Travel/Supplies/Other	Travel, Lodging, vehicle rentals, copyright fees as well as per diems for Director, Producer or Talent.	10,000
Consultants/Contracted Services/Study	Union Screenwriter(s), Talent (Speaking Roles), Casting fees, Storyboard Artist and other directorial or above the line support.	130,000
Operational Costs: Other		
Salary and Benefits	Film production crew in various departments that will be involved in the pre-production, principal photography or post-production phases. Crew will be working in departments such as, but not limited to, production management, assistant directing, cinematography, production design, Hair/Make-up and Editorial.	250,000
Expense/Equipment/Travel/Supplies/Other	Purchase or rental of props, set dressing, construction materials, picture vehicles, talent's wardrobe as well as hair and make-up supplies. Location rentals, supplies and utility fees. Truck and/or cargo rentals for art department materials. Transportation expenses including mileage and/or fuel. Various department expendables, crew kit rentals and production insurance	220,000
Consultants/Contracted Services/Study	Production support and background talent, set security, set medic and safety compliance officer. Post production services such as color correction, visual/special FX, post sound mixing, music rights, music licensing, publicity or marketing materials, legal and distribution fees.	250,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		1,000,000

12. Program Performance

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

A feature film is a very powerful medium to explore the human condition. The story of the Ocoee Massacre is a shameful episode in our nation's history that should be recognized and remembered. In our current socio-political environment, 100 years after that tragic event in Ocoee, we are, as a country and community, still wrestling with issues of systemic racism and inequality. Valencia College will produce a feature-length, professional film as an important historical record and a moving testament to those who struggled and gave their lives toward the ideals and dreams expressed in the founding documents of our nation. We hope that through filmed narrative and an honest recognition of our past, we can encourage and contribute to the healing and progress of our communities and our nation.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2686

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

Valencia College's new School of the Arts & Entertainment facility is equipped with the technology to produce a film completely in-house, including production offices, vehicles and generators, sound stage, professional recording studios for scoring, certified Dolby Atmos sound mixing facility. The college has the resources and ability to deliver a feature film for distribution meeting industry specs and standards. Valencia's faculty and staff are working film professionals with extensive and varied industry experience. The students are trained and skilled in various positions to support hired industry professionals and will receive credit toward their degree for participation in the production. The staff is also very connected with the Film Commissioners and experienced, professional regional film and television crew members. The Chair of Film has relationships with internationally recognized diverse industry professionals and filmmakers and will reach out for support and guidance

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

The film would be made available to Florida schools in support of the newly passed bill, HB1213 and statewide History curriculum.
The film production will employ local and regional professionals and will support many ancillary businesses including, catering, printing, hardware stores, production trailers, actors and background talent, security.
The Peace and Justice Institute at Valencia College would play an integral role in providing awareness, encouraging scholarship in the issues surrounding racism, violence and initiating action steps toward progress and building equitable communities.

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

A professionally produced feature film will have a broad national reach. Beyond the moral imperative of recognizing this tragic event, the true story of the Ocoee Massacre is engaging and timely. The story will most certainly appeal to residents of Florida but the narrative will make an important contribution to the national conversation concerning issues of race and equality. The events depicted in the film will have a deep resonance within our college community and the state of Florida. The film will hopefully be incorporated in the History curriculum for Florida and national schools.

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

There is the benefit of education and awareness for audiences viewing the film. There is also the educational benefit for our students. Valencia's film program serves a diverse student body. We have created initiatives and scholarships to encourage diverse voices in cinema from those who have been historically underrepresented. So, not only does this project serve as a capstone learning experience toward graduation but our students will share a personal connection with the narrative. This film will most likely enjoy film festival screenings and awards. Beyond that, we hope to have a theatrical and streaming release.

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?

Normal college audit procedures will apply.

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2686

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