



Ian Fletcher
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October 16, 2019

Board of County Commissioners
County Manager for Alachua County
12 SE 1st Street
Gainesville, FL 32601

Dear Board of County Commissioners:

I am writing on behalf of the Greater Gainesville Chamber of Commerce's Alachua County Education Compact (ACEC) Steering Committee. The ACEC Steering Committee formed to work towards completing a feasibility study to identify the need for a potential National Center for Arts & Technology (NCAT) or a Career Technical Education Center. The members of the Steering Committee are Adam Boukari, Commissioner David Arreola, Yvette Carter, Dr. Elio Chiarelli, Dr. Ed Bonahue, Edward Potts, Eric Godet, Sr., Joleen Cacciatore Miller, John Coffill, Dr. Lucinda Lavelli, and Michele Lieberman. The Committee is requesting \$30,000 from the Board of Commissioners towards the \$150,000 cost to complete the feasibility study. The funds would be disbursed to the Community Foundation of North Central Florida. The check would be made payable to the Community Foundation of North Central Florida.

NCAT will conduct a feasibility study to assess whether the Greater Gainesville Region has the ability to open and sustain a local Center for Arts & Technology (CAT) or Career Technical Education Center (CTEC). NCAT will embed a highly trained Project Manager, supported by a team of skilled professionals, to your organization. The Lead Consultant will work with your local steering committee to conduct a rigorous, evidence-based feasibility study. During the feasibility phase of replication, NCAT explores six critical factors:

1. Are there people in the community who would benefit from the intended outcomes of a CAT?
2. Does the local market have room for the types of programs a CAT provides?
3. Does a suitable site exist that could house the CAT?
4. Are financial resources available to meet the financial needs of a CAT?
5. Is there a strong network of local talent to govern, staff, advise, and support a CAT?
6. Are there risks that threaten a CAT's success, and if so, can they be mitigated?



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Determined to improve the state of education in Alachua County, leaders from the education, business, government, workforce, and nonprofit sectors came together in 2015 to form the Alachua County Education Compact. These leaders had no intention of launching a brand-new program or initiative, but rather a collective effort to transform the Alachua County education system by aligning their programs and investments to a common vision, set of shared outcomes, and belief that together, we can achieve a greater impact. The Steering Committee members believe conducting this feasibility is essential to identify what educational certification program is missing to entice the more than 15,000-people in our community without a high school diploma to return to school to garner a new skill to increase their opportunity to earn a living wage in our community.

Best Regards,

Ian Fletcher
VP of Education & Talent Alignment
Greater Gainesville Chamber

ACEC NATIONAL CENTER



**FOR ARTS AND
TECHNOLOGY
OR
A CAREER TECHNICAL
EDUCATION CENTER**

WHO WE ARE

Mission & Vision

Vision: Greater Gainesville is the global hub of talent, innovation, and opportunity.

Mission: To facilitate economic opportunity, business success and community progress.



About Us

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To learn more about our
sponsorship opportunities, contact:

Ian Fletcher
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ian@gainesvillechamber.com

NCAT/CTEC

The National Center for Arts & Technology (NCAT) was established in 2005 as a division of Manchester Bidwell Corporation (MBC). It assists interested communities in opening and sustaining local educational nonprofits that apply the Manchester Bidwell Education Model. A set of basic philosophies and guiding principles drive this model. Currently, 11 - locations nationally and internationally actively utilize this model.



3,585 - People Served
Through
The CAT Network



2,901-Total Unique
Students Served In
Youth Arts Program



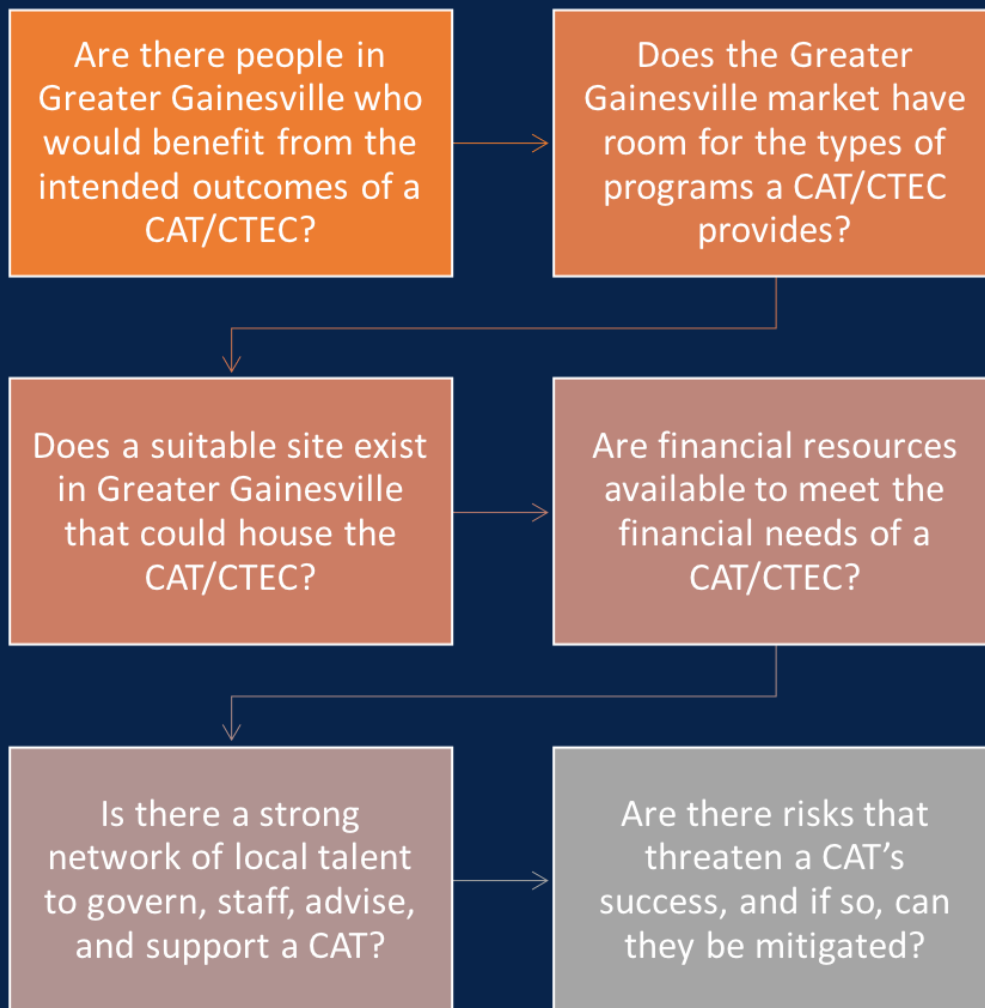
718-New Students Enrolled In
Training

* All Information Gathered from 2016-2017 Program Outcomes



NCAT/CTEC

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NATIONAL CENTER FOR ARTS & TECHNOLOGY

Why Post-Secondary Matters

- Today's students need a postsecondary degree or credential to earn a middle class income
- The fastest growing jobs in Florida are those that require at least 2 years of education beyond high school
- By the year 2025, 65% of jobs will require education beyond high school; currently, only about 47% of Floridians hold such a credential

Median Wages for local workers by education/training level in Alachua

The fastest growing jobs in Florida are those requiring education beyond high school, according to the Florida Department of Economic Opportunity.

Master's or higher \$96,240
Bachelor's degree \$53,371
Associate's degree \$54,667
Vocational certification \$35,228
High School Diploma \$21,271
Average: \$32,873

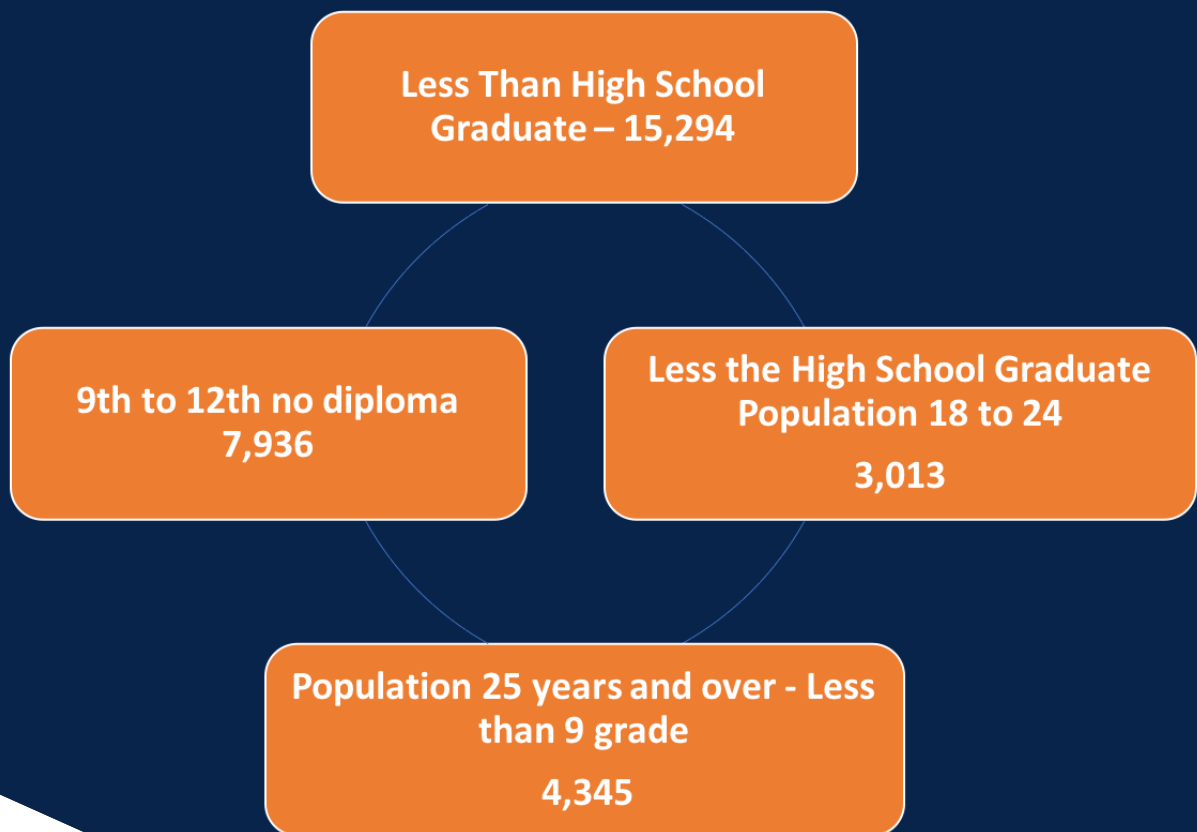
Median Earnings: Florida Department of Economic Opportunity, 2017.

NCAT/CTEC

GETTING STARTED

NCAT works with communities who've recognized a need for the services a Center for Arts & Technology or Career Technical Education Center provides. Specifically, responsive career training for underemployed/unemployed adults and quality after school visual arts programming for high school youth. It's important to remember that a CAT/CTEC is a start-up, nonprofit organization housed in a customized physical building. This means the Greater Gainesville Region will need access to significant seed funding. This support will come from community influencers throughout the corporate, nonprofit, philanthropic, and municipal sectors.

2017 Statistical Data



NCAT/CTEC INVESTMENT

The goal is to raise funds of \$150,000 to conduct a feasibility study to determine if the more than 15,000 individuals in Alachua County without a high school diploma can be trained to receive a certification and earn a higher salary. The study will help Greater Gainesville understand if there is a need to replicating a National Center for Arts & Technology (NCAT) or a Career Technical Education Center.

2-FOUNDERS INVESTOR - (\$30,000)

- Interview with the Feasibility Project Manager
- Shared copy of the Feasibility Study
- Logo Recognition in the published campaign investor list included in ACEC, annual report, and ACEC and Chamber's website
- Logo Recognition on Social Media
- ACEC Board of Directors seat

The City of Gainesville and Alachua County Board of County Commission has donated \$30,000.

1-PLATINUM DIVISION INVESTOR - (\$20,000)

- Interview with the Feasibility Project Manager
- Shared copy of the Feasibility Study
- Logo Recognition in the published campaign investor list included in ACEC, annual report, and ACEC and Chamber's website
- Logo Recognition on Social Media

* Your donation is completely tax deductible as a charitable contribution.



NCAT/CTEC INVESTMENT

2-DIAMOND INVESTOR - (\$15,000)

- Interview with the Feasibility Project Manager
- Shared copy of the Feasibility Study
- Name Recognition in the published campaign investor list included in ACEC, annual report, and ACEC and Chamber's website
- Logo Recognition on Social Media

1-GOLD INVESTOR - (\$10,000)

- Interview with the Feasibility Project Manager
- Shared copy of the Feasibility Study
- Name Recognition in the published campaign investor list included in ACEC, annual report, and ACEC and Chamber's website

6-SILVER INVESTOR - (\$5,000)

- Name Recognition in the published campaign investor list included in ACEC, annual report, and ACEC and Chamber's website
- Recognition on Social Media

20- BRONZE INVESTOR - (Less than \$5,000)

- Letter Recognition in the published campaign investor list included in ACEC, annual report, and ACEC and Chamber's website

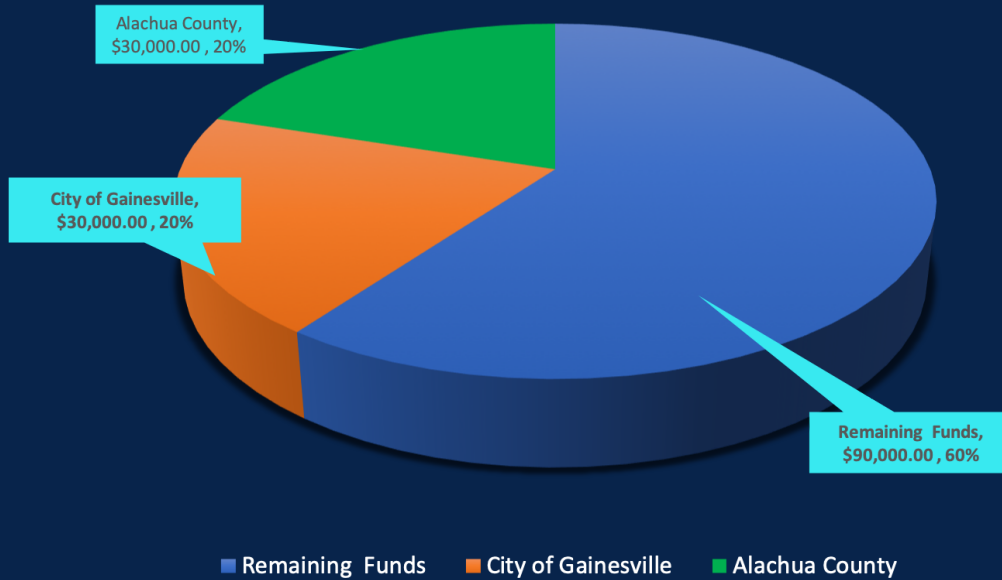
*Your donation is completely tax deductible as a charitable contribution.



NCAT/CTEC INVESTMENT

Investment

Campaign Goal
\$150,000.00



The City of Gainesville & Alachua County has donated \$30,000 each.

Visual Arts

- High school students as program participants
- Professional artists as teachers
- Dedicated studio spaces
- Industry-standard equipment and materials
- Continuous arts experiences
- Low student-to-teacher ratio
- Mentorship embedded in program
- No cost to the student (tuition or materials fee)
- World-class facility that is not on school property
- Program occurs after-school

Career Training

- Demand-driven training
- Career-specific skills
- Specialized learning spaces
- Simulated work environment
- No cost to the student
- Low student-to-teacher ratio
- Mentorship embedded in program
- Job placement assistance
- Student support services
- Short-term (full time, 1-year or less)

BUREAU OF ECONOMIC AND BUSINESS RESEARCH (BEBR)

General Conclusions

Racial inequity is a massive tangle of issues that are deeply connected. Improvement in one area might be possible, but it may draw resources away from others.

Focusing community efforts in two areas could have a positive long-term impact on all aspects of well-being:

- Education
- Employment.

Provide a high quality educational experience

A successfully educated resident will have a higher lifetime income, more and better employment opportunities, and is less likely to become involved with the criminal justice system

- High school diploma is perceived to be the baseline
- College is not necessary to get a good job, but getting good skills training is essential

Finally, more jobs paying a living wage with a wider diversity of skills and educational requirements are needed

Jobs are essential to lift people out of poverty, improve educational outcomes, and reduce crime

Education is an equalizer, a currency and a catalyst for upward mobility. When it comes to the access, assistance, and achievement our community facilitates for Alachua County students; the stakes have never been higher. We have one of the nations most pronounced income gaps. Those gaps translate to the disparity in college readiness and completion rates among students and between upper and lower-income households. The goal is to raise funds of \$150,000 to conduct a feasibility study to determine if the more than 15,000 individuals in Alachua County without a high school diploma can be trained to receive a certification and earn a higher salary. The study will help Greater Gainesville understand if there is a need to replicating a National Center for Arts & Technology (NCAT) or a Career Technical Education Center.

The Feasibility study investment opportunity.

I wish to support the NCAT/CTEC Feasibility Study:

Pledge Payment Schedule of Amounts

- ☐ Founders Investor (\$30,000)
- ☐ Platinum Investor (\$20,000)
- ☐ Diamond Investor (\$15,000)
- ☐ Gold Investor (\$10,000)
- ☐ Silver Investor (\$5,000)
- ☐ Bronze Investor (Less than \$5,000)

This gift and any future payments are to be anonymous:

☐ Yes ☐ No

- ☐ Please debit my credit/debit card with the sum stated above

Card number: _____

Name on the Card: _____

Expiration date: _____

Security Code: _____

- ☐ I would like the Community Foundation of North Central Florida to call me at the phone number below to set up a Direct Debit



Please acknowledge and credit this gift as follows:

Name(s) (please print): _____

Address: _____

City State Zip: _____

Preferred Email: _____

Preferred Phone: _____

Signature _____ Date _____

PLEASE SEND COMPLETED FORM AND GIFT TO: Ian Fletcher | Gainesville Area Chamber of Commerce
300 E University Avenue, Ste. 100 | Gainesville, FL 32601 | (352) 334-7103 | ian@gainesvillechamber.com