



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 3392

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

This project allows Visit Florida to contract with the Florida Restaurant & Lodging Association to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. The campaign has a private matching program and is conducted throughout the state, as approved by and monitored by Visit Florida and the Florida Restaurant & Lodging Association for the purpose of promoting tourism.

5. State Agency to receive requested funds

State Agency contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	1,000,000
Fixed Capital Outlay	0
Total State Funds Requested	1,000,000

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	1,000,000	50%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	1,000,000	50%
Total Project Costs for Fiscal Year 2024-2025	2,000,000	100%

8. Has this project previously received state funding? Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2023-24	0	1,000,000	2206A	No

9. Is future funding likely to be requested? No

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?

No



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If yes, indicate the amount of funds received and what the funds were used for.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. 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?

12. 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.

13. 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	Basic expenses such as staff travel, promotional items, printing, booth rental, equipment rental, office supplies.	50,000
Consultants/Contracted Services/Study	Marketing, public relations, administrative funding, support for events. This has a 1:1 match with private funds.	950,000
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		1,000,000

14. Program Performance

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

Funds are transferred from the DBPR Hotels and Restaurants Trust Fund to Visit Florida to contract with the Florida Restaurant & Lodging Association to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. The campaign has a private matching program and is conducted throughout the state, as approved by and monitored by Visit Florida and the Florida Restaurant & Lodging Association for the purpose of promoting tourism.

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



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Based on funding. Activities include (but are not limited to): arts, cultural, historical, agricultural and equine events.

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

Services for citizens include (but are not limited to) recreation, education and promoting the hospitality industry.

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

>800

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

This program will support the tourism and hospitality industry in smaller markets and during off season months. The private match of program dollars demonstrates support from organizations and entities across the state. Additionally, anecdotal support is available through letters and testimonials of previous partners.

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 would result in financial consequences including withholding of funding or reduction in specified payments.

15. Requester Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

16. 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) 501(c)(6)

d. First Name Last Name

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information



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a. Name	<input type="text" value="Allison Liby-Schoonover"/>
b. Firm Name	<input type="text" value="Metz Husband & Daughton PA"/>
c. E-mail Address	<input type="text" value="ALS@mhdfirm.com"/>
d. Phone Number	<input type="text" value="(850)205-9000"/>