Hispanic Business Initiative Fund of Florida

Supporting Hispanic entrepreneurship since 1991

www.hbifflorida.org

September 12, 2014

Sonia Fonseca
US 17-92 Program Manager
Seminole County Government
Economic Development
1101 E. 1st Street
Sanford, FL 32771

Dear Ms. Fonseca:

I am writing on behalf of the Hispanic Business Initiative Fund of Florida, Inc. For over two decades, HBIF has provided a comprehensive portfolio of free services aimed at assisting entrepreneurs and business start-ups in Florida. With the vision of using economic opportunity as a catalyst for positive community change, HBIF embraces the CRA's commitment to fostering sustainable economic development along the U.S. 17-92 corridor. In order to produce the impact envisioned by both organizations, HBIF asks that the CRA consider the provision of a ***$60,000 grant for FY 14-15.***

CRA funding would be used to strengthen HBIF's already existing presence in Seminole County, focusing on business operating within the CRA tax district. HBIF has helped create/maintain several hundred jobs in Seminole County; in FY 11-12 alone, our organization awarded over $14,000 in entrepreneurial grants and facilitated $50,000 in loans to clients in that area. Funding would be distributed among the provision of free educational programs, one-on-one business consulting services, and entrepreneurial grants, qualitatively and quantitatively enhancing the assistance provided to businesses in the CRA tax district.

HBIF would report to the county on a quarterly basis, showing progress as it directly relates to the metrics of our program. Quarterly reports would be accompanied by invoices – each amounting $15,000 – relative to the services provided in each quarter. We will also work with you to locate a physical location, within the corridor, enabling our organization to more closely attend the community along the U.S. 17-92 corridor.

Thank you in advance for reviewing our request. HBIF looks forward to working more closely with Seminole County government. Please do not hesitate to contact us at (407) 428-5872. You can also reach me directly via email at asanabria@hbifflorida.org. We look forward to hearing from you soon.

Sincerely,

Augusto Sanabria
President/CEO

Investor's Circle: Bank of America CHASE WELLS FARGO

3201 East Colonial Drive, Suite A20
Orlando, FL 32803

2315 NW 107th Avenue, Office #1M17
Miami, FL 33172

600 N. Westshore Blvd. Suite 1050
Tampa, FL 33609

PROPOSAL TO SEMINOLE COUNTY GOVERNMENT

PRESENTED BY

HISPANIC BUSINESS INITIATIVE FUND OF FLORIDA, INC.

OVERVIEW

With a staff of 15 and a budget of nearly $2 million, the Hispanic Business Initiative Fund of Florida, Inc. (HBIF) is the leading Hispanic nonprofit economic development organization in the state of Florida. For more than 20 years, HBIF has specialized in providing bilingual business development to Hispanic entrepreneurs trying to establish or expand their business.

HBIF is a community-based 501(c)(3) non-profit organization. All earnings from operations, funds, donations and charitable contributions shall only benefit customers of HBIF.

EXECUTIVE SUMMARY

HBIF's mission is to strengthen the economy of Florida through quality, free bilingual business development and training to Hispanic entrepreneurs. HBIF also educates those who may not be adequately equipped to start a business and strives to keep those individuals from risking their job stability, lifelong savings, and/or credit.

Since its inception, HBIF **has helped create an estimated 5,000 jobs** across the state. In the past year alone, HBIF created or retained approximately 567 jobs.

With funding in the amount of $60,000, HBIF will provide bilingual business development services on-site to businesses in Seminole County that are:

- located within Seminole County's Community Redevelopment Agency (CRA) tax district;
- looking to re-locate their existing business to the CRA;
- looking for a CRA-related grant offered by the county; and
- potential new businesses to be located in the CRA.

This funding will allow HBIF to achieve an increase in the number of strong, well-structured Hispanic-owned businesses and general economic growth all along the 17-92 corridor in Seminole County.

HBIF will establish a partnership with the Seminole County Regional Chamber of Commerce and with other local economic development organizations to support Hispanic entrepreneurs to create jobs for the region. By providing bilingual educational assistance, business consulting and professional service support, HBIF will help Seminole County businesses launch and thrive.

ABOUT HBIF

In the past five fiscal years, HBIF has helped create or retain nearly 3,000 jobs across the state. With the delivery of quality professional services to its clients through seminars and workshops, personalized business consulting, entrepreneurial grants, and commercial loan facilitation, HBIF is able to help Hispanic entrepreneurs create jobs and make a quantifiable contribution to our state's economy.

HBIF's primary offices are in Orlando, Miami, and Tampa. HBIF also has satellite offices in Kissimmee, Hollywood, and Sweetwater, Fla. The organization is funded by corporate and government contributions, as well as funds raised through special events and contracts.

A snapshot of what HBIF has achieved in the last five years in operation (FY '08 – '12) demonstrates the success of the business model and the impact the organization has had on the state's economy.

Jobs Created/Retained	2,780
Loans Marketed	$29,190,929
Clients Provided One-on-One Business Consulting Services	3,687
Clients Awarded Entrepreneurial Grants	336
Contracted Entrepreneurial Assistance Hours Approved	9,070
Orientation, Workshop and Advanced Training Program Participants	14,378

AREAS OF SERVICE

EDUCATIONAL ASSISTANCE

Orientation Sessions provide basic information about how to start a business. The **Hispanic Business Workshop Series** offers training on specific topics that assist entrepreneurs in making critical decisions to become successful.

BUSINESS TECHNICAL ASSISTANCE

Free **one-on-one assistance** helps the entrepreneur identify the short and long-term needs of the existing or prospective business. These services include assistance with minority certification, business loans, business plan analysis and assessing the viability of the existing or prospective business, among others.

LOAN FACILITATION

While not a lender, HBIF helps all entrepreneurs (regardless of ethnicity) to **determine their financing needs and obtain business loans** from traditional lenders or non-profit micro-lending organizations such as ACCIÓN USA. HBIF helps pre-screen clients and guide them through the loan application process.

ENTREPRENEURIAL GRANTS

HBIF's entrepreneurial grants allow startups and existing businesses to receive **advanced business development services at no cost.** HBIF's grant program also has a secondary economic impact: the grant services are outsourced by HBIF to other small businesses in the region. Following is a breakdown of grants awarded by HBIF in Central Florida last fiscal year.

ENTREPRENEURIAL GRANTS AWARDED IN CENTRAL FLORIDA FY12-13	
GRANT DESCRIPTION	**GRANTS AWARDED**
Legal Structure	11
Accounting Assessment	13
Business Plan (Phase 1)	11
Business Plan (Phase 2)	11
Business Plan Plus Loan Application	1
Marketing Plan (Phase 1)	15
Marketing Plan (Phase 2)	15
Corporate Branding	8
QuickBooks® Training	2
Web Site Development	8
TOTAL	**95**

THE NEED FOR HBIF SERVICES IN THE CRA TAX DISTRICT

There is an evident need for HBIF services, as evidenced by the work HBIF has already done with Seminole County business owners. For the past 15 years, HBIF has helped thousands of Hispanic entrepreneurs start or expand their businesses. The chart below is a small representation of the Seminole County businesses that have

been assisted by HBIF.

HBIF CLIENTS	INDUSTRY	EMPLOYEES	
		BEFORE HBIF	AFTER HBIF
Accurate Traffic Counts, Inc.	**Engineering**	**4**	**110**
Florida Family Care Choice	**Home Health Care**	**8**	**14**
A.B. Floors, Inc.	**Floor Cleaning**	**2**	**11**
Dicapta	**Closed Caption Services**	**4**	**11**
Exam Plus, Inc.	**Drug & Alcohol Testing**	**11**	**11**
Power Grid Engineering	**Engineering**	**2**	**80**
TOTAL		**31**	**237**

Without having a physical presence within county lines, HBIF has already demonstrated economic impact and has supported a handful of businesses that are currently in the CRA tax district. HBIF's on-site business consulting and educational programs within Seminole County will produce an even more substantial boost for the local economy, and along the 17-92 corridor. HBIF's activity and results in Seminole county during the last fiscal year alone, is as follows:

Clients Counseled from Seminole County	20
Educational Program Attendees	121
Jobs Created/Retained	50
Businesses Started	5
Entrepreneurial grants awarded	23
Dollar amount of grants awarded	$14,350
Value of commercial loan applications submitted with the help of HBIF	$50,000

Census data supports this. According to the 2010 US Census, 18.8 million people reside in Florida. 4.2 million (22.47 percent) are of Hispanic origin, an increase from 2.7 million in 2000. The tri-county region (Seminole, Orange, and Osceola counties) in particular has experienced a 27 percent increase in the Hispanic population since 2000.

As for Seminole County, according to the US Census, the Hispanic population reached 72,000 in 2010 - **a 77.9 percent increase since 2000.** According to the 2007 Business Census, at that time the number of Hispanic-owned businesses had reached 5,233, **representing 11 percent of all businesses in Seminole County.** This presents a tremendous opportunity to draw Hispanic-owned businesses to the CRA tax district.

SEMINOLE COUNTY POPULATION: GROWTH COMPARISON			
YEAR	HISPANIC	TOTAL POPULATION	% HISPANIC
2000	40,731	365,196	11%

2010	72,457	422,718	17%

HBIF PARTNERSHIP SUMMARY FOR SEMINOLE COUNTY

HBIF is requesting $60,000 from Seminole County to support economic development in the CRA. Budget breakdown:

Educational Programs	$10,000
Entrepreneurial Grants	$20,000
One-on-one Business Consulting	$30,000

With this funding, HBIF will provide the following services, with a particular focus on supporting the CRA efforts:

Consultant in county (business days per year)	50
Spanish-language "How to Start a Business" orientation	12
Three-hour Spanish-language workshops on business topics	4

Note: although HBIF will be on-site in the area approximately one day per week, the HBIF consultants will be conducting Seminole County-client related research and communications on an ongoing basis.

ADDITIONAL BENEFITS

The following list comprises the benefits granted to Seminole County should the funding proposal be approved:

- Corporate table of 8 at 2015 Success Stories Luncheon Orlando;
- Logo prominently displayed on HBIF office sponsor wall;
- Logo prominently displayed on HBIF general collaterals and communications (statewide brochure, e-newsletter, sponsorship package, and annual report); and
- Logo prominently displayed on HBIF website with "hot-link" connecting directly to Seminole County website.

CONCLUSION

Funding from local government in the amount of $60,000 will help HBIF achieve the following goals in the CRA:

- Provide one-on-one business consulting to 75 Hispanic entrepreneurs;
- Provide 16 workshops and orientations to approximately 240 participants;
- Market a minimum of 10 loans per year;
- Award 30 entrepreneurial grants to Hispanic-owned businesses; and
- Create or retain a minimum of 166 jobs within county lines.

HBIF's unique model will also leverage funds from other sources to help spur growth in the CRA tax district, further strengthening the investment in local entrepreneurs.

HBIF will report to the county on a quarterly basis, showing progress as it relates directly to the metrics above.