READ THIS FIRST

Deadline: The application submitted must be complete and received by **3:00 P.M.** local time on **TBD**. Applications received after the submission deadline will not be considered. Please attach narrative responses with corresponding question numbers.

Note: In accordance with the policy ED-14 governing the EDI2 Program, adopted by the BOCC on December 16, 2015, prior to receiving County funding, all approved applicants are required to provide metrics, samples of marketing materials, a performance evaluation, a final budget evaluation, invoice from vendor(s), cancelled check(s) indicating that the vendor(s) and the specific invoice(s) have been paid and other information after the completion of the project. The documentation should show that the funded event actually occurred and the vendor was paid to the satisfaction of the County. This information will be evaluated based on the information provided by the applicant in this application. All applicants should read the EDI2 program description, policy and guidelines, and are strongly encouraged to schedule a pre-application meeting prior to submitting this application to discuss eligibility requirements. To schedule a pre-application meeting, contact Jennifer Whelihan at HYPERLINK "mailto:whelihanj@hillsboroughcounty.org" whelihanj@hillsboroughcounty.org or (813) 272-6217.

Note: When evaluating applications, the staff will make recommendations based on the following County policies in addition to the review criteria listed in the policy document: 1) County does not fund food or drink; 2) County does not fund lodging for event participants; 3) County does not count "in-kind" services toward budget total; 4) In order to demonstrate proper leverage of public sector funding, County money will not exceed 50% of the proposed budget. A full list of EDI2 funding guidelines is available on the website, along with the BOCC approved policy document.

PART A – INTRODUCTION

1. **LEGAL NAME OF APPLICANT ORGANIZATION: Rubicon Analytics and Development, LLC**

CONTACT PERSON: **Michael Turtora**   TITLE: **Organizing Committee Chair**

ADDRESS: **326 W. Crest Ave, Tampa, FL 33603**

DAYTIME PHONE: **904 540 0231** FAX: _____ EMAIL: **mjturtora@gmail.com**

2. **EVENT NAME:** Hack Zika 2017

3. **EVENT DATE(S):** September 29 - October 7, 2017

4. **LOCATION/ADDRESS** (if applicable): Tampa Bay WaVE, 500 E. Kennedy Blvd, Tampa, FL 33602

☐ UNINCORPORATED COUNTY   ☐ CITY OF PLANT CITY

X CITY OF TAMPA   ☐ CITY OF TEMPLE TERRACE

5. **NUMBER OF EXPECTED PARTICIPANTS:** 100

6. **EXPECTED PARTICIPANT OR TARGET PROFILE (ENTREPRENEUR, EXECUTIVE, VENTURE CAPITAL, MINORITY, WOMEN, ETC.):** Students, Entrepreneurs, Executives, event open to all.

7. EXPECTED TOTAL COST OF EVENT OR INDUSTRY PROMOTION (<u>Also, provide a breakdown of the event by major category expense and attach</u>): $9,000

8. GRANT AMOUNT REQUESTED ($20,000 maximum): $2,000

9. GEOGRAPHIC REACH OF IMPACT (for example – national conference, regional meeting, etc.):
   INTERNATIONAL ☐   NATIONAL ☐   STATEWIDE X   LOCAL (TAMPA BAY) ☐

10. IS THIS A RECURRING EVENT? Yes. Gave this year's name of C4TB annual hackathon.

   IF YES:

   10a. HOW OFTEN DOES THE EVENT OCCUR? Annually or Biannually

   10b. WHEN WAS THE INITIAL EVENT? 2013?

   10c. DO YOU PLAN TO CONTINUE THE EVENT IN THE FUTURE? YES

<u>FOR THE FOLLOWING QUESTIONS, PLEASE ATTACH NARRIATIVE RESPONSES TO APPLICATION</u>

11.   BRIEFLY DESCRIBE THE EVENT OR INDUSTRY PROMOTION (PLEASE LIMIT RESPONSE TO TWO PARAGRAPHS).

<u>PART B – REVIEW CRITERIA</u>

DESCRIBE HOW THE EVENT MEETS AND/OR EXCEEDS EACH OF THE APPLICABLE REVIEW CRITERIA AS THEY APPLY. <u>EACH REVIEW CRITERIA MUST BE ADDRESSED AND ARE DESCRIBED IN GREATER DETAIL IN THE EDI2 PROGRAM POLICY DOCUMENT.</u>

   1.   <u>DESCRIPTION</u>: DESCRIBE HOW THE EVENT (i) DRIVES THE GROWTH OF TECHNOLOGY AND INNOVATION START-UPS AND SMALL BUSINESSES IN HILLSBOROUGH COUNTY; (ii) SUPPORTS THE PURPOSE AND MEET THE OBJECTIVES OF EDI2; and (iii) SUPPORTS MINORITIES, WOMEN AND/OR VETERANS WITH THEIR ENTREPRENEURIAL SUCCESS.

   2.   <u>LEVERAGING</u>: DESCRIBE HOW THE PROJECT (i) LEVERAGES PRIVATE SECTOR DOLLARS IN TERMS OF FINANCING, EXPERTISE AND NETWORKING; and (ii)DEMONSTRATES A COLLABORATIVE AND SYNERGISTIC APPROACH

   3.   <u>PERFORMANCE EVALUATION/METRICS.</u> PROVIDE APPROPRIATE CRITERIA AND MILESTONES FOR DETERMINING/ MEASURING THE SUCCESS OF THE EVENT.   DEFINE RELEVANT OUTCOME INDICATORS AND TARGETS DURING AND AFTER THE EVENT (SUCH NUMBER OF EVENT ATTENDEES, ATTENDEE PROFILES, MEDIA COVERAGE, GROWTH IN PARTICIPATION OVER PREVIOUS YEARS, HOTEL NIGHTS, NEW START-UPS FORMED, NUMBER OF JOBS CREATED AS A RESULT OF THE EVENT, AMOUNT OF PROVATE CAPITAL INVESTMENT RECEIVED AS A RESULT OF THE EVENT.)

   4.   <u>ECONOMIC DEVELOPMENT IMPACT</u>:   DESCRIBE HOW THE EVENT DEMONSTRATES A WELL-THOUGHT OUT IDEA AND MODEL THAT HAS THE POTENTIAL TO BE SUSTAINABLE AND GENERATE ECONOMIC DEVELOPMENT; CREATES PERMANENT LOCAL JOBS AND POTENTIAL FOR SUSTAINED ECONOMIC IMPACT AND GROWTH; GENERATES LOCAL BUSINESS; ADDS VALUE TO THE LOCAL ECONOMY.

   5.   <u>QUALITY OF TEAM</u>: DESCRIBE THE QUALIFICATIONS, TRACK RECORD, AND ABILITY OF THE APPLICANT AND PROFESSIONALS COMPOSING THE EVENT TEAM TO SUCCESSFULLY EXECUTE THE EVENT.

PART C – ATTACHMENTS

ATTACH ANY COLLATERAL/PROMOTIONAL MATERIAL, EVENT AGENDA, TESTIMONIALS, PAST EVENT AGENDAS IF APPLICABLE, AND OTHER INFORMATION THAT WILL ASSIST STAFF IN EVALUATING THE APPLICATION.

APPLICANT CERTIFICATION

I agree to comply with all requirements of the Hillsborough County Economic Development Innovation Initiative, that any funds received as a result of the application will be used only for purposes set forth herein, that I am authorized to submit this application on behalf of my organization, and that the statements herein are true, complete and accurate to the best of my knowledge. I also certify that I have read and understand the EDI2 program description, policy and guidelines. I acknowledge that staff strongly encourages applicants to have a pre-application meeting.
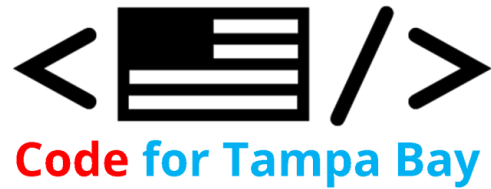
_____   _____

Signed Name   Date

_____

Printed Name

<RAD/>
Rubicon Analytics & Development LLC
326 W. Crest Ave.
Tampa, FL 33603

Code for Tampa Bay

Hillsborough County
Economic Development Innovation Initiative Application
Events and Industry Promotion Initiatives

11. BRIEFLY DESCRIBE THE EVENT OR INDUSTRY PROMOTION (PLEASE LIMIT RESPONSE TO TWO PARAGRAPHS).

Hack Zika 2017 will be this year's fall hackathon sponsored by **Code for Tampa Bay Brigade (C4TB)**. C4TB is a local chapter of Code for America, one of many in the state of Florida. As a Code for America Brigade, C4TB is an organizing force for local civic engagement - part of a national network of civic-minded volunteers who contribute their skills toward using the web as a platform for local government and community service. **Hack Zika 2017** will focus on creating solutions in support of Hillsborough County Mosquito Control in order to lower the risk posed by the Zika virus. We are developing a suite of hackathon challenges based on Mosquito Control's "wish list" of applications they had previously determined they need.

Code for America organizes a "National Day of Civic Hacking" (NDCH) typically held in June. This year, the NDCH will be held September 23rd. Because of Hurricane Irma, Florida Brigades have rescheuled their Day of Civic Hacking making it a Florida event. **Hack Zika 2017**, will unite technologists, entrepreneurs, developers and other citizens while using open data to improve our communities and the governments that serve them.

PART B – REVIEW CRITERIA

DESCRIBE HOW THE EVENT/PROMOTION MEETS AND/OR EXCEEDS EACH OF THE APPLICABLE REVIEW CRITERIA AS THEY APPLY. EACH REVIEW CRITERIA MUST BE ADDRESSED BELOW.

1. DESCRIPTION: DESCRIBE HOW THE EVENT (i) DRIVES THE GROWTH OF TECHNOLOGY AND INNOVATION START-UPS AND SMALL BUSINESSES IN HILLSBOROUGH COUNTY; (ii) SUPPORTS THE PURPOSE AND MEET THE OBJECTIVES OF EDI2; and (iii) SUPPORTS MINORITIES, WOMEN AND/OR VETERANS WITH THEIR ENTREPRENEURIAL SUCCESS.

Hack Zika 2017 will drive the growth of technology and innovation by bringing together local business and technology professionals, students, and professors interested in civic engagement, providing a positive environment for networking and collaboration. This effort will help strengthen Tampa Bay's technology community by bringing together a diverse group of people for the common good of Tampa

Bay. The event is open to all, and minorities, women, and veterans are encouraged to participate, join teams, and compete.

2. LEVERAGING: DESCRIBE HOW THE PROJECT (i) LEVERAGES PRIVATE SECTOR DOLLARS IN TERMS OF FINANCING, EXPERTISE AND NETWORKING; and (ii) DEMONSTRATES A COLLABORATIVE AND SYNERGISTIC APPROACH

Hack Zika 2017, hosted by Tampa Bay WaVE, a leading Tampa business start-up incubator, leverages the private sector and Tampa's technical and creative resources by showcasing the best that Tampa has to offer, in the service of a better Tampa community. Our local event is necessarily a collaborative endeavor, bringing together area professionals and Hillsborough government to work together on solutions for improving services and resources for residents through shared skills. The event has been widely advertised and may well attract participants and support from national brands (IBM, Microsoft, HomeAdvisor).

3. PERFORMANCE EVALUATION/METRICS. PROVIDE APPROPRIATE CRITERIA AND MILESTONES FOR DETERMINING/MEASURING THE SUCCESS OF THE EVENT/PROMOTION. DEFINE RELEVANT OUTCOME INDICATORS AND TARGETS DURING AND AFTER THE EVENT/PROMOTION (SUCH NUMBER OF EVENT ATTENDEES, ATTENDEE PROFILES, MEDIA COVERAGE, GROWTH IN PARTICIPATION OVER PREVIOUS YEARS, HOTEL NIGHTS, NEW START-UPS FORMED)

There have been several previous hackathons in Hillsborough County focused on civic hacking, both with and without participation by C4TB. Attendance is typically 50 to 100 people ranging from students and professors to technology entrepreneurs; as well as community leaders, government employees, and members of the press. We are using Eventbrite for registration this year which will allow us to survey attendees as to their roles and interests. A post registration survey will also be sent to those that request help forming teams during the kick-off time period.

Jenny Dean, of channel 10 news (WTSP) may cover the event. 83 Degrees Media will be covering the event and other print media outlets have been invited (Creative Loafing).

While the event itself will produce tangible economic benefits, the true measure of a hackathon's success is the implementation of its products. The focus of last year's hackathon was to develop applications in support of the Tampa Hillsborough Homeless Initiative (THHI). Antonio Byrd (THHI COO) reports that the online "point-in-time" homeless survey was delayed because THHI's proprietary database vendor (Bowman Systems) was slow to provide the information the Accusoft team needed to deploy the application. Development continues however, and there is a good chance the system will be up and running for next year's homeless survey.

As a recognized Code for America Brigade, C4TB is well positioned to provide long term metrics of efforts initiated at Hack Zika 2016 and to keep track of efforts that may spin off from projects developed during the event.   Additionally, Eureka Factory, which lead event planning for Hack Tampa Bay 2015, and is also

involved this year, has organized well-respected events like ROBOTICON Tampa Bay and Gulf Coast MakerCon, and has a reliable track record for recording event statistics and measuring program growth.

4. ECONOMIC DEVELOPMENT IMPACT: DESCRIBE HOW THE EVENT/INDUSTRY PROMOTION DEMONSTRATES A WELL-THOUGHT OUT IDEA AND MODEL THAT HAS THE POTENTIAL TO BE SUSTAINABLE AND GENERATE ECONOMIC DEVELOPMENT; CREATES PERMANENT LOCAL JOBS AND POTENTIAL FOR SUSTAINED ECONOMIC IMPACT AND GROWTH; GENERATES LOCAL BUSINESS; ADDS VALUE TO THE LOCAL ECONOMY. '

Hackathons follow established protocols, and have proven themselves popular and sustainable, as well as a source of new community-minded app and software development. With the added value of being produced by an approved Code for America Brigade unit, Hack Zika 2017, has a greater potential to provide participants with spin off opportunities on developed apps and business solutions, and certainly brings added value to the local economy by helping improve government resources and civic solutions.

5. QUALITY OF TEAM: DESCRIBE THE QUALIFICATIONS, TRACK RECORD, AND ABILITY OF THE APPLICANT AND PROFESSIONALS COMPOSING THE EVENT/PROMOTION TEAM TO SUCCESSFULLY EXECUTE THE EVENT/PROMOTION.

The Hack Tampa Bay team includes professionals from a variety of technology and innovation sectors of Tampa Bay, with a proven track record of event and program production. Planning team members include:

- Terri Willingham, of Willingham Associates, LLC , developers of the John F. Germany makerspace, the Hive, and organizers of ROBOTICON Tampa Bay for the last two years, and Gulf Coast MakerCon,
- John Punzak, Sr. National Sales Director, State & Local Government / Education with Red Hat, an open source software development for enterprise IT, with a broad portfolio of products and services for commercial markets.
- Michael Turtora, of Rubicon Analytics and Development, LLC, a semi-retired tech entrepreneur with decades of experience in project management and data science. While serving the Federal Government as a statistical ecologist for the United States Geological Survey, he managed complex projects with high levels of public participation and volunteer support.
- Meg Comins, Loop Jr. Software Developer, SourceToad, a Tampa web development firm.

Hack Zika 2017 Budget

Items	Expense
Event shirts	$1,000
Promotional materials (flyers,banners, signage)	$1,800
Administrative	$500
Food	$2,500
Prizes	$1,000
Venue	$2,200
Total	$9,000

As per EDI2 guidelines, food costs, and in-kind services will not be paid with EDI2 funds but dollar value of all expenses are listed here for reference to total event cost.

Letter of Support

Jennifer Whelihan, M.A.
Economic Development Manager
Hillsborough County Economic Development
601 East Kennedy Blvd 20th Floor
Tampa, FL 33602-3503

Dear Ms. Whelihan,

I am writing you in support of Edi2 funding for the "Hack Zika 2017" event, organized by the Code for Tampabay.com. Code for Tampabay is a local chapter of Code for America, an organizing force in local civic engagement, part of the national network of volunteers who contribute their time and skills toward using the internet as a platform for improving local government and community service.

In my "day job" I manage business development across the U.S. for Red Hat software, *linux* if you are familiar with it. Hillsborough County government is a significant user of our software for their mission critical servers. One theme I hear consistently from my government customers is the need for transparency with public information, also known as open data. By opening data sources such as maps, criminal incident data and transactions which contain public information, teams of volunteers "hackers" can quickly create software applications which can improve government services and benefit the community. There is a tremendous amount of cognitive surplus waiting to be tapped by working with volunteer coders.

I believe an event like Hack Zika 2017 can do well to promote openness for the county and our citizens, and get them engaged and interacting with their government. I've seen positive results in cities like Miami and Boston, I'd love to see Tampa take a leadership position in Florida.

Can we count on your support?

Best regards,

John Punzak
Senior Director Business Development
Government and Education markets
813-760-7055

<c4tb/> Hack Zika 2017

Register:

c4tb-zika.eventbrite.com

Call for Designers, Programmers, Developers, Game Engine and UX/UI Experts, Graphic Designers, and other Technologists

Help Hillsborough County government control mosquitoes and prepare for a response to the Zika threat. Hosted by

TAMPA BAY
wave

500 E. Kennedy Blvd
Suite 300 Tampa FL 33602

Sept. 29-Oct. 1 Group hack hosted by Tampa Bay Wave

Oct. 2-6 Independent teamwork

Oct. 7 Presentations and Awards

For more info: **contact@codefortampabay.org**

Sponsors:

FVLL STACK TALENT

<Hack Zika 2017/>
<Hack Zika 2017/>

The IRON YARD

fitlife × foods.
powerfully good.

!p potential-unleashed

Germinal
Design.Develop.Deploy.

ClearlyAgile.

HIVELOCITY

C4TB Hillsborough Hackathon 2017: Responding to the Zika threat

- **What**: a Code for Tampa Bay community-powered civic hackathon to write software applications which will help Hillsborough County Public Works Mosquito Control District fight mosquitoes through education, public-service and analysis. Several challenges on tap require a range of skill sets from game development to Prescriptive Analytics to build a threat-based model to select treatment zones.

- **When**: Weekend of September 29 – Oct. 1 followed by a presentation & awards session on October 7

- **How:** you can help make the event a *HUGE* success. We need sponsors to provide T-shirts, 7 meals, giveaways, and prizes to the winning projects! Pick a level or meal period, (please) get involved, and thanks! Get your logo on our T-shirt with a commitment by September 25th!

– Event Level	$5,000	Recognition as a premiere sponsor of the hackathon (only 3 maximum will be sold), and largest logo on T-Shirt
– Gold Level	$2,500	Includes Bronze and Silver level benefits as well as a presentation speaking slot to address the group (15 minutes total), and logo on T-Shirt larger than Silver
– Silver Level	$1,000	Includes Bronze level benefits, a banner hung in main event room, and recognition as a sponsor of one of the meal periods with shout out and placard at meal service, and larger logo on T-Shirt
– Bronze Level	$500	Includes logo placement on T-Shirt and in the revolving PPT presentation which runs at various times during the weekend

R.S.V.P:Contact the organizers at:
contact@codefortampabay.org

Help Us Help Our Community!

Code for Tampa Bay

Our CfA Brigade is an organizing force for local civic engagement, part of a national network of civic-minded technologists who contribute their skills toward using the web as a platform for local government and community service.

Are you a Civic-Minded Coder?

Technologist? Writer? Artist?

Your community needs you!

Join our volunteer network to build apps, websites, open source civic software and more! We meet the f1st Monday of each month at "The Hive" , the John F. Germany Library makerspace.

Help us build more social & professional bridges in Tampa Bay!

_____

Learn more at CodeforTampaBay.org

or join us on Facebook /CodeforTampaBay

CODE _for_ **AMERICA** BRIGADE

Code for Tampa Bay

CODE FOR AMERICA BRIGADE

CfA Brigade is an organizing force for local civic engagement - a national network of civic-minded technologists who contribute their skills toward using the web as a platform for local government & community service.

5 ACTIVITIES TO CODE FOR AMERICA

CODE *for* **AMERICA** BRIGADE

LEAD AND ORGANIZE
Organize civic-minded technologists where you live around Brigade activities and campaigns.

OPEN CIVIC DATA
Build digital libraries in your community. Help publish and curate open civic data.

DEPLOY CIVIC APPS
Bring civic apps to your city. Change the way your city uses web and mobile software to operate.

ADVOCATE FOR OPEN GOVERNMENT
Teach your city about the benefits of open civic data, open source software and open government.

CONTRIBUTE TO OPEN SOURCE, CIVIC SOFTWARE
Write code, create graphics, write copy while collaborating with other civic-minded developers.

Learn more at CodeforTampaBay.org

or join us on Facebook /CodeforTampaBay