

Lake County Economic Development & Tourism Department

“Chamber Alliance Workshop”

May 30, 2013



LAKE COUNTY
FLORIDA

Economic Development & Tourism

Business Opportunity Centers



OVERVIEW

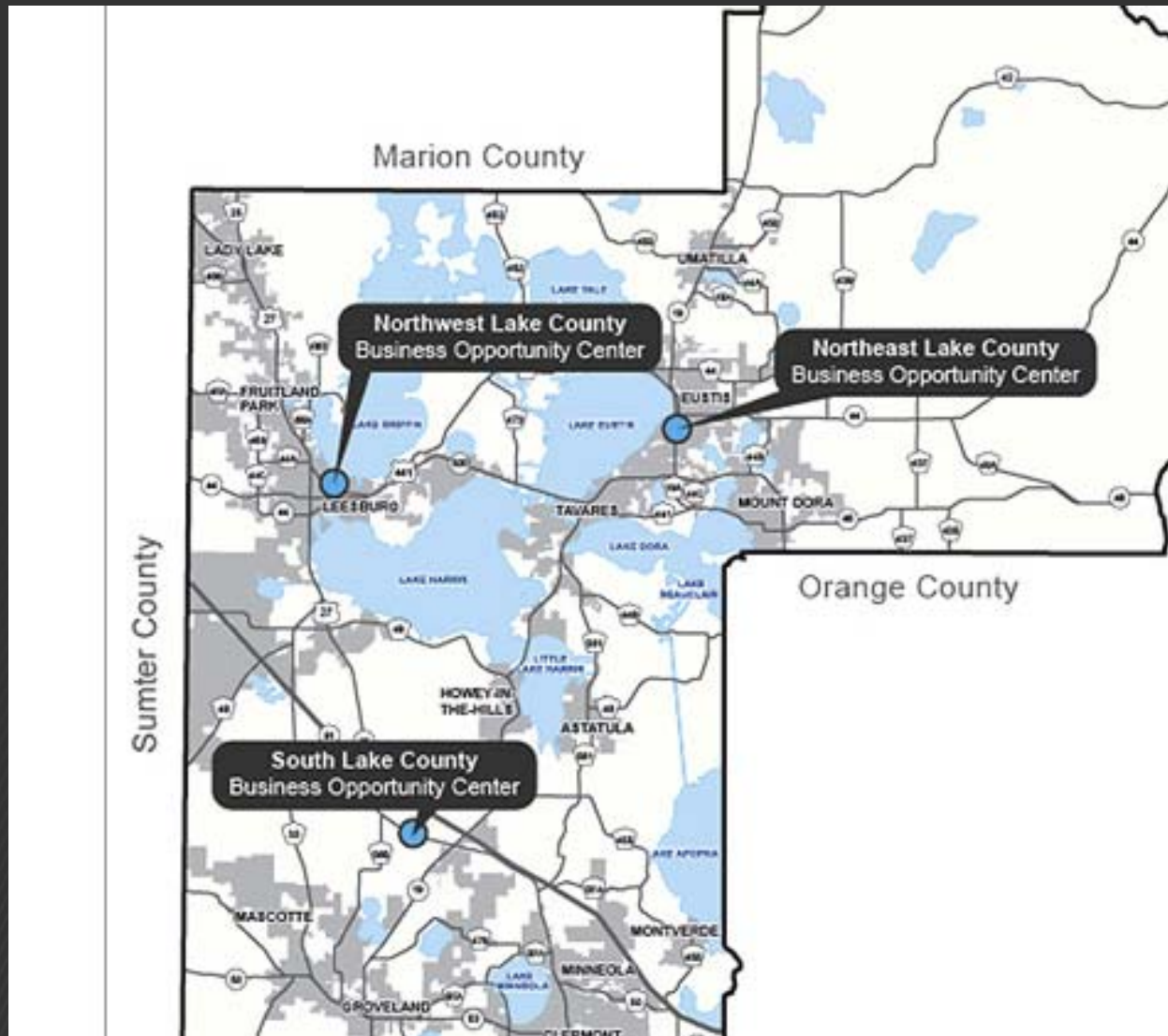
- Lake County's Business Opportunity Centers (BOC) offer full-service business support to all businesses within Lake County, regardless of size, industry or business cycle.

BOC OBJECTIVE

- For the Lake County BOC Program to be recognized as the premiere business assistance system in Florida, through the utilization of industry leading training, support services and business programs.

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Business Opportunity Centers



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Business Opportunity Centers



PRIMARY FUNCTION

- Small Business Development Center (SBDC) serving as a one stop shop for any type or level of business support.
 - *Managed by the SBDC at the University of Central Florida.*

SECONDARY FUNCTION

- Business Incubator Program (BIP) designed to assist growth oriented entrepreneurs and start-ups.
 - *Managed by Lake Sumter State College.*

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Business Opportunity Centers

Small Business Development Center (SBDC)

1 on 1 Consulting

Seminars

Workshops

2nd Tier Training

No Cost to Businesses

Lake Sumter State College Business Incubator (BIP)

Entrepreneurial and Start-Up Training Program

Office Space & Shared Resources

Peer to Peer Support

Low Cost to Businesses

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Small Business Development Center



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SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

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Small Business Development Center



Services Offered

- One on one consulting with a Certified Business Analyst
 - Training, seminars and workshops
 - Small Business Resource Network (SBRN)
- ✓ All services are free to the business community

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Small Business Development Center



One-on-One Business Consulting

- No-cost professional business consulting
- Certified Business Analysts (CBA) provide free, confidential and customized expertise in such areas as:
 - Business Planning
 - Business valuation
 - Financial Analysis
 - Financial / Loan preparation
 - Franchising
 - International trade
 - Marketing / Advertising
 - Technology

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Small Business Development Center



Certified Business Analysts

- 90-day training curriculum for certification
 - Continuing education requirements
 - Mandatory attendance at state and national conventions where Fortune 500 companies provide up-to-date best practice information
 - Recertification process required every three (3) years
- ✓ Lake County's CBA = Stan Austin

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Small Business Development Centers



Workshops and Seminars

- Currently offering in Lake County:
 - **Start-Up Basics**
 - **Business Plan Writing Made Easy**
- Offered at National Entrepreneur Center in Orlando:
 - **Financing basics**
 - **Insurance basics**
 - **Marketing Basics**
 - **Legal basics**
 - **Patent, trademarks & copyrights**
 - **QuickBooks**
 - **Website development**
 - **Social media**
 - **Strategic planning**
 - **Sales strategies**

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Small Business Development Centers



Small Business Resource Network (SBRN)

- Network of professionals dedicated to small businesses
- Organized by SBDC and utilized to provide on-going assistance beyond one-on-one consulting and training
- Focused on B.A.I.L.
 - Bankers
 - Accountants
 - Insurance
 - Lawyers
- Also includes marketing, business consultants and web/social media companies

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Business Incubator Program



Business Incubator Program (BIP)

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Business Incubator Program



- One (1) Countywide program with offices in each BOC
 - Northwest (Leesburg) = 8 offices, 3 clients
 - South (Groveland) = 6 offices, 2 clients
 - Northeast (Eustis) = 10 offices, 1 client
- All three (3) locations managed by Lake Sumter State College
- New director: Nancy Muenzmay
- Targeting start-ups and growth oriented companies
- Personalized Performance Plans
- Potential tie-ins with LSSC business and internship programs
- Educational & training program, not “cheap rent”

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Business Incubator Program



- Goal is for clients to graduate within 3-years
- Resources and services available to BIP clients include, but are not limited to, the following:
 - Private, furnished office (desk, chair(s) and file cabinets)
 - Professional assistance in marketing, management, technical, etc.
 - Shared receptionist
 - Janitorial service
 - Joint usage of high tech conference room
 - Shared office equipment (fax, color copier, postal scale, shredder, etc.)
 - High speed internet and telephone available
 - Business mentor matching
 - On-site access to the services of the SBDC and CBA

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Goals and Action Plan

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Business Incubator Program



- Define and coordinate classes offered through the SBDC
 - Offer all classes in Lake County
 - Clients shouldn't have to travel to Orlando to get support
 - Need assistance from business community (class instructors and promotion)
- Increase one-on-one Consulting capabilities
- Improve processes and efficiencies of Business Incubator Program
 - Personalized Performance Plans
 - Better articulate goals for incubator program and incubator clients
 - Improve processes for identifying and recruiting candidates
 - Better marketing and promotion
 - Need to fill all of the offices
 - Provide greater assistance to incubator clients both while in program and when nearing graduation
 - Funding sources
 - Locating and securing office space
- Further develop support networks
 - SBRN, Venture Capitalists, Angel Investment Pool, Local funding services

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How can the Chamber Alliance assist?

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1. Promotion of programs to members and clients
2. Assist with recruitment of private sector business leaders to be seminar instructors and/or business mentors
3. Remain engaged, offer feedback and maintain frequent communication

Thank You

Robert Chandler

352-742-3918

rchandler@lakecountyfl.gov

www.businessinlakefl.com



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