

Service Delivery

	FY 23 - 24 Oct. 2023 - Sept. 2024	FY 22 - 23 Oct. 2022 - Sept. 2023	FY 21 - 22 Oct. 2021 - Sept. 2022
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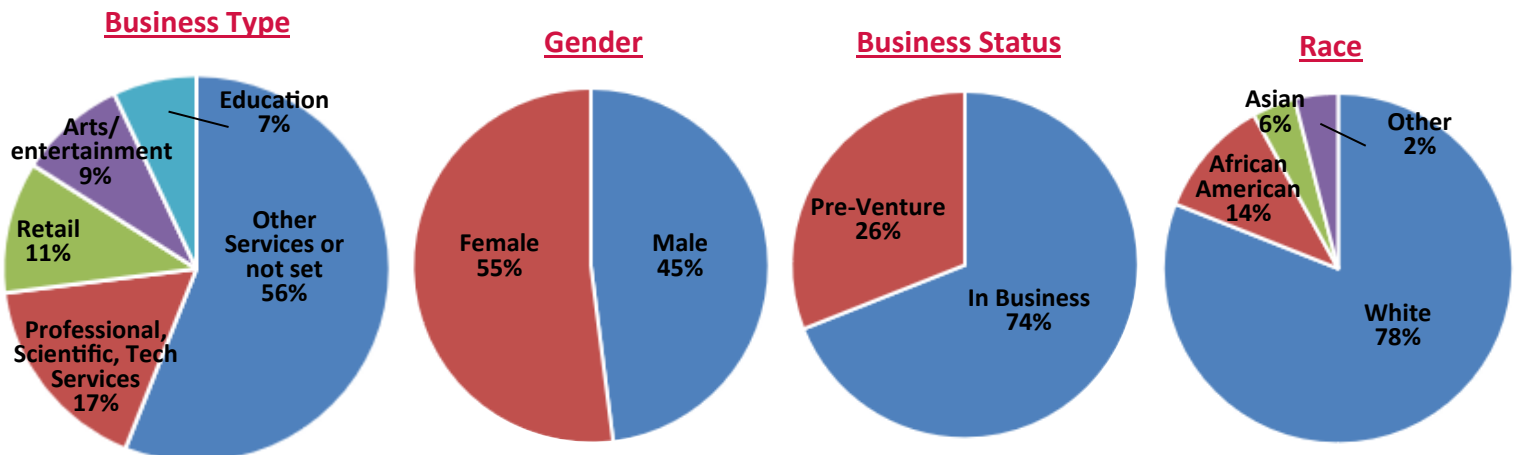
Entrepreneurs Consulted	387	417	289
Total Consulting Hours	1,664	1,874	1,139
Event Attendees*	1030	56,035	42
Jobs Created/Retained	126	177	28
Business Startups	56	64	20
Capital Formation	\$5,407,401	\$3,713,642	\$1,417,650

* 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

- Marge Cirillo attended the 2024 Small Business Success Summit hosted by the Florida SBDC Network. The North Florida Region hosted this year's event at Sawgrass Marriott in Ponte Vedra. This professional development and networking event brought together the Florida SBDC Network's experienced consultants and knowledgeable experts to share information about access to capital, contracts and connections. She heard from keynote speakers, networked with other small business professionals, and learned new skills to apply to the small businesses in St. Johns County.
- Over the summer, Marge conducted a series of four workshops at various St. Johns County Library branches - Beneficial Ownership Information (BOI) Report Requirements. Based on the Corporate Transparency Act, this law creates a new beneficial ownership information reporting requirement as part of the U.S. government's efforts to make it harder for bad actors to hide or benefit from their ill-gotten gains through shell companies or other shady ownership structures. This workshop gave an overview of what the BOI is and how to successfully file for businesses.

Client Demographics





**Chef Eric Israel, owner
No Pity Party Catering
St. Augustine, FL**

“ Working with Marge Cirillo and the SBDC has been the best experience I have had as far as moving forward with our vision, I would highly recommend the SBDC to all who have a dream to open a business and make it a reality.”

-- Chef Eric Israel, owner

Client Success Story

How a local chef embraced education to bring his culinary dreams to life.

Chef Eric Israel has always had a passion for cooking and creating recipes from scratch since childhood. Eric developed his passion for cooking as a teenager working in restaurants and further refined his skills while working under several local chefs. This translated into further skills that allowed him to graduate early from the culinary program at Florida State College Jacksonville. Over the next decade, Chef Eric traveled across the country cooking for world-famous restaurants and pursued further education in management and marketing. This, combined experience and education is what sparked the idea that he might one day start his own catering business.

Even through all this culinary and educational success, Chef Eric encountered his share of challenges, and at one point found himself homeless. He made it back to cooking and even started his first business, but eventually had to close it due to bad timing with the market. After the death of his father, Chef Eric finally had the encouragement to start his catering company, No Pity Party, named after his father’s advice of not giving up on his dream of starting a business.

This is when Chef Eric heard about the Small Business Development Center and sought the assistance of Marge Cirillo, SBDC consultant in St. Johns County. The first order of business, after setting up the business structure and food service regulations, was a marketing strategy to attract more clients. Marge further assisted with planning for expansion; engaging the community in order to hire more staff, and securing finances with investors and lenders. The end goal for Chef Eric has always been to have a brick-and-mortar business. With the assistance of the SBDC (and the excellent culinary experience that Chef Eric is known for); No Pity Party is on its way making that happen.

Chef Eric says, “working with Marge Cirillo and the SBDC has been the best experience I have had as far as moving forward with our vision, I would highly recommend the SBDC to all who have a dream to open a business and make it a reality.”

No Pity Party prides itself with total excellence, delivering fresh ingredients and creating an atmosphere that makes patrons want to keep coming back. The business has since then become a registered trademark brand with a line of sauces and rubs that will soon be on the market. Beyond the sauces and catering, Chef Eric and his staff have become regular presenters at the Jacksonville Home and Patio Show, local access TV show IKNOW JAX on the CW17 Channel presenting versatile recipes and cooking recipes.