

## ABSTRACT

**Applicant Name:** Alachua Bradford Regional Workforce Board, d/b/a FloridaWorks as lead entity for the Business Advocacy and Self Employment Consortium (BASEC), a group of ten local workforce investment boards.

**Applicant Category:** Consortium of Local Workforce Investment Boards (LWIBs)

**Lead Applicant City/State:** Gainesville, Florida

**Areas Served:** 10 Florida local workforce investment regions serving 22 counties: Alachua, Bradford, Gadsden, Leon, Wakulla, Columbia, Dixie, Gilchrist, Union, Clay, Duval, Nassau, Putnam, St. Johns, Flagler, Volusia, Brevard, Pinellas, Hillsborough, Escambia, Santa Rosa, and Broward.

**Project Name:** *Startup Quest*

**Funding Level Requested:** \$10,200,000 technical costs  
\$ 1,800,000 evaluation costs

**Project Type:** Project Type C

### **Description of Proposed Project:**

FloridaWorks, a Local Workforce Investment Board (LWIB) for Florida Region 9, Alachua and Bradford Counties, has established a consortium with nine other Florida LWIBs to form the Business Advocacy and Self-Employment Consortium (BASEC). These ten regions represent regions that make up 43% of Florida's civilian labor force and 41% of the number of unemployed individuals.

The goal of the project is to expand an existing successful program, *Startup Quest*--which provided a series of entrepreneurial trainings, technical assistance and business mentoring--to reach hundreds more Florida jobseekers. The expanded *Startup Quest* will combine the efforts and resources of

multiple state stakeholders including the BASEC, the public university and community college education systems, and state and regional business leadership and economic development organizations. BASEC will provide self-employment orientation and assessment to 3,000 unemployed Florida jobseekers and provide entrepreneurial training to 2,250 designed to give them the knowledge, skills and confidence to begin to operate their own businesses. The project will focus on entrepreneurship activities related to commercialization of research technologies as well as microenterprises. The project will also focus on serving Gulf War Veterans returning from deployment overseas. Additionally the project will work to guide statewide policy that provides self-employment as a viable career alternative for many long-term unemployed workers. The project will also improve services to businesses/employers within the workforce system.

**Description of Proposed Evaluation Strategy:** The project will support a random assignment program evaluation with a 75% treatment group and a 25% control group. The random assignment evaluation will estimate program impacts on individual participants, and a process evaluation to understand program implementation and identify best practices.

**Public Contact Information:**

[www.floridaworksonline.com](http://www.floridaworksonline.com)