

Service Delivery

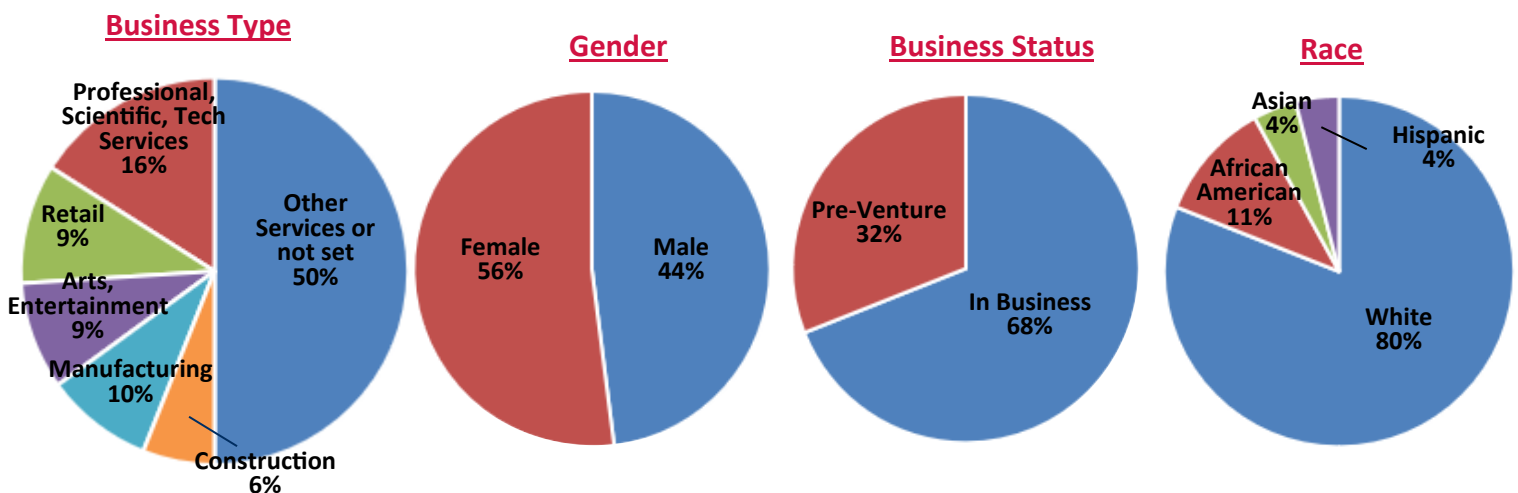
	Q1 FY 23 - 24 Oct. - Dec. 2023	FY 22 - 23 Oct. 2022 - Sept. 2023	FY 21 - 22 Oct. 2021 - Sept. 2022
Entrepreneurs Consulted	119	417	289
Total Consulting Hours	464	1,874	1,139
Event Attendees*	377	56,035	42
Jobs Created/Retained	13	177	28
Business Startups	2	64	20
Capital Formation	\$10,200	\$3,713,642	\$1,417,650

* 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

- The Florida SBDC at UNF has named Debbie Magyar as the new director. Magyar previously served as a business advisor and course instructor at the Chatham University - Pittsburgh Center for Women’s Entrepreneurship. She was also the chief executive officer and consultant for Launch and Balance Consulting firm in Pittsburgh. No stranger to the Small Business Development Center culture, Magyar also served as the innovation-technology program director for the West Virginia SBDC.
- In October, Marge Cirillo participated in the Small Business Development Day at the St. Johns County Public Library in Ponte Vedra where she sat on a panel presentation of resource partners and staffed a display booth where she shared SBDC services. The event received overall positive reviews with ideas for future events.
- The entire Florida SBDC at UNF region came together in Jacksonville for an annual strategic planning session where consultants focused on goals for 2024, and UNF’s Taylor Leadership Institute speaker Matt Ohlson was brought in to share his best practices on nurturing and engaging clients.

Client Demographics





Flash Watson & Kim Rolleston
Dragonfly Spirits Co.
in St. Augustine, FL

“The SBDC’s continuous support, expertise, and resources were invaluable in overcoming hurdles and ensuring the successful launch and steady growth of our mobile horse trailer bar. Their holistic approach to entrepreneurship assistance made a significant difference in our business’s trajectory.”

-- Kim Rolleston, co-owner

Client Success Story

St Augustine company brings distinct charm to any gathering.

Husband and wife team Flash Watson and Kim Rolleston are the owners of Dragonfly Spirits Company. This horse trailer converted into a mobile bartending service offers a unique and delightful experience for a variety of occasions such as weddings, corporate events, graduation parties and more. The concept for this business was born out of a desire to bring something distinctive and memorable to special events.

For over two decades, Kim was a part-time bartender, honing her craft at local venues and events, while maintaining a full-time job in Radiology as an MRI Technologist. Her career in medicine has always been fulfilling, but deep inside, she held a dream to one day operate her own business. To achieve this dream, Kim and Flash had a few hurdles to overcome. This is when they decided to reach out to Marge Cirillo, business consultant with the Florida SBDC at UNF in St. Johns County for assistance.

Marge began working with Kim and Flash to help them overcome various challenges of starting a business. There were struggles such as time constraints with both partners working full-time jobs, in addition to issues like finances and local regulations. The SBDC at UNF provided them with comprehensive assistance covering all aspects of starting a business. The first step was navigating legal requirements for a mobile beverage business. Once all necessary permits and licenses were in place, Marge helped them focus on other areas such as financial analysis and pricing and inventory to ensure the financial health of the business. The SBDC at UNF assisted with the business plan, conducting market research, making recommendations on point-of-sale software and with staffing options. Finally, with an effective marketing plan in place, Dragonfly Spirits Co. was officially ready for business!

Of her assistance from Marge and the SBDC at UNF, Kim had this to say, "The SBDC has been an incredible resource for my business. They offer a wide range of services and expert guidance to help you overcome challenges, streamline operations, and achieve your business goals. Whether you need help with business planning, marketing, financial management, or any other aspect of entrepreneurship, the SBDC has experienced professionals who are dedicated to helping small businesses succeed which makes them a trusted partner for business owners looking to grow and thrive. I would highly recommend the SBDC to any friend or business acquaintance who is either running a business or planning to start one".

The company is booming! The rustic charm of the trailer, combined with a carefully curated selection of beverages and a team of friendly bartenders, makes it the perfect addition to any gathering. Learn more about their services at dragonflyspiritsco.com