



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1107

1. Project Title
2. Senate Sponsor
3. Date of Request

4. Project/Program Description

Florida-Israel Business Accelerator, a project of the Tampa Jewish Community Centers and Federation, Inc., proposes to kick-start Florida's post-COVID economy with Israeli Innovation. FIBA is coordinating with its key industry partners in Florida's tourism, hospitality, and retail industries in order to determine their most pressing challenges in safely welcoming visitors back to Florida and restoring full operations in the post-COVID economy. The project will be centered in the Sarasota-Manatee area with statewide application for its solutions. FIBA will map pain-points identified by industry partners with Israeli companies whose proven and commercialized technologies can provide immediate solutions to safely restore Florida's pre-COVID economic activity. FIBA will work to connect and deploy solutions among its Florida-based industry partners and encourage the Israeli companies to open US subsidiaries in the state. This request for operational funding will support FIBA's efforts.

5. State Agency to receive requested funds
- State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

| Type of Funding | Amount |
|------------------------------------|----------------|
| Operations | 300,000 |
| Fixed Capital Outlay | 0 |
| Total State Funds Requested | 300,000 |

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

| Type of Funding | Amount | Percentage |
|--|----------------|-------------|
| Total State Funds Requested (from question #6) | 300,000 | 33% |
| Matching Funds | | |
| Federal | 0 | 0% |
| State (excluding the amount of this request) | 0 | 0% |
| Local | 100,000 | 11% |
| Other | 500,000 | 56% |
| Total Project Costs for Fiscal Year 2021-2022 | 900,000 | 100% |

8. Has this project previously received state funding?

| Fiscal Year (yyyy-yy) | Amount | | Specific Appropriation # | Vetoed |
|--------------------------|-----------|--------------|-----------------------------|--------|
| | Recurring | Nonrecurring | | |
| 2020-21 | 0 | 300,000 | 2288A | No |

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

Hillsborough County - \$100,000

Tampa Jewish Community Centers and Federation, Inc. - \$500,000



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

Yes

If yes, indicate the amount of funds received and what the funds were used for.

\$1,181,234 - Payroll Paycheck Program (PPP)
\$250,000 - CARES ACT Program distributed by Hillsborough County, used for PPE

11. 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. | 50,000 |
| Other Salary and Benefits | Salaries for a Regional Business Development Manager, Director of Marketing and Strategic Partnerships, Program Manager, Marketing Coordinator, and Office Manager/Executive Assistant | 100,000 |
| Expense/Equipment/Travel/Supplies/Other | Admin services, office expenses and supplies, and travel expenses | 25,000 |
| Consultants/Contracted Services/Study | Various types of professional service providers | 50,000 |
| Operational Costs: Other | | |
| Salary and Benefits | | 0 |
| 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 | 50,000 |
| Consultants/Contracted Services/Study | US and Israel consultants, contracted services for companies, implement program events, and program operation | 25,000 |
| Fixed Capital Construction/Major Renovation: | | |
| Construction/Renovation/Land/Planning Engineering | | 0 |
| Total State Funds Requested (must equal total from question #6) | | 300,000 |

12. Program Performance

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

Israeli technologies will be curated and deployed to address specific industry challenges in the tourism, hospitality, and retail sectors, which would enable businesses in the Sarasota-Manatee region, and throughout the state, to rehire employees and safely receive visitors from around the world - thereby facilitating a rapid and robust economic recovery in Florida.

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

The Florida-Israel Business Accelerator (FIBA) proposes to coordinate with its key industry partners in Florida's tourism, hospitality, and retail industries in order to determine their most pressing challenges in drawing visitors back to Florida in the post-COVID economy. This endeavor will focus on the Sarasota-Manatee area with state-wide application for its solutions. FIBA will map pain-points identified by its industry partners with Israeli companies whose proven and commercialized technologies can provide immediate solutions to safely restore their pre-COVID operations.

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

The net effect of using Israeli technology to address challenges in returning the tourism, hospitality, and retail industries to their pre-COVID levels will be to aid in an overall economic financial recovery in Sarasota-Manatee area, as well as throughout the state.

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



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State-wide population will be positively impacted by the restoration of Florida's main economic engines: tourism, hospitality, and retail.

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

Methodology includes partnering with key Florida industry sectors to overcome their immediate hurdles in drawing back visitors from around the world and restoring their pre-COVID level of operations.

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 the contract?

Pro rata reimbursement of appropriated funds.

13. 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.

N/A



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14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. 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

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number