



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1431

1. **Title of Project:** 2020 Miami Int'l Agriculture, Horse & Cattle Show
2. **Senate Sponsor:** Anitere Flores
3. **Date of Submission:** 02/05/2019
4. **Project/Program Description:**
2020 Miami International Agriculture, Horse & Cattle Show
5. **State Agency to receive requested funds :** Department of Agriculture and Consumer Services
State Agency Contacted? No
6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	98,850
Fixed Capital Outlay	
Total State Funds Requested	98,850

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)	98,850	100.0%
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	0	0.0%
Other	0	0.0%
Total Project Costs for Fiscal Year 2019-2020	98,850	100.0%

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		150,000		Yes

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		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		



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Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	The requested funds will be used for the marketing and promotion of the 2020 Miami International Agriculture, Horse and Cattle Show.	98,850
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		98,850

11. Program Performance:

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

The marketing and promotion of the Miami International Agriculture, Horse & Cattle Show.

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

Marketing and promotion of the Miami International Agriculture, Horse & Cattle Show which will attract agri-business enterprises, businesspeople and visitors from Latin America, the Caribbean, Europe, and the United States and which will showcase, promote and support the agricultural side of Florida.

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

Local business and residents within Miami-Dade County, as well as Miami-Dade County as a whole, in addition to cattle farmers, agri-business enterprises and entrepreneurs, will benefit from receipt of the requested funds.

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

Local business and residents within Miami-Dade County, as well as Miami-Dade County as a whole, in addition to cattle farmers, agri-business enterprises and entrepreneurs, will benefit from receipt of the requested funds.

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

The 2020 Miami International Agriculture, Horse and Cattle Show is expected to improve agricultural promotion and education, stimulate activity, and increase tourism within Miami-Dade County, and is also expected to attract agri-business enterprises from Latin America, the Caribbean, and Europe, along with businesspeople and visitors from throughout the United States. Statistics will be gathered and analyzed recording the gross revenues of local businesses during the time-frame of the show, the number of visitors attending the show, and the number of sales and new business relationships resulting from contacts made at the show.

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?

N/A as the requested funding is for the marketing and promotion of the 2020 Miami International Agriculture, Horse, and Cattle Show.



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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 as the funding is not requested to finance capital.

13. Requestor Contact Information:

- a. **Name:** Senator Javier D. Souto
- b. **Organization:** Miami-Dade County Commissioner, District 10
- c. **E-mail Address:** district10@miamidade.gov
- d. **Phone Number:** (305)375-4835

14. Recipient Contact Information:

- a. **Organization:** Miami-Dade County
- b. **County:** Miami-Dade
- 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:** Aldo Gonzalez
- e. **E-mail Address:** Aldo.Gonzalez@miamidade.gov
- f. **Phone Number:** (305)375-4835

15. Lobbyist Contact Information

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