



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2187

1. Title of Project: Audio Video Film and Technology Grant

2. Senate Sponsor: Dennis Baxley

3. Date of Submission: 03/01/2019

4. Project/Program Description:

Florida Public Schools Broadcast Video/Digital Media/Film Instructional Grant Program-The project would provide audio-visual technology instructional programs in 30 high and middle schools located in under-served areas of Florida public school districts. Administered by the Panhandle Area Educational Consortium, the grant program will provide funding for advanced digital media production equipment, training and implementation support with the goal of increasing CAPE Industry Certifications and course credits in the Arts, AVV Technology and Communications primary career clusters. When students are awarded CAPE certifications, the local school districts will receive additional funding in the form of CAPE certification incentive funds. Students competing the career cluster will have the option of immediately entering the workforce or may continue to advance in the field through matriculation in technical colleges or state universities.

5. State Agency to receive requested funds : Department of Education

State Agency Contacted? No

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

Type of Funding	Amount
Operations	1,050,000
Fixed Capital Outlay	
Total State Funds Requested	1,050,000

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)	1,050,000	100.0%
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	0	0.0%
Other	0	0.0%
Total Project Costs for Fiscal Year 2019-2020	1,050,000	100.0%

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? Yes



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- a. If yes, indicate non-recurring amount per year. \$1,050,000.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	AV Technology Equipment, Web-based Platform for Streaming Content, storage/archiving and marketing their programs, 24/7 Tech Support and on-site face to face training with teachers and students.	1,050,000
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		1,050,000

11. Program Performance:

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

Increased number of students receiving industry certifications in the audio visual/digital technology field; more trained workers to meet future job demands.

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

Thirty middle and/or high schools will receive funding for an audio/visual technology program that will lead to CAPE industry certifications. The program will fund AV/technology equipment, server storage capacity and technical support for 24 months, teacher professional development, and will provide students with opportunities to earn course credits that are CAPE industry certified.

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

Students and school districts will be the initial recipients, followed by Florida businesses who employ persons with digital media skills and industry certifications. The Department of Economic Opportunity projects 214,000 new jobs in related fields over the next 7 years.

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

Students in 30 middle/high schools. Depending on size of school, between 10,000 and 20,000 students served each year.



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

Increased number of students receiving industry certifications in the audio visual/digital media field; more trained workers to meet future job demands. The Department of Education collects data specific to Industry Certifications as well as annual enrollments in relevant courses. This data will be used to create a baseline to determine project results.

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?

Withhold a portion of grant funds until deliverables are met.

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:** Todd Woodruff
- b. **Organization:** ESE Networks
- c. **E-mail Address:** todd@esenetworks.com
- d. **Phone Number:** (229)356-1375

14. Recipient Contact Information:

- a. **Organization:** Panhandle Area Educational Consortium
- b. **County:** Statewide
- 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:** John Selover
- e. **E-mail Address:** john.selover@paec.org
- f. **Phone Number:** (850)638-6131

15. Lobbyist Contact Information

- a. **Name:** Mark Maxwell
- b. **Firm Name:** SCG Governmental Affairs
- c. **E-mail Address:** mark@scggov.com
- d. **Phone Number:** (850)445-1512