



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1827

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

The Southeastern Deer Partnership is leading a regional effort to raise awareness among the non-hunting general public of the vital role hunting plays in wildlife conservation funding. The partnership is raising funds from partner states and all states receive a 3:1 federal match on their contribution for advertising in their state. The campaign consists of a documentary film, educational website, state specific ad content and an earned media effort. The film is narrated by country music celebrity Dustin Lynch and is slated to premier in mid-2023 with the public awareness ad campaign.

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

State Agency contacted?

6. **Amount of the Nonrecurring Request for Fiscal Year 2023-2024**

Type of Funding	Amount
Operations	200,000
Fixed Capital Outlay	0
Total State Funds Requested	200,000

7. **Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	200,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	200,000	100%

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

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

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

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

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



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

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List 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.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Funds will be spent developing and executing a statewide public awareness campaign, raising awareness of the vital role hunting plays in wildlife conservation, as well as the impacts it has on mental health and insurance.	200,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		200,000

14. Program Performance

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

Engaging and encouraging Floridians to explore hunting and the impacts it can have on conservation in Florida. Research shows most Floridians don't know that hunters and anglers are the primary funders of conservation jeopardizing the future of America's world class wildlife conservation model.

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



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A public awareness campaign on both digital and physical mediums.

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

Citizens will be provided with information regarding hunting and conservation in Florida. Additionally, Floridians will be educated on how funding from hunting helps benefit Florida's unique endangered species.

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

The target population that will be served by this project are Floridians who have a general interest in the outdoors, hunting, and conservation. It will be a statewide campaign.

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

Tracking campaign engagement to better understand those interested in the different aspects of the campaign. This data could be used by the state to better messaging or other analytics with regards to hunting and conservation in Florida.

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?

The National Deer Association will pay \$1,000 per day for each day deliverables are not met in accordance with the contract.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

16. 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



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17. Lobbyist Contact Information

a. Name	<input type="text" value="Adrian Lukis"/>
b. Firm Name	<input type="text" value="Ballard Partners"/>
c. E-mail Address	<input type="text" value="adrian@BALLARDPARTNERS.COM"/>
d. Phone Number	<input type="text" value="(850)577-0444"/>