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PICTURED ON COVER:
(L-R) Sawgrass Pet Resort, Ponte Vedra | Fruitique Ice Cream, Hialeah | Painalgie Relief Center, Orlando | Alternative Custom Crating, Lakeland | DMR Consulting, Inc., Panama City
Michael Myhre, CEO of the Florida SBDC Network (center), shares information about state and federal disaster loans with residents and small business owners in Mexico Beach following Hurricane Michael.
Dear Friends,

On behalf of the Florida Small Business Development Center (SBDC) Network, it is my pleasure to present our 2019 Annual Report.

Nearly five years ago, the Florida SBDC cast a bold vision for the future, a vision to create a better Florida for all by helping small businesses grow. Today, thanks to our dedicated team of professional staff, board members, stakeholders, and legislative champions, that vision is becoming a reality.

Thanks to the services of the SBDC, our clients are growing revenues and opening their doors at a remarkable rate. Our talented consultants and professional staff continue to hone their knowledge and expertise in order to meet the ever-changing needs of our state’s small businesses. New partnerships continue to form, and existing ones grow stronger. As a result, our impact continues to spread across the state.

We are proud of the important work we do to help small businesses grow during good times, however we are especially proud of the work that we do following a disaster. Hurricane Michael, the strongest storm on record to make landfall along the Florida Panhandle, caused unprecedented damage to residents and small business owners. But in the darkest hour, there was light. Throughout this report you will learn more about how our work helped small businesses recover and read successes resulting from the assistance we were able to provide.

On behalf of the Florida SBDC, thank you for your past and continued support. I am proud to lead this great organization and am excited about all that we will accomplish together for the future of Florida.

Sincerely,

Michael W. Myhre, CEO
Partnerships Key to Florida’s Business, Economic Prosperity

Our network is comprised of more than 100 investing partners, institutions of higher education, strategic partners, and private organizations who share in our vision of helping to create a better Florida for all by helping small businesses grow. Partners help make our mission possible and create change in ways that would not be possible by working alone.

Funding Partners

Thanks to funding support from Congress, the Florida Legislature, our host state universities and colleges, and dozens of local investing partners, the Florida SBDC Network provides its services to aspiring and existing small business owners at little to no cost.

Institutions of Higher Education

Nearly all of the nation’s SBDCs are housed on the campus of a university or community college. The Florida SBDC—and SBDCs nationally—help academic institutions leverage resources, provide mission support through community outreach and service, improve academic experiences for students through experiential learning and other opportunities, and enhance research opportunities. The Florida SBDC Network is comprised of nine regional host partners: eight universities and one state college that partner with dozens of local governments, chambers, and business development organizations to make up its more than 40 offices statewide.

Partners in Prosperity

In 2017, recognizing the need to illustrate how Florida’s principal business development organizations work as one team with one mission to foster the growth and success of the state’s business community, the Florida SBDC Network created the brand “Partners in Prosperity.” In the graphic above, each organization is positioned to reflect its target market focus and respective role on Florida’s business development team.

Since the team’s inception, the Partners in Prosperity have continued this important dialogue by participating on various panels to discuss the state’s unique and collaborative culture and how the respective organizations work together to support the growth and success of all businesses—large and small—in the state.
At the Florida SBDC Network, we believe we create unimaginable possibilities for prosperity for small businesses. In turn, we believe we create meaningful economic impact and growth for our state that benefits every Floridian.

We do this by pulling together the intellectual capital, experience, and resources small businesses need to overcome challenges and find success.

From strategic planning to exit planning, our certified, professional business consultants and specialists focus on one thing—creating a better Florida for all by helping businesses grow. And best of all, we provide that consulting at no cost to the small business owner.

Our Staff’s Why

We asked team members why they love working for the Florida SBDC Network.

Linda Teza Kulka, Consultant for the Florida SBDC at UNF
“My personal mission is to help people live up to their full potential through their work. I can think of no better place to do this than with an organization that lives this mission every day.”

Alan DuBrow, Procurement Specialist for the Florida SBDC/PTAC
“My passion is to help small businesses succeed beyond their wildest dreams in achieving significant revenues and profits from the public sector, including the Department of Defense and federal agencies.”

LaShaun Collier, Consultant for the Florida SBDC at FGCU
“...to be an active catalyst in pushing forward entrepreneurial innovation. Entrepreneurs are purposeful, express incredible amounts of dynamism as they are personally growing themselves as they grow a business, and they give permission to the masses to go and chase their own dreams.”

Ray Juncosa, Consultant for the Florida SBDC at FIU
“Because I have a strong banking and access to capital background, along with many years as an academic in the areas of banking, sales, and investments. The latter expertise, coupled with a passion and strong desire to help people to succeed, made the organization’s mission, values, and environment a perfect fit for me.”
About the Florida SBDC Network

“The siren call for many entrepreneurs isn’t money, it’s freedom. The freedom to chart your own path, the freedom to build what you want with the people you love.”—Andrew Wilkinson, Founder of MetaLab and Flow

There are a variety of reasons that people become entrepreneurs: to be their own boss, to pursue their passions, financial reasons—the list goes on. Yet, these reasons all have one thing in common: freedom.

For many, having the freedom to pursue their life’s passion and not have anyone standing in their way is invigorating. However, the stress of knowing that, ultimately, being an entrepreneur means taking all the risk and making the difficult decisions that could potentially make or break a business can be crippling.

This is where Small Business Development Centers (SBDCs) help. Established by Congress in 1980, SBDCs foster local, regional, and state economic prosperity by providing small and medium-sized businesses access to professional business consulting, education, and resources to grow and succeed.

The goal of the Florida SBDC Network, and SBDCs nationally, is to help aspiring and existing small businesses—our state’s primary economic and job contributors—mitigate common entrepreneurial pitfalls, thus yielding higher success rates and contributing positive growth for our state’s economy.

Experienced and trusted business experts committed to Florida’s small business success

At the Florida SBDC Network, we’re passionate about helping small businesses achieve their dreams. Our team of professional business consultants, many of whom are former business owners and executives, leverage their world-class expertise to help small businesses in areas including:

- Strategic & Business Plan Development
- Accessing Capital for Business Growth
- Strategic Intelligence & Market Research
- Market & Sales Growth Development
- Exporting & International Trade
- Acquiring Government Contracts
- Financial Literacy & Cash Flow Management
- Business Recovery & Continuation
**Featured Success Story: Stream2Sea, Wauchula**

**Wauchula sunscreen and body care company finds international success, experiences 300 percent growth**

A cosmetic chemist working in the natural products industry for nearly 20 years, Autumn Blum questioned if the ingredients found in sunscreen were truly safe for humans, let alone safe for the environment she was swimming in. Shortly after she returned home from a scuba diving trip to Palau, Blum quit her job and started formulating a new product line.

Stream2Sea is the only line of mineral sunscreen and body care products that has been tested and proven not to harm humans, fresh and saltwater fish, and coral larva. The entire line is oxybenzone-free, octinoxate-free, and paraben-free.

**How the Florida SBDC helped**

Stream2Sea has seen tremendous growth since opening and the Florida SBDC at USF, located at South Florida State College, has been involved from the very beginning.

With the help of the Florida SBDC at USF’s international specialist, Selma Canas, and Enterprise Florida, Stream2Sea Vice President Mike Malterre explained that they are entering markets they never dreamed they could possibly reach before.

Malterre and Blum both agree that seeking out the resources of the Florida SBDC at USF is a smart move for any small business owner.

“As a small business, it is difficult to figure out where to turn to get help,” Malterre said. “The Florida SBDC at USF provides a tremendous wealth of information. They are very helpful and hold your hand through all of the processes. It’s a terrific way to get started.”

**Success**

In the first year, the company grew 300 percent. Since they began, the lowest growth they have experienced was 100 percent. They project between 200 and 300 percent growth this year.
Featured Success Story: JIRACOR, Orlando

Orlando-based company finds government contracting success, grows revenues by 200 percent

When Jeannette Coronado and her husband, Richard, needed help moving their business away from commercial customers and into the government sector, they turned to the Florida Procurement Technical Assistance Center (PTAC) at UCF, a partnership program of the Florida SBDC, for help. Their company, JIRACOR, had been successful offering system-engineering services, training, and integrated logistics support services to businesses, but they saw a bigger opportunity in government work.

“If it weren’t for the Florida PTAC, we at JIRACOR probably wouldn’t be here,” said Richard. “Our experience has been awesome! They have great consultants. They have great services. They have great training. All at little or no cost. Getting all of the certifications, advice, knowledge, and support from PTAC has made the difference for us.”

How the Florida SBDC helped

The Florida PTAC provided an extensive list of services to the Coronados, including no-cost consulting, training, assistance with obtaining key certifications, and registering with the government’s SAM (System for Award Management) system—not to mention offering matchmaking events and strategies for working with the government. “There are so many boxes you have to check to win government contracts,” said Jeannette. “The Florida PTAC explains it all and makes it possible to check them all off.”

Success

“When we first went to the Florida PTAC, we were not procurement ready,” said Richard. “From their mentoring, their classes, their consulting, and their advice on our business plan, we are now winning contracts and ready for more... As it is, we have seen our revenues increase by more than 200 percent since we started consulting with the Florida PTAC.”
Our Impact

Pediatric Survival Swim, Riverview

Service Snapshot

11,529
Existing & aspiring business owners consulted

112,164
Consulting hours delivered

Consulting Client Breakdown

5,156 or 44%
Women

1,671 or 14%
Veterans & SCDVs

5,142 or 45%
Minorities

Funding Data

2019 SOURCES OF FUNDS [BUDGET]

$8.1 Million
Federal

$4.0 Million
State*

$6.4 Million
Local & Private**

35%
43%
22%

2019 USES OF STATE FUNDS [BUDGET]*

Personnel
(Salaries & Fringe)

Other Costs

10%
90%

State funds were awarded beginning January 1, 2019*
Excludes local and private in-kind support**
# Business & Economic Outcomes

<table>
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<tr>
<th>Category</th>
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<tr>
<td>Sales generated*</td>
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<tr>
<td>Gov’t Contracts acquired**</td>
<td>$520.0M</td>
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<tr>
<td>Capital accessed**</td>
<td>$202.5M</td>
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<tr>
<td>Jobs Impacted direct, indirect, induced*</td>
<td>38,403</td>
</tr>
<tr>
<td>Cost per Job to Florida taxpayers*</td>
<td>$264</td>
</tr>
</tbody>
</table>

For every state $1 invested in the Florida SBDC, $1 is returned to the state in tax revenue.*

*$2.5 Billion GRP IMPACT* on Florida’s economy as a result of Florida SBDC services

2018 Economic Impact Analysis of the Florida SBDC Network by FSU CEFA* | Reported by respondent clients of outcomes resulting from or in part due to assistance received in 2018**
Florida SBDCs help small businesses rebuild, recover following Hurricane Michael

Two-thousand eighteen will forever be synonymous with Hurricane Michael. On October 10, 2018, the storm made landfall near Mexico Beach, leaving behind a wake of devastation in its path.

When the storm came ashore, our team was prepared. In collaboration with the Florida Department of Economic Opportunity (DEO) and the U.S. Small Business Administration (SBA), we established 10 Business Recovery Centers within 10 days. These locations are critical as they serve as standalone locations where business owners can receive individual, direct assistance with disaster loan applications.

Upon activation of the state’s Florida Small Business Emergency Bridge Loan and federal disaster loan programs, the network deployed its two Mobile Assistance Centers (MACs) to some of the hardest hit areas of the state to provide an on-the-scene workspace for consultants to provide loan application assistance. Both MACs were deployed full-time, and running at capacity through the end of the year.

Our team of disaster recovery specialists worked around the clock to help small businesses apply for state and federal business disaster loans and begin the recovery process. With help from our partners, the Florida SBDC closed 588 bridge loans, helping small businesses and farmers secure more than $34.1 million in immediate, short-term capital to make payroll, repairs, and other expenses.

Further, the Florida SBDC assisted the SBA in helping small businesses secure 1,228 federal disaster loans for a total value of $119.6 million.
Commitment to long-term success

The network continues to participate in legislative and outreach events regarding recovery efforts and the long-term effects of the storm. In February, network leadership organized a listening tour to visit with a number of clients who were impacted by Hurricane Michael to check-in, learn how the state’s short-term, interest-free bridge loan and the network helped them, and to discuss challenges they still face.

In August, Florida SBDC CEO Michael Myhre was invited to testify during a field hearing in Panama City led by U.S. Senator Marco Rubio, Chairman of the Senate Committee on Small Business and Entrepreneurship, regarding the long-term effects of the storm on Northwest Florida’s small businesses.

Now a year later, communities like Mexico Beach are still feeling the lingering impacts from the storm. Florida SBDC certified professional business consultants continue to provide ongoing assistance in educating and directly assisting small businesses research, identify, and plan for purposeful growth, including how to mitigate man-made and natural disasters.

American Oyster Company, LLC
Crawfordville

“The storm wiped out 2 million of our oysters. We lost 99 percent of our inventory, 90 percent of which was ready for market”...said Hazel. “The Florida SBDC at FAMU was extremely helpful in helping me get the [emergency bridge] loan...it [took] about a week [to receive]. I've applied for several loans before and that was certainly the fastest turnaround I've ever seen.”
Disaster Success Story: Caribbean Coffee, Mexico Beach

In Mexico Beach, Caribbean Coffee was a dream owner David Kiser had for twenty years before starting the business in 2013. Sadly, Hurricane Michael nearly destroyed his dream, when it wiped out 80 percent of the community, a seaside town known for its old Florida charm.

Recognizing that the community needed him, Kiser set about reopening as quickly as possible. A week following the storm, he opened his doors to serve weary fire responders and residents free coffee from the porch of his damaged cafe using a gas burner.

Seeking help applying for the Florida Small Business Emergency Bridge Loan program, Kiser contacted the Florida SBDC at UWF for help.

What type of damage occurred?

“Our windows, doors, front wall, overhang, and roof were damaged. We also experienced a loss of income due to the loss of utilities and damage to the building.”

How did the Emergency Bridge Loan help?

“The bridge loan was great. We were able to get the money within a week. I wanted to reopen quickly because I thought the community needed a sense of normalcy. I was able to get a contractor quickly and reopened on November 19. The day I reopened I was so happy that I gave customers everything for free.”

How helpful was the Florida SBDC at UWF?

“Extremely helpful. The Florida SBDC helped us out when we were in need. They helped me with the application and with any questions I had.”
Disaster Success Story: Great Oak Pet Resort, Marianna

Located in Marianna, Great Oak Pet Resort is a luxury dog and cat boarding, grooming, obedience training, and doggie daycamp business.

However, Hurricane Michael caused the successful business to come to a halt. When the storm hit, the resort had 35 dogs and five cats at the facility.

Owner Vicki Fuqua and her manager rode out the storm with the animals to ensure they were okay.

Once the storm passed, Fuqua thought that she’d have to close. However, the Florida Small Business Emergency Bridge Loan served as an important lifeline to help her business recover. Seeking help securing the loan, Fuqua reached out to the Florida SBDC at UWF for help.

What type of damage occurred?

“Most of our fences were destroyed and we had many fallen trees on our property. Damage also included shade cloth, foundational damage to our buildings, damage to the luxury, artificial turf in our play yards, ramps, and toys. We were closed for two weeks because we were without power and suffered a 65 percent loss in business following the storm. Our internet and phones were also down for a long time.”

How did the Emergency Bridge Loan help?

“The Bridge Loan rescued Great Oak Pet Resort! I was able to make payroll even though income had been severely impacted. To help my employees and the company, I paid them to help clear the yards and the property. I didn’t want to lose any employees. I was able to financially help those who needed assistance.”

How helpful was the Florida SBDC at UWF?

“Extremely helpful! Didn’t know how I was going to finance the deficit in business and income due to the storm. [My Florida SBDC consultant] Dorian Zwierewicz was very professional and patient in explaining how the Bridge Loan worked and what I needed to complete the process.”
Eighteen Clients, Advocates Win National Small Business Week Awards

In May 2019, the Florida SBDC joined in the SBA’s National Small Business Week celebration to honor clients and advocates who won awards and to showcase the role Florida’s more than 2.5 million small businesses play in the state’s economy by hosting a number of special events.

As part of National Small Business Week, the SBA annually recognizes small business owners, entrepreneurs, and advocates from all 50 states and U.S. territories.

Jeff Turbeville, CEO of Jacksonville-based Sunshine Peanut Company and client of the Florida SBDC at the UNF, was also invited to Washington, D.C., whereby he was honored as the State of Florida Small Business Person of the Year and was in the running for the 2019 National Small Business Person of the Year.

During the awards ceremony, Cheeseburger Baby, the oldest burger restaurant in South Beach and a client of the Florida SBDC at FIU, was awarded the 2019 Phoenix Award for Outstanding Small Business Disaster Recovery for their efforts to rebuild and serve their community following Hurricane Irma.

“We have survived hurricanes, recessions, big corporate burger franchises moving in across the street, and so much more,” said owner Stephanie Vitori. “But when you do what you love, you don’t let anything get in the way of your success. Being able to open back up and serve burgers until sunrise again was the gift of a lifetime. That is why the SBA Phoenix Award means so much to us!”

L-R: Michael Myhre, CEO of the Florida SBDC Network; Stephanie Vitori, owner of Cheeseburger Baby; and former SBA Administrator Linda McMahon in Washington, D.C.
Florida SBDC, Jim Moran Institute Host SBL Conference

More than 300 small business owners, professionals, and community leaders gathered for the ninth annual Small Business Leadership Conference (SBL) June 26-28, 2019. Held in Orlando at the JW Marriott Grande Lakes, the conference featured more than 40 speakers who discussed strategies and best practices for igniting strategic growth. Interactive discussions addressed marketing, organizational culture, international trade, cybersecurity, government contracting, and other growth-related issues.

The event was co-hosted by the Jim Moran Institute for Global Entrepreneurship, part of the Florida State University College of Business, and the Florida SBDC Network, headquartered at the University of West Florida.

Florida SBDC Launches Cybersecurity Website, Risk Assessment

In May 2018, the Florida SBDC Network was awarded a $100,000 grant through the Florida Center for Cybersecurity to build on the success of the network’s 2017 cybersecurity program.

As part of the award, the Florida SBDC Network has developed a cybersecurity assessment tool to help small businesses determine their level of risk for an attack, as well as produce a risk assessment analysis. In alignment with SBDCs nationally, the network has developed online cybersecurity training. Additionally, the network recently launched a website to house the assessment tool, training, and other resources.

The Florida SBDC Network unveiled its new cybersecurity service offering as part of National Cybersecurity Awareness Month in October 2019.
At the Florida SBDC, we create possibilities for the students of our university and college partners by providing "real-world" experiential learning that fosters career development and the retention of talent in our state.

Learn how we foster learners to earners to job creators and read testimonials from students below:

**Career Opportunities & Internships**

Florida SBDCs employ students across various disciplines as interns and employees.

**Kaitlyn Saavedra, UNF '17—MBA; Consultant, Florida SBDC at UNF**

“Working as a graduate assistant not only enhanced my understanding of business concepts, but it also enhanced my overall school experience by applying what I learned from clients to my projects in class. This experience led to full-time employment with the Florida SBDC. I’m grateful for the opportunity as I’ve been able to dive into my passion of organizational development for small businesses.”

**Applied & Experiential Learning**

Florida SBDCs work with faculty to coordinate and oversee student team consulting projects and internships with client businesses to solve real business challenges, including marketing assessments and business/strategic plans.

**Brenda McCastle, UWF '17—MBA; Consultant, Florida SBDC at UWF**

“My instruction and practicum provided an excellent opportunity for me to work in a small team group and provide extensive research-driven solutions to challenges facing SME business firms. I loved this experience, which led me to transition the following year to employment with the Florida SBDC at UWF.”

**Camille Henry, FGCU '20—Business Management**

“This experience has helped me become a more well-rounded business student, so I know as I continue interning with AXI International and look forward to graduation in May 2020, I have a world of opportunities ahead of me and great support from FGCU and AXI International.”

**Fostering Tomorrow’s Job Creators**

Florida SBDCs provide consulting, training, and resources to help aspiring young entrepreneurs—many of whom are students or recent alumni—reach their business goals.

**Jesse Silva, IRSC '20—Business Management; CEO of Bar Buddy**

“The Florida SBDC at IRSC allowed me to have access to a variety of data and information that has helped us create a solid business plan that aligns with the vision of our organization. The Florida SBDC has given me a strong platform to expand my business.”
Get Involved

We welcome new clients and the support of stakeholders and friends who believe in our mission as much as we do. For more information, or to follow us on social media and subscribe for news, visit us at www.FloridaSBDC.org.

Legislators
Florida SBDCs help you help your constituent small businesses succeed. Serving tens of thousands of small businesses each year, Florida SBDCs serve on the front lines helping small businesses in communities across the state. Through connecting with your local Florida SBDC, we can help you:

Serve as a small business resource to your constituency
Florida SBDCs can provide success stories, articles, and other content for social media and your newsletter. Add us to your website as a small business resource to offer your constituency training, consulting, and other resources. We also welcome you to contact us for small business data and any questions you may have about resources, programs, and policies.

Secure small business witnesses for hearings and roundtables

Small Businesses
Are you an aspiring or existing small business owner? Connect with your local Florida SBDC for more information on our services and ways you can support your local center and other small businesses in your community:

Schedule a consulting appointment
Visit us online at www.FloridaSBDC.org to complete our online request for consulting form. Once the form is submitted, you will be contacted by the Florida SBDC that serves your area to schedule an appointment.

Attend a workshop
The Florida SBDC Network provides online training and offers hundreds of in-person workshops each year on topics ranging from the basics to advanced business management skills. To learn more, visit us at www.FloridaSBDC.org/get-training.

Participate in surveys
Each year, the Florida SBDC Network conducts a number of surveys on the needs and challenges of small businesses. This information is shared with our stakeholders for future policy-making in support of our state’s small businesses. To learn more, please email Dianne Hafleight at Dianne.Hafleight@FloridaSBDC.org.

Write letters to your legislators
Voicing your opinions to lawmakers is one of the most effective actions you can take to help your small business. Your representatives want to hear from you to learn how legislation is affecting your day-to-day operations.

Stakeholders & Partners
Connect with your local Florida SBDC for partnership opportunities to serve small businesses in your community.
Our Network of Partners

9 Regions • 40+ Centers • 50+ Outreach Locations
Headquartered at UWF

Our Success Starts at UWF and Makes Waves Across Florida

Since 1976, the University of West Florida has served as the headquarters for the Florida SBDC Network, a State University System, Board of Governors—designated statewide university center established to pursue, administer, and deliver small business development programs.

Through funding, collaboration, alliances, and teamwork, partners play a significant role in making the work of the Florida SBDC possible. Our network partners with Florida’s state universities, colleges, and other economic development organizations to assist small and medium-sized businesses, regardless of industry or stage of business. The synergistic effect of this partnership has resulted in a long history of positive revenue and economic growth for Florida and invaluable support to more than 1.2 million aspiring and existing small business owners.

We’re proud to be state designated as Florida’s Principal Provider of Business Assistance [Fla. Stat. § 288.001] and the state’s first responder for small businesses [ESF-18].

The Florida SBDC Network is a statewide partnership program nationally accredited by the Association of America’s SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network’s headquarters. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.

CONNECT WITH US FloridaSBDC.org