

Rick Scott
GOVERNOR



Jesse Panuccio
EXECUTIVE DIRECTOR

August 27, 2013

*Economic Gardening Technical Assistance Pilot Program Annual Report
for the July 1, 2012, to June 30, 2013, fiscal year*

I am pleased to submit the Department of Economic Opportunity's (DEO) *Economic Gardening Technical Assistance Pilot Program Annual Report* (Report) that is due on November 1, 2013, for the Honorable Rick Scott, Governor of Florida, the Honorable Don Gaetz, Senate President, and the Honorable Will W. Weatherford, Speaker. This Report is a requirement of implementing bills SB 406 & HB 7007(2013), and Section 288.1082(8), Florida Statutes; and, provides information for the Economic Gardening Technical Assistance Pilot Program (Program) during the July 1, 2012, to June 30, 2013, fiscal year (2013 fiscal year).

The Program is administered by the University of Central Florida, Florida Economic Gardening Institute, commonly referred to as "GrowFL". GrowFL was appropriated \$2,000,000.00 for the 2013 fiscal year, by the Florida Legislature through Specific Appropriation 2280B, to administer the Program according to Section 288.1082, F.S. This Report summarizes the Program activities reported by GrowFL for the 2013 fiscal year.

Background

Economic Gardening is an innovative entrepreneurial focused economic development strategy created to increase revenue and job growth, through technical assistance, in small, high-growth businesses (known as second-stage businesses). Specifically, second-stage businesses are homegrown small businesses, with 10-99 employees, that have made it past their start-up phase but face challenges moving up to the next stages of the business cycle. The purpose of the state of Florida Program is to stimulate investment in Florida's economy by providing technical assistance to second stage growth companies. Technical assistance resources include, but are not limited to: access to informational services, consulting services, including information on markets, consumers, and competitors, geographic information systems and search engine optimization.

Activities

Section 288.1082 (8), Florida Statutes (F.S.), requires, at minimum, that the Report include , the number of businesses receiving assistance, the number of full-time equivalent jobs created as a result of the assistance, if any, the amount of wages paid to employees in the newly created jobs, and the locations and types of economic activity undertaken by the businesses.

During the 2013 fiscal year, GrowFL surveyed the companies it served to address these minimum reporting requirements. Of the 124 companies served by GrowFL, 118 responded to the survey, and the 118 responses are reflected in the below narrative.

Number of businesses receiving assistance

124 Companies

GrowFL reported serving 124 companies during the 2013 fiscal year, which exceeded GrowFL's target to provide technical assistance to a minimum of 120 companies. Please note the percentage of companies participating in various Program technical assistance services:

TECHNICAL ASSISTANCE	COMPANY PARTICIPATION PERCENTAGE
Strategic Research	100%
CEO Roundtables	72%
CEO Forums:	39%
Florida Companies to Watch	25%
Webinars:	25%

Number of full-time equivalent jobs created as a result of the assistance: 449 FTEs

The 118 companies that responded to the GrowFL end of the 2013 fiscal year survey reported a total of 449 full-time equivalent jobs created as a result of technical assistance, which is an average of 4 new jobs per company.

Amount of wages paid to employees in the newly created jobs \$2,086,766

GrowFL reports that these same 118 companies paid its employees (new and retained) an additional \$2,086,766.00 in wages as a result of technical assistance, which averages \$356,667.00 new payroll dollars per company, and is an average wage amount of \$73,578.00 per employee.

Locations of companies participating in the Program by county

23 Counties

Alachua , Bay, Brevard, Broward, Duval, Escambia, Hendry, Hillsborough, Lee, Leon, Manatee, Martin, Miami-Dade, Nassau, Okaloosa, Orange, Palm Beach, Pasco, Pinellas, Sarasota, Seminole, St. Johns, Volusia

The types of economic activity undertaken by the participating companies 10 Industry Types

- Architectural, engineering, and related services
- Computer systems design services
- Custom computer programming services
- Employment services
- Food services and drinking places
- Legal services
- Management, scientific, and technical consulting services
- Real estate establishments
- Securities, commodity contracts, investments, and related activities
- Wholesale trade businesses