



# Florida Fish and Wildlife Conservation Commission

Financial Business Plan

## Presentation Outline

- Overview of financial business plan project
  - Phase II – Julie Reed
- Financial Gap Analysis for FY 10/11
  - Sandy Wilson
- Review price point surveys
  - Brett Boston, Group Solutions
- Status report; preliminary funding options
  - Curtis Brown

## Phase I Review

- Option C: Status quo – Develop funding needed to maintain the current level of services only
- Option D: Enhancements – Provide current service levels with some enhancement of existing programs

## Phase II

- Phase II designed to generate revenue options needed to maintain and enhance current programs and services with stakeholder guidance and support.

## Phase II

- Stakeholder meetings
- Topics included:
  - Freshwater fishing
  - Saltwater fishing
  - Non-governmental Organizations
  - Fishing Guides
  - Hunting
  - Boating
  - Wildlife Viewing, Canoeing, Kayaking, & Other interests

# Stakeholder Messages

- Education
  - programs, services, and funding
- Partner
  - Organizations, volunteers, governmental entities, businesses
- Transparency –
  - How is money being used?