



State of Small Business

CITY OF PORT ST. LUCIE





The FSBDC @ IRSC

State's Principal provider of Small Business assistance, helping small businesses grow & succeed.

- Hosted at Indian River State College the FSBDC at IRSC provides this credentialed consulting and assistance to the Treasure Coast Region.

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



The FSBDC @ IRSC

Tools | Strategies | Expertise

By providing no-cost credentialed consulting, training, and research services.

During disaster, we are among the state's "first responders"

Benefits:

- Enhance access to capital
- Understand market opportunities
- Identify new growth potential
- Improve financial standing
- Reveal hidden profits
- Recovery assistance during disasters

Services:

- Government Contracting Experts
- Export Marketing Plans
- Advanced Research Tools
- Profit Mastery Certification
- Financial Expertise
- Florida Small Business Emergency Bridge Loan



The FSBDC @ IRSC

Expertise, Specialist, Credentialed Consultants:



Tom Kindred, MBA
Regional Director

TKINDRED@IRSC.EDU | 772.462.7087



Michael Bernard, EDP

Port St. Lucie Business Consultant | Profit Mastery Certified Facilitator

MBERNARD@IRSC.EDU | 772.336.6282



Emily McHugh, MBA

International Trade Specialist

EMILY.MCHUGH@FLORIDASBDC.EDU | 772.460.8978



Katherine Culhane, MS
Associate Director

KCULHANE@IRSC.EDU | 772.419.5694



Clifton Vaughn, CPA

Fort Pierce Business Consultant | Profit Mastery Certified Facilitator

CVAUGHN1@IRSC.EDU | 772.828.2728



Leanna Haag

Digital Marketing Specialist

LEANNA.HAAG@FLORIDASBDC.ORG | 772.261.4733



Katie Muldoon

Administrative & Outreach

KMULDOON@IRSC.EDU | 772.336.6285



Frank Fink

Vero Beach Business Consultant | Profit Mastery Certified Facilitator

FFINK@IRSC.EDU | 585.216.5210



Bill West, MBA

Capital Access Specialist

BILL.WEST@FLORIDASBDC.ORG | 772.812.5530



Linda Gonzalez

Marketing Specialist

LGONZALEZ@IRSC.EDU | 772.336.6305



Scotty Wilson, CPP

Government Contract Specialist

SCOTTY.WILSON@FLORIDAPTAC.ORG | 772.336.6285



Duane Reiff

Manufacturing Specialist

DUANE.REIFF@FLORIDASBDC.ORG | 772.285.6672

City of Port St. Lucie - SBDC Impact Report



Port St. Lucie Is Growing

In 2022 The SBDC assisted
106 Port St. Lucie Located Clients

In 2022 The SBDC helped launch
9 New Port St. Lucie Businesses

The SBDC Has Assisted Small Businesses in Port St. Lucie Acquire Access to :

\$ 1,418,250 CAPITAL ACCESS

\$ 1,752,049 GOVERNMENT CONTRACTS

SBDC Consultants Provided
1,480 Consulting Hours
To Port St. Lucie Businesses in 2022



City of Port St. Lucie - SBDC Impact Report

Start Smart Orientations 2022-2023 Port St. Lucie

- The SBDC has hosted 28 Start Smart Orientations to assisting the business community on launching new ventures.
- Recently we launched a New Virtual Class Option to make the class more accessible

Profit Mastery 2022-2023 - Port St. Lucie

- The SBDC has hosted 3 sessions of the Profit Mastery Class in Port St. Lucie since January 2022, certifying over 20 entrepreneurs in the 16hr program.
- Profit Mastery still remains the most popular class for our local business community.

Digital Marketing Boot Camp 2022-2023 - Port St. Lucie

- In 2022 The SBDC launched the Digital Marketing Boot Camp in Port St. Lucie which has helped 20 of our Clients build successful digital marketing campaigns. In 2023 we have held three programs so far with 15 entrepreneurs successfully completing all 16hrs.



Partners In Prosperity



State of Small Business

In 2023, alone, 158,088 new businesses have formed in Florida so far, more than any other state in the nation. The region that the SBDC at IRSC covers has seen tremendous growth in new businesses launched since 2020.



NEW BUSINESSES IN ST. LUCIE COUNTY

Data circa 2020 DEO report



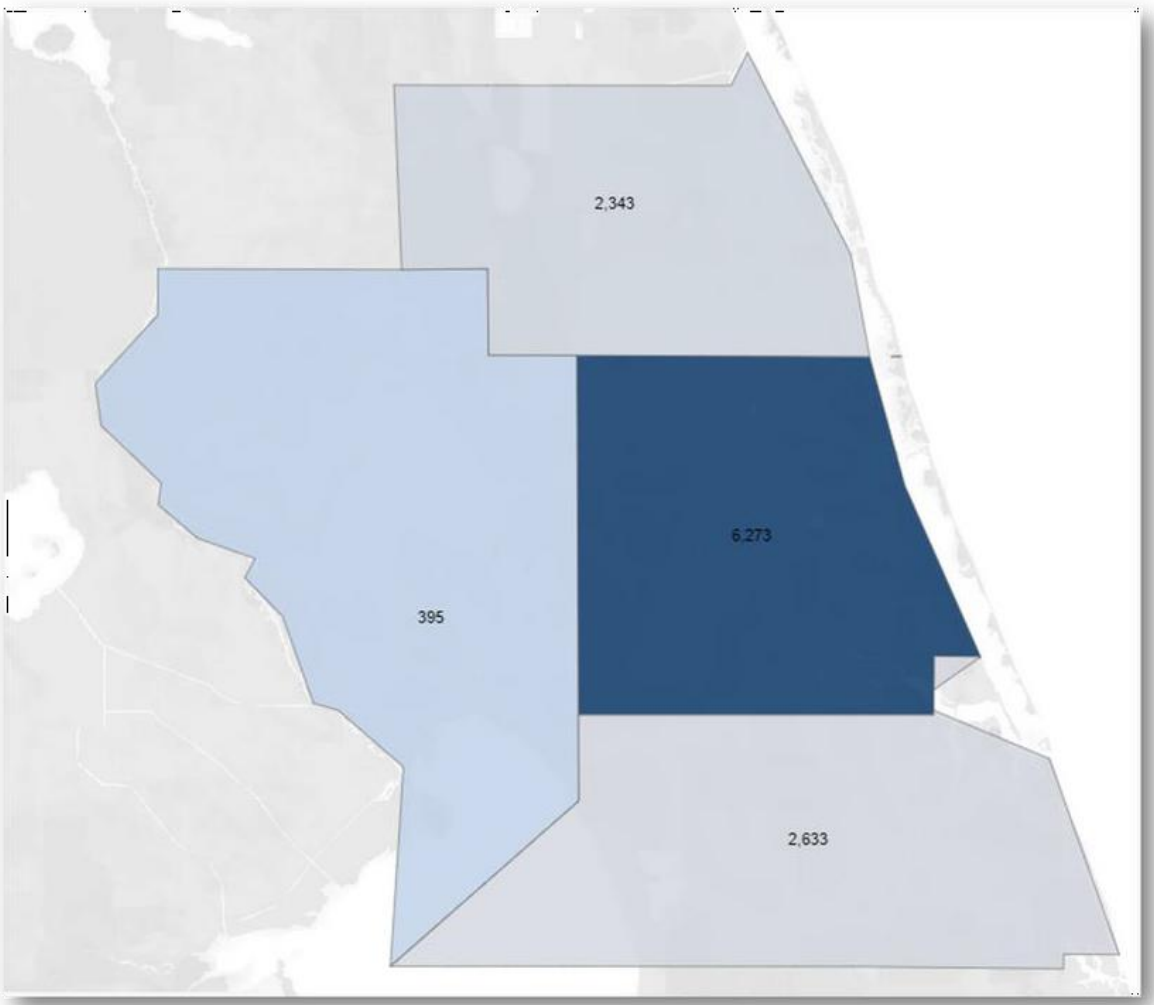
NEW BUSINESSES IN INDIAN RIVER COUNTY



NEW BUSINESSES IN MARTIN COUNTY



NEW BUSINESSES IN OKEECHOBEE COUNTY



FSBDC at IRSC Marketing:

SBDC at IRSC E-newsletter, goes to over 2,000 individuals monthly

Small Biz Florida – Statewide Podcast

- Promotes Program
- Presents best practice discussions
- 25 minute interviews featuring business, government & economic development leaders & topics
- Over 5,000 listeners to date

Small Biz Florida – Weekly Radio Program

- Promotes Program
- Presents best practice discussions
- 50 minute interviews featuring business, government & economic development leaders & topics
- Allows for quick delivery of time sensitive business information





22/23 Initiatives & Partnerships

Here is what the SBDC at IRSC was able to do with the partnerships and initiatives in the past two years.



Executed a 3-year partnership agreement with City of Port St. Lucie

to fund ½ cost of Full-Time consultant w/ focus on PSL small business community



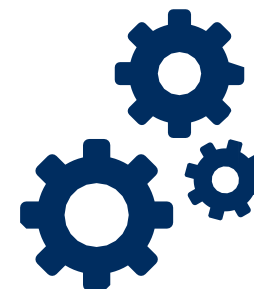
Executed a 3-year partnership with St. Lucie County

to fund ½ cost of Full-Time consultant w/ focus at Sunshine Kitchen Incubator & St. Lucie County



Continued funding partnership with Bank of America & South State Bank

to fund Minority Business Community Assistance Programs



Developed partnership with TCMA

to facilitate and provide organizational administrative support



Thank You!

CONTACT US WITH ANY QUESTIONS

EMAIL: FSBDC@IRSC.EDU

PHONE NUMBER: [772.336.6285](tel:772.336.6285)

