



Taking Florida Companies to the Next Level

Cultivating growth companies across the state is the mission of the Florida Economic Gardening Institute (GrowFL) at the University of Central Florida (UCF). We work with a host of statewide partners committed to local delivery of services to help second-stage companies achieve their potential.

As part of the 2012/2013 GrowFL Statewide initiative, qualifying companies can sign up now to participate, at no charge, in the GrowFL Program. A suite of high-end, high-speed technical assistance and business resources will be provided to companies that have grown beyond the startup phase and need access to information and decision-making tools typically only available to larger companies.

A team of highly trained and experienced analysts will be deployed to function not as consultants but as an extension of your business ... consider them elite staff at your disposal to take your company to the next level.

Technical Assistance

The Economic Gardening Team offers in-depth technical assistance on anything from extensive research into expanding your customer base to strategies for improving your leadership structure and business models. The technical assistance program starts with a GrowFL Technical Assistance Team call and then continuous assistance will be provided throughout the length of the program depending on the needs of the company.



Available Services from GrowFL

The experienced GrowFL team will provide the following technical assistance services and programs:

- Database Research
- Capital and Labor Referrals
- Geographic Information Systems (GIS)
- Search Engine Optimization (SEO)
- Network Mapping
- Management Team Temperament
- Social Media
- Strategy Analysis
- CEO Peer Roundtables and Forums

What are the Eligibility Criteria?

To be considered for selection as a participant in the GrowFL Technical Assistance Pilot Program, an enterprise must meet the following criteria at the time of selection:

- Be a for-profit, privately held, investment-grade business;
- Employ between 10 and 50 people;
- Maintained its principal place of business in Florida for at least the previous two years;
- Generate at least \$1 million but not more than \$25 million in annual revenue;
- Qualify for the tax refund program for qualified target industry businesses under s. 288.106;
- During three of the previous five years, have increased both number of full-time equivalent employees in this state and gross revenues.

CEO Peer Roundtables

Participating in GrowFL's CEO peer roundtables provides business leaders with the opportunity to gain valuable insight from a group of fellow CEOs. Led by a trained facilitator, each roundtable session engages the twelve second-stage CEO participants in a free flowing dialogue about everything from employee relations to marketing and financial strategies. Your roundtable group will meet regularly, once a month times during the year from August 2012 through June 2013 (excluding December).

CEO Forums

Along with its partners around the state, GrowFL hosts a series of informational presentations that bring together leaders of second-stage businesses in a confidential setting to meet and learn from CEO peers. These CEO forums provide new perspectives on management techniques through the eyes of established business owners who have grown their companies into a more advanced stage of business development. CEO Forums will take place twice per year in each of the 10 regions of Florida.



About the Florida Economic Gardening Institute (GrowFL)

Economic gardening is a philosophy that embraces strategies to grow existing businesses in a community, region or state and is the basis for the entrepreneurship programs at the Florida Economic Gardening Institute. Initially created in 2009 as a pilot program, the Florida Economic Gardening Institute at the University of Central Florida is now a permanent part of the economic development programs in Florida. The Institute focuses on efforts that support and strengthen Florida's entrepreneurial ecosystem, entrepreneur support organizations and, through a variety of programs, help second-stage growth entrepreneurs prosper.

CEO Testimonials

"Over the last year, we've grown tremendously—we've increased our staff about 40% and our sales are up over 50% year-to-date. A lot of that has to do with the comfort that I have from many facets of the GrowFL program."

Doug Brown, Florida Supplement

"The GrowFL team provided me with insight that has helped our company grow. The information I obtained from GrowFL assisted in the procurement of this contract [with Lockheed Martin], which will put between 55 and 65 individuals to work over the next eight months."

Dale Coxwell, Coastal Steel, Inc.

"The information that they provided us would have taken several months to do ourselves. Because of this program we have added five new full-time employees to the payroll."

Amjad Shamim, AAJ Technologies

"It's like having a whole consulting firm behind you. As a small business person with limited resources and in today's economy, it's a tremendous support."

Sandra Saft, Window Interiors

"Great feedback from GrowFL, everything from website changes, SEO and potential sales lists both government and private sector."

Eugenia Sefcik, Employment Technologies Corporation

"With the help of GrowFL, I know that I'm going to probably double my employees, with the projects that I see in the future."

Nekeya Nunn-Stephens, The Labor Pros

"Immediately I started getting information that was very helpful—very actionable in the short term but also very good information to make long-term strategic decisions."

Joe Buckheit, MediaBrains

"Thanks to the information we received from GrowFL, the company is better equipped to make strategic business decisions as it enters the next stages of growth."

Jason Flanzbaum, Boca Bearings Company

"I don't know where we would be without this outside help. Thanks to the program, I'm getting on the right path to grow my company."

Peter Buczynsky, Micron PharmaWorks

History of Economic Gardening

Economic Gardening embraces innovative, entrepreneur-centered economic growth strategies to grow existing second-stage businesses.

It was pioneered by Chris Gibbons in 1989 in the city of Littleton, Colo., a community that in the ensuing 15 years saw a 136 percent increase in new jobs. While it was introduced as a demonstration program to deal with the sudden erosion of economic conditions following the relocation of the largest employer in the city at that time, it has emerged as a prototype for a rapidly expanding movement to generate truly sustainable economic growth for communities, regions and states.

For more information visit www.GrowFL.com