



# REVENUE DIVERSITY AND NEW MARKETS COMMITTEE MEETING

CareerSource Central Florida | 3/28/24

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# 3/28/24 REVENUE DIVERSITY AND NEW MARKETS COMMITTEE VIRTUAL MEETING DETAILS

**Meeting Details**

Meeting Agenda

Welcome

Roll Call

Public Comment

Approval of Minutes

Information/  
Discussion/  
Action Items

Other Business

Adjournment

What: Revenue Diversity and New Markets Committee Meeting

When: Thursday, March 28, 2024  
3:30 p.m. – 5:00 p.m.

Where: Virtual:

Link: <https://careersourcecf.zoom.us/j/83671328357?pwd=LWjGwY70HbCWdbCfHXVNQQo9fB8pid.1>

Dial In: 1 (929) 205-6099 / Meeting ID: 836 7132 8357 / Passcode: 461380

# 3/28/24 REVENUE DIVERSITY AND NEW MARKETS COMMITTEE VIRTUAL MEETING DETAILS

	Agenda Item #	Topic	Presenter	Action Item
Meeting Details	1.	Welcome	John Gill	
Meeting Agenda	2.	Roll Cal / Establishment of Quorum	Kaz Kasal	
Welcome	3.	Public Comment		
Roll Call	4.	Approval of Minutes A. <a href="#">10/10/23 Revenue Diversity and New Markets Committee Meeting</a>	John Gill	
Public Comment	5.	Information / Discussion / Action Items A. <a href="#">Financial Results 7/1/23 thru 02/29/24</a> B. <a href="#">Fundraising Update (Secured/In Progress/Lost)</a> C. <a href="#">Development Strategies</a> D. <a href="#">Prospecting List</a> E. <a href="#">Package/Messaging - Summer Youth/High School Express</a>	Committee Review/Discussion	
Approval of Minutes	6.	Other Business		
Information/ Discussion/ Action Items	7.	Adjournment		
Other Business				
Adjournment				



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**Information/  
Discussion/  
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**WELCOME**



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# ROLL CALL



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Approval of Minutes

Information/  
Discussion/  
Action Items

Other Business

Adjournment

# PUBLIC COMMENT



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Meeting Agenda

Welcome

Roll Call

Public Comment

► Approval of Minutes

Information/  
Discussion/  
Action Items

Other Business

Adjournment

# APPROVAL OF MINUTES



**DRAFT**  
**Revenue Diversity & New Markets Committee Meeting**

Tuesday, October 10, 2023  
 3:00 p.m.

**MINUTES**

**MEMBERS PRESENT:** John Gill, Joe Battista, Wendy Ford and Tanisha Gary

**MEMBERS ABSENT:** Mark Brewer

**STAFF PRESENT:** Pam Nabors, Tadar Muhammad, Leo Alvarez, Marcela DeFaria, Fabi Diaz, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Gill, Committee Chair, called meeting to order at 3:06 p.m.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported a quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Action Item</b> <u>Approval of Minutes</u> <ul style="list-style-type: none"> <li>Reviewed draft minutes from 3/30/23 Revenue Diversity and New Markets Committee Meeting (attachment).</li> </ul>	<b>A motion was made by Ms. Gary to approve the minutes from the 3/30/23 meeting. Mr. Battista seconded; motion passed unanimously.</b>
5	<b>Information / Discussion / Action Items</b>  <u>Revenue Diversity &amp; New Markets Committee Charter</u> <ul style="list-style-type: none"> <li>Reviewed Charter (attachment) and aside from changing company name in "Goals" section, 2<sup>nd</sup> paragraph, from "DEO" (<i>Department of Economic Opportunity</i>) to "FloridaCommerce," the Committee concurred no substantive changes needed at this time.</li> </ul> <u>FY 2022-2023 Year-End Results</u> <ul style="list-style-type: none"> <li>Reviewed FY 2022-2023 year-end results by fund-raising sources: public, private, referral programs and general donations (attachment).</li> </ul> <u>New Fiscal Year Goals and Strategies</u> <ul style="list-style-type: none"> <li>Reviewed FY 2023-2024 for 1<sup>st</sup> quarter fundraising updates secured vs. in progress (attachment).</li> <li>Reviewed FY 2023-2024 goals, key performance metrics and outcomes. Also reviewed and discussed revenue generating strategies (attachment).</li> </ul>	





	<p><u>Committee Input:</u></p> <ul style="list-style-type: none"> <li>• Recategorize "Restricted vs. Unrestricted" to: "Designated vs. General"</li> <li>• On "Fundraising Updates" add a column showing activity level: applied, deadline, under review, awarded, declined</li> <li>• Develop a Prospecting list – <u>provide to</u> full board for networking opportunities; they might already have a connection or can provide insight.</li> <li>• Develop packaging and craft messaging around career pathway partnerships with businesses, <u>education</u> and government entities.</li> </ul>	
7	<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• None offered.</li> </ul>	
8	<p><b>Adjournment</b> There being no other business, the meeting was adjourned at 4:14 p.m.</p>	

Respectfully submitted,

Kaz Kasal  
Executive Coordinator



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Discussion/  
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# INFORMATION/ DISCUSSION/ ACTION ITEMS



**FY 2023 – 2024  
RESULTS FOR PERIOD  
7/1/23 THRU 02/29/24**



# Diversify revenue streams to adjust for variables in federal funding

## GOAL

- Generate \$3M of New Diversified Revenue
- Establish Organizational Structure and Strategy to Generate Non-DEO Revenue
- Develop and Activate Plan to Invest General (unrestricted) Revenue

## KEY PERFORMANCE METRICS

- Generate \$3M of New Diversified Revenue
- Activate Organizational Structure and Strategy to Generate Non-DEO Revenue
- Create and Operationalize Business Plans for Each Legal Entity

## OUTCOME

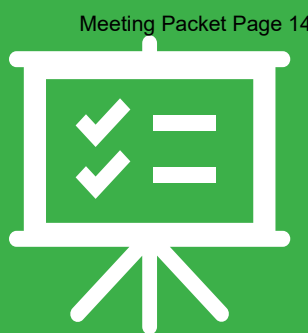
By year three, CSCF has built a budget that is 1/3 comprised of other non-allocated revenue.

# FUNDRAISING UPDATES – YTD Through 02/29/24

Goal: \$3M

PUBLIC	PRIVATE	REFERRAL	GENERAL
<ul style="list-style-type: none"> <li>• \$150K Osceola County (Immigration Worker Stabilization)</li> <li>• \$50K City of Orlando (Family Sustainability)</li> <li>• \$1.25M National Science Foundation</li> <li>• \$1M Orange County CCC Summer</li> </ul>	<ul style="list-style-type: none"> <li>• \$25K Fairwinds Foundation</li> <li>• \$25K HCA Healthcare</li> <li>• \$100K Additions Financial</li> </ul>	<p><b>Income</b></p> <ul style="list-style-type: none"> <li>• \$171,995 Ticket to Work</li> </ul> <p><b>Accounts Receivable</b></p> <ul style="list-style-type: none"> <li>• \$35,146 Ticket to Work</li> </ul>	<ul style="list-style-type: none"> <li>• \$10K Heart of FL United Way</li> <li>• \$3,373 Board Contributions</li> </ul>
<b>\$2,450,000</b>	<b>\$150,000</b>	<b>\$207,411</b>	<b>\$13,373</b>
<b>Secured Funding \$2,672,284 (89% of Target)</b>			

# OPEN PROPOSALS



<u>Funder</u>	<u>Proposed/ Opportunity</u>	<u>Purpose</u>	<u>Comments</u>
Orange County LUO	\$2,500,000	Level Up Orange	Pending Approval By BOC; unofficial award
Chase	\$1,000,000	Adv. Manufacturing training	Funding cycle opens in March
HVRP	\$600,000	Homeless Veterans employment	Submitted; possible 3yr renewal
US Council of Mayors	\$150,000	Youth digital literacy	Lead applicant: City of Orlando
Disney	\$100,000	HS Career Express program	Submitted
Lake County	\$75,000	SYP internships	Submitting proposal 3/18
Ameriprise Financial	\$50,000	Immigrant worker stabilization	Awaiting Response
Mount Dora	\$50,000	Summer Youth Program	Submit contract before March 5
Orlando Utilities Commission	\$50,000	Year-round youth	Awaiting Response
City of St. Cloud	\$40,000	Summer Youth Program	Proposal or contract due March 28
Apopka	\$30,000	Summer Youth Program	Awaiting Response
Andy Frain	\$15,000	Year-round youth	Awaiting Response
<b>Total</b>	<b>\$4,660,000</b>		

# Declined Awards

<u>Funder</u>	<u>Proposed/ Opportunity</u>	<u>Purpose</u>	<u>Comments</u>
Orlando Magic Youth Foundation	\$100,000	Year-Round Youth	Declined; Asked for feedback
VyStar Foundation	\$20,000	Summer Youth Program	Declined; no feedback given



## 2023-24 DEVELOPMENT PROSPECTS & OPPORTUNITIES

### NEW MAJOR DONORS

- Addition Financial
- HCA Healthcare
- Lake County\*
- Mount Dora\*
- OUC\*\*
- Andy Frain Services\*\*

### TOP RENEWED DONORS

- Orange County
- Osceola County
- Fairwinds
- Seminole County
- City of Orlando
- Osceola County
- City of St. Cloud
- City of Apopka

### NEW PROPOSALS

- US Council of Mayors\*\*
- Dept. of Labor  
Homeless Veterans  
Reintegration Program\*\*
- Orlando Magic Youth  
Foundation\*\*\*
- Ameriprise\*\*
- VyStar\*\*\*
- Disney\*\*
- Chase\*\*

### NEW PROSPECTS

- Chase
- Universal Orlando
- Siemens Energy
- Electronic Arts
- Suncoast Credit Union
- City National Bank
- Truist
- TD Bank

\*Pending contract

\*\*Pending decision

\*\*\*Proposal denied



## **NEEDS ASSESSMENT**

- Grants Manager
- Administrative support
- Raising of organizational profile in the community
- Funding priorities
- Development CRM / donor database
- Identify funding opportunities for PY24
- Identify prospects for cultivation and solicitation
- Development collateral / webpage
- Signature event

## **GOALS BY JUNE 30**

- Draft Development Plan
- Benefits/stewardship
- Fundraising projections
- Plan signature event
- Proposal templates
- Partnership activities monitoring system
- Other development events
- Programmatic opportunities for funding (ongoing assessment)
- Administrative support

# SUMMER YOUTH PROGRAM

Students participate in a 5-week summer program to explore, engage, and experience careers while earning stipends or wages and learning valuable work readiness skills.



## Try out a day-in-the-life in careers

- For 14-15 year olds
- Earn up to a \$1,200 incentive
- 5-weeks getting to know careers
- Discover college life & financial aid



## Build a project portfolio to get gigs

- For 15-16 year olds
- Earn up to a \$1,200 incentive
- 5-weeks training for a career
- Get out & explore workplaces



## Gain resume-worthy work experience

- For 17-19 year olds
- Earn \$15/hr for 30 hr week
- 5-week paid internship
- Potential to work beyond 5 weeks

# SUMMER YOUTH PROGRAM

## ANNUAL APPLICANTS

Number of students within 5-county region who apply for summer programming.

**5,000**



## AVAILABLE SLOTS

Number of funded available enrollment slots for students in summer 2024.

**1,500**

# HIGH SCHOOL CAREER EXPRESS

- Career exploration program for juniors and seniors
- Fall and Spring semesters
- Collaboration with OCPS CTE
- Participation by Central Florida area businesses



# HIGH SCHOOL CAREER EXPRESS

Partnering businesses:

- Addition Financial Credit Union
- Associated Builders & Contractors of Central Florida
- Disney
- Electronic Arts
- HCA Healthcare
- Lockheed Martin
- Orange County Government
- Orlando Utilities Commission
- Starbucks
- Universal Orlando





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▶ Other Business

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**Roll Call**

**Public Comment**

**Approval of Minutes**

**Information/  
Discussion/  
Action Items**

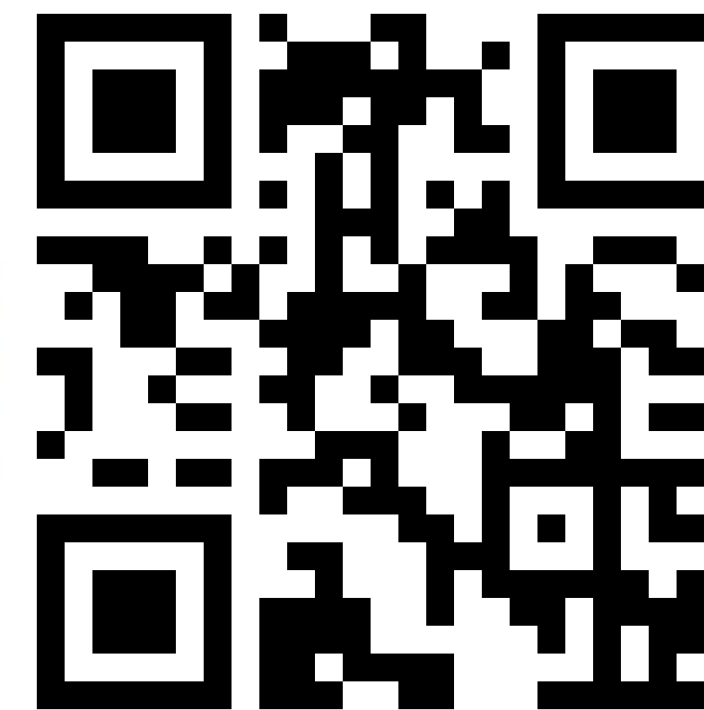
**Other Business**

**▶ Adjournment**

**ADJOURNMENT**



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