



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1851

1. **Title of Project:** Golden Ocala Golf and Equestrian Club LPGA Tournament
2. **Senate Sponsor:** Keith Perry
3. **Date of Submission:** 02/11/2019
4. **Project/Program Description:**  
LPGA Golf Tournament that will create economic benefit at a local and state level.
5. **State Agency to receive requested funds :** Department of Economic Opportunity  
State Agency Contacted? No
6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	750,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>750,000</b>

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	750,000	83.33%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	150,000	16.67%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>900,000</b>	<b>100.0%</b>

8. **Has this project previously received state funding?** No

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

9. **Is future-year funding likely to be requested?** Yes
  - a. **If yes, indicate non-recurring amount per year.** \$750,000

10. **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		
Other Salary and Benefits		



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1851

Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	These funds will assist the Golden Ocala Golf and Equestrian Club in defraying costs while hosting the LPGA Tournament event.	750,000
<b>Operational Costs:</b>		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>750,000</b>

**11. Program Performance:**

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

For the LPGA Golf Tournament that will create economic benefit at a local and state level.

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

The economic impact will be immediate; derived from participants and attendees traveling to, and staying in, Marion County. It will be seen through hotel room nights, shopping, food, gas, etc. There will be a national and international (21 countries) television broadcast and wide social media presence.

**c. What are the direct services to be provided to citizens by the appropriations project?**

The additional tax revenue as well as the economic impact will benefit all Marion County residents. The national and worldwide exposure of Marion County, Florida, and World Equestrian Center will bring awareness and create jobs. The event will also benefit local charities.

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

The general population of Marion county as well as surrounding 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 enrich the cultural experience. This will be measured by attendance numbers. The project will improve transportation conditions as the hotel bed tax will go to roadway improvements throughout the county. This will be measured by hotel rooms sold during the event. The project will increase or improve economic activity this will be measured by year over year tax revenue. The project will increase tourism and be measured by year after year increase in tourism.

**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?**

Standard contract penalties.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1851

N/A

#### 13. Requestor Contact Information:

- a. **Name:** Jeff Haungs
- b. **Organization:** Equestrian Operations, LLC dba World Equestrian Center
- c. **E-mail Address:** jahungs@rlrllc.com
- d. **Phone Number:** (239)275-2300

#### 14. Recipient Contact Information:

- a. **Organization:** Equestrian Operations, LLC dba World Equestrian Center
- b. **County:** Marion
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)
  - Local Entity
  - University or College
  - Other (Please specify) For Profit Partnership
- d. **Contact Name:** Jeff Haungs
- e. **E-mail Address:** jahungs@rlrllc.com
- f. **Phone Number:** (239)275-2300

#### 15. Lobbyist Contact Information

- a. **Name:** Jerry McDaniel
- b. **Firm Name:** Southern Strategy Group
- c. **E-mail Address:** mcdaniel@sostrategy.com
- d. **Phone Number:** (850)671-4401