



FLORIDA SMALL BUSINESS DEVELOPMENT CENTER  
AT THE UNIVERSITY OF SOUTH FLORIDA

## 2021-2022 Year End Report October 24, 2022

**Submitted to:**

**Morris Porton**

**Greater Hernando Chamber of Commerce**  
15588 Aviation Loop Dr, Brooksville, FL 34604

**Submitted by:**

**Carl Hadden**

**Regional Director**

**FSBDC at USF**

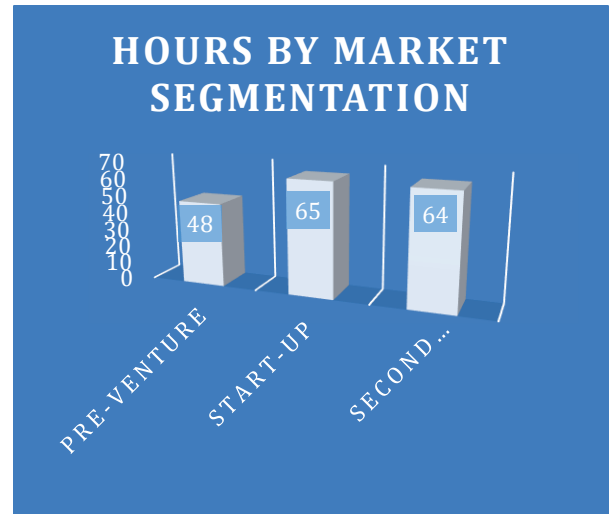
3802 Spectrum Blvd, Suite 201, Tampa, FL 33612

## Helping Businesses Grow & Succeed

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]

## 2021-2022 Contract Updates

- **Consulting:** For contract year 2021-2022, consultant Bill Burnham and the Florida SBDC at USF consulting team:
  - **Provided 176 hours of no-cost consulting** to 160 entrepreneurs. Services ranged from **startup advice** to **market growth**.
  - USF and the SBDC continued delivering consulting services online via MS Teams and in-person at the Chamber office.
  - **Start-Ups and Second Stage entrepreneurs** comprised the majority of businesses assisted this contract year.
  - **Over 79% of time** was spent providing Hernando County businesses with business plan, market growth, financial management and capital access.
  - The SBDC helped Hernando County business owners **secure over \$698,600** in capital to help businesses launch and thrive.
- **Community Outreach:**
  - Attended **Greater Hernando Chamber of Commerce** Networking and Outreach events.
  - Consultant Bill Burnham joined the **Training Committee** and offered Profit Mastery training to area businesses.
  - **Continued public service announcements** aired on WWJB 1450AM station.
- **Training:**
  - **Webinars** continued during this contract year, in order to provide additional education to entrepreneurs during this difficult time. The webinars allow us to provide information to entrepreneurs in different stages of business development. Participants are encouraged to schedule no-cost consulting appointments to address their particular needs.



## Contract Updates

Services in Hernando County yielded the creation of 4 new businesses, proving the entrepreneurial spirit is strong in the community. The Florida SBDC at USF team helped secure \$698,6000 in capital for Hernando County businesses. Additionally, 58 jobs were created/retained, during the contract period.

### No-Cost Business Assistance

Business technical assistance to small business owners equips them to successfully start their ventures with guidance provided by SBDC consultants. Equally, growth postured enterprises need access to, research & market data, and higher-level services increasing their opportunity for growth.

The FSBDC at USF provided technical assistance to small businesses through one-on-one, no-cost confidential consulting in the areas of:

- **Market Growth** - marketing, business certification & procurement, government contracting, international trade, and social media.
- **Financial Management** - financial reviews and analysis, cash flow management, and business valuations.
- **Capital Access** - advice and review of loan requests, financial projections, and export and disaster loans.
- **Start-up Assistance** - general business advice, business plan review, business succession and continuity, and strategic plan facilitation.
- **Other** - human resources, intellectual property, and technology.

### Webinars - Live and On Demand

The Florida SBDC at USF continues presenting webinars at no cost. The webinars provide education on topics such as financing, marketing, business planning, and more. Visit <https://sbdctampabay.com/training-calendar/> for the current webinar schedule.

We keep a library of webinars available for on-demand viewing, allowing entrepreneurs to continuously sharpen their skills. A full listing can be found at <https://www.gotostage.com/channel/c75db520be46400f8f60906e9f7f7404>.

In addition, the Florida SBDC at USF sent monthly emails promoting upcoming webinars, events and consulting opportunities to its database of 22,774 subscribers.

The Florida SBDC at USF is an active communicator on Facebook, YouTube, Twitter, and LinkedIn. To find the Florida SBDC at USF on these platforms, search for /usfsbdc.

## Additional Contract Highlights



**Business Start:** Guided local entrepreneur on steps required to start a physical therapy center. Client opened its first location in Spring Hill, creating 1 job. Client continues to receive marketing, financial and operations management, and search engine optimization supporting their overall marketing efforts.



**Financial Education:** Local Spring Hill entrepreneur received 16 hours of Profit Mastery® training. This training explained the Financial Gap and proper lending projections. The discussion on breakeven and profit plan and cash flow forecast, showed them how they might use these concepts to assist in making decisions about adding costs to the business.



**Growth Strategy:** Provided growth and marketing strategy advise to multiple types of businesses in Hernando County, interested in government contracting. These businesses received individual consulting on how to prepare to enter federal government procurement activities.