



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1663

**1. Title of Project:** Opportunity West Lakes

**2. Senate Sponsor:** Randolph Bracy

**3. Date of Submission:** 02/08/2019

**4. Project/Program Description:**

Working alongside residents, business leaders, and public officials at the local level, West Lakes will be home to \$100M in new investments that impact education, health, housing quality, and homeownership. As we continue building conduits for equitable investment, the West Lakes Partnership is doubling down on the economic viability of West Lakes. As a designated Opportunity Zone, West Lakes is in the path of unprecedented investment from across the country. The funds requested will provide West Lakes Partnership with capacity to add staff focused on marketing, attracting, and guiding Opportunity Zone investments. The goal is to have a local partner at the table to connect opportunities with investment, building relationships that lead to powerful and lasting success for West Lakes. As part of this strategy, we include a jobs partnership with CareerSource and a neighborhood, business safety, and crime prevention program.

**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	100,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>100,000</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)	100,000	66.67%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	50,000	33.33%
Other	0	0.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>150,000</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



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#### 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		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	An economic development specialist to develop materials, such as a prospectus and website, highlighting the investment opportunity of West Lakes and the value of the Opportunity Zone. This specialist will also work to recruit businesses and do significant outreach to investor funds.	60,000
<b>Operational Costs:</b>		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Website and additional collateral to market the Opportunity Zone, promote the West Lakes Safety and Crime Prevention Program, and advertise the job placement partnership with CareerSource.	20,000
Consultants/Contracted Services/Study	As part of this economic vitality strategy, West Lakes Partnership will support a job program partnership with CareerSource to connect West Lakes residents to better paying job opportunities. They will provided office space in West Lakes footprint to directly serve residents.	20,000
<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>100,000</b>

#### 11. Program Performance:

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

The goal of Opportunity West Lakes is to have a local partner at the table to connect opportunities with investment, building relationships that lead to powerful and lasting success for West Lakes. As an additional outcome of this funding, West Lakes Partnership hopes this becomes a model of investment in Opportunity Zones that results in economic gardening, supports local employment, increases entrepreneurship, and demonstrates the success of these tax-deferment programs. As part of this strategy, we will support a jobs program partnership with CareerSource to connect West Lakes residents directly to better paying job opportunities and seed the first year of a crime prevention program that marries our business community with West Lakes' five residential neighborhoods, for a West Lakes wide safety and crime prevention plan.

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



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Grow the capacity of West Lakes Partnership to add an economic development specialist focused on raising the profile of our investment-ready Opportunity Zone and recruiting/connecting investor funds to local opportunities. Additionally, a partnership with CareerSource that provides direct services to residents in West Lakes seeking greater employment and a West Lakes resident & business safety and crime prevention program.

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

Our jobs program with CareerSource will directly serve residents as a connection to prospective job opportunities with better pay. The safety and crime prevention program marries 5 neighborhoods (30,000 residents) and the business community to reduce crime and build stronger relationships with the Orlando Police Department (OPD), whose new HQ sits at the boundary of our footprint. The economic development specialist will raise the profile of our Opportunity Zone and recruit and connect investors and local entrepreneurs.

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

Entrepreneurs, economically disadvantaged persons, Jobless persons, at-risk youth, high school students, and the thousands of residents within the West Lakes footprint. At least 201-400 expected to be served.

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

Increase or improve economic activity: Greater investment in the West Lakes footprint including business openings and business improvements, recorded by business and building permits submitted to the City of Orlando. Enhance specific individual's economic self sufficiency: Local residents will gain greater employment through the Jobs Partnership Program, measured by the number of residents who are placed in a new and better paying job as documented by CareerSource's interaction with clients. Divert from Criminal/Juvenile justice system: reduced drug related incidents in West Lakes due to job placement and the activity of the West Lakes Safety and Crime Prevention program, measured by thumber of youth placed in a new and better paying job as documented by CareerSource's interaction with clients. Decrease in crime by youth as measured by OPD's crime reports.

**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?**

Funding to be withheld until corrective action is completed.

**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:** Timothy Ayers
- b. **Organization:** West Lakes Partnership
- c. **E-mail Address:** tayers@westlakespartnership.org
- d. **Phone Number:** (407)955-4243

**14. Recipient Contact Information:**



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- a. **Organization:** West Lakes Partnership
- b. **County:** Orange
- 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:** Timothy Ayers
- e. **E-mail Address:** tayers@westlakespartnership.org
- f. **Phone Number:** (407)955-4243

#### 15. Lobbyist Contact Information

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