



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 3042

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

4. Project/Program Description

Following the pandemic, eight census tracts in St. Petersburg were identified wherein a significant number of residents are more than one mile away from a grocery store with many of these residents lacking transportation. These census tracts are designated as low income, low access areas (LI/LA). Through the FRESH Pace initiative, SPFC collaborates with store owners in LI/LA neighborhoods to incentivize the expansion of healthy food options at an affordable cost. SPFC will support stores in establishing infrastructure, marketing plans, and a sustainable business model to for stocking nutritious food. A model that has worked in other communities, FRESH Pace addresses the inequity of food and nutrition insecurity in low-income areas by leverages existing neighborhood strengths, relationships, and infrastructure and promotes the sustainability of a thriving business sector that supports the health of all residents.

5. State Agency to receive requested funds
- State Agency contacted? No

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

Type of Funding	Amount
Operations	480,000
Fixed Capital Outlay	0
Total State Funds Requested	480,000

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)	480,000	45%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	282,000	26%
Other	312,000	29%
Total Project Costs for Fiscal Year 2024-2025	1,074,000	100%

8. Has this project previously received state funding? No

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

9. Is future 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.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?



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Yes

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

SPFC received \$3,071,253 in FY21 from CARES "Coronavirus Relief Fund" to mitigate the impacts within the community, including food insecurity. Emergency Food and Shelter Program (EFSP) provided \$59,675 for food programs, diapers, and hygiene products.

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		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Granted funds passed through SPFC to FRESH Pace stores to purchase \$2,000 of healthy food items per month. Infrastructure investment for stores to make necessary improvements to support the capability to effectively stock, sell, and track data on healthy items (refrigeration, racking, new paint, etc.). Funding allocated to support each store owner's individualized advertising strategies and personalized marketing materials (like signage) to amplify healthy food being sold at an affordable cost.	480,000
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)		480,000



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14. Program Performance

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

Through ensuring enrolled stores have access to produce, meats, and nutritious shelf-stable items, FRESH Pace empowers store owners to thrive financially, ultimately benefiting the surrounding communities in several profound ways. First and foremost, the initiative directly addresses areas with limited fresh food access. FRESH Pace works to improve residents' overall health and well-being and mitigates health disparities. FRESH Pace's multifaceted, collaborative, approach not only drives economic gains but also addresses issues of food access and health disparities, ultimately leading to stronger, healthier communities in St. Petersburg.

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

SPFC onboards FRESH Pace stores which includes stocking a certain number of healthy items, pricing items at affordable rates, reporting on sales data, marketing the FRESH Pace program, participating in monthly check-ins, and committing to the sustainability of the program. SPFC then assists enrolled stores in making necessary improvements to store infrastructure. SPFC provides store with funds to purchase healthy items through their preferred vendors or through new, more affordable vendors whom SPFC introduces to store owners. SPFC works with each store owner to create individualized advertising strategies and personalized marketing materials (like signage). The SPFC team provides technical assistance on becoming a site for EBT-eligible purchases and makes connections to ongoing training and mentoring programs.

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

FRESH Pace works to improve residents' overall health and well-being by increasing access to affordable, fresh, nutritious, food options. This initiative leverages existing neighborhood strengths, relationships, and infrastructure and promotes the sustainability of a thriving business sector. FRESH Pace's multi-faceted, collaborative approach leads to stronger, healthier communities.

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

The target population is store owners in LI/LA neighborhoods where individuals and families are more than one mile away from a supercenter, supermarket, or large grocery store. This initiative will impact individuals who often shop at small food retailers in their neighborhoods and experience transportation barriers when faced with the reality that they must travel further distances to purchase nutritious food. According to an article in the Tampa Bay Times, approximately 20,000 people have faced limited access to healthy food in the neighborhoods FRESH Pace attempts to serve.

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

The proposed project has multiple benefits. First, enrolled stores in low-income, low-access, areas of the city will receive granted funds for the sale of healthy food, facilitating the ability for store owners to price healthy foods at affordable rates. Any program foods purchased with program funds will not be priced higher than 25% over cost-per-item purchase price, demonstrated by pricing logs created collaboratively with store owners. Secondly, the project supports stores in increasing the number of healthy food options they have available in store. Through this initiative, each enrolled store will add at least five new fresh or nutritious food options, as measured by the quantity of healthy food at baseline compared to the end of the funding cycle. Lastly, this initiative will benefit the health and well-being of residents surrounding the neighborhood stores. SPFC will measure the extent of the benefits to the community through customer surveys.

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.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address



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d. Phone Number Ext.

16. 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

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number