



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1720

1. **Title of Project:** Arcadia New Multi-Functional Facility

2. **Senate Sponsor:** Ben Albritton

3. **Date of Submission:** 02/06/2019

4. **Project/Program Description:**

The Arcadia Rodeo is requesting funds to complete phase 2 of the new multi-functional facility. Phase 2 includes the remaining construction of the museum dedicated to the history of the Florida Cowboy, kitchen, offices and contestant hospitality area. These areas are necessary to the everyday operations of the facility therefor effecting the amount and caliber of events held. It is our goal to consistently increase the current \$1.9 million dollar economic impact.

5. **State Agency to receive requested funds :** Department of Agriculture and Consumer Services

State Agency Contacted? Yes

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

Type of Funding	Amount
Operations	
Fixed Capital Outlay	1,000,000
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	9.05%
Federal	0	0.00%
State (excluding the amount of this request)	1,500,000	13.57%
Local	3,000,151	27.15%
Other	5,550,000	50.23%
Total Project Costs for Fiscal Year 2019-2020	11,050,151	100.0%

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		1,000,000	1452B	No

9. **Is future-year funding likely to be requested?** Yes

a. **If yes, indicate non-recurring amount per year.** Less than \$1 million

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



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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		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Remaining concrete, drywall, flooring, fixtures and equipment in the museum, kitchen, offices and contestant hospitality area.	1,000,000
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?

The funds will assist in the completion of phase 2 of the construction of our new facility. Phase 2 of construction includes a museum dedicated to the Florida Cowboy, kitchen, offices and the contestant hospitality area. The completion of these areas will allow us to consistently host larger more multifaceted events.

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

- Professional equestrian competitions - Youth Rodeo Events - 4-H and FFA equine and beef events - Safe Haven for displaced animals during disasters. (will greatly compliment the Turner Agri-Civic Center which is located directly west and has been used as a shelter, FEMA distribution site and Food For Florida site.) - Various non-equine events.

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

The professional equestrian competitions also serve as fundraisers for local youth organization such as Desoto Band Boosters, JROTC, Desoto/Sarasota Boys and Girls Club, Boy Scouts Troop 39, Desoto 4-H and Desoto FFA. We have a successful youth rodeo program that host approximately 170 youth from Desoto, Hardee, Charlotte and Manatee counties. Students compete for points to qualify for the finals where they can win money and prizes. Scholarships are also provided to qualifying graduating senior. Participants must keep a C grade average in order to compete and log 25 volunteer hours. The facility will also be a safe haven for displaced animals during natural disasters which will greatly compliment the Turner Agri-Civic Center which is a shelter and/or FEMA distribution site.

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

At Youth Risk, Grade School Students, High School Students, University/College Students, General(No specific Group). 100,000 to 150,000.



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

Enrich Cultural Experience - Phase 2 includes finishes to the William "Kayo" G. Welles Florida Cowboy Museum. Our goal is for it to become a hub for history buffs and a place to educate local youth. It is our goal to host 10 class field trips to the museum. The Desoto County Historical Society and Desoto County Schools will assist in measuring the benefit or outcome. Improve Agricultural Education - We will host multiple events for the Desoto 4-H and FFA including a horse camp, horsemanship workshop and beef shows. It is our goal to host 4 events directly related to the 4-H and FFA. The 4-H and FFA will assist measuring the benefit or outcome. Increase Tourism - As mentioned in the Policom Impact Report, 94% of spectators to the professional rodeos are from outside of Desoto county. This will increase due to increased events, capacity and marketing. We track the amount and type ticketing system.

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 Department may withhold all or portion of funds for deliverables deemed unsatisfactory.

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.

Not applicable. The Arcadia Rodeo is not owned by any individual. No single individual with receive any funds.

13. Requestor Contact Information:

- a. **Name:** Katherine Marks
- b. **Organization:** Arcadia All-Florida Championship Rodeo, Inc.
- c. **E-mail Address:** admin@arcadiarodeo.com
- d. **Phone Number:** (863)494-2014

14. Recipient Contact Information:

- a. **Organization:** Arcadia All-Florida Championship Rodeo, Inc.
- b. **County:** DeSoto
- 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:** Katherine Marks
- e. **E-mail Address:** admin@arcadiarodeo.com
- f. **Phone Number:** (863)494-2014

15. Lobbyist Contact Information



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- a. **Name:** Doug Holder
- b. **Firm Name:** The Legis Group, LLC
- c. **E-mail Address:** Doug@legisgroupfl.com
- d. **Phone Number:** (941)735-4755