



***“Economic Development Through
Small Business Development”***

Florida
is a
Small Business
State!

Edward Lowe Foundation

www.youreconomy.org

Establishments		Jobs	
2006:	1,748,690	2006:	10,738,380
2008:	2,308,362	2008:	11,604,216
Average:	2,028,526	Average:	11,171,298

- YE 2008 data shows a pattern of increased establishments and jobs for smaller (self-employed and Stage 1) categories through the time-series.

Select Florida MSA

--Select--

Select Florida County or Single County MSA

--Select--

Choose any year or period from 1993 thru 2008

2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992
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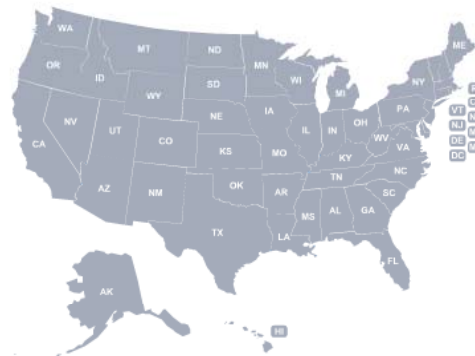
▲ Base Year (select to change) ▼ Compare Year (select to change)

2008 2007

Florida 2006 - 2008

Establishments	2006	2008	Average	Jobs	2006	2008	Average
Total	1,748,690	2,308,362	2,028,526	Total	10,738,380	11,604,216	11,171,298
Noncommercial	5.0%	4.4%	4.7%	Noncommercial	13.1%	12.1%	12.6%
Nonresident	3.4%	2.4%	2.9%	Nonresident	17.8%	14.9%	16.4%
Resident	91.6%	93.2%	92.4%	Resident	69.2%	73.0%	71.1%
Self employed (1)	30.8%	31.6%	31.2%	Self employed (1)	6.6%	8.0%	7.3%
Stage 1 (2-9)	61.9%	62.9%	62.4%	Stage 1 (2-9)	39.0%	44.6%	41.8%
Stage 2 (10-99)	6.9%	5.2%	6.1%	Stage 2 (10-99)	33.5%	29.8%	31.6%
Stage 3 (100-499)	0.4%	0.3%	0.3%	Stage 3 (100-499)	13.0%	11.1%	12.1%
Stage 4 (500+)	0.03%	0.02%	0.03%	Stage 4 (500+)	7.9%	6.5%	7.2%

Rollover map to zoom in and select state



Providing entrepreneurial support through research, retreats, recognition and rethinking economic development

Access YourEconomy.org from your iPad or smart phone

YourEconomy.org data created from the National Establishment Time Series (NETS) database by Walls & Associates

Insights published with permission from the Institute for Exceptional Growth Companies (IEGC)

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Economic Gardening



Main Street Gardening

The Kauffman Foundation

The good news:

- The Strongest predictor of a country's growth rate is the # of new companies founded
- Firms 0-5 yrs. produce 2/3 of all net new jobs (approximately 3 million per yr)
- Of the 50% of the new firms who survive to year 5 -they retain about 80% of the jobs created

The Kauffman Foundation

continued...

The bad news:

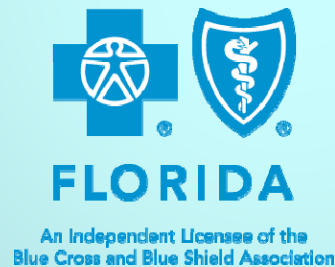
- *Fewer Companies born*
 - march 2010- 505,000 <1yr
 - march 2006- 667,000 <1yr
- *Hiring fewer people*
 - 1990's - start ups hired an average of 7.5 workers
 - 2009- average of 4.9 workers
- *Dying off faster*
 - 1990's - 50% made it to 5 yrs.
 - 2000's – around 45%

So, what can we do?



- **Founded 2003**
- **Public /Private Partnership**
- **Single “shared” Facility**
- **12 sponsors / 11 organizations**

Our Sponsors



Service Provider Organizations



UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM



Software
Tools

Research Library

Advisory Boards

Free
Business
Coaching

Resources
+Connections
+Education
Acceleration

Low-Cost
Seminars

Targeted
Networking
Events

Business
Connections

True
Collaboration

Efficiency

&

Leverage

Activity*

	<u>2010-11</u>	<u>2003-11</u>
Clients Coached	4,428	41,674
Clients Trained	6,777	70,752
Client Contacts	222,851	917,162
Loans facilitated	27	1,059
\$ amount of Loans	\$2,163,814	\$161,884,929
# new start-ups		

*Compilation report of all providers of the National Entrepreneur Center

Accomplishment

University of Central Florida Technology Incubator

2010- SBA Small Business of the Year - USA

2004-Incubator of the Year- National Business Incubator Association

Orlando SCORE Chapter

Chapter of the Year in the U.S.- 2005

Greater Orlando Business Ethics Award -Financial Service Professionals-2006

TOP GUN Chapter Award - 2007

UCF Small Business Development Center

2004-SBA Small Business Person of the Year -Florida

2004-SBA Small Business Person of the Year for Southeast U.S. 2004

2004- Program of the Year -International Economic Development Council

2007 SBA Small Business Person of the Year- Florida

National Entrepreneur Center

2009 – Beacon Award for Business Diversity and Inclusion

Franchising? Go green + Top banks still lending

Entrepreneur®

AUGUST 2009 | ENTREPRENEUR.COM

THE 10 BEST CITIES to start a business

PLUS:
FOUR YEARS
AFTER KATRINA,
entrepreneurs
are busy
rebuilding
New Orleans'
economy

(Youngstown, Ohio, anyone?)

[INSIDE THIS ISSUE]

BUSINESS
UNUSUAL
PET AIRWAYS



INTERNATIONAL
TRAVEL
V AUSTRALIA



SHINY OBJECT
OF THE MONTH
JAWBONE PRIME



BREAK IT DOWN
BIKERS, TATTOOS AND
LEATHER: STURGIS



THE COORDINATOR: Orlando, Florida

Orlando may be the house the mouse built, but a long stretch of intergovernmental and private cooperation is what turned the city into one of the most highly coordinated entrepreneurial engines in the country. The area sidestepped the development turf wars that often hobble other metro areas, instead relying on a strategy of enthusiastic cooperation to power growth. A lot of the heavy lifting is done by the Disney Entrepreneur Center, a one-stop shop where government and private agencies mentor budding small-business owners and direct them to the right resources. Over the next five years, Orlando is scheduled to pump \$1 billion into its downtown, an endeavor that's going to need many hands to feed it. But the city is ready for the challenge. "Our first ace is that we have civic leadership that is entrepreneurially supportive," says Jerry Ross, executive director of the Entrepreneur Center. "We have a digital media cluster starting downtown, a medical city that is taking shape—we're part of a high-tech corridor. We're not recruiting companies from out of state. We're engaged in economic gardening. We want to carefully grow what we already have."



Fleet of foot:
Redi Pedi Cab's
Catherine Ojeda

Catherine Ojeda, Redi Pedi Cab Co.

Catherine Ojeda was working in the accounting department of a time-share company and operating a pedicab

on the side when she realized that riding the three-wheeled bike was a lot more fun than sitting inside crunching numbers all day. So in 2006, she invested in three pedicabs, contracted two drivers, and

began offering rides on the grounds of Orlando's Orange County Convention Center (the country's second largest) and to surrounding hotels. "We give pedicab rides, but really we're a marketing company," says Ojeda, who now owns six pedicabs and contracts up to 10 drivers per event, even traveling to Jacksonville Jaguars games for special promotions. "People hire us to get their product out there; we put signage on our bikes and hand out promotional items," she says. "But most of our drivers give visitors word-of-mouth recommendations, which is very important." In the next year, Ojeda plans to buy more pedicabs and eventually wants a fleet for the popular International Drive district as well as a group of traveling cabs for special events. Orlando was the perfect spot for a novice entrepreneur to get her feet wet. "In the beginning, I didn't even have a computer. I had to use Excel at the business center," Ojeda says. "There are great small business resources here and a real community of small-business owners. If I run into hiccups, I can depend on other business owners to support me."

Photo: Getty Images

“Main Street Gardening”

- Efficiency
- Leverage

- Collaboration
- Cooperation

...SMALL BUSINESS

ACCELERATION



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