

Service Delivery

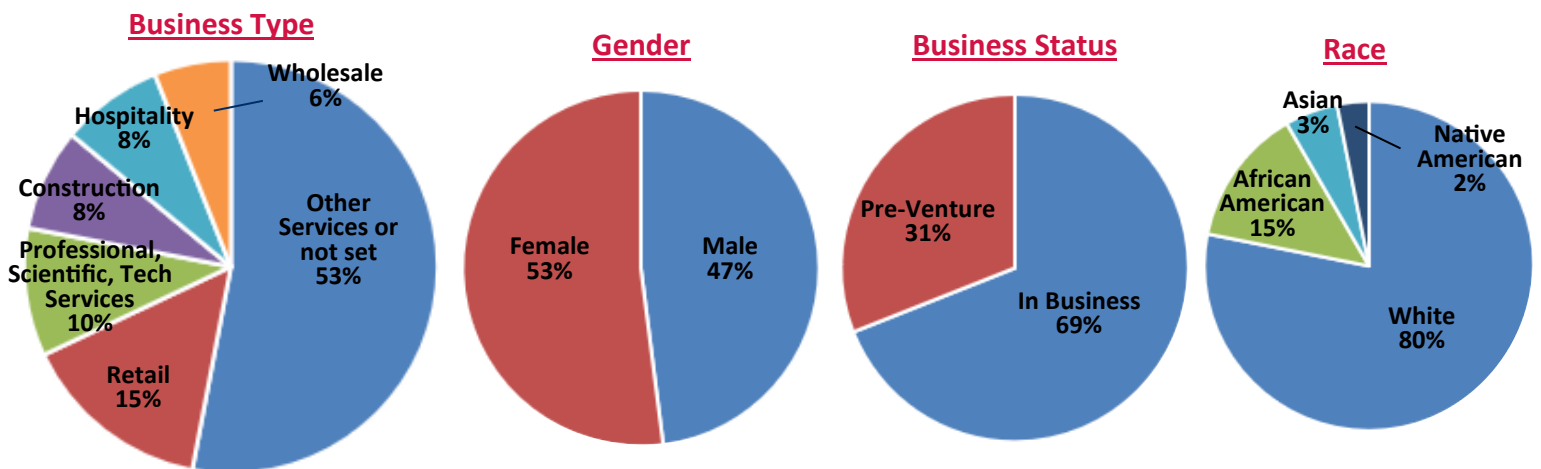
	Q4 FY 22 - 23 Jul. - Sept. 2023	FY 22 - 23 Oct. 2022 - Sept. 2023	FY 21 - 22 Oct. 2021 - Sept. 2022
Entrepreneurs Consulted	140	417	289
Total Consulting Hours	506	1,874	1,139
Event Attendees	55,457*	56,035*	42
Jobs Created/Retained	35	177	28
Business Startups	18	64	20
Capital Formation	\$1,845,667	\$3,713,642	\$1,417,650 M

* New metric for 2023 - Includes telephone and email inquiries, virtual and in-person speaking or networking engagements, radio and news articles, trade shows, workshop and popup shop attendees.

Quarterly Highlights

- Marge Cirillo, SBDC consultant in St. Johns County, attended the 2023 Small Business Success Summit hosted by the Florida SBDC Network. This professional development event brought together the Florida SBDC Network’s experienced consultants and knowledgeable experts to share information about access to capital, contracts and connections. Marge heard from keynote speakers, networked with other small business professionals, and learned new skills to apply to the small business clients in St. Johns.
- In September, Marge co-authored an article for Evolve Magazine, highlighting the long-standing relationship between St. Johns County’s Department of Economic Development and the Florida SBDC. In the article Marge shares her expertise and resources available to small businesses throughout the county and even coordinated a ribbon-cutting with success story client, Mochiatsu! (Full story on reverse page).

Client Demographics



5% of those who identified as "White" also identified as Hispanic.

Helping Businesses Grow & Succeed

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

The FSBDC at UNF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America’s SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida and other private and public partners, with the University of West Florida serving as the network’s lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals.



Linda Zhou
Mochiatsu Donuts
in St. Augustine, FL

"I am very grateful for all the help received from Marge and I think every business owner and prospective business should use the services of the Small Business Development Center."
-- Linda Zhou, owner

Client Success Story

St Augustine is welcoming a new business, get ready for some fun and unique Korean food!

Linda Zhou, along with her son and nephew, were visiting Pennsylvania when the kids wanted donuts. The store they visited was a Mochiatsu donut store and both boys thought the donuts were so good and different than anything they had ever had. They kept talking about the donuts and Linda decided to talk to the franchise about getting a store herself. The franchise listened to Linda's story about how this would be a great fit for St Augustine. After visiting the area, she was approved for a franchise. Linda started the franchise adventure in January by getting a location and equipment.

Linda had heard about the Small Business Development Center and reached out to Marge Cirillo, Senior Consultant in St. Johns County to assist with some marketing ideas. After meeting with Marge for several months, Linda updated her marketing strategy to go beyond the franchisor resources. Marge assisted with the ribbon cutting and invitations and marketing to local officials and businesses. She also encouraged Linda to network with the local business community to help get the word out about her shop. Last month, Mochiatsu celebrated their grand opening with a successful ribbon cutting, attended by friends, family and several St. Johns County Commissioners! Linda says of her assistance from the SBDC, "I am very grateful for all the help received from Marge and I think every business owner and prospective business should use the services of the Small Business Development Center."

Mochiatsu Donuts are known for their variety of fluffy mochi donuts, Korean hotdogs and Boba tea. They are located at 1000-05 Ponce De Leon Blvd. in the Metro Diner Plaza.