

# Marketing and Business Recruitment Expenses

Fla. Stat. § 288.904(6)(d) 5 (2017)

Select Florida

Virtual

November 30 - December 2, 2021

Purpose: Building on the strength of the national SelectUSA FDI-promotion brand, the 3-day event highlighted Florida's attractiveness as a leading global investment destination for foreign companies, which already have invested close to \$100 billion in the state, employing nearly half a million Floridians.

A series of live webinars covered crucial topics such as Florida's welcoming business climate, innovation economy, diverse economic regions and sectors, and testimonials from foreign companies who have invested in Florida. Special attention was paid not just to the reasons why to invest in Florida, but also on how to invest in the state.

<b>Category</b>	<b>Amount</b>
Revenue	\$ -
Event and Venue	120,250
Sponsorship	-
Transportation	-
Lodging	-
Meals and per diem	-
Promotional Material & Misc.	199,958
<b>Total Event Expense</b>	<b>\$ 320,208</b>

\* Includes \$ - in private monies