



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1673

1. **Title of Project:** Ms. Senior Florida Pageant

2. **Senate Sponsor:** Oscar Braynon

3. **Date of Submission:** 02/06/2019

4. **Project/Program Description:**

MS SENIOR FLORIDA PAGEANT, INC. is a non-profit organization that creates platforms to honor senior women for their inward and outward beauty and contributions to family and community. This is a statewide competition and a contestant must be at least 60 years old. The winner goes on to represent Florida in the national competition Ms. Senior America in Atlantic City.

ROSE & CROWN CLUB: Former MSF Pageant contestants and volunteers produce an entertaining and inspiring show to perform at nursing homes, rehabs, and assisted living communities.

SENIOR GOSPEL CHOIR: 60+ male and female choir perform at nursing homes, rehabs, and assisted living communities.

NANA PROJECT(Never Abandoned-Never Alone): Nana is the nickname for "Grandmother." This is a senior woman volunteer mentoring program that provides a grandmother image and experience for underprivileged children.

HEALTH, NUTRITION POSITIVE LIFESTYLE WORKSHOPS: Educate and encourage good health and productive senior lifestyle.

5. **State Agency to receive requested funds :** Department of Elder Affairs

State Agency Contacted? No

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	540,820
Fixed Capital Outlay	
Total State Funds Requested	540,820

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	540,820	84.15%
Federal		0.00%
State (excluding the amount of this request)		0.00%
Local	32,900	5.12%
Other	69,000	10.74%
Total Project Costs for Fiscal Year 2019-2020	642,720	100.0%

8. **Has this project previously received state funding?** No

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



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9. Is future-year funding likely to be requested? Yes
- a. If yes, indicate non-recurring amount per year. \$101,090

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	CEO/Head of Administration. Responsible to Board of Directors, concerning all affairs of the organization; prepare & submit annual budget to BOD for adoption; submit annual financial & administrative activities report.	98,500
Other Salary and Benefits	ADMINISTRATIVE ASST. Responsible for all clerical duties for all areas of programs; provide admin. assistance to CEO; and Payroll. GRANT/EVENT SPECIALIST: Conduct file reviews, compliance integral reporting in areas of finance, technology, budget compliance, and financial obligations required by programs. DEVELOPMENT/PROJECT & SERVICE COORDINATOR: Responsible for marketing, fundraising, special projects and webmaster.	158,040
Expense/Equipment/Travel/Supplies/Other	Travel to statewide awareness programs, mileage, parking, supplies, telephone, computer supplies, parking, printing, indirect costs, computers office furniture, monitors, memberships, and insurance.	30,500
Consultants/Contracted Services/Study	Accountant and Legal Services.	7,000
Operational Costs:		
Salary and Benefits	PROGRAM SERV. MGR.: (F/T) Develop & supervise all service programs. MUSIC DIR (P/T) Perform all tasks regarding music for pageant, including but limited to writing, producing, composing, mixing, technical support and copyrighting. Consultant to pageant contestants (as needed). ART DIR. (P/T) Develop all art related projects and organization promo materials, stage sets, website and social media. CHOIR DIR.(P/T) Recruit, train and conduct choir rehearsals; book & coordinate performances VOLUNTEE	107,760
Expense/Equipment/Travel/Supplies/Other	Contestant related supplies, VIP reception, operating costs, theatre rental, contestant field trip, workshops, mileage, parking, travel, printing, printing supplies, postage, telephone, internet, utilities, maintenance, stage rental equipment, rent, advertising, insurance, and indirect costs.	118,620
Consultants/Contracted Services/Study	Event Coordinator/Contestant Consultant; choreographer;	20,400



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	photographer; image consultant; videographer; lighting illustrator; stage technical assistance; and professional entertainment fee.	
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning		
Engineering		
Total State Funds Requested (must equal total from question #6)		540,820

11. Program Performance:

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

Provide services for seniors including a support system, motivational, health, and inspirational programs: MSF Pageant promotes confidence, self-esteem, strength of purpose, dignity, maturity as seniors confront the rigors of aging. The Rose & Crown Club, Senior Gospel Choir, and NANA PROJECT encourages seniors to continue an active and productive lifestyle not only for themselves, but to the benefit of others, their peers, and younger generations.

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

1. Ms Senior Florida Pageant; 2. Rose & Crown Club; 3. Senior Gospel Choir; 4. NANA Project; and 5. Health, Nutrition and Positive Lifestyle Workshops.

c. What are the direct services to be provided to citizens by the appropriations project?

1. MS SENIOR FLORIDA PAGEANT: Statewide pageant recognizing accomplishments and contributions of senior women to family and community. Winner will represent state of Florida in 39 year old national pageant Ms Senior America in Atlantic City, NJ. 2. ROSE & CROWN CLUB: Former contestants and senior volunteers will perform as community outreach at nursing homes, rehabs, assisted living communities 3. SENIOR GOSPEL CHOIR: Senior male and female choir will perform community outreach. 4. NANA PROJECT(Never Abandoned- Never Alone): Senior woman volunteer mentoring program that provides a grandmother image and experience for underprivileged children. 5. HEALTH, NUTRITION POSITIVE LIFESTYLE WORKSHOPS: Educate and encourage good health and productive senior lifestyle.

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

Elderly population at large including elderly persons with poor mental and physical health and seniors who are economically disadvantaged; at-risk children and youth. Individuals expected to be served: 1,500.

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

Improve physical health amongst seniors, enrich cultural experiences, improve self-esteem amongst seniors and younger generations, educate/encourage senior community regarding health and nutrition, increase tourism, and increase economic activity. OUTCOME METHODOLOGY: Improve Physical Health: Website survey evaluations and senior satisfaction surveys Improve Mental Health: Introduce memory and word games, puzzles, and other memory enhancing tools. Registration/attendee follow-up surveys to show number of attendee, people in outreach program, and satisfaction surveys. Enrich Cultural Experience: Satisfaction surveys, focus group sessions, Q/A follow-up; target number of attendees by addresses and zip codes. Improve



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Quality of Education: Tracking through At-Risk Youth partnerships in NANA Project Program, tracking through various senior groups, youth agencies, and Miami Dade Public Schools. Increase Economic Activity: Tracking of cooperating business/hotel partners, website & P

- 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?**

None.

12. **The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

N/A

13. **Requestor Contact Information:**

- a. **Name:** Rose Tydus
- b. **Organization:** Ms Senior Florida Pageant
- c. **E-mail Address:** rosetydus@bellsouth.net
- d. **Phone Number:** (786)277-8148

14. **Recipient Contact Information:**

- a. **Organization:** Ms Senior Florida Pageant
- b. **County:** Miami-Dade
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** Rose Tydus
- e. **E-mail Address:** rosetydus@bellsouth.net
- f. **Phone Number:** (786)277-8148

15. **Lobbyist Contact Information**

- a. **Name:** None
- b. **Firm Name:** None
- c. **E-mail Address:**
- d. **Phone Number:**