



**Junior
Achievement®**
of South Florida

JA BizTown Proposal



Prepared for:



COCONUT CREEK
Florida

GENERAL INFORMATION

Junior Achievement of South Florida (JA) inspires and prepares young people to succeed in a competitive, global economy. JA provides real world training in financial literacy including budgeting, spending, investing and the use of credit; offers cutting-edge skill-building opportunities that enable young people to explore meaningful, productive careers; teaches students how to start businesses; and introduces entrepreneurial values that strengthen workplaces. Last year, with the help of over **6,500 trained corporate and community volunteers**, JA delivered over 20 programs to **50,000 students** in classrooms throughout Broward and south Palm Beach County and at JA World Huizenga Center, a first-class facility located on Broward College North campus. In addition to the in-class programs we offer to K-12 students, our three Capstone Programs are:

- **JA BizTown** – designed for 5th grade students, teachers implement this program in the classroom for several weeks before the students visit JA World for a one-day simulation on how to run a business, apply personal finance education and work with a student business team led by volunteers.
- **JA Finance Park** – designed for 8th grade students, teachers implement curriculum in the classroom before the one-day visit. During their time at JA World, students use tablet technology to manage a fictional life situation including calculating a monthly budget and making real world financial decisions.
- **JA Fellows Company Program** – designed for high school students, specifically juniors and seniors, who gain real-world business experience by working in groups to start, capitalize, and manage their own small businesses, while also developing communication, presentation, leadership and financial management skills.

All public school students participate in JA programs **free of charge** which ensures that children of all economic backgrounds have the opportunity to learn essential knowledge and skills pertaining to work readiness and personal finance. While JA delivers curriculum to school-aged children throughout Broward and south Palm Beach counties, every Broward County Public School 5th grader participates in the JA BizTown program and every 8th grader in the JA Finance Park program. We are able to have this tremendous impact thanks to the generous support from our community partners, including Broward County Schools, Broward College, corporations and individual donors.



Humane Society of Broward County Storefront



WPLG/Channel 10 Storefront

Invitation to Sponsor The City of Coconut Creek Government Center in JA BizTown

JA BizTown is a bustling simulation that **all 20,000 fifth grade students in Broward County Public Schools** attend each year along with private, charter and home school students. After **16 hours of classroom curriculum**, the program culminates in a hands-on simulation at JA World's BizTown where students apply their learned concepts in a life-like business environment. JA BizTown is structured like a small city with 18 local businesses represented including a bank, radio station, hospital and retail stores. Led by volunteers in each storefront, students have jobs, produce and/or sell products and services, receive a paycheck, work on a business teams, repay business loans, shop as consumers, and manage their person bank account.



Upon completion of this blended classroom and real life program students learn key concepts in personal finance such as banking, budgeting, savings; economics such as supply and demand, consumer consumption; in career readiness such as decision making, teamwork, goal setting, communication and problem solving and in business, such as loans, sales, marketing, etc. .

The City of Coconut Creek's Government Center would include a variety of activities for students that would promote the city while educating the students about being leading citizens in their community. The center would be prominently located in Town Hall, the center of JA BizTown (see page 5 for diagram). In the classroom curriculum, completed before arriving at JA BizTown, students search and apply for jobs open at each of the storefronts. Coconut Creek representatives would work with JA Staff to customize the positions available, so these positions would be real-world inspired careers to give students a first hand experience of working in city government.

JA BIZTOWN RESULTS

JA BizTown Pre and Post Tests 2014-2015 50% Increase	JA BizTown Pre and Post Tests 2013-2014 50% Increase	JA BizTown Pre and Post Tests 2012-2013 69% Increase
99% of Teachers Want To Participate In The Program Again	97% of Teachers Say The Program Met Expectations	YTD teachers reported an overall score on a scale of 1-10 of 9.25
Over 200 Teachers Showed Up For JA BizTown Training on Their Own Personal Time	Internal Scores For School Preparation Have Increased Every Year	Parent Volunteers rate their experience 4.9 Out of a 1-5 Scale

Sponsor Investment: Sponsoring this space in both JA BizTowns would be \$50,000/year and typically includes a 3-5 year contract. The first year would also require an additional investment of outfitting and decorating the space to reflect Coconut Creek’s branding and messaging (see example below).

Coconut Creek would receive numerous storefront sponsor benefits, including:

- JA shall name two (2) days after Coconut Creek, on which day Coconut Creek may invite employees, customers, etc., provide giveaways, and be presented in the volunteer/parent training and to students in Town Square;
- JA will host a reception celebrating “opening” Sponsor Space, with invitations to Coconut Creek employees, customers, JA board members, all Storefront Sponsors, community members, elected officials, etc.
- JA will offer individual/team volunteer opportunities for Coconut Creek employees
- Coconut Creek may utilize a Hall of Fame meeting room in JA World facility for Coconut Creek’s own purposes without rental cost, up to three (3) times per year, provided such use is within the scope of activity approved by JA. Coconut Creek will be responsible for all other costs such as food & beverage, etc.
- Coconut Creek will be included in flyers and student newspapers sent home to the student’s family
- Coconut Creek name/logo will be included in all JA BizTown program curriculum;
- Coconut Creek logo will be listed in JA’s Annual Report, newsletter, website, social media and marketing/PR materials
- JA will feature a story about Coconut Creek or interview of senior level Coconut Creek Representative in one issue of JA Newsletter (distribution of 20,000).
- Other marketing, networking benefits agreed upon by Coconut Creek and JA.

Networking Benefits:

As a Storefront Sponsor, Coconut Creek will receive complimentary tickets to two of JA’s signature events including, JA World Uncorked and Hall of Fame Business Awards event. Coconut Creek will receive invitations to all sponsor/donor events. These opportunities will provide the opportunity for Coconut Creek representatives to network with corporate, community, educational and government leaders. Coconut Creek will also have the opportunity to be represented on the Investor Council, an advisory council made up of all major donors and sponsors. In addition, Coconut Creek will have the opportunity to be considered for a board position and have reps serve on a board committee.



Future home of The City of Coconut Creek's Government Center in JA BizTown:

As a JA BizTown Sponsor, Coconut Creek would join numerous other community leading businesses and organizations in JA BizTown, utilizing spaces BT1.1 and BT2.1 (currently FPL). All of the businesses shown below are committed to educating our next generation of citizens, customers, employees, business owners and entrepreneurs.

