



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2071

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. **Project/Program Description**

The purpose is to provide the Foreign Trade Zones off port sites with the tools and training necessary enabling the small business occupants to be financially sustainable and successful in their business pursuits. Additionally, to provide resource support to the owners of properties of the Foreign Trade Zones and the small business occupants housed in these enterprise locations. This program will provide mentoring for small businesses and further support their need to be successful. The implemented program identified businesses in the FTZ's that needed support and provided information on the benefits within the FTZ sites. Working with property owners we increased awareness by installing signs and other features highlighting the presence of the FTZ Program. We will continue this exercise as we engage possible expansion of the zones outside of the pilot city. Initiatives have begun to expand the initial pilot to include the FTZ's located in the City of Miramar.

5. **State Agency to receive requested funds**
- State Agency contacted?     Yes     No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input style="width: 100%;" type="text" value="1,000,000"/>
Fixed Capital Outlay	<input style="width: 100%;" type="text" value="000"/>
<b>Total State Funds Requested</b>	<b>1,000,000</b>

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input style="width: 100%;" type="text" value="1000000"/>	<input style="width: 100%;" type="text" value="100.0"/> %
<b>Matching Funds</b>		
Federal	<input style="width: 100%;" type="text" value="00"/>	<input style="width: 100%;" type="text" value="0"/> %
State (excluding the amount of this request)	<input style="width: 100%;" type="text" value="00"/>	<input style="width: 100%;" type="text" value="0"/> %
Local	<input style="width: 100%;" type="text" value="00"/>	<input style="width: 100%;" type="text" value="0"/> %
Other	<input style="width: 100%;" type="text" value="00"/>	<input style="width: 100%;" type="text" value="0"/> %
<b>Total Project Costs for Fiscal Year 2020-2021</b>	<b>1,000,000</b>	<b>100</b> %

8. **Has this project previously received state funding?**     Yes     No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

9. **Is future-year funding likely to be requested?**     Yes     No

If yes, indicate nonrecurring amount per year.



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2071

**10. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Responsibilities will include overall management of administrative and operational activities of the program to include monitoring, quarterly review and evaluation of participant businesses and their progress, and performance over the course of the program.	100,717
Other Salary and Benefits	Three salaried positions: 1 full time program coordinator and 2 part-time coordinators in support of the program demands and initiatives.	119,844
Expense/Equipment/Travel/Supplies/Other	Program participants support, trade and industry publication subscriptions, conference attendances, membership subscription and fees, promotional/marketing materials (print, broadcast, social media, etc.), and collaterals.	140,000
Consultants/Contracted Services/Study	Instructors who will provide both in person one and one instruction, and online intermediate training, curriculum development. The participants will be provided with instructional materials (software, books, technology) course fees (online & in person) during the period of mentor-ship and business development to sustainable profitability thereby contributing to the economic development of the cities and the county.	639,439
<b>Operational Costs: Other</b>		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>1,000,000</b>



# The Florida Senate Local Funding Initiative Request Fiscal Year 2020-2021

LFIR # 2071

## 11. Program Performance

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

The specific goal of this request is to be able to provide small businesses (true small businesses (1 to 25 employees) ) that operate within the Foreign Trade Zones with the resources and support that they need to be able to compete and be economically successful, bolstered by the increase trade that the expansion of the Panama Canal brings. This will allow them to be able to create job opportunities as their businesses begin to blossom and true economic development will occur in the areas of service, the municipalities and the counties

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

We have analyzed and evaluated the needs of 15 of the 45 possible businesses identified as prospective active participants and have enrolled 6 in the International Business and Foreign Trade (IBFT) curriculum developed within Broward College in the Economic Development Department. We have drafted a 1-3 year improvement plan for three companies, a deliverable, while expanding outreach to companies strategically placed in the pilot city of Lauderdale Lakes. In the second phase of the program we have been providing specific tools required for companies participating in the program. Companies have begun implementation of the improvement plans drafted for those ready for the next phase. The second and third phases will expend a significant portion of the total budget on direct client services. Lack of funding in the 2017/2018 and 2018/19 cycles have inhibited the expansion of enrollment into Broward College for the other 9 participants in the IBFT Level 1 (of 3 levels) program.

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

The direct services to be provided to the businesses assessed to be included as a participant in the Seaport Training Project are as follows: business evaluation and analysis; system establishment; marketing; accounting and taxation; social media utilization and optimization strategies; logistics and warehousing support; international trade; market segmentation; transportation logistics; management and logistics; import and export; international costing and pricing; international marketing; business plan development; and other related business administration subject areas.

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

The target population are small businesses that occupy the off site Foreign Trade Zones located in the cities of Lauderdale Lakes (formerly the pilot city), Oakland Park whose businesses are located in the Lauderdale Lakes Industrial Estates Complex, and the City of Miramar. Currently in the City of Lauderdale Lakes/Oakland Park, there are currently 45 businesses that have been identified as possible participants, 15 of whom have been assessed for direct participation and 6 are currently registered and enrolled in the IBFT module at Broward College. The other 9 businesses are being counseled and serviced but cannot be registered because of the lack of funding in the 2017/2018 budget cycle. The expansion of the pilot to include the City of Miramar's zone will increase the number of possible participants and is dependent on funding.

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

Increased efficiency and success of small businesses occupying Foreign Trade Zones as a result of counseling and training received through their participation in the Seaport Training Project. The successes will be measured by the successful registration and completion of a designed program (IBFT) which consists of three levels of instruction and results in certification at the completion of the Level 3 module.

### 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?

Reduction or elimination of future funding requests.



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2071

12. **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.**

N/A

13. **Requestor Contact Information**

- a. First Name  Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number  Ext.

14. **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

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number  Ext.