

**The First Coast Hispanic Chamber of Commerce Community Development, Inc. –  
Succeed Now (Hola Emprende) Program**

**FY 2024-2025 City Grant Proposal Term Sheet**

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**Grant Recipient:** The First Coast Hispanic Chamber of Commerce Community Development, Inc.  
("First Coast Hispanic Chamber of Commerce" or "Recipient")

**Program Name:** Succeed Now (Hola Emprende) Program (the "Program")

**City Funding Request:** \$100,000

**Contract/Grant Term:** October 1, 2024 – September 30, 2025

**Any substantial change to this FY 2024-2025 City Grant Proposal Term Sheet (the "Term Sheet") or a budget change not within 10% of the attached Program budget line-items will require City Council approval.**

**PROGRAM OVERVIEW:**

The "Succeed Now" (Hola Emprende) Program empowers Hispanic entrepreneurs in Duval County through comprehensive business education, mentorship, and access to capital. It addresses critical barriers faced by Hispanic-owned businesses, including limited financial literacy, challenges securing loans >\$50k, and language/cultural gaps in business networks. Hispanic entrepreneurs represent 12.5% of Jacksonville's population but lack tailored business resources and face a 33% rejection rates for loans greater than \$50k.

The Program seeks to address these barriers and inequities by:

- Equipping local entrepreneurs with skills in financial planning, AI tools, and business English.
- Facilitating mentor-mentee partnerships to accelerate business growth.
- Connecting participants to capital resources.
- Fostering a collaborative Hispanic business ecosystem through networking and community events.

Our mission is to positively impact the regional economy by creating value, promoting and facilitating the success of Hispanic-owned businesses and by engaging the community at large. We strive to establish and encourage better Hispanic-owned and operated businesses by looking for opportunities to foster an understanding of Hispanic heritage on the First Coast. We encourage all business professionals, both Hispanic and non-Hispanic, to get involved with the programs we offer. As an organization, we represent all Hispanics/Latinos.

First Coast Hispanic Chamber of Commerce has been in operation since 2003 and our membership includes individuals, corporations, and nonprofits. We offer our members and guests monthly networking events and workshops as well as our annual signature events. First Coast Hispanic Chamber of Commerce also offers promotional opportunities for individuals and businesses.

## PROGRAM SCOPE OF WORK AND DELIVERABLES:

Activity	Description
Monthly Workshops	12 sessions on Generative AI for small business, financial literacy and seeking funds, Business English (3rd Fridays).
Mentorship Network	30+ pairings with industry leaders, quarterly progress reviews.
Access to Capital Clinics	Partnerships with 4+ banks/NBFCs for loan workshops and 1:1 consultations and referrals to other city and non-city programs
Business Expo & Graduation	Annual event showcasing 50+ businesses to 500+ attendees, including investors across all events and workshops
Digital Resource Hub	Bilingual platform with AI tools, templates, and mentorship scheduling.

All events are open to the general public and are provided at no cost to the attendees.

## PROGRAM COSTS/PAYMENT TERMS:

**City of Jacksonville Request:** \$100,000 (programmatic expenses only)

### City Funds Allocation:

City funds shall be expended in accordance with the approved budget for the sole benefit of Duval County residents. City funds will be disbursed on a quarterly draw basis upon the City's receipt and approval of required documentation supporting the use and expenditure of previous disbursements, including but not limited to paid invoices, cleared checks and bank statements. Expenditures related to events and activities supported by City funds other than those obligated pursuant to this grant (including but not limited to the Hispanic Heritage Event – PO690686-25) shall not be eligible for reimbursement under this grant. The Program budget includes the following uses of City funds:

- Salaries (Chief of Staff and Engagement Officer) - \$20,000
- Occupancy Expense - \$19,000
- Printing and Advertising – \$15,000
- Staff Training - \$1,000
- Professional Services - \$31,000
- Food - \$10,000 (waiver of 118.301(a)(3)(iv) required)
- Equipment - \$4,000

### Draw Schedule:

- 12/31/24 - \$25,000
- 3/31/25 - \$25,000
- 6/30/25 - \$25,000
- 9/30/25 - \$25,000

## PROGRAM IMPACT & REPORTING

### Goals and Metrics:

1. **Program Participation:** 100+ enrolled entrepreneurs, 75% workshop attendance rate.
2. **Business Growth:** 30% of participants reporting revenue/job increases within 18 months.
3. **Capital Access:** 25% rise in successful loan applications post-program.
4. **Community Impact:** 50+ B2B partnerships formed among participants.

### Reporting Deliverables:

- Quarterly reports with participant surveys and voluntary loan approval data as provided.
- Annual report on stated goals and metrics, and other statistics aligned with Jacksonville's economic development goals.
- Case studies (e.g., Maria Rodriguez's \$75k loan success) for City Council review.

### 2024 Program Achievements:

1. Participation - Full participation at events and 300 people served between workshops, online and in person training sessions
2. Increased membership 10%
3. Increased business owners applying to JSEB
4. Technology sharing across small business owners for increased productivity

### ADDITIONAL GRANT REQUIREMENTS AND CONDITIONS:

Recipient's expenditure of City funds for the Program and the provision of services shall be subject to Chapter 118, Parts 1 – 5 of the *Jacksonville Ordinance Code*, excluding Section 118.301(a)(3)(iv) up to the maximum amount of \$10,000, and the terms and conditions of any contract entered into between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. The City's Grant Administrator may amend this Term Sheet or the approved Program budget consistent with the Program's needs, provided that any substantial change to this Term Sheet or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

FY2025 City Grant Application  
Proposed Funding Period: FY 2024-2025

FY 2025 City Grant - Complete Program Budget Detail

Lead Agency: The First Coast Hispanic Chamber of Commerce Community Development, Inc.

Program Name: Succeed Now (HOLA Emprende) Program

Agency Fiscal Year: Jan - Dec

BUDGET

Categories and Line Items						Funding Partners			
						Prior Year Prq Funding FY 2022-2023	Current Year Prq Budget FY 2023-2024	Total Est. Cost of Program FY 2024-2025	Agency Provided Funding
I. Employee Compensation									
Personnel - 01201 (list Job Title or Positions no names)									
Chief of Staff	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	
Engagement Officer	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
4	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
7	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
9	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
18	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
21	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Subtotal Employee Compensation	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00	
Fringe Benefits									
Payroll Taxes - FICA & Med Tax - 02101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Health Insurance - 02304	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Retirement - 02201	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Dental - 02301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Life Insurance - 02303	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Unemployment Taxes - 02501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other Benefits - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Subtotal Taxes and Benefits	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Employee Compensation	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00	
II. Operating Expenses									
Occupancy Expenses									
Rent - Occupancy -04408- Venue / Admin Office	\$0.00	\$20,000.00	\$18,000.00	\$0.00	\$0.00	\$18,000.00	\$0.00	\$0.00	
Telephone - 04181	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Insurance Property & General Liability - 04502	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Office Expenses									
Office and Other Supplies - 05101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Postage - 04101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Printing and Advertising - 04801	\$0.00	\$7,500.00	\$15,000.00	\$0.00	\$0.00	\$15,000.00	\$0.00	\$0.00	
Publications - 05216	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Staff Training - 05401	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Professional Fees & Services (not audit) - 03410	\$0.00	\$4,000.00	\$31,000.00	\$0.00	\$0.00	\$31,000.00	\$0.00	\$0.00	
Background Screening - 04938	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - Equipment under \$1,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - (Food)	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	
Travel Expenses									
Local Mileage - 04021	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Equipment Expenses									
Rental & Leases - Equipment - 04402	\$0.00	\$5,500.00	\$4,000.00	\$0.00	\$0.00	\$4,000.00	\$0.00	\$0.00	
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Direct Client Expenses - 08301									
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Operating Expenses	\$0.00	\$40,000.00	\$80,000.00	\$0.00	\$0.00	\$80,000.00	\$0.00	\$0.00	
III. Operating Capital Outlay (OVER \$1,000)									
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Computers & Software - 06427	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Capital Outlay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Direct Expenses Total	\$0.00	\$40,000.00	\$100,000.00	\$0.00	\$0.00	\$100,000.00	\$0.00	\$0.00	
Percent of Budget	-	-	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	
Last Modified: 07/08/2024									

All City Grant items listed must be included in the narrative section of the budget.

**Budget Narrative for Selected Items of Cost**  
**FY 2025 City Grant Application**  
**Program Budget Narrative (Max. 2 Pages)**  
**Proposed Funding Period: FY 2024-2025**  
**COJ Funding Only**

Agency Name: The First Coast Hispanic Chamber of Commerce Community Development, Inc.

Program Name: Succeed Now (Hola Empeñe) Program

**EXPENSES:** Please provide narrative description for all categories listed below for which you are seeking **City Funding Only**.

We have included those required elements in the spaces below. See instructions when listing personnel expenses.

Please feel free to add additional lines as necessary to provide explanations using the line insert feature.

**I. Employee Compensation** - (not related to costs of the office of the governor of a state or the chief executive of a political subdivision)

<b>Salary &amp; Wages</b>	\$20,000.00
Chief of Staff & Engagement Officer - Positions will be responsible for administering the Program, coordinating events, assisting attendees, staff and guests (speakers) and marketing the Program.	

**II. Operating Expenses**

<b>Occupancy Expenses</b>	\$19,000.00
Venue rental for Program events, insurance and administrative office space rental	

<b>Printing and Advertising</b>	\$15,000.00
Marketing, printing, advertising	

<b>Staff Training</b>	\$1,000.00
Training for use of equipment, computer programs and marketing	

<b>Professional Services</b>	\$31,000.00
Speakers for Program events and additional Program administration (non-audit)	

<b>Food</b>	\$10,000.00
Food for attendees of the conference and business owners participating at the expo	

<b>Equipment Expenses</b>	\$4,000.00
Equipment needed for speakers to present	