



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2703

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The goal is to provide non-profit operating support for local educational, arts, and cultural television programming, production and distribution. Original programming will be tailored to educate our viewers about the artistic achievements and cultural uniqueness of Tampa Bay's African-American, Hispanic, Italian, Jewish and Veteran communities. Programming will be distributed via multiple cable access television channels and worldwide via a free to use, custom web streaming portal.

5. State Agency to receive requested funds

State Agency contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

Type of Funding	Amount
Operations	350,000
Fixed Capital Outlay	0
Total State Funds Requested	350,000

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	350,000	50%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	356,140	50%
Other	0	0%
Total Project Costs for Fiscal Year 2022-2023	706,140	100%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested? Yes

a. If yes, indicate nonrecurring amount per year.

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

Local government funding and production fees

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

No



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

PPP Loan - General Operating Support

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Supplemental salary support necessary to retain existing administrative and senior personnel.	75,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	Supplemental salary support necessary to retain existing pre-production logistical support, videographers, video editors, and distribution support personal.	125,000
Expense/Equipment/Travel/Supplies/Other	Expenses will include general operating costs, computer software and hardware updates, and updating camera equipment. In addition, travel and supplies will be needed for producing programming.	75,000
Consultants/Contracted Services/Study	Contract services for closed- captioning and app development.	75,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		350,000

12. Program Performance

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

The goal is to provide non-profit operating support for local educational, arts, and cultural television programming, production and distribution. Original programming will be tailored to educate our viewers about the artistic achievements and cultural uniqueness of Tampa Bay's African-American, Hispanic, Italian, Jewish and Veteran communities. Programming will be distributed via multiple cable access television channels and worldwide via a free to use, custom web streaming portal.

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

TBAE will program and operate (2) 24-hour educational cable access stations, produce more than 100 original television programs in support of the arts, educational, and cultural communities, and make it's programming available worldwide at no charge via a custom TV anywhere app.

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

To provide workforce development for media arts students through TBAE's communications internships and to provide support for local arts, educational and cultural endeavors by creating specific programming designed to increase their awareness and reach.

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

Elderly persons, Persons with poor physical health, Jobless persons, Economically disadvantaged persons, At-risk youth, Grade school students, High School students, and/or University/College Students.> 800,000

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



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Enrich cultural experience: An increased awareness of Tampa Bay's unique cultural heritage through the development and production of local television programming. TBAE Network will track all programming streaming requests. Methods in which citizens provide feedback will be received via a yearly survey. Improve quality of education: To increase awareness and interest in all of TBAE Network's programming. TBAE Network will track all programming streaming requests. Methods in which citizens provide feedback will be received via a yearly survey. Create specific immediate job opportunities: Two additional full time positions will be created in order to assist in video production and the management and training of interns. The measurement tools used will be via a payroll report and an exit interview will be completed by each intern.

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?

Non payment of any kind, corrective action plan

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**