



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2022-2023

LFIR # 2787

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Funding from this project will be used for the creation, production, and distribution of marketing materials to raise awareness and advertise all of the museums in Okaloosa County. The museums are working together to promote cultural and educational opportunities across the region but need help in spreading the word. The goal is to create a marketing plan that incorporates all of the museums for a one-stop shopping approach. This will help draw in not only local residents, but also market to the tourists that visit the area. It's important to offer the visitors more than just the beach.

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	30,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>30,000</b>

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)	30,000	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2022-2023</b>	<b>30,000</b>	<b>100%</b>

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.

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



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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
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Creation, production, and distribution of rack cards; creation and implementation of billboard ads; advertising at VPS airport; ad buys on social media.	30,000
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>30,000</b>

#### 12. Program Performance

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

The purpose of this funding request is to create marketing materials to advertise all the museums in Okaloosa County. As non-profits, the museums have limited individual marketing budgets. These funds will be used to raise awareness of all the museums at the same time using the Explore Okaloosa tag line that supports all the museums. Marketing the museums provides tourists the opportunity to plan a visit on those days with inclement weather. It opens up a whole new experience for them to help boost, stimulate, and sustain the local economy in the area surrounding the museums. It also alleviates congestion around the beaches since the tourists will be accessing other areas within the county.

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

Rack cards will be created that will include all the museums on a single card and pay for production and distribution of the rack cards. Ads will be created for the local airport to make arriving guests aware of the museums to visit while they are in the area. The plan is to also have a social media campaign to reach locals and tourists.

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

By advertising the museums to locals and tourists alike, this will increase admissions to these museums. Guests will experience the rich history, culture and environment that makes the area unique. The museums are a focal point for historical, cultural, and social activities for the entire community across northwest Florida. Financially stronger museums will be able to increase programs offered to the community and update exhibit offerings creating more educational opportunities for everyone.

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

The target population is local residents as well as tourists visiting our area for vacation. Anyone exposed to the new marketing program is part of the target population. The goal is to reach thousands of people with this campaign.

##### 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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It is expected that this project will increase attendance across all of the museums. The number of guest that visit each month is already monitored. A review comparing attendance numbers may be done before, during, and after the marketing campaign to see the outcome.

**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 will result in a return of funds to the state.

**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