



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2026-2027

LFIR # 2351

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The goal of the project is to market and promote Florida as a screen production destination. The screen production industry in Florida dates back more than 100 years. Telling the Florida story to the worldwide audience will help attract high-wage, high-tech jobs to Florida to be filled by Florida residents, helping to grow and diversity Florida's economy while enhancing tourism.

5. State Agency to receive requested funds

State Agency contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2026-2027

Type of Funding	Amount
Operating	500,000
Fixed Capital Outlay	0
Total State Funds Requested	500,000

7. Total Project Cost for Fiscal Year 2026-2027 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500,000	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 2026-2027	500,000	100%

8. Has this project previously received state funding? Yes

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2025-26	0	350,000	2077	No

9. Is future-year funding likely to be requested? Yes

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

Non-profit grants if applicable and if chosen, otherwise we just won't do most of the initiatives.

Complete questions 10 and 11 for Fixed Capital Outlay Projects



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10. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

e. What funding stream will be used for ongoing operations and maintenance of the project?

11. List 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.

12. 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		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Contract with a not-for-profit entity to design and implement a marketing and workforce development program to promote Florida as a production destination and connect Florida residents with jobs in the industry.	500,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		500,000

13. Program Performance

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

The goal of the project is to market and promote Florida as a screen production destination. The screen production industry in Florida dates back more than 100 years. Telling the Florida story to the worldwide audience will help attract high-wage, high-tech jobs to Florida to be filled by Florida residents, helping to grow and diversity Florida's economy while enhancing tourism.

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



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Possible outlets to tell the story include but are not limited to displays at airports featuring famous films and television series filmed in Florida, advertisement in industry trade magazines/websites, online (web or app) film tourism guided tour of famous sites in Florida where movies and television series have been filmed, and sponsorship and participation in various film festivals, trade shows and conferences ensuring the Florida message is present.

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

There is a massive economic impact when a television series and/or feature film sets up in a location. When an average feature film or television series films in a location, they spend \$20 million in the local community while hiring 1,500 Floridians. One single production can put \$150,000 per day directly in the pockets of citizens and small businesses. In 2023, the average annual wage for a film and entertainment industry professional in Florida was \$101,684, exceeding the state’s average annual wage for all industries of \$66,443 by 53% (according to FL Dept of Commerce Bureau of Workforce Statistics and Economic Research).

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

There are more than 50,000 Floridians that work in the Screen Production Industry. Roles for Floridians include Art Director, Camera Operator, Craft Service, Gaffer, Grip, Location Scout, Makeup Artist, Animator, Editor, Graphic Designer, Director, Line Producer, Producer, Production Assistant, Screenwriter, Script Supervisor, Sound Mixer, Stunt Coordinator, Actor and more. In addition to the direct jobs for Floridians, there are many indirect jobs including Painters, Carpenters, Electricians, Hospitality, Retail, Health & Safety, Financial Services, Rental Vehicles and more. Each of those professions (and others) will see increased job opportunities.

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

Through additional marketing and promotion, a global audience will become more aware of Florida as a screen production destination. With that enhanced marketing, projects should follow. The Florida Department of Commerce tracks a number of things that, in recent years, have declined. Additional marketing and promotion will result in an increase in all of those metrics, showing increased economic activity.

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 in the contract?

Failure to meet deliverables would result in forfeiture of payment from state.

14. Is this project related to mitigation, response, or recovery from a natural disaster?

a. If Yes, what phase best describes the project?

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:



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b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

18. 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 Ext.

19. Lobbyist Contact Information



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a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.