



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 1946

1. **Project Title** 2. **Senate Sponsor** 3. **Date of Request** 4. **Project/Program Description**

Since 1991, Prospera has worked to strengthen the economy of Florida through quality business development and training to Hispanic entrepreneurs. The nonprofit organization currently receives \$775,000 in recurring funds from the State of Florida. To continue developing minority-owned micro-enterprises and fostering economic development across the state, the organization is requesting an additional \$725,000 in non-recurring funds for a total of \$1.5 million in funding from the State of Florida, which will be matched by private donations.

Prospera's Hispanic Business Outreach Program will continue to support small businesses and aspiring entrepreneurs through education, consulting, mentoring, and additional services to help them create jobs and sustainable businesses across the state.

5. **State Agency to receive requested funds** State Agency contacted? ☒ Yes ☐ No6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input type="text" value="725,000"/>
Fixed Capital Outlay	<input type="text" value="000"/>
Total State Funds Requested	<input type="text" value="725,000"/>

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 type="text" value="725000"/>	<input type="text" value="45.0"/> %
Matching Funds		
Federal	<input type="text" value="00"/>	<input type="text" value="0"/> %
State (excluding the amount of this request)	<input type="text" value="00"/>	<input type="text" value="0"/> %
Local	<input type="text" value="00"/>	<input type="text" value="0"/> %
Other	<input type="text" value="900,000"/>	<input type="text" value="55"/> %
Total Project Costs for Fiscal Year 2020-2021	<input type="text" value="1,625,000"/>	<input type="text" value="100"/> %

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 type="text" value="2019-20"/>	<input type="text" value="775,000"/>	<input type="text" value="00"/>	<input type="text" value="2302"/>	<input type="text" value="No"/>

9. **Is future-year funding likely to be requested?** ☒ Yes ☐ NoIf yes, indicate nonrecurring amount per year.



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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Partial expenses related to leadership involvement in programs	20,000
Other Salary and Benefits	Partial marketing personnel expenses related to promotion and advertising of programs and client recognition	20,000
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs: Other		
Salary and Benefits	In-house personnel directly involved in programs and client services	535,000
Expense/Equipment/Travel/Supplies/Other	Direct programs costs: like supplies, information technology, marketing expenses, external auditing, etc.	25,000
Consultants/Contracted Services/Study	Subcontracted professional services directly related to programs: like CPAs, attorneys, marketing specialists, etc.	125,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		725,000



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11. Program Performance

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

To assist entrepreneurs and small businesses, with a focus on under-served communities, especially Hispanic minorities, to establish and grow their businesses across the State of Florida. Primarily to support small businesses in rural areas and communities where Prospera does not have an established presence.

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

Prospera specializes in providing bilingual professional services to under-served communities, especially Hispanic minorities, who want to establish or expand their businesses in the State of Florida. The organization offers quality year-round professional services, which include educational services, individual consulting, technical assistance, and access to capital.

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

BUSINESS SEMINARS - presented in Spanish, orientations for startups and advanced workshops on topics that are vital for the success of a business. BUSINESS CONSULTING - ongoing and personalized guidance to identify opportunities and overcome challenges of the existing or prospective business. BUSINESS GRANTS - subcontracted, professional customized services vetted and paid for by Prospera (i.e. legal, accounting, marketing, etc.). ACCESS TO CAPITAL - assistance throughout the process of obtaining traditional financing and micro-loans.

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

Under-served communities, especially Hispanic minorities, with entrepreneurial goals. This include veterans, economically disadvantaged persons, jobless persons, physically disabled persons, elderly persons, and university/college students, among others. Prospera is targeting to serve over 5,000 individuals and/or businesses yearly.

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

Job creation/retention from small businesses served by the organization. Business education to attendees of seminars and workshops on various important business subjects and governmental compliance. Access to capital, including loans secured for small businesses. The organization carefully tracks client progress and success in a very detailed customer relationship management (CRM). The organization conducts a client annual survey to measure clients progress.

- 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?

There is a detailed agreement that stipulates the specific dollar penalties when specific deliverables are not met. The organization has always successfully delivered in 100% of all items within the agreement.



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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.**

not applicable

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.