



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2410

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Integrating newly arrived business leaders and their companies into the fabric of the business community will accelerate the economic impact of these new companies in Miami-Dade County and quicken recovery from the effects of COVID-19 on local economy. This the purpose of the Deep Dive Miami program. Services include a five seminar series to bring new business leaders up to speed on the history, culture, economic data, and business environment. Participants are given a digital welcome package with resources in the community and personal access to concierge services. Post seminar, participants may attend curated monthly event of select CEOs to expand their networks.

5. State Agency to receive requested funds

State Agency contacted?

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

Type of Funding	Amount
Operations	375,000
Fixed Capital Outlay	0
Total State Funds Requested	375,000

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)	375,000	94%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	20,000	5%
Other	5,000	1%
Total Project Costs for Fiscal Year 2022-2023	400,000	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.

Not the program Deep Dive Miami itself, but the program sponsor, the Greater Miami Chamber of Commerce, did receive a PPP loan in the amount of \$303,295 used for payroll, rent, and software operating expenses.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Salary of Full Time Program Director	60,929
Other Salary and Benefits	Benefits of Full Time Program Director	12,186
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	Salaries of CEO and Chief of Staff, Chief Program Officer, and other staff in planning Curated Collision get togethers, planning venues, coordinating speakers, and creating meaningful content.	113,190
Expense/Equipment/Travel/Supplies/Other	Cost of conducting the Deep Dive Miami Series. 5 educational workshops per cohort for 15-20 new company leaders including venue and meal costs. 4 cohorts for a total cost of \$156,000. Monthly series of curated get togethers for the Deep Dive Miami series alumni and select established CEO's in the community to create business opportunities. 12 at cost of \$7,200 per get-together for a total cost of \$28,800.	173,228
Consultants/Contracted Services/Study	Consultant to develop a digital welcome package designed to help newcomers to Miami-Dade County navigate the resources available to hire tech talent, understand the culture and resources in the community, and have access to resources to help leaders and their employees integrate into the community. The digital welcome package will be updated each quarter for new relevant business resources.	15,467
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		375,000

12. Program Performance

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

COVID-19 accelerated the exodus of tech industry leaders from major tech hubs like Silicon Valley and New York City to a more business and tax friendly place. Miami-Dade County has seen an influx of these leaders. Integrating these leaders into the fabric of the community is essential in accelerating the growth of their companies and in getting these companies to develop strong roots. This in turn will attract more new talent, better paying jobs, and quicken economic recovery.

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

An educational program for new CEO/C-Suite level executives representing high economic impact new businesses to Miami-Dade County to educate these newcomers to key economic, cultural, and business issues in Miami-Dade County and to include a digital welcome package with community resources. Post cohort monthly curated dinners will expand their networks and economic impact.

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



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Services include a five seminar series to bring new business leaders up to speed on the history, culture, economic data, and business environment of Miami-Dade County. Participants are given a digital welcome package with resources in the community and personal access to concierge services. Post seminar, participants may attend curated monthly event of select CEOs to expand their networks.

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

CEO's and C Suite level executives of high growth companies new to Miami Dade County. We expect to serve between 60 to 80 of these executives.

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

60 business leaders from new high growth industries will be educated on the resources in the business community which will accelerate the growth of their companies. Each business leader will be provided with at least one business introduction to a business of their choosing in the community. Success will be determined by the number of business leaders completing the program and the number of interactions with new and existing business leaders they connect with in the three months after completing the program. Measuring these parameters will be done via follow up surveys to participants.

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?

Return of funds.

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.

Not applicable



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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) 501(c)(6)

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