



Hosted by



MAIN OFFICE LOCATIONS

Tampa813.905.5800
Hillsborough813.204.9267
Pinellas727.453.7200

Serving Desoto, Hardee,
Hernando, Highlands,
Hillsborough, Manatee, Pasco,
Pinellas, Polk, and Sarasota

TESTIMONIAL

"I had very specific questions in regards to structuring my company in the areas of business taxes, payroll responsibilities, marketing and finance. Most people aren't familiar with every aspect associated with operating a new business or growing an existing one, but the SBDC was able to provide this expertise at no cost."

READY TO GROW & SUCCEED?

Visit us online or contact your local office and get started on your path to success today.



Helping Businesses Grow & Succeed

For 40 years, the Florida SBDC Network has accelerated Florida's economy by providing vital support to the state's small business community. As the state's premier provider of entrepreneurial and business development services, the Florida SBDC Network provides entrepreneurs with professional business consulting at no cost, management training, and information necessary to grow and succeed in a complex and competitive global environment. Consultant expertise is focused on areas vital to accelerating business growth, including:

- ★ Strategic market research
- ★ Market expansion and revenue growth
- ★ Business and strategic plan development
- ★ Access to capital and loan packaging assistance
- ★ Financial analysis and assessment
- ★ Accounting systems and financial literacy
- ★ Feasibility analysis and start-up assistance

Specialized Services

In addition to our core service offerings of consulting, training, and information, specialized services are available to qualifying Florida businesses looking to accelerate market growth:

- ★ **Growth Acceleration** provides in-depth business assessments and strategic planning for SMEs to develop sustainable growth strategies;
- ★ **International Trade** provides strategic research and market planning to help export-ready new-to-market, new-to-export businesses expand globally;
- ★ **Export Marketing Plan** assists qualified Florida-based, "new-to-export" manufacturers and professional service providers with overseas growth strategies through the development of customized export marketing plans;
- ★ **Government Contracting** assists established businesses expand by reaching new markets through federal, state, and local government contracting;
- ★ **Business Continuation** aids existing businesses in the development of business continuity, emergency preparedness and disaster recovery planning.

Economic Impact

In 2018, the Florida SBDC at USF helped its client businesses:

- ★ Create, Retain & Save 5,345 Jobs
- ★ Generate \$685.4 Million in Sales
- ★ Acquire \$42.9 Million in Government Contracts
- ★ Access \$17.1 Million in Investment Capital

WRAP IT UP

Slam Dunk Wrap \$7.99
1 Toppings + 1 Sauce + 1 Protein + 1 Cheese + 1 Bun

Lentil Rice 217 Calories GF DF SF VF

Tomato Basil 188 Calories GF DF SF VF

118 Calories GF DF SF

62 Calories GF DF SF VF

20 Calories GF DF SF VF
Pickled Bell Peppers 51 Calories GF DF SF VF

Kalamata Olives 45 Calories GF DF SF VF
Sundried Tomatoes 50 Calories GF DF SF VF

Tomatoes 30 Calories GF DF SF VF
Hard Eggs 30 Calories GF DF SF VF

110 Calories GF SF
Swiss Cheese 150 Calories GF SF

Provolone Cheese 150 Calories GF SF
American Cheese 100 Calories GF SF

Red Onions 30 Calories GF DF SF VF
Pickled Red Onions 61 Calories GF DF SF VF

Balsamic Vinaigrette 50 Calories GF DF VF
Raspberry Vinaigrette 110 Calories GF DF VF

Honey Mustard 110 Calories GF

HOMEMADE SEASONAL SOUPS
Cup \$2.99
Bowl \$4.49

Squash and Sweet Potato Soup 212/318 Calories GF DF SF VF
Lentil Soup 164/246 Calories GF DF SF VF

Chicken Vegetable Soup GF SF

Acai Bowl \$8.99
230 Calories

"We needed a business plan and we went to SBDC for help. Bill sat down with us and we talked about everything we wanted to do. It took five months because he was very meticulous about it. At the end of the day, we knew everything about our plan so we're glad we did it that way. We were glad to get an SBA loan. That's what made it happen. We were able to find a restaurant. Now we've been open for about two and a half months."

— Israel Martinez, co-owner



Former Navy team lives entrepreneurial dream

Healthy & Fresco of Hillsborough County



Hosted by
USF Muma
College of Business
UNIVERSITY OF SOUTH FLORIDA



When Israel Martinez and his friend Pablo Rosado retired from the Navy after 45 years of service between them, they had one dream they still wanted to pursue – a restaurant.

With little more than a dream and a concept to focus on the health food craze, they turned to the Florida SBDC at University of South Florida for guidance.

While they were in the planning stages, Bill Burnham, a business consultant at the Florida SBDC at USF, encouraged Martinez to attend culinary school and to work in the industry to gain experience.

After culinary school, the idea snowballed into success. "After the business plan was completed, we started making the move to find the place and working with the bank," Martinez said.

Today, Healthy & Fresco is a healthy alternative to the multitude of fast food options currently on the market. They offer options to build your own sandwiches, bowls, wraps and smoothies.

With Burnham's help, they were able to secure a loan, find a location, purchase equipment, hire personnel and even wrote hiring and personnel guidelines and manuals. Healthy & Fresco currently has three full-time and 11 part-time employees on staff.

SBA LOAN \$191K

14 NEW JOBS

Providing the tools, strategies, and expertise to help Florida's business community thrive.

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

The Florida SBDC at USF 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, Defense Logistics Agency, 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.

SBDC Tampa Bay.com

Visit us online or contact your local office and get started on your path to success today.