

Amended Terms and Scope of Work

Recipient: Florida Small Business Development Center at University of North Florida

City Funding Request: Increase the agreement amount by \$100,000, for a total maximum indebtedness not exceeding \$208,000

Fiscal Year: Fiscal Year 2023-2024

City Contract Term: October 1, 2023 - September 30, 2024

Contract Amendment and Revised Scope of Work:

Small business is BIG business in Duval County and around the nation. According to the U.S. Small Business Administration (SBA), close to 99% of all businesses in Florida qualify as “small” business and create more than 41% of all jobs. Yet, an estimated 50% of all new businesses close in the first four years. The most common reasons for business failure are undercapitalization and an inability to manage the “business” side of the business. Here’s where the Florida Small Business Development Center (FSBDC) at the University of North Florida (UNF) comes in. Part of the statewide Florida SBDC Network, designated as “Florida’s principle provider of small business assistance” in Florida Statute and a member of the National Association of SBDCs, the FSBDC at UNF helps small and growing business owners access the proper consulting, training, and professional and government resources, thus increasing their chances of long-term success.

The FSBDC at UNF has been providing entrepreneurial training, business technical assistance, and access to professional resources to potential and existing business owners for almost 50 years. One of the primary strengths of the FSBDC and its special programs is their partnerships with many other small business service providers, thereby collaborating rather than duplicating. Since its beginning in 1976, the FSBDC at UNF has grown to a staff of more than 25, serving 18 counties in northeast and north central Florida. The FSBDC at UNF conducts more than 100 nominally priced group training programs each year in its region to educate and train more than 1,800 new and established business owners on the business side of running a business and individually provides consulting to nearly 2,100 clients.

In Duval County, funding from the City of Jacksonville leverages annual funding from the SBA, Department of Defense, State of Florida, UNF, and other public- and private-sector sources, and program income generated by workshops and special programs. With this funding, the FSBDC offers no-cost, individual business consulting to 900 clients each year in locations at UNF, on-site at client businesses and virtually. The FSBDC trains more than 1,000 participants on the basics of starting and growing a business. The FSBDC has connections to small business resource partners for existing and prospective small business owners in Duval County, providing them with access to the private sector professionals and nonprofit organizations they need to grow. The state funded Export Marketing Plan program enables the FSBDC to assist manufacturing firms with strategic plans for international expansion. The DOD funded APEX government contracting assistance program assists small businesses in selling their products and

services to federal, state and local government agencies and to prime government contractors. Training and consulting assists with certification of minority-owned firms (including JSEB recertification), identification of contracting opportunities, bidding, bonding, contract administration and more. In addition to a focus on export assistance and government contracting, growth acceleration services are a top Florida SBDC Network priority and are available to second-stage companies with the best potential to create jobs.

The FSBDC at UNF achieves its mission by bringing together a team of certified professionals dedicated to providing management advice and training to pre-ventures, startups, and small and medium enterprises (SMEs) in North Florida. With this assistance, clients can become more successful and, in turn, contribute positively to the area's economic growth and stability. Through economic impact and its advocacy efforts on behalf of small business, the Florida SBDC Network provides its funding sources with a positive return on investment. In 2022, in the FSBDC at UNF region assisted clients in assessing over \$79 million in capital, in starting 129 new businesses, in creating or retaining 778 direct jobs, in winning \$60 million in contracts, and increasing sales by more than \$61 million.

In FY 21/22, the FSBDC at UNF assisted Duval County clients in accessing over \$68 million in capital, starting 47 new businesses, in creating or retaining 778 direct jobs, in winning \$70 million in contracts, and in increasing sales by more than \$19 million.

Success for the FSBDC at UNF program is measured in large part by economic impact of those receiving assistance services. Impact generated from assisted businesses results in business starts, direct jobs created or retained, access to capital, general sales increases, contracts awarded, certifications achieved, and more. Clients report this impact through an annual survey and in real time to consultants, verifying and attributing the impact in part to assistance provided by the SBDC. Through the FSBDC existing and prospective business owners receive accessible training in their neighborhoods and obtain information they need from qualified resource providers.

Management and Technical Assistance Services

The FSBDC at UNF will provide group training (live and online), individual consulting, and education for potential and existing business owners in Duval County. Assistance will be provided by FSBDC professionally certified consultants (employed by the FSBDC at UNF), private-sector consultants, government contracting specialists, student teams, when needed. Services will include:

- **Group Training** to include live and online training programs of 1 to 4 hours on business start-up and business management topics throughout Duval County. This training is available at a nominal cost to the participant. Examples of topics include STARTUP, marketing, business planning, disaster planning, international trade basics, Government Contracting 101, social media, human resource management, and more. All training participants are entered into the FSBDC Salesforce database. Each quarter, FSBDC at UNF will provide the City's Office of Economic Development with a list of training events and information pertaining to each including number of training hours, number of participants and zip codes, training topic, location including zip code, and participant evaluation summary.

Annual Performance Measures to be reported quarterly:

<i>Performance Measure</i>	<i>Annual Goal</i>
Number of Training Events	70
Number of Participants	1,100
Number of Training Events in underserved markets	15

- **Individual Consulting** to include management assistance to existing and potential business owners in person and/or online. This individual assistance will be available to the business owner or potential owner at no charge in various locations throughout Duval County. The professionally certified consultant will provide assistance detailed below and specifically be equipped to assist clients with access to capital questions. Assistance will include assessment of client needs, determination of client goals and objectives, identification of appropriate tools to assist client in reaching goals and objectives, and monitoring of client progress. Tools are available to assist start-up entrepreneurs and existing business owners in the areas of business start-up, capital access, marketing, business planning, financial management, selling to the government, international trade, growth acceleration and more. Through the Beyond Business Hours Consulting (BBHC) program, the SBDC is now able to offer assistance to small business owners and entrepreneurs in early morning hours (6:00am – 8:00am), evening hours (5:00pm – 9:00pm), and weekends (Saturday and Sunday 10:00am – 3:00pm). The FSBDC at UNF will collect economic development impact data and will record this information in the database as well. Each quarter, FSBDC at UNF will provide the City’s Office of Economic Development with demographic breakdown on clients; geographic breakdown including zip code of clients; client industry and market segment; impact by zip code; and client evaluation summary.

- **Education** that is focused on aspiring, emerging, and established businesses, offered in person or online:

A. Aspiring Business:

- i. **Foundation Building:** Focus on fundamental concepts of business planning and development to lay a strong foundation for future growth.
- ii. **Market Awareness:** Provide education on market research and understanding customer needs to help aspiring entrepreneurs identify viable business opportunities.
- iii. **Access to Resources:** Equip aspiring business owners with information on available resources, mentorship, and support networks to navigate the initial challenges of entrepreneurship.

B. Emerging Business:

- i. **Strategic Growth:** Offer education on strategic planning, scalability, and expansion strategies tailored for businesses in the emerging stage.
- ii. **Marketing and Branding:** Provide insights into advanced marketing techniques, brand building, and customer retention to enhance visibility and competitiveness.
- iii. **Operational Efficiency:** Focus on education around operational excellence, efficient resource management, and technology adoption to optimize processes for sustained growth.

C. Established Business:

- i. Advanced Financial Management: Provide education on advanced financial strategies, risk management, and growth opportunities for established businesses.
- ii. Leadership Development: Offer programs on leadership skills, team management, and succession planning to foster sustainable leadership within the organization.
- iii. Contracting/Procurement: Equip established businesses with knowledge about procurement, contracting strategies, and trends to explore expansion.

Annual Performance Measures to be reported quarterly:

<i>Performance Measure</i>	<i>Annual Goal</i>
Jobs created and/or retained	500
Capital Formation (including loans, owner investment and other investment)	\$8 million
Number of new businesses started	20
• New business starts in North and NW Jacksonville*	5
Sales increased**	\$12 million
Total Contracts Awarded	\$15 million
Number of individuals receiving consulting	700
Number of individuals in underserved markets receiving consulting	100

*North and NW Jacksonville includes the following zip codes: 32202, 32204, 32206, 32208, 32209, 32218, 32219, 32220, 32234, and 32254.

**Sales increased will be given at end of the fiscal year to reflect the most current numbers from our annual survey.

- **Community Outreach** includes marketing the services of the FSBDC at UNF and its special programs (as well as other available small business resource providers) to residents, business owners and merchant associations in Duval County. Outreach will include websites; printed marketing materials; public presentations; and speaking engagements in communities around Duval County. The FSBDC at UNF launched its SBDC Pop-Up Shops for small business where small business owners and entrepreneurs meet with a consultant for same day assistance. FSBDC will work with the City’s Office of Economic Development to identify underserved communities and neighborhoods on which to focus community outreach efforts. FSBDC will present the City with opportunities to distribute materials, staff a trade show display, make presentations, and be in attendance at appropriate special events in the community, either sponsored by or participated in by the FSBDC. All FSBDC marketing materials, including websites, utilized in Duval County will list the City of Jacksonville as a key partner. The FSBDC will provide the City’s Office of Economic Development with success stories to utilize as appropriate in its publications and on its website. All community outreach activity is entered into the FSBDC Salesforce database. Each quarter, FSBDC at UNF will provide the City’s Office of Economic Development with geographic breakdown including zip code of public appearances.

Annual Performance Measures to be reported quarterly:

<i>Performance Measure</i>	<i>Annual Goal</i>
Number of brief inquiries (telephone and e-mail inquiries)	1,000
Number of visitors to the websites	33,000
Number of outreach events in the community (includes presentations, trade shows and pop-up shops)	60
Number of outreach event in underserved markets (includes presentations, trade shows and pop-up shops)	15
Number of attendees to outreach events in the community (includes presentations, trade shows and pop-up shops)	2,500