



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 1958

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

4. Project/Program Description

The goal of the Let's Move 365 initiative is to reduce the burden of Metabolic Syndrome (MetS) in low income communities where there is a high incidence of residents living with all of these related conditions. The goal will be achieved by increasing access to free opportunities for physical activity and exercise through the well established program - Let's Move, and providing support for its managing organization, Digital Vibez. Through this campaign, we will provide activities to residents who are young, old, able and disabled, veterans and housing insecure and everything in between where none currently exist or is sporadic. This initiative is supported by over 30 of the 39 municipalities located within Palm Beach County and has been recognized by the Board of County Commissioners and the School District of Palm Beach County.

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

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	875,000
Fixed Capital Outlay	0
Total State Funds Requested	875,000

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	875,000	50%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	875,000	50%
Other	0	0%
Total Project Costs for Fiscal Year 2024-2025	1,750,000	100%

8. Has this project previously received state funding?

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2023-24	0	875,000		No

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.

Local funding sources and private donors will be used to fund the program but the program will not be able to expand to serve the numerous residents that are truly in need of these services.

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
 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?

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		0
Other Salary and Benefits	Staff and Personnel Costs	205,000
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Contracted Services	18,000
Operational Costs: Other		
Salary and Benefits	Project Assistant, Payroll Costs	40,000
Expense/Equipment/Travel/Supplies/Other	Monthly Events/Activities, Equipment (computers, printers, ipads, etc.), Supplies (pedometers, promotional materials, tents, tables, printed table covers and signs, journals or exercise cards, incentives, office supplies, etc.), Bus for Community Engagement Activities, Travel/Transportation, Information Technology/Software	520,000
Consultants/Contracted Services/Study	Training and Development, Consultants, Contracted Services	92,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		875,000

14. Program Performance

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



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

Digital Vibez will provide access to free opportunities for physical activity and exercise, nutrition education and healthy behaviors. The organization invites residents to form teams and commit to exercising for at least 30 minutes daily including any physical activities such as dancing, rollerblading, yoga and more. Palm Beach County logged 100,000 minutes in the first year of the program and since then have increased the minutes logged to a record 59 million in 2021.

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

Digital Vibez will provide group led exercises including dancing, yoga, zumba and more throughout Palm Beach County in readily accessible locations such local parks, schools, nursing homes, community centers, municipal centers, aftercare centers and more.

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

Youth and families, low-income communities and all demographics are served by this program. We expect to serve approximately 50,000 people during the span of the calendar year.

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

Online platforms and sign in forms will be used at all events to track participation numbers. Participants will log information to show their participation numbers and progress throughout the course of engaging in the program throughout the year. The expected benefit will be that numbers of Metabolic Syndrome (MetS) diseases in low income communities are reduced. We expect to see participants lower weight measurements at the end of the program than from the beginning, lower hypertensive emergency occurrences and better health outcomes. Reduce the number of adults living in Palm Beach County with sedentary lifestyles. Increase the number of adults with leisure time physical activity. Reduce the number of adults reporting mental health concerns.

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?

Revocation of state funding and possible repayment of funds.

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