



Your Pursuit • Our Power

# Annual Report 2020





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TO: The Governor of the State of Florida, Members of the Cabinet, the President of the Senate, and the Speaker of the House of Representatives.

November 15, 2020

It is my distinct privilege to submit Veterans Florida's annual report for 2020. This report marks the fifth full year of operation for our organization that we have made great progress in all of our major veterans program areas. Our mission is to attract and retain veterans to our great state and to make Florida their permanent residence.

Our nationwide, veteran-focused marketing campaign brought more than 266,000 unique and repeat visitors to our website and provided them with information on the benefits and opportunities available to veterans in and interested in Florida. This year's campaign saw continued growth in social media followers and email newsletter subscribers, as well as attracting over 1,000 job seekers to submit resumes.

The Veterans Florida Workforce Training Grant program has seen steady growth and to date we have contracted with over 60 total businesses that have hired/trained more than 1,000 veterans. These veterans collectively have earned over \$36.5 million in salary that is going directly back into Florida's economy.

Since the inception of the Veterans Florida Entrepreneurship Program in early 2016, it has received more than 3,216 applications from veterans across the state, served 1,837 veterans and had 277 businesses started by the veterans who have graduated from the program. These businesses have collectively earned almost \$60 million in revenue, accessed over \$23 million in debt and equity financing, and hired 392 employees.

The Board of Directors and staff of Veterans Florida take pride in accomplishing this important mission in a transparent and cost-effective manner, always remembering that we have been entrusted with the taxpayer's dollars. I'm proud of what we have accomplished so far and very excited for the future of this program to serve and attract veterans to make Florida their home.

Sincerely,

A handwritten signature in black ink, reading "Warren R. McPherson". The signature is fluid and cursive, with a long horizontal line extending from the end.

Warren R. McPherson

Chair, Veterans Florida Board of Directors

CC: James Hartsell, Deputy Executive Director, Florida Department of Veterans Affairs

# Board of Directors

## Appointed by the Governor



**Warren R. "Rocky" McPherson, Chair**

Rocky McPherson is retired from serving for 10 years as the Vice President, Military and Defense programs, Enterprise Florida, Inc.—a public/private agency responsible for economic development initiatives in Florida. He had previously served five years as the Executive Director, Florida Department of Veterans Affairs. He served on the U.S. Department of Veterans Affairs Advisory Committee on Operation Iraqi Freedom/Operation Enduring Freedom Veterans and families.

Rocky is a Vietnam veteran who served in combat, both as an Infantry Officer and as a carrier based Naval Aviator flying the A6E. During his Marine career he held key leadership roles as the Deputy Director, Marine Personnel Management Division; Chief of Staff, III Marine Expeditionary Force, and as a Group Commander, Marine Aviation Training Group, NAS Whidbey Island.

He is a 1966 graduate of the U.S. Naval Academy, and holds a Master of Political Science degree from Auburn University. He is also a graduate of the National War College in Washington, DC. Rocky and his wife Connie reside in Yulee, Florida.

Governor Rick Scott appointed Rocky to the Veterans Florida Board of Directors in 2017.



**James Sampey**

After serving 23 years at Cox Target Media, including roles as President of Valpak and Executive Vice President at Cox Target Media, Jim Sampey founded CIHU (Can I Help You?), LLC, in retirement, helping friends and business associates take their businesses to the next level. Jim is engaged as Founder, Advisor and/or Investor to several organizations including Live Water Sports, Sky Data Ventures, Sterling Payment Technologies, Valpak, Shinn and Company, savvycard.com, Prime Medical Apparel, and Performance

Health Applied Technologies. He also serves on various Boards, including the Tampa Bay Partnership, University of Dayton, SunTrust Bank, Now Up Foundation, Vision Integrated Graphics, and the Tampa Bay Defense Alliance.

Governor Rick Scott appointed Jim to the Veterans Florida Board of Directors in 2014.



#### **Mark Harden**

Mark Harden served in the U.S. Navy for thirty years and retired as a Chief of Naval Operations Directed Master Chief. He currently works as Director of the Navy-Marine Corps Relief Society in Pensacola, FL. His passion is working on programs that support Veterans and Active Duty military personnel.

Actively engaged in the community in various capacities, Mark is the current Area President Gulf Coast for the Navy League of the United States and is the organization's National Director. He co-founded the Pensacola Veteran Support Organization Network which is a clearinghouse of over 40 veteran support organizations that work together to solve local veteran and military needs. He is also a board member of the Community Veterans Engagement Board for Northwest Florida. Mark is a graduate and an active member of the Leadership Pensacola Alumni Association where he has held a variety of leadership posts.

Governor Rick Scott appointed Mark to the Veterans Florida Board of Directors in 2017.

### **Appointed by the Senate President**



#### **Tom Rice, Treasurer**

Tom Rice is the owner of The Magnolia Grill of Ft. Walton Beach, which he and his wife, Peggy, opened in 1996. In 2004, the Magnolia Grill received Florida's Good Neighbor Award from the National Restaurant Association and was the Greater Ft. Walton Beach Chamber of Commerce's Small Business of the Year. In 2007, Congressman Jeff Miller recognized Tom and Peggy for humanitarian work in the Congressional Record of the 110th Congress. Tom serves on numerous Boards, including being Chairman of the Community Advisory Board of the Salvation Army of Okaloosa and Walton County, Florida. He serves as

Secretary of Catholic Charities of Northwest Florida and Chairs the Veterans Tribute Tower Committee. He was named to the Florida Veterans Hall of Fame, Class of 2017 . He is a Life Member of the Veterans of Foreign Wars and Disabled American Veterans 72.

Tom is a veteran and retired as First Sgt. from the U.S. Army. Former Senate President Don Gaetz appointed him to the Veterans Florida Board of Directors in 2014 and Senate President Bill Galvano re-appointed him in 2019.



**Angela Drzewiecki**

Angela Drzewiecki is a consultant at Peebles, Smith & Matthews, a well-regarded government affairs firm in Tallahassee, Florida. Prior to joining Peebles, Smith & Matthews, she worked as a legislative consultant at Southern Strategy Group, where she cultivated a deep understanding of clients' interests in active legislation and reinforced their positions on issues.

As a Gold Star family member and military spouse, Angela brings a unique perspective and valuable insight to the Veterans Florida Board. Senate President Bill Galvano appointed Angela to the Veterans Florida Board in 2019.



**Lynda L. Weatherman**

Lynda L. Weatherman currently serves as President and CEO of the Economic Development Commission of Florida's Space Coast. She is responsible for attracting new businesses and the retention of existing industry throughout the Space Coast. Previously, Weatherman has held leadership posts with the Florida Department of Commerce's Bureau of Economic Analysis, Gainesville Chamber of Commerce, and Marion County Economic Development Agency. In 2010, she was selected to be a member of the Air Force Chief of

Staff Civic Leader Program, serving as an advisor, key communicator, and advocate for the Air Force and providing ideas and feedback to the Secretary of the Air Force and Air Force Chief of Staff.

Senate President Bill Galvano appointed Lynda to the Veterans Florida Board in 2019.



## Appointed by the Speaker of the House of Representatives



**Martin Steele, Vice Chair**

Lieutenant General Martin R. Steele enlisted in the Marine Corps in 1965 and rose from private to three-star general, culminating his military career as the Deputy Chief of Staff for Plans, Policies, and Operations at Headquarters, U.S. Marine Corps, in Washington, DC in 1999. A decorated combat veteran, he is a recognized expert in the integration of all elements of national power (diplomatic, economic, informational, and military) with strategic military war plans and has served as an executive strategic planner/policy director in multiple theaters across Asia. His extraordinary career was chronicled as one of three principles in the award-winning military biography *Boys of '67* by Charles Jones.

Upon retiring from active duty in 1999, General Steele was the Chairman and CEO of Steele Partners, Inc., a strategic advisory and leadership consulting company and holds leadership positions in a number of non-profit organizations aimed at assisting transitioning veterans.

Speaker Will Weatherford appointed General Steele to the Board of Directors in 2014.



**Robert M. Kirila**

Robert Kirila currently serves as the Executive Director for Your Grateful Nation, with a focus on providing Special Operators the support needed to find careers in the private sector. Previously, Robert was the Chief Operating Officer for DEFENSEWERX and guided the growth of disruptive innovation practices at Air Force bases around the nation.

Serving as a Senior Leader in the last seven years of his 26 year career in the U.S. Army, Rob developed a unique portfolio of experience including stints leading Special Operators in Iraq and Afghanistan and advising the Commanding General in the fight against ISIS.

Robert holds a Bachelor's degree from the University of Richmond and Master's degrees from Central Michigan University and the United States War College. Among his awards are the



Legion of Merit, Distinguished Service Medals, the Bronze Star, and the Green Beret authorized by President John F. Kennedy. Robert lives with his wife Chrissie and two children in Valparaiso.

Speaker Richard Corcoran appointed Robert to the Veterans Florida Board of Directors in 2018.



**Jerry L. Neff**

Brigadier General (Retired) Jerry L. Neff enlisted in the Illinois Army National Guard 1960 before transferring to the Florida Army National Guard and graduating from the Florida National Guard Officer Candidate School in 1964.

When he retired in June 1999, General Neff was the Deputy Commanding General, 32<sup>nd</sup> Army Air and Missile Defense Command, Orlando, Florida.

General Neff's numerous decorations and awards include the Legion of Merit, The Meritorious Service Medal, and Army Commendation Medal (with oak leaf cluster).

General Neff was a banker for 47 years and retired in 2009 as President of M&I Bank, Florida Region, and then served for two years as Chairman of M & I Bank Advisory Board.

General Neff graduated from Excelsior College with a Bachelor of Science degree in liberal arts and is married to the former Judy Evans. They reside in Bradenton, Florida.

Speaker Richard Corcoran appointed General Neff to the Board of Directors in 2018.

## Committees of the Board

The Board of Directors maintains two committees to advise the Board on oversight and direction to the corporation.

Internal  
Operations  
Committee

External  
Relations  
Committee

# Meet The Team

**Joe Marino, Executive Director** – United States Military Academy Graduate, U.S. Army Veteran

The Executive Director reports to the Board of Directors and works collaboratively with the Board to provide direction and leadership to the formulation and achievement of the organization's philosophy, mission, and its annual goals and objectives. Additionally, he works with the Board and staff to develop and implement policies, procedures, and long-range strategic plans, and oversees administrative, financial and program operations, and all personnel matters such as the staff organizational structure, hiring, performance evaluations.

**Jeremy Sinnemaki, Veterans Employment and Training Services Director** – U.S. Air Force Retired

The Veterans Employment and Training Services (VETS) Director is part of the executive team and responsible for all employment assistance and training efforts of Veterans Florida. This position is responsible for overall implementation and execution of the Workforce Training Grant program, recruiting efforts to match veterans with employment and outreach efforts to businesses throughout Florida. Additionally, the VETS Director leads the organization's veteran entrepreneurship program, which includes multiple, geographically diverse partners delivering entrepreneurship resources to veterans. The VETS Director implements and maintains technology solutions that support the various programs and manages a team of development managers as well as the veteran services coordinators.

**Heather Collins, Director of Administration** – Military in Family

The Director of Administration is part of the executive team and responsible for financial management, contract management, and human resources at. The Director of Administration ensures compliance with the state of Florida as a direct funding source. Additionally, she supervises the organization of board meetings and other events, and assists the executive team where necessary. The Director of Administration reports to the Executive Director.

**Dan Barrow, Communications and Marketing Director** – Military Supporter

The Communications and Marketing Director is part of the executive team and responsible for developing, maintaining, and monitoring the organization's marketing and public relations activities. Additionally, the Communications and Marketing Director organizes the Veterans Florida Expo and other events, and assists the executive team where necessary. The Communications and Marketing Director reports to the Executive Director.

**Christopher Meinhardt, Development Manager – U.S. Marine Corps Veteran**

The Development Manager is responsible for researching and applying for grant opportunities to increase funding for Veterans Florida. The Development Manager also attends business functions to further promote Veterans Florida's mission and to foster relationships with community partners. The Development Manager reports to the Executive Director.

**Fernando Mendez, Workforce Development Manager – U.S. Navy Veteran**

The Workforce Development Manager is responsible for conducting outreach activities to encourage Florida employers to hire and train veterans through Veterans Florida Career Services, attends business functions, meets with employers, and initiates the application process for the Workforce Training Grant. The Workforce Development Manager is responsible for outreach efforts to businesses throughout Florida, fostering positive working relationships to maintain and enhance recruiting efforts to match veterans with employment. The Workforce Development Manager reports to the VETS Director.

**Amy Entress, Entrepreneurship Development Manager, Agriculture Program Manager – U.S. Navy Veteran**

The Entrepreneurship Development Manager is responsible for coordinating, maintaining, and monitoring the organization's veteran entrepreneurship program, which includes multiple, geographically diverse partners delivering the curriculum to veterans. The Entrepreneurship Development Manager assists in managing the partner contracts and works to expand and maintain a statewide list of all veteran specific entrepreneurship resources. The Agriculture Program Manager is responsible for coordinating and administering the organization's veteran agriculture program. The Agriculture Program Manager assists the VETS Director in managing the internships and contracts with the research center partners, prepares and maintains regular reports from the partners, and develops opportunities for post internship employment with local agribusinesses. The Entrepreneurship Development Manager reports to the VETS Director.

**Sheila Helton, Grants Manager – Military Supporter**

The Grants Manager is responsible for the administration and management of Veterans Florida grant programs under the Veterans Employment and Training Services Program (VETS). As part of the Admin team, the Grants Manager is responsible for drafting contracts, ensuring contract compliance, collecting and reporting information to grant recipients, maintaining data, compiling metrics and reporting for stakeholders and funders, and assists the executive team when necessary. The Grants Manager reports to the Director of Administration.

**Danielle Ochoa, Information Technology Manager – Military in Family**

The Information Technology (IT) Manager is responsible for planning, implementing, and maintaining Veterans Florida's online web presence, software implementation, hardware procurement and installation, and providing technology support and updates. The IT Manager reports to the Director of Administration and supports all program teams at Veterans Florida.

**Lesli Sullivan, Office Manager – Military Supporter**

The Office Manager is responsible for general operation of the office, performing administrative duties including arranging staff and board member travel and preparing travel/expense authorizations, event planning, and providing Human Resources (HR) support. The Office Manager provides administrative support to the Executive Director, Director of Administration, Board of Directors, and the Veterans Florida team in general. The Office Manager reports to the Director of Administration.

**Kolby Livingston, Veteran Services Coordinator – U.S. Army Veteran**

The Veteran Services Coordinator provides individual assistance to veterans living in or desiring to move to Florida. He assists veterans with Veterans Florida Career Services, sets appointments and works with veterans seeking employment and employment services. The Veteran Services Coordinator assists veterans seeking Entrepreneurship and other job training through our case management system, and reports to the VETS Director.

**Andrea Marteeny, Veteran Services Coordinator – U.S. Navy Veteran**

The Veteran Services Coordinator provides individual assistance to veterans living in or desiring to move to Florida. The Veteran Services Coordinator assists veterans with Veterans Florida Career Services, sets appointments and works with veterans seeking employment and employment services. She assists veterans seeking Entrepreneurship and other job training through our case management system, and reports to the VETS Director.

**Sarah Harmon, Social Media and Content Specialist – Military Supporter**

The Social Media and Content Specialist is responsible for executing marketing strategies to various audiences which may include: generating, optimizing, and publishing content for digital and print marketing. The Specialist ensures all content respects the organization's brand voice and style guidelines by working closely with the Program staff to promote Veterans Florida services to veterans, transitioning service members, and Florida employers, and reports to the Communications and Marketing Director.

# Veterans Employment and Training Services Program (s. 295.22, F.S.)

## Workforce and Career Services Programs

To better serve the needs of veteran job seekers and employers, Veterans Florida maintains the Workforce and Career Services Program. This program houses our largest grant program, the Veterans Florida Workforce Training Grant, which reimburses eligible companies for 50 percent of the training cost for every veteran trained, up to \$8,000 per employee.

The Workforce Training Grant incentivises Florida employers to hire and retain veterans who wish to augment their existing skill set developed during military service. The Veterans Florida workforce team actively works with employers to translate military experience into comparable military experience while civilian experience requirements. The team educates employers and their human resources teams on the value veterans bring to the workforce.



The Career Services Program allows Veterans Florida to actively recruit qualified veterans to fill positions at companies across the state. Veterans can upload their resume for consideration for any position or apply directly for open positions through the career portal on [veteransflorida.org](http://veteransflorida.org). Veterans Services Coordinators reach out to provide employment services such as resume assistance, interview preparation, career matching, and counsel veterans on additional resources available to them.

Veterans Florida has received more than 2,600 resumes from veterans seeking employment in Florida and is actively matching them with job openings across Florida. Over 60 employers have used Veterans Florida Workforce and Career Services.

Workforce Grant Reimbursements		
Fiscal Year	Veterans Trained	Workforce Grant Reimbursements
FY 2015-16	1	\$2,520
FY 2016-17	117	\$476,070
FY 2017-18	187	\$687,483
FY 2018-19	303	\$712,765
<b>FY 2019-20</b>	<b>393</b>	<b>\$1,112,985</b>
Total Grant Reimbursements (as of October 31, 2020)		\$3,376,172

Workforce Veteran Training Grant Program began January 2016

## Entrepreneurship Program



Nearly one in four active duty service members and veterans want to open and operate their own business. Opportunity, freedom, and challenge attract them to business ownership. The Veterans Florida Entrepreneurship Program offers veterans online and on-site instruction, facilitation, and mentorship designed to match up with their level of knowledge and their busy schedule.

The Entrepreneurship Program conducted its fifth year of operation in Fiscal Year 2019-20. Since the inception of the program in early 2016, the program has received more than 3,200 applications from veterans across the state and served 1,704 veterans.

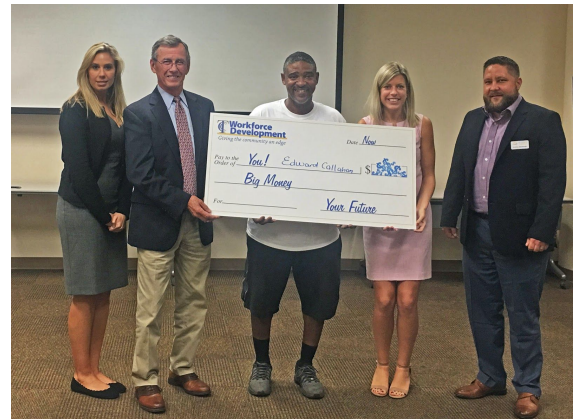
The program features several pathways to meet the needs of veteran entrepreneurs at different stages of their entrepreneurial journey.

The first pathway, Discover, comprises online lessons which familiarize veterans with basic terminology and concepts and acts as a gateway to the second and third pathways. Veterans Florida licensed an existing web-based system to give our participants a low-risk, low-commitment option to start learning the foundations of entrepreneurship.



The next pathway, Explore, offers topical workshops and networking events held on location at one of our six entrepreneur partners. This pathway carries a low commitment which consists of 2-3 hour workshops and is designed for veterans varying states of their entrepreneurial career, those seeking specialized help topics such as franchising or government contracting, or those just seeking to connect with other veteran business owners.

The third pathway, Master, consists of cohorts designed to assist veteran entrepreneurs with starting their business or growing their early stage business after startup. These cohorts delve deeply into all aspects of entrepreneurship, with on location facilitation held at one of our six entrepreneur partners. This pathway is reserved for a maximum of 15 veterans with well-defined business ideas or early-stage companies at each entrepreneur partner. Acceptance into this portion of the program is managed by the partners.



#### Entrepreneurship Program Partners for 2019-20



Entrepreneur Program Participants Cumulative Reported Data			
Revenue Generated	Capital Invested	Businesses	Hires
\$59,611,801	\$23,177,049	277	392



Entrepreneur Program Participants			
Fiscal Year	Applications Received	Participants Served	Program Completions
FY 2015-16	612	424	167
FY 2016-17	458	300	147
FY 2017-18	787	393	82
FY 2018-19	910	426	96
<b>FY 2019-20</b>	<b>449</b>	<b>294</b>	<b>108</b>
Total FY 2015-20	3,216	1,837	600

## Agriculture Program

In fiscal year 2018, Veterans Florida received a \$100,000 subaward from the USDA NIFA FY18 Enhancing Agricultural Opportunities for Military Veterans Competitive Grants Program to test the Veteran Agriculture Selection Program over an 18-month timeline, which wrapped up in February.



Our objective in the original proposal was to put eight (8) veterans through the program. Veterans Florida successfully completed the stated objective with support from the University of Florida, Institute of Food and Agricultural Sciences (UF/IFAS). Additionally, we expanded our outreach and developed relationships with a majority of the UF/IFAS Research and Education Centers (RECs) and demonstration sites around the state.

The Veterans Florida Agriculture Program (previously called the Veteran Agriculture Selection Program) is an intensive, nine-month internship program that exposes selected veterans to

various modern agriculture production practices. The first six months of the internship took place at UF/IFAS RECs across Florida. Internship positions at the RECs were fully supported by the experienced leadership at each location. Each research center developed a structured rotation plan to introduce veterans to different production methods and challenges such as trial planning, field/site preparations, preparing plant materials, trial maintenance, data collection, harvesting, and various cropping activities depending on season, crop, and individual



research program needs. At the end of their research center internship, participants transitioned into a three month paid internship with local agribusinesses or farms to use skills learned, develop new skills, and develop relationships within the local agriculture industry. All of the veterans participating in the program were assisted by Veterans Florida with placement in a permanent position within the growing and diverse Florida

agriculture industry following the internship.

Not only did the participants benefit from the education, training, and networking opportunities, but a couple of our graduates also received special recognition from the Commissioner of Agriculture, Nikki Fried, and Governor Ron DeSantis (pictured above.) The Veteran Agriculture Selection Program also won a Future of the Region award from the Tampa Bay Regional Planning Council for excellence in the Economy and Energy category.

Agriculture Program			
Fiscal Year	Applications Received	Participants Served	Program Graduates
Total FY 2018-20	87	54	8

## Marketing Program

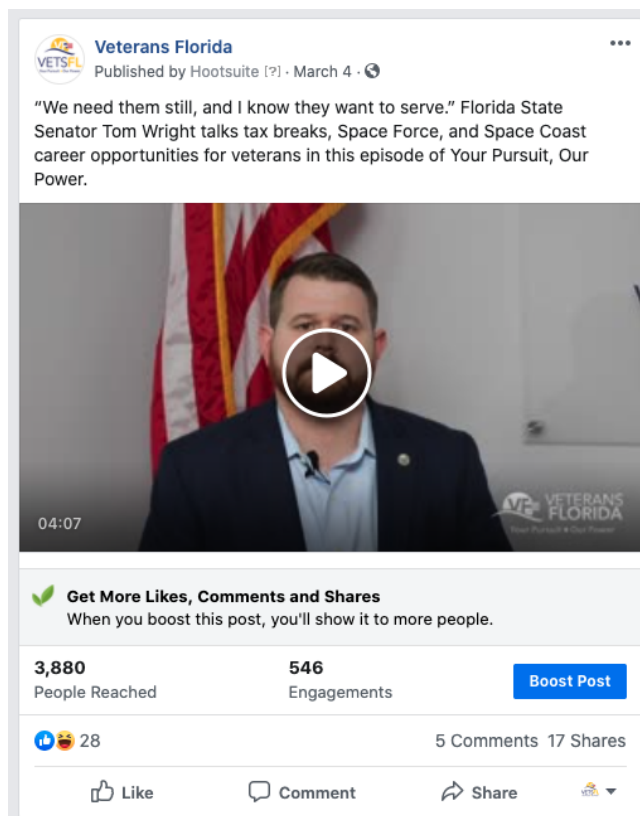
The Veterans Florida marketing and communications campaign supports the organization's primary goals: Career Training, Entrepreneurship Training, and promoting Florida's status as the nation's most veteran-friendly state. The marketing team also leads the planning and execution of the Veterans Florida Expo each year. The target audience is service members and veterans in the 12 months leading up to and following separation from the military.

The majority of advertising spend and effort is invested in digital marketing, including email, social media. This year the marketing team also secured enrollment in the Google AdGrants program, which provides qualified non-profits up to \$10,000 each month of in-kind paid search advertising.

Other channels include public relations, traditional print advertising, and radio.

The marketing team has full web development, video production, and creative capabilities, allowing Veterans Florida to operate with the flexibility to quickly capitalize on opportunities and maximize our reach and impact. The team built our website, handles all public relations, and creates all of the content distributed on social media and the web.

The marketing team has built a large video catalog, including full segments of the Virtual Expo's panels and spotlights of targeted industries. In light of COVID-2019, the 2020 Veterans Florida Expo was held virtual via



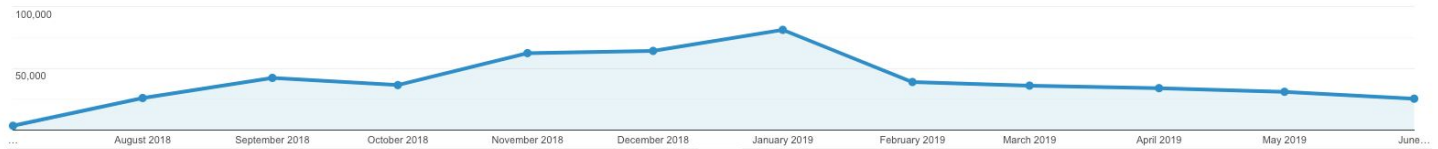
livestream on June 18th. The event was a major success with over 600 live stream viewers, a peak live viewership of 279, and over 2,000 replays. The virtual format allowed Veterans Florida to reach a broader audience across the country, including target states such as California and Texas. Over 1,500 (71%) of the viewers were in the target 25-54 age range. Premier Virtual took first place in the Battle of the Pitches and received \$3,000 in funding provided by Bank of America. Shipshape Urban Farms won 2nd place and received \$2,000 sponsored by Learning Alliance. Overall Veterans Florida received very positive feedback from sponsors, presenters,

and viewers, which reflects the strong team effort as staff adapted to a virtual format in a short period of time.

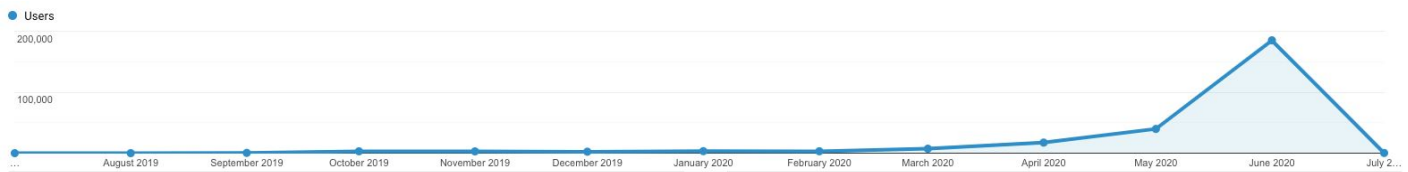


Marketing				
Metric	FY 2018-19	FY 2019-20	% Change	Notes
Total Unique Website Visitors	436,458	<b>149,652</b>	-65.71%	Result of Reduction in Paid Advertising
Total Facebook Page Likes	83,576	<b>81,861</b>	-2.05%	Standard Facebook Scrub of Inactive Accounts
Email Newsletter Subscribers	42,794	<b>33,516</b>	-21.68%	Scrub of Inactive Records
LinkedIn Followers	2,131	<b>3,940</b>	84.89%	Result of Paid Advertising
Twitter Followers	599	<b>665</b>	11.02%	

# Annual Web Traffic



FY 18/19



FY 19/20

Sessions

500,836

↓ -34%

Bounce Rate

2.53%

↓ -96%

Users

249,944

↓ -43%

Avg. Session Duration

00:03:20

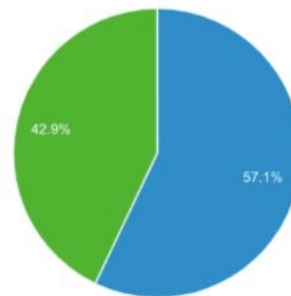
↑ +400%

Pageviews

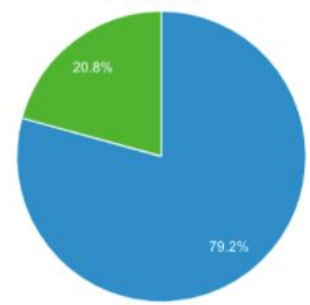
1,920,421

↑ +89%

FY 18/19



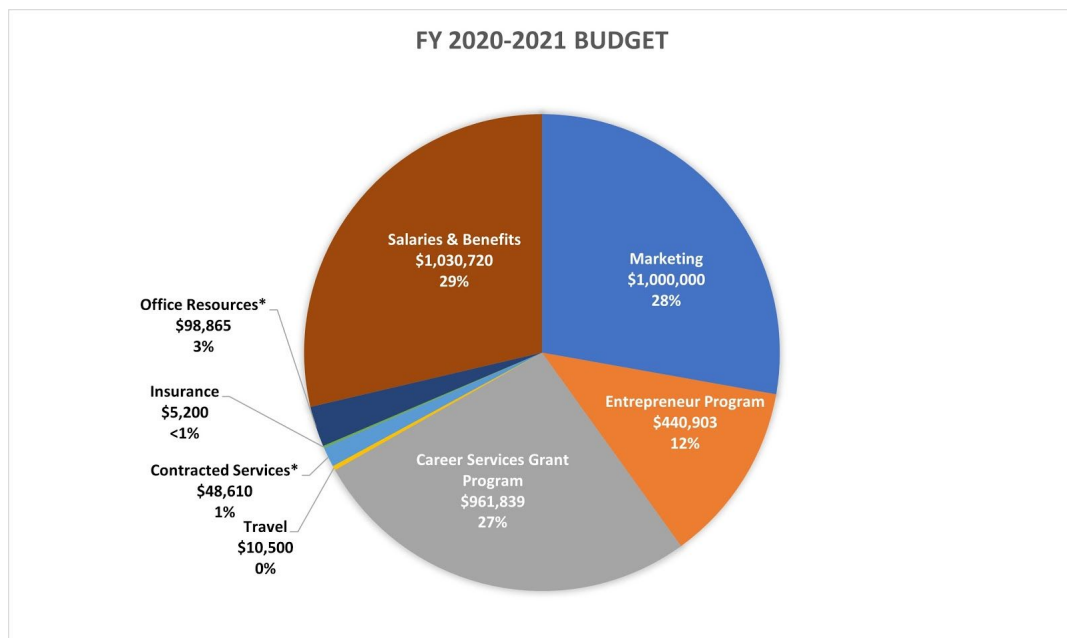
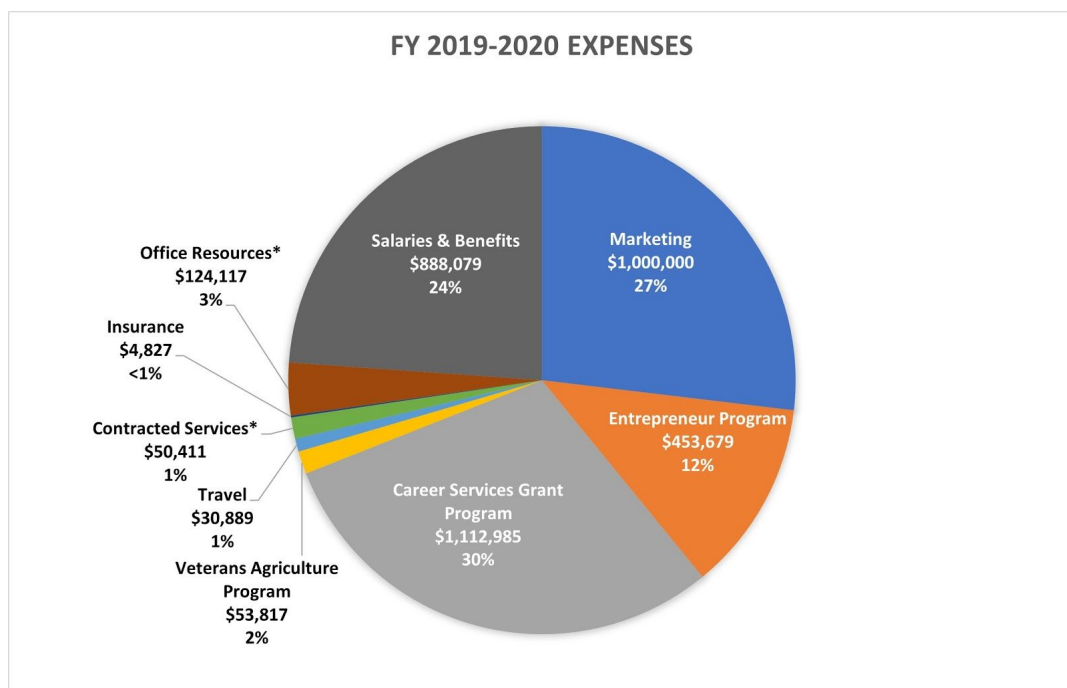
FY 19/20



■ New Visitor ■ Returning Visitor



# Financial Summary



\*Office Resources include operational expenses such as office supplies and equipment, lease of office space, software, telecommunication services, printing, and postage. Contracted Services such as accounting, auditing services, HR/Payroll, legal services, and website development and management help support the organization's internal operations.

## Contracts FY 2019-2020

The corporation entered into the following contracts to carry out its duties.

Contracts				
Date Entered	Contractor	Service Provided	Amount	Date Completed
6/24/2020	Carr, Riggs & Ingram	Auditing	\$11,000	9/30/2020
12/6/2019	DocuSign	eSignature Software	\$1,380	12/5/2020
10/16/2019	Four Points Sheraton	Room Rental	\$400	11/6/2019
9/24/2019	Get Started, LLC	Entrepreneurship Program Materials	Not to exceed \$60,000	6/30/2020
6/3/2020	LinkedIn	Advertising	\$10,000	6/30/2020
2/12/2020	Orlando Hilton	Expo Venue	\$10,000	6/19/2021
7/2/2019	Salesforce.org	Contact Management Software	\$11,010	7/1/2020
6/14/2019	Tallahassee Midtown Properties, LLC	Office Lease	\$119,292	8/31/2021

## Development

The Veterans Florida team works diligently to raise additional public and private funds to augment State of Florida funded programs. Sponsors may choose to target funds specifically to the VETS program, events such as our annual Expo, or for general operations to support the Veterans Florida mission. Our successful development efforts are a direct result of our proactive approach to forging relationships with donors, keeping them engaged, and providing measurable insights into the impact of their support. Given the overwhelmingly positive feedback from existing and potential sponsors and upward trends, we are confident the future



will yield even greater outcomes for veterans returning to civilian life and for our economic impact within the state of Florida.

Awards			
Organization	Amount	Type	Purpose
Boeing	\$55,000	Grant	Career Services
USDA NIFA (Subaward)	\$66,960	Grant	Agriculture Program
Regions Bank	\$4,500	Grant	Career Services
Bank of America	\$15,000	Sponsorship	EXPO
Learning Alliance	\$3,000	Sponsorship	EXPO
Facebook	\$995	Donations	Operations
<b>Total FY 2019-20</b>	<b>\$145,455</b>		

# Outlook

This year saw unprecedented challenges for our organization due to COVID-19, but we quickly adapted to working from home. Our team successfully transitioned the annual Veterans Florida Expo to a virtual format and planned the event while working remotely. Entrepreneur partners, with the leadership of the Veterans Florida team were able to sustain their entrepreneurship cohorts while realigning their programs virtually through completion. Our entrepreneurship program was desperately needed by veteran business owners adjusting to the sudden changes in the economic environment. Additionally, the rapid response of the career services team allowed employers to adapt their veteran hiring and training during the pandemic while assisting veterans and transitioning service members with employment in an unforeseen new climate.

While overcoming the challenges of COVID-19, the Workforce Training Grant program saw a 30% growth in the number of veterans trained in FY 2019/20, its highest-performing year.

Building on this year's accomplishments, we will prioritize and facilitate growth in the Veterans Florida Agriculture Program and Department of Defense SkillBridge program to provide veterans with even more tools, resources, and opportunities in Florida next year. With the experience gained holding the Virtual Expo and the overall shift to web-based formats, we will hold more virtual events such as webinars, conferences, and continue to participate in online career fairs.





VETERANS  
FLORIDA

Your Pursuit • Our Power