



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2025

1. Title of Project: 2019 Orlando Citrus Parade

2. Senate Sponsor: Linda Stewart

3. Date of Submission: 02/21/2019

4. Project/Program Description:

In 2018, the Citrus Bowl Parade was re-launched as the Orlando Citrus Parade, proudly supporting Give Kids The World Village. Teaming with the non-profit organization Florida Citrus Sports, Parades R Us re-envisioned the parade as performance/celebrity-based with a philanthropic angle. The 2018 parade (similar plans for 2019) was a live 2-hour broadcast from WFTV- Orlando's ABC affiliate. The parade was edited and renamed Sunshine State Citrus Celebration as a 1-hour nationally syndicated special. The 1-hour version played in over 120 small, medium, and large-sized markets including Chicago, New York City, and Philadelphia, ABC's largest stations. The special serves as a commercial for Orlando. The parade was enthusiastically received by local greater Orlando citizens and many tourists from Florida Citrus Sports as it is presented between two bowl games. The 2018 broadcast was the highest rated Citrus Parade in 20 years and serves as an economic driver.

5. State Agency to receive requested funds : Department of Economic Opportunity

State Agency Contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

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

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)	500,000	62.50%
Federal		0.00%
State (excluding the amount of this request)	0	0.00%
Local	200,000	25.00%
Other	100,000	12.50%
Total Project Costs for Fiscal Year 2019-2020	800,000	100.0%

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



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a. If yes, indicate non-recurring amount per year. \$500,000

10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Executive Producer/Television Director and two Associate Producer fees.	20,000
Other Salary and Benefits	Four Producer level credited staff that also serve as Writer and Choreographers and Parade Assembly Directors.	35,000
Expense/Equipment/Travel/Supplies/Other	Copying, mailing, and site visits leading up to active production.	500
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits	Union fees connected with television director.	5,000
Expense/Equipment/Travel/Supplies/Other	Team and celebrity travel, television equipment, parade floats and units, music clearances, production facility use, licensing fees, office supplies and rentals, balloon rentals and supplies, costumes, props and set designs, sound equipment, accomodations, meals, and event insurance.	219,197
Consultants/Contracted Services/Study	Performers, street assembly teams, producers, script department, security, production teams, bookers and coordinators, managers of volunteers, seating and venue, stage managers, musicians, prompters, artisans, and marketing and public relations, closed captioning, and syndication fees.	220,303
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		500,000

11. Program Performance:

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

The live parade is designed to encourage local and tourist-based engagement at the actual event in downtown Orlando and across the greater central Florida viewing area through the live broadcast. The syndicated special in over 120 markets (with more expected in 2019) serves to showcase Florida and Orange County specifically as a vacation destination and showcase the city as a desirable place to live. There is a dual purpose of bringing exposure nationally to Give Kids The World Village (providing vacations for children and their families facing life-threatening illnesses) much like television productions do for St. Jude's Children Hospitals and organizations of that type. The national special intends to further strengthen the stature and stellar reputation for the city and state. The use of citrus in the parade draws attention to one of the state's most recognized exports. The funds will ensure the parade continues to happen and to grow it into a nationally recognized event.



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

Parades R Us will assemble all the necessary talent to produce and direct the parade as well as the variety of talent in the parade. Florida Citrus Sports will work to promote sports tourism in relation to the parade. The funds will serve to produce the live event and then to create the national special that will air throughout the first quarter of the year in over 120 markets.

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

The most direct service will be entertainment - a parade with national level talent and a high caliber production value. Local citizens will have the choice between an in-person engagement or a televised live experience. This parade brings free, high-quality entertainment and makes it accessible to local citizens and tourists alike. It will have a direct impact to area businesses. According to the last economic study by Florida Citrus Sports in 2011, a \$70.9 million impact was made in central Florida for the whole bowl week. The national level standard of the parade, with promotion of recognizable celebrities will add to that energy.

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

The live parade is expected to serve about 100,000 attendees along the route and grandstand. Parades R Us is working with WFTV to get a viewer number from 2018. The target population is general and broad for all demographics. The target audience for the live event is local citizens throughout central Florida and the state and the tourist market that Visit Orlando and Florida Citrus Sports are assisting to provide. The syndicated television special will attract numbers in the millions for marketing of Florida and Orlando as a travel destination.

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

Expected outcomes for the live event are in-person attendance and at-home viewership. Parades R Us would like to procure a company that measures live event, non-ticketed attendance for a more accurate assessment. WFTV will provide viewership data. From the local and national broadcast, an expected outcome is an increase in monetary donations and volunteer hours to Give Kids The World Village. Parades R Us is working with them to define tracking measurements to see the direct impact. For the national broadcast, the expected outcomes are to come to the event live the following year and to market generally the state and Orlando as travel destinations. There is no specific measurement for that other than the Visit Orlando/Visit Florida data.

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?

There would be several safeguards in place - breach of contract if a vendor did not deliver agreed upon services. Attorneys from the boards of Florida Citrus Sports and Give Kids The World Village to assist with any necessary actions. Any unused monies could be returned to the state if the parade did not happen for some reason. This has never happened in the history of the parade. For the contract between Parades R Us and the state, standard contract penalties are sufficient.

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.

N/A



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13. Requestor Contact Information:

- a. **Name:** John Best
- b. **Organization:** Parades R Us
- c. **E-mail Address:** jmbestent@gmail.com
- d. **Phone Number:** (818)399-2621

14. Recipient Contact Information:

- a. **Organization:** Parades R Us
- b. **County:** Orange
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** John Best
- e. **E-mail Address:** jmbestent@gmail.com
- f. **Phone Number:** (818)399-2621

15. Lobbyist Contact Information

- a. **Name:** None
- b. **Firm Name:** None
- c. **E-mail Address:**
- d. **Phone Number:**