



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 1569

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. **Project/Program Description**

The non-profit FAIR Foundation launched "Get Ready Florida," a strategic statewide public safety disaster preparedness campaign to help millions of Floridians in year-long preparation for serious threats posed by dangerous/deadly natural disasters including lightning and thunderstorms; tornadoes; hurricanes; flooding; and wildfires. Funding will pay for the production and broadcast of hundreds of television, radio, social media, web, and multimedia commercials, messages, and PSAs to air in 2020.

5. **State Agency to receive requested funds**
- State Agency contacted? Yes No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input style="width: 80%;" type="text" value="1,200,000"/>
Fixed Capital Outlay	<input style="width: 80%;" type="text" value="000"/>
Total State Funds Requested	1,200,000

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input style="width: 80%;" type="text" value="1200000"/>	<input style="width: 80%;" type="text" value="50.0"/> %
Matching Funds		
Federal	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
State (excluding the amount of this request)	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Local	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Other	<input style="width: 80%;" type="text" value="1,200,000"/>	<input style="width: 80%;" type="text" value="50"/> %
Total Project Costs for Fiscal Year 2020-2021	2,400,000	100 %

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

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input style="width: 100%;" type="text"/>	<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>

9. **Is future-year funding likely to be requested?** Yes No

If yes, indicate nonrecurring amount per year.



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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	Statewide surveys to measure the knowledge base and gaps about being prepared and how to effectively respond in disaster situations; interactive "Get Ready, Florida!" website with real-time information; production of two 30-minute television specials, broadcast statewide (in English and Spanish); and television and radio public service announcements.	600,000
Operational Costs: Other		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	Year-long burst of "Get Ready, Florida!" social and digital safety messages; news conferences and ongoing publicity involving public officials and disaster experts; and purchase of media air time for television specials and periodic short messages.	600,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		1,200,000



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11. Program Performance

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

The non-profit FAIR Foundation launched "Get Ready Florida," a strategic statewide public safety disaster preparedness campaign to help millions of Floridians in year-long preparation for serious threats posed by dangerous/deadly natural disasters including lightning and thunderstorms; tornadoes; hurricanes; flooding; and wildfires. Funding will pay for the production and broadcast of hundreds of television, radio, social media, web, and multimedia commercials, messages, and PSAs to air in 2020.

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

Will be shown on radio, TV and other media markets.

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

Year-long burst of "Get Ready, Florida!" social and digital safety messages; news conferences and ongoing publicity involving public officials and disaster experts; and purchase of media air time for television specials and periodic short messages.

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

The general population. 30+ million citizens of Florida.

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

A holistic approach to increase awareness and education of the populace on being prepared for hurricanes. Media reach will be monitored as well as looking for increases in flood insurance, increases in mandatory evacuation participation, and increases in private mitigation spending.

- 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?

The Division of Emergency Management may terminate the agreement at any time if any warranty made by FAIR Foundation is false or misleading or in the event of the failure of the FAIR Foundation to fulfill any of its obligations under the agreement.



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12. **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

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **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

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.