



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2021-2022

LFIR # 1772

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

**4. Project/Program Description**

The Sankofa Black Cultural Tourism Enhancement Project will make Florida competitive with destinations such as New Orleans, Memphis, Birmingham, and Atlanta which have invested in African American historic sites and culture to attract tourists to those locales. The Sankofa Black Cultural Tourism Enhancement Project will support the infrastructure needs of new and existing African American history museums and festivals throughout the State of Florida, thereby increasing cultural tourism and revenue generated for the state.

5. **State Agency to receive requested funds**

**State Agency contacted?**  Yes

**6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022**

Type of Funding	Amount
Operations	2,500,000
Fixed Capital Outlay	500,000
<b>Total State Funds Requested</b>	<b>3,000,000</b>

**7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	3,000,000	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2021-2022</b>	<b>3,000,000</b>	<b>100%</b>

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2016-17	0	1,000,000	3108A	No

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

a. **If yes, indicate nonrecurring amount per year.**

b. **Describe the source of funding that can be used in lieu of state funding.**

Many of the operations included in the project are located in areas where tourism development tax dollars are available. Direct service organizations and foundations are potential funding sources.

10. **Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?**



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No

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

**11. 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	Twenty organizations will receive funds to cover salary and benefits for staff.	1,000,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Technology, marketing and promotional materials will be funded for twenty organizations.	1,000,000
Consultants/Contracted Services/Study	Contracted services will be engaged to digitize collections, develop and install pertinent exhibits, and support cultural programming for each organization.	500,000
<b>Operational Costs: Other</b>		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering	Structural changes will be funded as needed by each organization	500,000
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>3,000,000</b>

**12. Program Performance**

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

Funds will support structural improvements to historic sites in Florida connected to African American history and the civil rights movement. Additionally, archives and collections at the historic sites will be digitized and preserved for future generations. Marketing will elevate the brand of the sites through national promotions. Targeted sites are understaffed and funds will be used to support salaries and benefits.

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

Many historic sites connected to African American history are more than 50 years old and are deteriorating. Structural enhancements will stabilize the facilities and allow for public access. Developing the targeted sites as tourist attractions will generate tax dollars for the State of Florida. Festivals draw major audiences to tourist locations and will be promoted.

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

The project will expand the choices that citizens have to experience authentic activities, culture, artifacts and places connected to ethnic heritage and black cultural tourism. The Travel Industry of America highlighted that individuals who participate in cultural tourism engage in longer stays at destinations where they can experience cuisine, shopping, and stories about people of the past. This project will also create jobs and elevate property values in historic communities. Hotel occupancy will increase and Florida's tourism offerings will help to diversify the state's economy.

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

Meeting planners, travel destination coordinators, family reunions, senior tour participants, students, and individuals interested in ethnic and cultural tourism are among the target population to be served by this project.

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



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be measured?

Increased tourism, job creation, higher property values, and strengthened historic structures will be outcomes of this project. Baseline data on ethnic and cultural tourism will be used to determine if projected increases have occurred. Data will be collected from tourists at targeted sites and during festivals.

**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?**

Clawback provisions will be possible penalties if deliverables or performance measures provided in the contracts are not met.

**13. 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.**

Facilities such as the original Stanton High School of Jacksonville, the Harry T. and Harriette V. Moore Complex in Mims, the Wells' Built Museum in Orlando, and the Zora! Festival in Eatonville are targeted to receive capital outlay funding. These are nonprofit organizations owned by boards of directors. These organizations will be targeted to be involved in the Sankofa Black Cultural Tourism Enhancement Project.



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#### 14. Requestor Contact Information

a. First Name  Last Name

b. Organization

c. E-mail Address

d. Phone Number  Ext.

#### 15. 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

#### 16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number