



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1354

1. Title of Project: Targeted Marketing Opportunities - Film Florida

2. Senate Sponsor: Joe Gruters

3. Date of Submission: 02/01/2019

4. Project/Program Description:

Film Florida requests funding to entice specific Florida related projects and stories to the state to hire Floridians, infuse money into local communities, and enhance tourism efforts. If a project does not meet requirements, then it will not receive funds. Program is 100 percent performance based.

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	1,000,000
Fixed Capital Outlay	
Total State Funds Requested	1,000,000

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)	1,000,000	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	1,000,000	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? No

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		



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Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Film, television, and digital media production and post production.	1,000,000
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning		
Engineering		
Total State Funds Requested (must equal total from question #6)		1,000,000

11. Program Performance:

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

Increased film, television, and digital media production in Florida.

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

Entice specific Florida related projects and stories to the state to hire Floridians, infuse money into local communities, and enhance tourism efforts.

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

High-wage jobs.

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

Statewide there are 50,000+ Floridians that work in the film, television, and digital media industry that will benefit through job creation. In further additional industries will benefit such as construction, hospitality, tourism, etc.

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

Expected outcome is additional projects as a direct result of the targeted marketing efforts. Spending and jobs totals upon completion of specific projects will be the measurements.

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?

If a project fails to meet deliverables, then it will not be awarded funds. This is 100 percent post performance.

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.

NA

13. Requestor Contact Information:

a. Name: John Lux

b. Organization: Film Florida



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c. **E-mail Address:** jlux@filmflorida.org

d. **Phone Number:** (407)494-6195

14. Recipient Contact Information:

a. **Organization:** Film Florida

b. **County:** Statewide

c. **Organization Type:**

For Profit

Non Profit 501(c) (3)

Non Profit 501(c) (4)

Local Entity

University or College

Other (Please specify) Not-for-profit 501(c) 6

d. **Contact Name:** John Lux

e. **E-mail Address:** jlux@filmflorida.org

f. **Phone Number:** (407)494-6195

15. Lobbyist Contact Information

a. **Name:** Slater Bayliss

b. **Firm Name:** The Advocacy Group at Cardenas Partners

c. **E-mail Address:** swb@cardenaspartners.com

d. **Phone Number:** (850)222-8900