Appropriations Project Request - Fiscal Year 2020-21

For projects meeting the Definition of House Rule 5.14

1. Title of Project: <u>In-State Tourism Marketing Campaign</u>
2. Date of Submission: <u>11/04/2019</u>
3. House Member Sponsor: <u>Holly Raschein</u>
   Members Copied:

4. DETAILS OF AMOUNT REQUESTED:

   a. Has funding been provided in a previous state budget for this activity?   <u>Yes</u>
   If answer to 4a is "No" skip 4b and 4c and proceed to 4d, Col. E
   b. What is the most recent fiscal year the project was funded? <u>2016-17</u>
   c. Were the funds provided in the most recent fiscal year subsequently vetoed? <u>No</u>
   d. Complete the following Project Request Worksheet to develop your request:

FY:	Input Prior Year Appropriation for this project for FY **2019-20** (If appropriated in 2019-20 enter the appropriated amount, even if vetoed.)			Develop New Funds Request for FY **2020-21** (Requests for additional RECURRING funds are prohibited.)		
Column:	A	B	C	D	E	F
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated (Recurring plus Nonrecurring: column A + column B)	Recurring Base Budget (Will equal non-vetoed amounts provided in Column A)	**Additional Nonrecurring Request**	**TOTAL Nonrecurring plus Recurring Base Funds** (Will equal the amount from the Recurring base in Column D plus the Additional Nonrecurring Request in Column E.)
Input Amounts:					2,000,000	2,000,000

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2020-21? <u>No</u>
   5a. If yes, which state agency?
   5b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?   Department of Business and Professional Regulation
   5c. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? <u>Yes</u>
   5d. Describe penalties for failing to meet deliverables or performance measures which the agency should provide in its contract to administer the funding if appropriated.

Failure to meet deliverables would result in financial consequences including withholding of funding or reduction in specified payments.

6. Requester:
    a. Name: Carol Dover
    b. Organization: Florida Restaurant and Lodging Association, President & CEO
    c. Email: cdover@frla.org
    d. Phone #: (850)224-2250

7. Contact for questions about specific technical or financial details about the project:
    a. Name: Carol Dover
    b. Organization: Florida Restaurant and Lodging Association, President & CEO
    c. Email: cdover@frla.org
    d. Phone #: (850)224-2250

8. Is there a registered lobbyist working to secure funding for this project?
    a. Name: Andrew Palmer
    b. Firm: Metz, Husband & Daughton
    c. Email: andy.palmer@mhdfirm.com
    d. Phone #: (850)205-9000

9. Organization or Name of entity receiving funds:
    a. Name: The Florida Restaurant and Lodging Association
    b. County (County where funds are to be expended): Statewide
    c. Service Area (Counties being served by the service(s) provided with funding): Statewide

10. What type of organization is the entity that will receive the funds? (Select one)
    ○ For Profit
    ○ Non Profit 501(c) (3)
    ⊙ Non Profit 501(c) (4)
    ○ Local Government
    ○ University or College
    ○ Other (Please describe)

11. What is the specific purpose or goal that will be achieved by the funds being requested?

Funds are transferred from the Hotels and Restaurants Trust Fund to contract with the Florida Restaurant and Lodging Association to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. The campaign requires a private matching program and is conducted throughout the state, as approved by and monitored by DBPR and the FRLA for the purpose of promoting tourism.

12. Provide specific details on how funds will be spent. (Select all that apply)

Spending Category	Description	Nonrecurring (Should equal 4d, Col. E) Enter "0" if request is zero for the category
Administrative Costs:		
☐a. Executive Director/Project Head Salary and Benefits		
☐b. Other Salary and Benefits		
☐c. Expense/Equipment/Travel/Supplies/Other		
☐d. Consultants/Contracted Services/Study		
Operational Costs:		
☐e. Salaries and Benefits		
☑f. Expenses/Equipment/Travel/Supplies/Other	Basic expenses such as staff travel, promotional items, printing, booth rental, equipment rental, office supplies.	50,000
☑g. Consultants/Contracted Services/Study	Marketing, public relations, administrative funding, support for events. This has a 1:1 match with private funds.	1,950,000
Fixed Capital Construction/Major Renovation:		

☐h. Construction/Renovation/Land/Planning Engineering		
TOTAL		2,000,000

13. For the Fixed Capital Costs requested with this issue (In Question 12,   category "h. Fixed Capital Outlay" was selected), what type of ownership will the facility be under when complete? (Select one correct option)

○For Profit

○Non Profit 501(c) (3)

○Non Profit 501(c) (4)

○Local Government (e.g., police, fire or local government buildings, local roads, etc.)

○State agency owned facility (For example: college or university facility, buildings for public schools, roads in the state transportation system, etc.)

○Other (Please describe)

14. Is the project request an information technology project?
No

15. Is there any documented show of support for the requested project in the community including public hearings, letters of support, major organizational backing, or other expressions of support?
Yes

15a. Please Describe:
The private match of program dollars illustrations support from organizations and entities across the state. Additionally, anecdotal support is available through letters, public testimony at legislative hearings and phone calls.

16. Has the need for the funds been documented by a study, completed by an independent 3rd party, for the area to be served?
No

17. Will the requested funds be used directly for services to citizens?
Yes

17a. What are the activities and services that will be provided to meet the purpose of the funds?
Activities include (but are not limited to): arts, cultural, historical, agricultural and equine events.

17b. Describe the direct services to be provided to the citizens by the funding requested.
Services for citizens include (but are not limited to) recreation and education.

17c. Describe the target population to be served (i.e., "the majority of the funds requested will serve these target populations or groups.").
Select all that apply to the target population:
☐Elderly persons
☐Persons with poor mental health
☐Persons with poor physical health
☐Jobless persons
☑Economically disadvantaged persons
☐At-risk youth
☐Homeless
☐Developmentally disabled
☐Physically disabled
☐Drug users (in health services)
☐Preschool students
☐Grade school students
☐High school students
☐University/college students
☐Currently or formerly incarcerated persons
☐Drug offenders (in criminal Justice)
☐Victims of crime
☑General (The majority of the funds will benefit no specific group)
☐Other (Please describe)

17d. How many in the target population are expected to be served?
○< 25
○25-50
○51-100
○101-200
○201-400
○401-800
◉>800

18. What benefits or outcomes will be realized by the expenditure of funds requested? (Select each Benefit/Outcome that applies)

Benefit or Outcome	Provide a specific measure of the benefit or outcome	Describe the method for measuring level of benefit

☐Improve physical health		
☐Improve mental health		
☑Enrich cultural experience	Local events such as the songwriters' festivals provide support to diverse areas of the state.	Local financial impact to the tourism, dining and lodging industry as a result of marketing efforts and events.
☑Improve agricultural production/promotion/education	Local events such as regional food festivals and equitourism highlight Florida's strong agricultural industry. These events also occur in lower-profile and rural regions of the state.	Events promoting local and sustainable food and agricultural products highlight region's distinct resources and support local businesses.
☐Improve quality of education		
☑Enhance/preserve/improve environmental or fish and wildlife quality	Local events such as regional food festivals and equitourism highlight Florida's strong agricultural industry. These events also occur in lower-profile and rural regions of the state.	Events promoting local and sustainable food and agricultural products highlight region's distinct resources and support local businesses.
☐Protect the general public from harm (environmental, criminal, etc.)		
☐Improve transportation conditions		
☑Increase or improve economic activity	Event promotion assists with a financial impact to regional areas across the state.	Events have a positive financial impact to local food, hospitality, cultural, and retail industries.
☑Increase tourism	The program promotes tourism across the state, not just in major media markets. These regional areas need support in attracting Floridians from outside the community to travel to their area and	The program objective is to increase in-state tourists to explore more of Florida rather than leave the state for events and vacations.

	events.	
☑Create specific immediate job opportunities	The program supports the hospitality and tourism industry, the largest industry in the state.	These programs often assist with filling gaps in the season or extending tourism seasons, which helps local regions support the workforce.
☐Enhance specific individual's economic self sufficiency		
☐Reduce recidivism		
☐Reduce substance abuse		
☐Divert from Criminal/Juvenile justice system		
☐Improve wastewater management		
☐Improve stormwater management		
☐Improve groundwater quality		
☐Improve drinking water quality		
☐Improve surface water quality		
☐Other (Please describe):		

19. Provide the total cost of the project for FY 2020-21 from all sources of funding (Enter "0" if amount is zero):

Type of Funding	Amount	Percent of Total	Are the other sources of funds guaranteed in writing?
1. Amount Requested from the State in this Appropriations Project Request:	2,000,000	50.0%	N/A
2. Federal:	0	0.0%	No
3. State: (Excluding the requested Total Amount in #4d,	0	0.0%	No

Column F)			
4. Local:	0	0.0%	No
5. Other:	2,000,000	50.0%	Yes
TOTAL	4,000,000	100%	

20. Is this a multi-year project requiring funding from the state for more than one year?
<u>No</u>