



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 2555

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Enable small businesses to enter/expand their presence in the online/digital market sector, and year-round revenue stream, tapping into the 268 million shoppers in the online/digital shopper market. This project targets small Black-owned businesses who represent 9.7% of the 2.5 million small businesses in Florida. The Florida Chamber reports this demographic has less access to start-up capital to allow them to weather economic storms.

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?

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



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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	The Executive Director responsibilities include recruiting vendors, advertising campaign, development and oversight, recruitment and supervision of staff, development and administration of company policies & procedures. The Executive Director will also be responsible for analyzing data, quality control and process improvements.	30,000
Other Salary and Benefits	Finance Manager responsibilities include: Budgeting, grant writing, independent contractor agreement negotiations and oversight, accounts payable, filing taxes and other required legal filings.	25,000
Expense/Equipment/Travel/Supplies/Other	Expenses include equipment and cost of producing commercials and promotions to include: 2 laptops, 2 DSLR cameras, camera lenses, production lighting, green screen, Lavalier and shotgun microphones, portable mobilized slider, acoustic paneling, audio interface. Other expenses include: travel, shipping, supplies, software subscriptions, website hosting fees and miscellaneous business expenses.	45,000
Consultants/Contracted Services/Study	Marketing & Advertising Consultant Website Developers Graphic Designers Legal Fees	40,000
Operational Costs: Other		
Salary and Benefits	Administrative/Technical assistant	40,000
Expense/Equipment/Travel/Supplies/Other	Ad buys (radio, television, print, social media)	320,000
Consultants/Contracted Services/Study		0
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



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

Funds will be used to create a website/digital presence to collectively market, promote and provide technical support to small retailers enabling them to participate in the digital/e-commerce market space. Helping leverage each other's customer base and marketing/advertising resources.

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

The online mall's activities and services include:

- marketing and promotion
- small business recruitment and retention
- website design and development
- commercial/video productions
- product images
- promotional materials
- advertising purchases (radio, social media, print and cable)
- small business technical support

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

Increased revenues will enable small businesses to hire more citizens. Citizens/digital buyers will be able to more easily locate small Black-owned businesses in a common market space.

A Nielson study states that this year "48% of African American households will shop online, 11% more than the average household". Our goal is to help them tap into the African American online shopper market.

Small businesses are the life-blood of communities. By helping small businesses we help sustain communities.

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

The project targets serving approximately 500+ small retail businesses that are at least 50% Black-owned and 2.68 million online shoppers (10% of the 268 million online buyers).

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

Participating businesses are expected to benefit by increased/expanded revenue streams and collective advertising, impacting their long-term viability and sustainability, especially during pandemic-like periods.

Businesses would be able to participate and/or have heightened visibility in national promotions such as "Cyber Monday" significantly impacting the bottom line of small businesses operating in the online/digital market space.

Website analytics will be used to measure the following:

- Click-throughs
- Time spent on the site

Other assessment tools include business owner surveys as well as shopper and Google reviews.

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?

Failing to meet our deliverables will result in return of funds, brand reputation damage, hamper future opportunities for funding and the continued sustainability of the company/project

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address



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d. Phone Number (305)582-4911

Ext.

16. Recipient Contact Information

a. Organization One Community Alliance Network Foundation

b. Municipality and County Miami-Dade

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 Karen

Last Name Hunter-Jackson

e. E-mail Address 1communitycan@gmail.com

f. Phone Number (305)582-4911

17. Lobbyist Contact Information

a. Name None

b. Firm Name None

c. E-mail Address

d. Phone Number