



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1416

**1. Title of Project:** Florida / Puerto Rico: 2 Markets that Work for You

**2. Senate Sponsor:** Anitere Flores

**3. Date of Submission:** 01/22/2019

**4. Project/Program Description:**

This project will promote Puerto Rico and Florida as markets for increased business and trade - helping business people and entrepreneurs to learn the rules and regulations of the other market, and to meet and network with like-minded individuals wishing to expand their businesses. The Dynamic Community Development Corporation (CDC) - with nearly two decades of experience in business and economic development - will place its network of business people, experts, and officials in the public sector at the disposal of project participants. Through an increase of business between these two markets, we look forward to a related increase in tourism, cultural exchange, and business development.

**5. State Agency to receive requested funds :** Department of Economic Opportunity

State Agency Contacted? No

**6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	160,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>160,000</b>

**7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	160,000	68.38%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local	64,000	27.35%
Other	10,000	4.27%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>234,000</b>	<b>100.0%</b>

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

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

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



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Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Executive Director - Salary & Benefits	35,000
Other Salary and Benefits	Financial Officer - Salary & Benefits	15,000
Expense/Equipment/Travel/Supplies/Other	Supplies & Travel	3,000
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Outreach Officer (Florida Market); Outreach Officer (Puerto Rico Market); Event Coordinator.	45,000
Expense/Equipment/Travel/Supplies/Other	Supplies & Travel (\$4,000) Programs, workshops, events (\$55,000)	59,000
Consultants/Contracted Services/Study	Accounting Services.	3,000
<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>160,000</b>

**11. Program Performance:**

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

As many Puerto Rican businesses have expanded into Florida - and as we wish to encourage Florida based businesses to create business relationships and partnerships in Puerto Rico - Dynamic CDC will provide technical business information and guidance to facilitate this expansion such as the legal requirements, state tax responsibilities, and special initiatives for businesses seeking to expand into these two markets. Dynamic CDC will not encourage any business to cease operations in a market, but rather to expand and benefit both markets.

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

Dynamic CDC will organize workshops targeting, in particular, low-income, minority, and women-owned businesses. When doing intake of participating businesses, we will ascertain their business technical assistance requirements and provide requisite services through our staff or through collaborative CBO's. Professional services will be provided by outside professionals. For businesses seeking to enter the Florida market, we will provide matchmaking services and referrals to government, public-sector business agencies, and microloan and banking referrals, etc.

**c. What are the direct services to be provided to citizens by the appropriations project?**

As detailed in "b" above, we will provide direct technical business assistance, business assistance through a network of collaborating CBO's and professionals, workshops providing both educational speakers on a variety of business-related subjects and an opportunity to network, and staff familiar with the business markets of Florida and Puerto Rico to assist in business expansion and/or creating trading partnership in Florida .

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



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The target population of this project are business people in the State of Florida who wish to further educate themselves on the rules and regulations of doing business in multiple markets, and who wish to expand their businesses - either through creation of new business partnerships and/or expansion of their business into a new market. We will target, in particular, low-income, minority, and women-owned businesses for these services. We expect to assist 120 individuals and businesses with these services.

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

The expected benefits of this project are: (a) a business community better informed on the rules, regulations, and benefits of doing business in the markets of Florida and Puerto Rico; (b) business owners who have made new business contacts in another market - thereby expanding their sales into two markets; and (c) businesses which have physically expanded their business into a second market. The Outreach & Intake officers - both for the Florida and Puerto Rico markets - will be charged with providing ongoing services and follow-up analysis.

**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?**

Standard contract penalties.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

n/a

**13. Requestor Contact Information:**

- a. **Name:** Luis De Rosa
- b. **Organization:** Dynamic Community Development Corporation
- c. **E-mail Address:** info@dynamiccdc.com
- d. **Phone Number:** (305)576-0010

**14. Recipient Contact Information:**

- a. **Organization:** Dynamic Community Development Corporation
- b. **County:** Miami-Dade
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)
  - Local Entity
  - University or College
  - Other (Please specify)
- d. **Contact Name:** Luis De Rosa
- e. **E-mail Address:** info@dynamiccdc.com
- f. **Phone Number:** (305)576-0010



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#### 15. Lobbyist Contact Information

- a. **Name:** None
- b. **Firm Name:** None
- c. **E-mail Address:**
- d. **Phone Number:**