CareerSource
CENTRAL FLORIDA




# REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING

CareerSource Central Florida | 10/21/26

CareerSourceCentralFlorida.com

# 10/21/26 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING DETAILS


- Meeting Details
- Meeting Agenda
- Welcome
- Roll Call
- Public Comment
- Approval of Minutes
- Information/ Discussion/ Action Items
- Other Business
- Adjournment


What: Revenue Diversity & New Markets Committee Meeting

When: Wednesday, October 21, 2026
3:00 p.m. – 4:30 p.m.

Where: Virtual Option via Zoom:
https://careersourcecf.zoom.us/j/85446389454?pwd=b22ATbFfuaBItnI2OFHINMIA3VwyLu.1

Dial In: 1 (305) 224-1968 / Meeting ID: 854 4638 9454 / Passcode: 655885

# 10/21/25 REVENUE DIVERSITY & NEW MARKETS COMMITTEE MEETING DETAILS

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| Agenda Item # | Topic | Presenter | Action Item |
|---|---|---|---|
| **1.** | Welcome | John Gill | |
| **2.** | Roll Call / Establishment of Quorum | Kaz Kasal | |
| **3.** | Public Comment | | |
| **4.** | Approval of Minutes<br>A. 3/31/26 Revenue Diversity & New Markets | John Gill | X |
| **5.** | Information / Discussion<br>A. Meeting Objectives<br>B. Charter – Annual Review<br>C. Review of FY 25-26 Results and YTD Progress<br>D. Review Rise & Thrive Results in FY 25-26 & FY 26-27<br>E. Potential Impact of Amendment 3 and Declining Local Government Funds Discussion<br>F. Next Steps<br>G. Boardable Demo | Committee Review/Discussion<br><br>Melanie Markes | |
| **6.** | Other Business | | |
| **7.** | Adjournment | | |

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# WELCOME

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# ROLL CALL

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# PUBLIC COMMENT

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# APPROVAL OF MINUTES

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**DRAFT**
**Revenue Diversity & New Markets Committee Meeting**
**Tuesday, March 31, 2026, 3:00 p.m.**
**MINUTES**

**MEMBERS PRESENT:** John Gill, Wendy Ford, Tanisha Nunn Gary, and Michelle Sperzel

**MEMBERS ABSENT:** Sharon Arroyo, Joe Battista, and Mark Brewer

**STAFF PRESENT:** Marcela DeFaria, Pam Nabors, Leo Alvarez, Vince Bruno, and Kaz Kasal

| Agenda Item | Topic | **Action Item** / *Follow Up Item* |
|---|---|---|
| 1 | **Welcome**<br>• Mr. Gill, Committee Chair, called the meeting to order at 3:06 p.m. | |
| 2 | **Roll Call / Establishment of Quorum**<br>Ms. Kasal reported a quorum present. | |
| 3 | **Public Comment**<br>None offered. | |
| 4 | **Action Item**<br>Approval of Minutes<br>• Reviewed draft minutes from 10/21/25 Revenue Diversity and New Markets Committee Meeting (attachment). | **A motion was made by Ms. Gary to approve the minutes from the 10/21/25 meeting. Ms. Sperzel seconded; motion passed unanimously.** |
| 5 | **Information / Discussion / Action Items**<br>Board Participation<br>• Reviewed Board Participation to date (attachment). Currently 73% of Board has contributed either monetarily or in-kind. Ms. DeFaria will reach out to the remaining board members needing to contribute.<br>Events & 30th Anniversary<br>• Reviewed the timing and planning for the 30th Anniversary campaign (see attachment). Discussed fundraising targets and how the funds could be most effectively allocated. The Committee concurred on youth-focused initiatives and directed staff to develop compelling youth impact stories.<br>Fundraising Update<br>• Reviewed year-to-date outcomes by funder and opportunities (attachment). Currently reached 82% (or $4.1M) of annual fundraising goal of $5M.<br>Development Strategy<br>• Reviewed a two-year revenue development plan for program years 2025-2026 and 2026-2027 (attachment). Discussed strategies of focus, the four revenue pillars (public partnerships, corporate philanthropy, sector partnerships and earned & misc. revenue), and types of partnership engagement. | . |

| | | |
|---|---|---|
| | Four Ways to Engage<br>• Reviewed below four ways to engage (attachment):<br>1. Volunteer – become a host site.<br>2. Hire – recruit for internships, apprenticeships or full-time roles.<br>3. Sponsor – provide financial support to workforce programs.<br>4. Invest in larger workforce initiatives aligned to investor's industry, talent needs and corporate impact priorities. | |
| 7 | **Other Business**<br>• None offered. | |
| 8 | **Adjournment**<br>There being no other business, the meeting was adjourned at 3:45 p.m. | |

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator

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# INFORMATION/ DISCUSSION/ ACTION ITEMS

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# MEETING OBJECTIVES

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# CHARTER ANNUAL REVIEW

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# Revenue Diversity and New Markets Committee Charter

**Purpose:**

The Revenue Diversity and New Markets Committee reports to the Board of Directors and provides strategic oversight in the development of CareerSource Central Florida's short-term and long-term revenue growth strategies, specifically the development of new, diversified funding streams.

Fostering diversified revenue is one of the top priorities for the Board of Directors, as this funding not only provides organizational stability when federal monies vary year-over-year, but also increases the organization's ability and resources to evolve and create innovative, and future concepts to serve the region's businesses and residents.

**Goals:**

Through strategic advisory meetings 3-5 times a year, committee members will contribute insights and review strategies to support CSCF in achieving the following goals:

1. Identify and create strategies to increase CareerSource Central Florida's diversified revenue streams (Non-FloridaCommerce Funding), resulting in Organizational growth, stability, sustainability, and greater flexibility in the delivery of services.

   *Metric: Develop a one-, three-, and five-year revenue growth plan. Create a budget to measure progress against goals and make adjustment recommendations when necessary.*

2. Provide strategy and oversight over CareerSource Central Florida's General (Unrestricted) Funds.

   *Metric: Develop a one-, three-, and five-year business plan that includes projected unrestricted revenue growth, reinvestment of funds, and reserve balance. Annual budgets will be measured against actual and adjustment recommendations will be made when necessary.*

**Responsibilities:**

- Review and provide guidance with respect to CareerSource Central Florida's short and long-term diversified revenue growth initiatives.
- Periodically, review and evaluate CareerSource Central Florida's progress in implementing its short and long-term strategic revenue growth plans, discuss appropriate modifications to such plans to reflect changes in market or business conditions and recommend appropriate action to the Board as necessary.
- Serve as an ambassador to CareerSource Central Florida in the business community and provide insights and opportunities with partner contacts that could lead to new or enhanced funding opportunities.

**Structure:**

- The committee reports to the Board of Directors.
- The Board Chair appoints all committee members and designates the Committee Chair.
- Members must be able to participate in 3-5 committee meetings per year. As feasible, members will serve as CSCF executive ambassadors within their own professional circles to promote the organization's contributions and services in the community.
- The Committee Chair is responsible to report on the Committee activities at the full Board meeting. (NOTE: All committee meetings are open to the public and all minutes and agendas are accessible on the CareerSource Central Florida website.)
- Relevant materials for each meeting will be emailed to members one week prior to scheduled meeting.

RETURN TO AGENDA

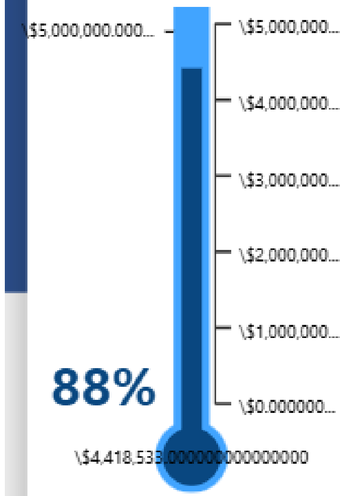
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# REVIEW OF FY 25-26 RESULTS & YTD PROGRESS FY 26-27

# Revenue Diversity

**Program Year**

2025-2026




## Attainment

**$4,418,533**

Goal
**$5,000,000**

Funders
**40**

## Total Planned Solicitation Amount

**$7,589,859**

Solicitations
**69**

## Top Funders

Orange County CCC
$1,000,000

Florida Commerce
$680,000

TANF - Supplemental
$550,000

Lake County Government
$433,500

State Workforce Partner
$2,476,989

Government
$1,669,500

Corporate
$243,000

Non-Profit
$13,770

Individual
$11,274

Foundation
$4,000

## DONOR TYPE

## Board Giving

100% Board Giving
35 Members
Nearly $250,000 Given or Caused to be Given

Career Services
$2,284,746

Youth Services
$412,500

ESOL Programs
$50,000

Event Sponsorships
$43,100

Unrestricted Support
$10,000

HSCE
$2,500

## FUNDED PROGRAMS

| Funder | Amount Awarded | Amount Requested | Gift Designation | Proposal Status (Development) |
|---|---|---|---|---|
| Orange County CCC | $1,000,000 | $1,000,000 | | Awarded |
| TANF - Supplemental | $550,000 | $550,000 | Career Services | Awarded |
| Florida Commerce | $500,000 | $500,000 | Career Services | Awarded |
| Lake County | $360,000 | $400,000 | Career Services | Awarded |
| **Total** | **$4,418,533** | **$7,589,859** | | |

# Revenue Diversity

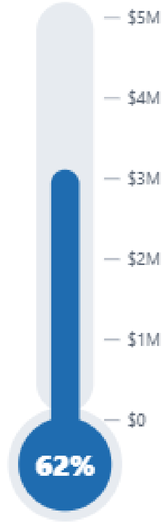
Development and fundraising

PROGRAM YEAR: PY2026-2027 | FUNDING SOURCE: All | STATUS: All | Data updated 10/20/26

## TOTAL AWARDED

**$3,112,385**

62% of $5,000,000 goal




## TOTAL SOLICITED

**$5.16M**

$5,159,135 requested

## SOLICITATIONS

**46**

proposals submitted

## AWARDED

**33**

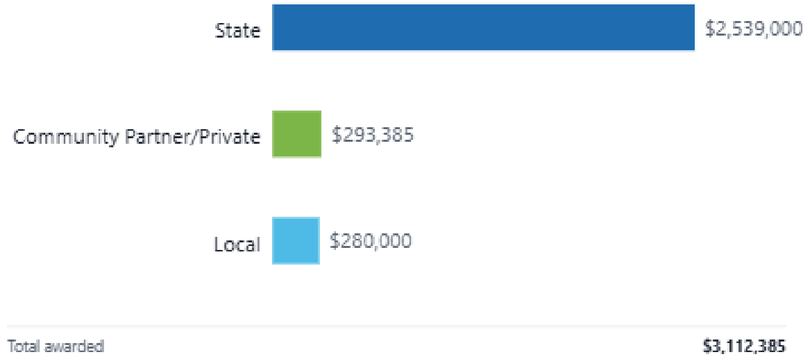
of 46 solicitations

## PENDING DECISION

**$1.91M**

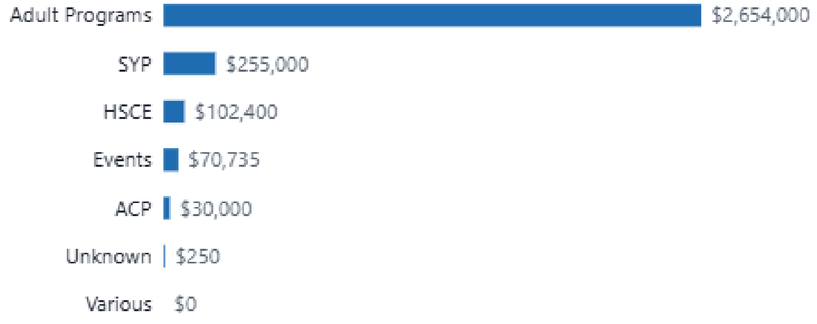
9 proposals in play

## AWARDED BY FUNDING SOURCE




Total awarded $3,112,385

## AWARDED BY FUNDED PROGRAM




Total awarded $3,112,385

## SOLICITATION DETAIL, sorted by amount awarded

| Funder | Funding Source | Gift Designation | Requested | Awarded | Status |
|---|---|---|---|---|---|
| Rapid Response / Dislocated Worked (NEG) | State | Adult Programs | $2,000,000 | $2,039,000 | Awarded |
| TANF supplemental | State | Adult Programs | $500,000 | $500,000 | Awarded |
| Orange County CCC | Local | SYP | $250,000 | $250,000 | Awarded |
| National Science Foundation | Community Partner/Private | Adult Programs | $115,000 | $115,000 | Awarded |
| City of Orlando | Local | ACP | $100,000 | $30,000 | Awarded |
| Truist | Community Partner/Private | HSCE | $30,000 | $30,000 | Awarded |
| HCA Healthcare | Community Partner/Private | HSCE | $25,000 | $25,000 | Awarded |
| Vermeer Charitable Foundation | Community Partner/Private | HSCE | $25,000 | $25,000 | Awarded |
| **Total** | | | **$5,159,135** | **$3,112,385** | |

## SOLICITATIONS BY STATUS



| STATUS | # | REQUESTED |
|---|---|---|
| Awarded | 33 | $3,143,135 |
| Pending | 9 | $1,910,000 |
| Declined | 3 | $56,000 |
| Unknown | 1 | $50,000 |
| **Total** | **46** | **$5,159,135** |

## BOARD GIVING

Board members

**38**

Total giving

**$95,898**

Contributed

**23**

Not yet

**15**

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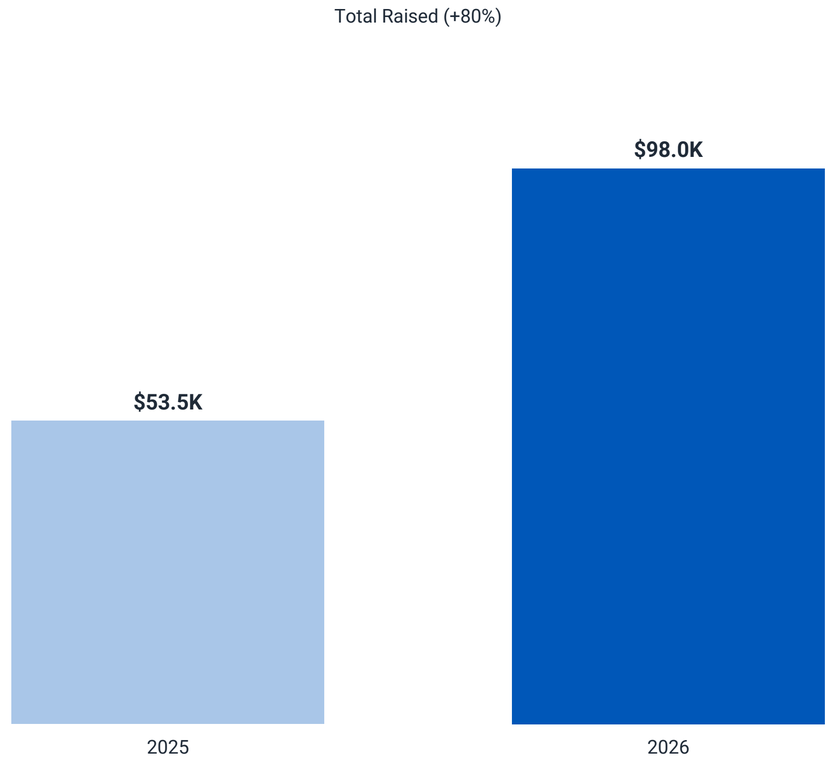
# RRISE & THRIVE RESULTS
# FY 25-26 & FY 26-27

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# Rise & Thrive: 2025 vs. 2026

*Year two raised over 80% more, led by higher sponsorship levels, with 50 more guests and a new raffle*




**Guests** 200 → **250** **+25%**

## Key driver: sponsorship levels

| Level | 2025 | 2026 |
|---|---|---|
| Presenting Sponsor | $15,000 | **$20,000** |
| Innovation Sponsor | $10,000 | **$15,000** |
| Opportunity Builder | $5,000 | **$7,500** |
| Workforce Ally | $2,000 | **$5,000** |
| Reserved Table | $1,000 | **$3,000** |

## 2026 revenue by source

2025: $51.6K
**~$91.5K**
Sponsorships & giving

2025: $1.9K
**$3.4K**
Individual tickets

**$3.1K**
Raffle (new)

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# POTENTIAL IMPACT OF AMENDMENT 3 & DECLINING LOCAL GOVERNMENT FUNDS: DISCUSSION

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# NEXT STEPS

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# BOARDABLE DEMO

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# ADJOURNMENT





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