



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1400

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The goal is to market and promote Florida as a production destination. Telling the Florida story to the worldwide audience will help attract high-wage, high-tech jobs to Florida to be filled by our residents, helping to grow and diversity our economy while enhancing tourism. Additionally, industry professionals have been working in Florida for decades. The goal is to bridge the gap between experienced pros and recent graduates from Florida's educational institutions, which are some of the best in the country.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026

Type of Funding	Amount
Operating	750,000
Fixed Capital Outlay	0
Total State Funds Requested	750,000

7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	750,000	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 2025-2026	750,000	100%

8. Has this project previously received state funding?

If yes, provide the most recent instance:

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future-year 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.

Complete questions 10 and 11 for Fixed Capital Outlay Projects



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10. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

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?

e. What funding stream will be used for ongoing operations and maintenance of the project?

11. 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.

12. 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		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Contract with a not-for-profit entity to design and implement a marketing and workforce development program to promote Florida as a production destination and connect Florida residents with jobs in the industry.	750,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		750,000

13. Program Performance

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

A global audience will become more aware of Florida as a production destination and Florida's film and digital media graduates will be able to find jobs in our state, rather than having to move out-of-state for work. With enhanced marketing, projects should follow. Additional marketing and promotion will result in an increase in production metrics, showing increased economic activity. One single production can spend upwards of \$150,000 per day in a local area generating significant local and state tax revenues.

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



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Marketing: Dedicated marketing and advertising through international industry publications, participation in international film markets, participation and sponsorship of international trade shows and special events.

Workforce Development: Organization and execution in workshops and skills transfer seminars and trainings.

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

This program will market Florida as a destination for media productions, with the goal of increasing tourism and creating jobs within our state. Citizens will have the opportunity to learn transferable skills as well as qualify for jobs created by additional projects in Florida. This program will help more students stay in Florida as opposed to move to other states.

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

An average feature film or TV series can put \$150,000 per day in the pockets of citizens and small businesses, hiring 1000+ Floridians. In 2023, the average annual wage for a film and entertainment industry professional in FL was \$101,684, exceeding the state's average annual wage for all industries of \$66,443 by 53% (according to FL DOC Bureau of Workforce Statistics and Economic Research).

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

To measure the outcome of this effort, one would look to see if Floridians as well as visitors from around the world are inspired to learn more about and visit locations used for film and television production. Additionally, areas that see increases in production will see additional documented spending in the community and will be able to track additional tax collections from projects. Furthermore, tourism will increase the more Florida appears on screen for potential visitors to see. his program will help more students stay in Florida as opposed to move to other states.

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?

Failure to meet deliverables would result in forfeiture of payment from state.

14. Is this project related to mitigation, response, or recovery from a natural disaster? No

a. If Yes, what phase best describes the project?

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:



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16. Has the entity applied for or received state assistance for this project (other than this request)?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

18. 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 **Ext.**

19. Lobbyist Contact Information

a. Name

b. Firm Name



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c. E-mail Address

d. Phone Number

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.