

Appropriations Project Request - Fiscal Year 2017-18

For projects meeting the Definition of House Rule 5.14

1. Title of Project: In-State Marketing Program to Promote Florida Tourism

2. Date of Submission: 02/07/2017

3. House Member Sponsor: Jay Trumbull

Members Copied:

4. DETAILS OF AMOUNT REQUESTED:

a. Has funding been provided in a previous state budget for this activity? Yes

If answer to 4a is ?NO? skip 4b and 4c and proceed to 4d

b. What is the most recent fiscal year the project was funded? 2016-17

c. Were the funds provided in the most recent fiscal year subsequently vetoed? No

d. Complete the following Project Request Worksheet to develop your request (Note that column E will be the total of Recurring funds requested and Column F will be the total Nonrecurring funds requested, the sum of which is the Total of the Funds you are requesting in column G):

FY:	Input Prior Year Appropriation for this project for FY 2016-17 <i>(If appropriated in 2016-17 enter the appropriated amount, even if vetoed.)</i>			Develop New Funds Request for FY 2017-18 <i>(Requests for additional RECURRING funds are prohibited. Any additional Nonrecurring funding requested to supplement recurring funds in the base will result in the base recurring amount being converted to Nonrecurring .)</i>		
	Column:	A	B	C	D	E
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated <i>(Recurring plus Nonrecurring: column A + column B)</i>	Recurring Base Budget <i>(Will equal non-vetoed amounts provided in Column A)</i>	Additional Nonrecurring Request	TOTAL Nonrecurring Request <i>(Will equal the amount from the Recurring base in Column D to be CONVERTED to Nonrecurring plus the Additional Nonrecurring Request in Column E. These funds will be appropriated non-recurring if funded in the House Budget or the Final Conference Report on the budget.)</i>
Input Amounts:		2,500,000	2,500,000		1,000,000	1,000,000

5. Are funds for this issue requested in a state agency?s Legislative Budget Request submitted for FY 2017-18? No

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? For example, if the requested issue pertains to services provided to inmates at correctional facilities, the Department of Corrections would be the most appropriate state agency. Department of Business and Professional Regulation

6. Requester:

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

7. Contact for questions about specific technical or financial details about the project (Please retype if same as Requester):

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

8. If there is a registered lobbyist, fill out the lobbyist information below.

- a. Name: Andy Palmer
- b. Firm: Metz, Husband & Daughton, PA
- c. Email: andy.palmer@mhdfirm.com
- d. Phone #: (850)205-9000

9. Organization or Name of Entity Receiving Funds(Please retype if same as Requestor or Contact):

- a. Name: Florida Restaurant and Lodging Association, Inc.
- 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, Inc., to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. This campaign requires a private matching program and is conducted throughout the state, as approved by and monitored by DBPR and the Florida Restaurant and Lodging Association, Inc., 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. F) Enter ?0? if request is zero for the category
Administrative Costs:		
<input type="checkbox"/> a. Executive Director/Project Head Salary and Benefits		
<input checked="" type="checkbox"/> b. Other Salary and Benefits	Staff support events and media programs	20,000
<input checked="" type="checkbox"/> c. Expense/Equipment/Travel/Supplies/Other	Event travel, preplanning and site visits	40,000
<input checked="" type="checkbox"/> d. Consultants/Contracted Services/Study	Marketing professionals, videography and photography services	40,000
Operational Costs:		
<input type="checkbox"/> e. Salaries and Benefits		
<input type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> g. Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		

<input type="checkbox"/> h. Construction/Renovation/Land/Planning Engineering		
TOTAL		100,000

13. For the Fixed Capital Costs requested with this issue, what type of ownership will the facility be under when complete? (In Question 12, if ?h. Fixed Capital Outlay? was not selected, question 13 is not applicable)

N/A

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 program intrinsically has support from major organizational backing through the private matching requirement. In addition, there is anecdotal support 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?

No

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

Benefit or Outcome	Provide a specific measure of the benefit or outcome	Describe the method for measuring level of benefit
<input type="checkbox"/> Improve physical health		
<input type="checkbox"/> Improve mental health		
<input checked="" type="checkbox"/> 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.

	and promote the arts and music.	
<input checked="" type="checkbox"/> Improve agricultural production/promotion/education	Local events such as regional food festivals and equitourism highlight Florida?s critical agricultural industry strengths. These events also frequently occur in lower-profile regions of the state.	Events promoting local and sustainable food and agricultural products highlight regions? distinct resources and support local businesses.
<input type="checkbox"/> Improve quality of education		
<input checked="" type="checkbox"/> Enhance/preserve/improve environmental or fish and wildlife quality	Local events such as regional food festivals highlight Florida?s critical agricultural industry strengths. These events also frequently occur in lower-profile regions of the state.	Events promoting local and sustainable food and agricultural products highlight regions? distinct resources and support local businesses.
<input type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.)		
<input type="checkbox"/> Improve transportation conditions		
<input checked="" type="checkbox"/> 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 the local food, hospitality and shopping industries.
<input checked="" type="checkbox"/> Increase tourism	This program promotes tourism across the state, not just in the major markets of Orlando and Miami. These regional areas need support in attracting tourists to their areas and events.	The program objective is to increase in-state tourists to explore more of Florida rather than leave the state for events and vacations.
<input checked="" type="checkbox"/> Create specific immediate job opportunities	This program supports the hospitality and tourism industry and helps employ Floridians.	These programs often assist with filling gaps or extending tourism ?seasons? helping local regions support workers.

<input checked="" type="checkbox"/> Enhance specific individual's economic self sufficiency	This program supports the hospitality and tourism industry and helps employ Floridians.	These programs often assist with filling gaps or extending tourism seasons? helping local regions support workers.
<input type="checkbox"/> Reduce recidivism		
<input type="checkbox"/> Reduce substance abuse		
<input type="checkbox"/> Divert from Criminal/Juvenile justice system		
<input type="checkbox"/> Improve wastewater management		
<input type="checkbox"/> Improve stormwater management		
<input type="checkbox"/> Improve groundwater quality		
<input type="checkbox"/> Improve drinking water quality		
<input type="checkbox"/> Improve surface water quality		
<input checked="" type="checkbox"/> Other (Please describe): Assistance following natural disasters and other tragedies.	Regional events are responsive to local regional impacts such as hurricane recovery, highly public violent incidents (such as the Pulse nightclub shooting), Zika response, etc.	By responding to local areas in their time of need, these marketing programs assist local communities in their recovery from natural disasters and other tragic events.

19. Provide the total cost of the project for FY 2017-18 from all sources of funding (Enter 0 if amount is zero):

Type of Funding	Amount	Percent of Total (Automatically Calculates)	Are the other sources of funds guaranteed in writing?
1. Amount Requested from the State in this Appropriations Project Request:	1,000,000	100.0%	N/A
2. Federal:	0	0.0%	No

3. State: (Excluding the requested Total Amount in #4d, Column F)	0	0.0%	No
4. Local:	0	0.0%	No
5. Other:	0	0.0%	Yes
TOTAL	1,000,000	100%	

20. Is this a multi-year project requiring funding from the state for more than one year?

No