



**To:** Kristy Russell, Acting Economic Development Director  
**From:** Jamie Mead, Area Manager, Florida SBDC at UCF - Sumter County  
**Date:** April 10, 2023  
**Re:** Quarterly Performance Report, 1/01/2023 – 3/31/2023

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### Overview of the Florida SBDC at UCF

The Florida SBDC at UCF serves an eight-county area, including Brevard, Flagler, Lake, Sumter, Orange, Osceola, Seminole, and Volusia Counties.

The mission of the Florida SBDC at UCF is to provide high-quality management advice and comprehensive business training through the collaboration of higher education and economic development organizations, contributing to Central Florida's economic growth.

The Florida SBDC at UCF – Sumter County Center was created to provide one-on-one consulting and training to prospective, emerging, and established entrepreneurs in Sumter County. By providing the necessary tools to area entrepreneurs, our business consultants help develop business plans, marketing plans, supply market and industry research, assist with loan proposals, guide the development of strategic plans, and provide a range of other services.

### Consulting Summary for Quarter Ending March 31, 2023:

	<b>Total this Quarter</b>
<b>Distinct Clients</b>	<b>59*</b>
<b>Consulting Sessions</b>	<b>181</b>
<b>Total Hours (Consultation and Preparation)</b>	<b>241</b>

*\*Total of distinct Sumter clients during the quarter. Clients may have multiple sessions during that time. It also includes counseling sessions provided by FSBDC or PTAC consultants outside of Sumter County.*



## Helping Businesses Grow & Succeed

### Activities

The Florida SBDC at UCF – Sumter County supports pre-venture and start-ups (less than three years in business) through individualized counseling, market research services, financial statement review and analysis, business planning, and other services. Our assistance is tailored to each client's situation and experience.

For established companies, we have an even broader range of support services available. In addition to our core service offerings, we work with these clients to find new customers, new markets, grow their skills and employees' skills, improve operating results, and enhance their companies' sustainability for the long term.

We actively seek opportunities to connect these clients with additional FSBDC/PTAC programs, including government contracting, international trade, growth acceleration, and our Advisory Board Council program.

### Center Updates

The Center has filled the Program Assistant position. Twila Dyouss will join the FL SBDC at UCF – Sumter County on April 14<sup>th</sup>. Twila graduated Cum Laude with a Bachelor of Science in Business Management and a Master of Arts in Management and Leadership. She has a diverse background in education, social services, and non-profit organizations.

The Center featured its annual Small Business Success Story on Blue Heron CPA, owned by The Villages residents Nathan Gauger and Leah Lewis. The FL SBDC at UCF – Sumter County assisted the clients with the business start-up and a multi-faceted marketing plan. The company has now expanded from one location in The Villages to three locations serving the tri-county area.

The Center celebrated the 7<sup>th</sup> annual SBDC Day, with Sumter County clients participating in a social media campaign by sharing why they love the SBDC. The Center was honored to receive the SBDC Day Proclamation from Sumter's Board of County Commissioners, and appreciates the ongoing support and collaboration.

The Center's Area Manager has attended information sessions hosted by the Florida Department of Economic Opportunity (DEO) and is prepared to assist Sumter County business owners to access capital through the new State Small Business Credit Initiative (SSBCI) program.



## Helping Businesses Grow & Succeed

### **Training Webinars**

The following training courses were provided to Sumter County business owners during this quarter:

Marketing Basics

Success is No Accident: Strategic Planning for Small Business (2-part series)

Grow with Google: Google Ads

Business Plan Writing Made Easier

### **Florida PTAC at UCF Webinars**

Government Contracting Overview

Understanding "Government Contracting" Compliance

### **SBA Workshop Webinars**

WOSB Certification: The Questions You Want to Ask



**Economic Impact for this Quarter**

The Florida SBDC at UCF assisted Sumter County small business owners with obtaining \$55,000 in economic impact.

The Florida SBDC at UCF assisted in creating eight new businesses.

The Florida SBDC at UCF assisted in creating three new jobs.

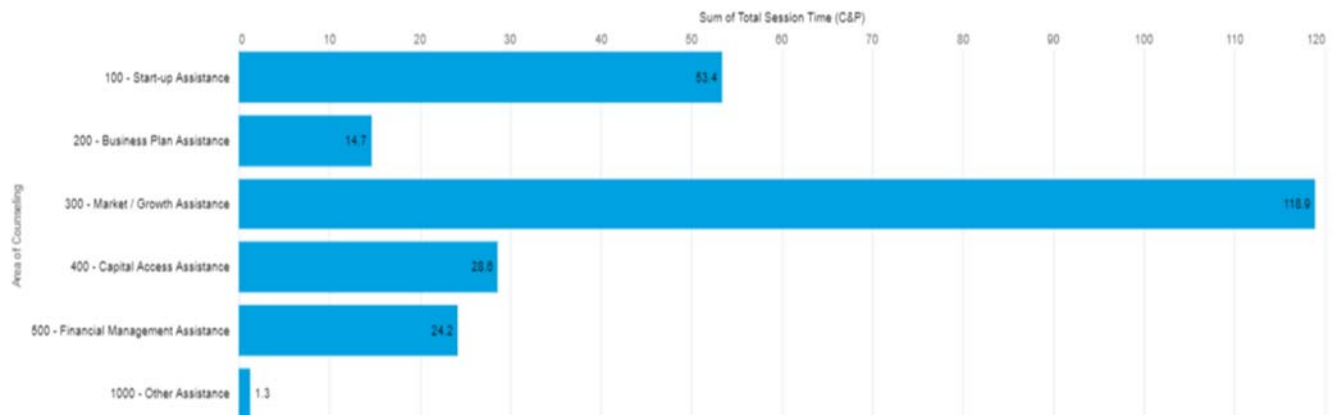
**Total Economic Impact Reported for this Fiscal Year**

	Capital Formation	New Business Starts	New Jobs Created
Quarter 1	\$555,000	8	11
Quarter 2	\$55,000	8	3
<b>TOTAL</b>	<b>\$610,000</b>	<b>16</b>	<b>14</b>

**Consulting Requests**

Sumter County small business owners have requested assistance in the following areas during the quarter: business plan assistance, capital access assistance, financial management assistance, market/growth assistance, and start-up assistance. A breakdown of these areas by consulting hours is displayed below.

Hours by Area of Consulting





## Helping Businesses Grow & Succeed

### Client Feedback

The regional office surveys all new clients after their initial service with the consultant. Below are all comments received for this quarter:

*Very helpful in providing links to the various websites needed to set up a new business*

*Jamie was professional and knowledgeable in multiple areas. Easy to work with.*

*GOOD PROGRAM*

*What a blessing to have this opportunity to work with Jamie.*

*Very Helpful*

*Very helpful. We have more scheduled meetings.*

*She was very helpful in getting me information about my potential customers.*

*Jamie was wonderful! She shared so much valuable information and walked me through some important next steps for my business. She is helping me develop a plan to set me up for success.*

*Being unaware of this service, a friend recommended Jaimie after attending a seminar and couldn't stop raving. Simply said, Jaimie "knows her stuff"! She is a bright, well-informed professional with excellent communication skills highlighted by her extensive knowledge of both content and navigation of computer made the establishment of my LLC painless. All this coupled with her quick response time to questions, made this experience a wonderful one!*

*Jamie is a dream to work with. Very friendly and knowledgeable. Always gets right back to you, very accessible to assist in starting up a new business venture.*

*Jaime is very professional and knowledgeable in many areas. She was very helpful for me. I will be coming back.*