



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 3115

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

4. Project/Program Description

The Florida Rising Stars Youth Initiative is a program designed to offer Florida high school students an introduction to careers in the sports industry and an opportunity to participate in a progressive curriculum that culminates in statewide new job creation and workforce development. The Bureau of Labor Statistics forecasts that overall employment in entertainment and sports occupations is projected to grow 13 percent from 2021 to 2031, much faster than the average for all occupations; this increase is expected to result in about 95,500 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 106,200 openings each year, on average, are projected to come from growth and replacement needs. The median annual wage for this group was \$49,470 in May 2021, which was higher than the median annual wage for all occupations of \$45,760.

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

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

| Type of Funding | Amount |
|------------------------------------|----------------|
| Operations | 500,000 |
| Fixed Capital Outlay | 0 |
| Total State Funds Requested | 500,000 |

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

| Type of Funding | Amount | Percentage |
|--|----------------|-------------|
| Total State Funds Requested (from question #6) | 500,000 | 100% |
| Matching Funds | | |
| Federal | 0 | 0% |
| State (excluding the amount of this request) | 0 | 0% |
| Local | 0 | 0% |
| Other | 0 | 0% |
| Total Project Costs for Fiscal Year 2023-2024 | 500,000 | 100% |

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

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

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.**

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



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

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List 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.

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

| Spending Category | Description | Amount |
|--|--|----------------|
| Administrative Costs: | | |
| Executive Director/Project Head Salary and Benefits | 12% of Executive Director's Salary | 60,000 |
| Other Salary and Benefits | 16% of CFO and Administrative Assistant Salary | 80,000 |
| Expense/Equipment/Travel/Supplies/Other | 10.4% of Administrative Costs and Workman's Compensation Fees | 52,000 |
| Consultants/Contracted Services/Study | Legal/Business/Information Technology/Accounting Support | 68,000 |
| Operational Costs: Other | | |
| Salary and Benefits | Program Coordinator and two (2) Program Assistants Salaries | 95,000 |
| Expense/Equipment/Travel/Supplies/Other | Audio Visual technology upgrades, including software, laptops, tablets, external monitors, wireless microphone system, green screen kit, camcorders, Video lamps, tripods, broadcast headsets and other related equipment. Workman's Compensation Fees, Payroll taxes, Indirect costs and Administrative Costs | 120,000 |
| Consultants/Contracted Services/Study | Programming Special Events Services | 25,000 |
| Fixed Capital Construction/Major Renovation: | | |
| Construction/Renovation/Land/Planning Engineering | | 0 |
| Total State Funds Requested (must equal total from question #6) | | 500,000 |

14. Program Performance

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



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Florida Rising Stars Youth Initiative ultimately strives to create a programming system that would educate, empower, and employ Florida high school students to the sports industry and assist them in creating a path to employment opportunities. Funding will be vital in reaching the students through technology and industry professionals to identify prospective applicants, train them in their respective disciplines, and place them throughout the state to increase the state's workforce.

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

Florida Rising Stars Youth Initiative programming will consist of a two phased approach: (1) creating and designing a student assessment module to introduce the 5 core areas of emphasis 1. Equipment Management, 2. Sports Training and Conditioning, 3. Officiating, 4. Video Broadcasting and Production and 5. Sports Information and Sports Marketing and (2) Provide working sessions (industry classroom training) to the students by industry experts in the various fields. These training sessions will then be used as a placement component for students to be positioned for new job opportunities.

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

Florida Rising Stars Youth Initiative will provide prospective Florida high school students with an interest in the sports industry a progressive curriculum that encompasses team building, personal development (through seminars and working sessions), and placement opportunities.

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

Florida Rising Stars Youth Initiative will be targeting approximately 3,500 Florida high school students residing in the Central and North Florida regions of the state. Major counties include: Escambia, Leon, Alachua, Duval, Hillsborough and Orange to implement the program.

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

Florida Rising Stars Youth Initiative will strive to quantify both direct and indirect benefits for the participating students in the program. All sessions will be analyzed on a semester basis measuring the total number of student participants, classroom training hours, and placement figures. Based upon previous analysis, the preliminary goals for the initiative include: (1) Approximately 30 sessions per school year, (2) estimated student attendance will be approximately 3,500 students, (3) Estimated 25% of students will enroll in the classroom training sessions with a 30% retention goal (4) with a goal of placing approximately 1,000 students in new jobs within the sports industry.

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?

Standard contract penalties will be sufficient.

15. Requester Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

16. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

For Profit Entity



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- 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

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number