



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 2103

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The Saturday Shoppes Vendor Academy is a interactive program designed to educate small business owners. Phase one covers business fundamentals like social media marketing, e-commerce scaling, and international wholesale, while phase two is on site, at an event and focuses on income generation at markets and festivals, including booth displays, signage, and payment processing. To date, 86 vendors have graduated, with 4 opening brick-and-mortar stores and 2 transitioning to mobile boutiques. Graduates report an average revenue increase of 74%. The Everyday Shoppes Retail Academy is a year-long program for graduates and emerging businesses, offering hands-on retail experience at Everyday Shoppes in Brandon Mall. The curriculum focuses on sales strategies, inventory management, visual merchandising, UPC codes, and FDA compliance. Participants benefit from workshops, practical simulations, and mentorship from industry experts. Together, these programs create a pathway for small businesses.

5. State Agency to receive requested funds

State Agency contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026

Type of Funding	Amount
Operating	250,000
Fixed Capital Outlay	0
Total State Funds Requested	250,000

7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	250,000	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 2025-2026	250,000	100%

8. Has this project previously received state funding? No

If yes, provide the most recent instance:

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

9. Is future-year funding likely to be requested? No

a. If yes, indicate nonrecurring amount per year.

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



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Complete questions 10 and 11 for Fixed Capital Outlay Projects

10. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

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?

e. What funding stream will be used for ongoing operations and maintenance of the project?

11. 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.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	The Project Director for Saturday Shoppes and Everyday Shoppes oversees operations, and as The Director of the Vendor Academy and Retail Academy manages program development, curriculum design, and mentorship.	50,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs		
Salary and Benefits	Three part time retail and inventory clerks.	70,000
Expense/Equipment/Travel/Supplies/Other	Retail store expenses include rent, utilities, and POS system costs annually. Academy expenses include costs for training materials, technology tools, Participant stipends, and facility maintenance.	106,000
Consultants/Contracted Services/Study	A social media and website Consultant will manage online presence, and train in E-commerce. Expert Educators will provide specialized instruction in product development, branding, retail strategies, and business operations, offering hands-on learning and mentorship to empower entrepreneurs.	24,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		250,000

13. Program Performance

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



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The primary objective of this funding is to broaden the reach and impact of Saturday Shoppes and Everyday Shoppes beyond the Tampa bay area enabling us to support a more diverse range of small businesses and vendors. By extending our services to additional zip codes, we aim to empower more entrepreneurs, stimulate economic growth in underserved areas, and offer a wider variety of unique shopping experiences to a larger customer base. This expansion will create new opportunities for local vendors and enhance the overall retail ecosystem in the region.

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

The funds will support the continued development of the retail space, provide assistance to small businesses, and offer training through the Vendor and Retail Academy. Services include mentorship, workshops on product development, branding, UPC codes and FDA approval, as well as resources for marketing, inventory management, and business operations.

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

Everyday Shoppes include providing Floridian entrepreneurs with retail space to showcase and sell their products. In 2024, all Vendor and Retail Academy participants saw their annual revenue increase by an average of 52%.

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

The target audience for Saturday Shoppes includes emerging entrepreneurs, artisans, and small business owners from diverse and underrepresented backgrounds, such as minority-owned, women-owned, and veteran-owned businesses.

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

Saturday Shoppes and Everyday Shoppes offer access to unique, locally-made products, supporting small businesses not found in larger stores. By shopping and participating, civilians contribute to economic growth, create job opportunities, and support underserved areas. The Vendor Academy equips aspiring entrepreneurs with the skills needed to start and grow their businesses. Thriving local businesses help revitalize neighborhoods, improving the overall quality of life. Vendor revenue growth will be tracked, with a target of at least a 74% increase as they graduate from the Academy and move to Everyday Shoppes. Success will also be measured by how many vendors transition to permanent retail locations, with data from follow-ups and lease agreements. Retail revenue for Everyday Shoppes will be monitored, focusing on growth with new vendor

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?

The Penalty should be total repayment of allocated funds.

14. Is this project related to mitigation, response, or recovery from a natural disaster? No

a. If Yes, what phase best describes the project?

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?

- Yes, Applied
- Yes, Received
- No



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No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

Yes, Applied

Yes, Received

No

No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

18. 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**



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e. E-mail Address

f. Phone Number Ext.

19. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.