



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2220

1. **Title of Project:** Florida-Israel Business Accelerator (FIBA)

2. **Senate Sponsor:** Jeff Brandes

3. **Date of Submission:** 02/27/2019

4. **Project/Program Description:**

The Florida-Israel Business Accelerator (FIBA) is a unique and innovative business and economic development initiative of the Tampa Jewish Community Center (JCC) and Federation that acts as a conduit for Israeli high-tech ventures to open US headquarters in Florida that are responsible for sales, marketing, tech, and customer support throughout North America. Through its efforts, FIBA increases the business connections between the economies of Israel and Florida, creates job opportunities, and generates awareness within the Israeli tech ecosystem that Florida is a reliable and beneficial location for Israeli businesses to grow US operations. It also opens doors for these Florida-based subsidiaries to serve the increasingly important Latin American market. FIBA's efforts activate and grow the Florida-based technology infrastructure and ecosystem.

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

State Agency Contacted? Yes

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

Type of Funding	Amount
Operations	400,000
Fixed Capital Outlay	
Total State Funds Requested	400,000

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)	400,000	53.33%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local	100,000	13.33%
Other	250,000	33.33%
Total Project Costs for Fiscal Year 2019-2020	750,000	100.0%

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		750,000	2233A	No

9. **Is future-year funding likely to be requested?** Yes



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2220

a. If yes, indicate non-recurring amount per year. 350,000

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Salary for the Executive Director to represent the Florida-Israel Business Accelerator in the state of Florida.	100,000
Other Salary and Benefits	Salaries for the Director of Marketing and Strategic Partnerships, Director of Business Development, Program Manager, Marketing Coordinator, and Office Manager/Executive Assistant.	250,000
Expense/Equipment/Travel/Supplies/Other	Admin services, office expenses and supplies, and travel expenses	15,000
Consultants/Contracted Services/Study	Professional service providers of various types.	15,000
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Marketing, recruitment of Israeli and Florida companies, professional services to administer program, professional membership subscriptions, attend conferences, travel and expenses.	15,000
Consultants/Contracted Services/Study	US and Israel Consultants, contracted services for companies, implement program events, and program operation.	5,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		400,000

11. Program Performance:

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

- Establish high-growth tech ventures in Florida
- Engage and collaborate with the Florida entrepreneurial ecosystem
- Raise the visibility of Florida's high quality, investible startups and growth-stage companies nationally and internationally
- Provide opportunities to leverage the intellectual property assets of local universities
- Attract investment dollars from outside of Florida
- Create high wage/high skilled jobs
- Attract additional manufacturing and distribution opportunities to Florida.

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

Collaborative workspace conducive to rapid business development and deployment. Opportunities to build relationships with leading investors and venture funds, including a partnership with Florida Funders which provides a technology platform for investment, events to create awareness of investment opportunities, and "drop-bys" to meet the companies and participate in the program. Support for companies through a network of experienced entrepreneurs and executives as subject-matter experts, mentors, and industry professionals



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2220

focused on best practices to expand their ventures throughout the US. Guidance and additional services enabling the entrepreneurs to better navigate the US market, develop effective US go-to-market strategies and achieve sales development. Strategic partnerships to connect startups with leading technology companies and potential customers that are specifically relevant to their venture. Events and thought leadership enhance the Florida innovation ecosystem.

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

FIBA creates jobs and engages citizens as consultants and contractors to provide services to facilitate its programs. FIBA's companies create jobs and directly engage citizens to provide services to the companies. FIBA collaborates with local universities to provide opportunities for faculty, administration, and students to interact, including providing students with internships, giving faculty access to companies for hands-on classroom experiences, and planning joint events and research collaboration. FIBA allows for entrepreneurs and experts to interact with the FIBA companies for coaching and knowledge sharing. FIBA facilitates connections between Florida and Israeli companies which result in innovative products and services to serve Florida citizens. Citizens directly benefit from FIBA companies' innovations. FIBA provides investment opportunity for Florida-based activity and engages the entire spectrum of Tampa Bay ecosystem through partnerships and collaborations with others.

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

The direct population served includes the companies and entrepreneurs enrolled in the FIBA programs, as well as all of its supporters, which include community members providing cultural and community assistance, experienced entrepreneurs and subject matter experts serving as mentors, corporations serving as early adopters of the FIBA companies' products and services, the investor community gaining access to unique investment opportunities, and students, faculty, and administration of local universities gaining from the knowledge sharing and access to the FIBA companies. The number of individuals directly served is in the thousands. Through FIBA's efforts, the number of individuals indirectly served are expected to be in the tens of thousands. This indirect population includes all of the individuals who will benefit from the companies' products and services.

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

The creation of additional high potential Florida tech companies with exponential job creation opportunities over the coming years, a strong and lasting connection between the Israeli tech ecosystem and the Florida economy, and an increased reputation for Florida as a home for fostering growth of tech companies. Methodology includes the number of companies establishing presence in Florida, the number of applications to FIBA's programs, and the number of Israeli companies serviced by FIBA's offerings.

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?

Reimbursement of \$25,000 for failure to recruit and graduate each company of up to eight possible companies to the Florida-Israel Business Accelerator.

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.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2220

N/A

13. Requestor Contact Information:

- a. **Name:** Gary Gould
- b. **Organization:** Tampa JCC/Federation, Inc.
- c. **E-mail Address:** gary.gould@jewishtampa.com
- d. **Phone Number:** (813)769-7400

14. Recipient Contact Information:

- a. **Organization:** Tampa JCC/Federation, Inc.
- b. **County:** Hillsborough
- 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:** Gary Gould
- e. **E-mail Address:** gary.gould@jewishtampa.com
- f. **Phone Number:** (813)469-4700

15. Lobbyist Contact Information

- a. **Name:** Heather Turnbull
- b. **Firm Name:** Rubin, Turnbull & Associates
- c. **E-mail Address:** turnbullh@rubingroup.com
- d. **Phone Number:** (850)681-9111