



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 1847

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

4. **Project/Program Description**

The US Bureau of Labor Statistics projected jobs for 2012-2022 show Hospitality and Tourism will have the most job openings. Lauderdale's Commerce Visitors Bureau will be positioned directly on the State Road 7 Corridor to ensure prosperity of the tourism economy. The area is ranked in the Top Ten Destinations for resident travelers who spend a large portion of their travel dollars on restaurants, hotels, and retailers, making it advantageous for Lauderdale to develop a Commerce Visitors Bureau that will support and expand location-based activities, strategically align public and private partnerships, provide visitors with valuable information and services, and enhance opportunities for small and minority hospitality and tourism businesses.

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="415,500"/>
Fixed Capital Outlay	<input style="width: 80%;" type="text" value="300,000"/>
<b>Total State Funds Requested</b>	<b>715,500</b>

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="715500"/>	<input style="width: 80%;" type="text" value="88.0"/> %
<b>Matching Funds</b>		
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="100,000"/>	<input style="width: 80%;" type="text" value="12"/> %
Other	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
<b>Total Project Costs for Fiscal Year 2020-2021</b>	<b>815,500</b>	<b>100</b> %

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: 80%;" 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
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits	50 percent of full-time schedule/salary for Tourist Development Coordinator	25,000
Expense/Equipment/Travel/Supplies/Other	1) 10,000 local miles @ \$.55 per mile 2) office supplies 3) all-in-one computer and printer/scanner	10,500
Consultants/Contracted Services/Study	1) IT Support services 2) Marketing Coordination Services	35,000
<b>Operational Costs: Other</b>		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	1) Promotional materials (flyers, brochures, magazines), website 2) Mobile "CVB on Wheels" vehicle for events in Florida	125,000
Consultants/Contracted Services/Study	1) 100 percent full-time schedule/salary for Business Consultant will be committed to this project 2) Professional video contracted services	220,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering	Build-out of facility, furnishings (FF&E's), architect, plans/specifications	300,000
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>715,500</b>



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#### 11. Program Performance

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

A Commerce Visitors Bureau will support and expand location-based activities, strategically align public and private partnerships, provide visitors with valuable information and services, and enhance opportunities for small and minority hospitality and tourism businesses. Over the last ten years local, state and federal funds have enhanced the SR7 corridor transportation facilities; built a performing art center, a regional park, and a library; and provided a business façade grant program. These enhancements are precursors to the development of an integrated approach that congruently promotes tourism and assists the restaurant, retail, and hospitality businesses on the SR7 corridor to grow their capacity, revenue, and job creation.

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

Provide a welcome center, market local entertainment events and sport events to increase tourism, and provide assistance to local hospitality, restaurant, and retailers to increase their capacity, revenue, and job creation.

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

Job opportunities

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

The project will be located on the State Road 7 corridor which is located in Census tract 412 comprised of over 5,000 low income residents.

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

Use a database of visitors to specific events, hospitality print-outs of room bookings, database of restaurant bookings, and the number of marketing materials distributed. Collaborations with Visit Florida and other convention visitor bureaus.

- 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?

Standard Contract Penalties shall apply including, but not limited to: a 30-day cure process to meet deliverables or performance, amendments or modifications to contract by authorized officials in order to meet deliverables or performance measures, and if the agency determines that the award is subject to termination by the agency because the recipient has failed to comply with the terms and conditions of the award the financial obligations of the parties shall be those set forth in 2 CFR Part 200.339.



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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.**

City of Lauderhill

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.