

Orange County Government Small Business Grantees

May 6, 2025



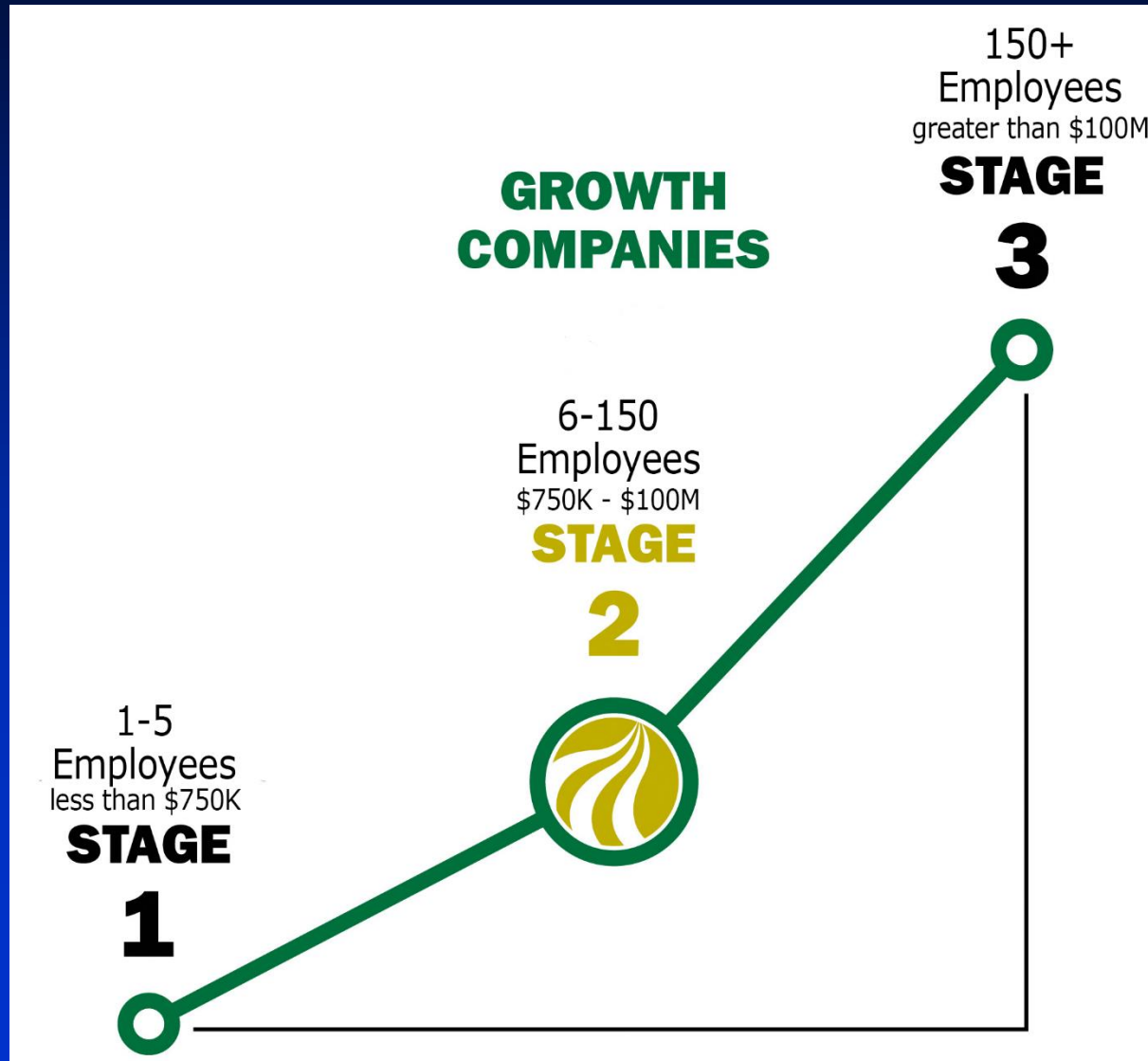
Small Business Grants Program

- Provide funding to 15 economic development partners for services such as research, entrepreneurial and business start-up services

- Currently, invest over \$3 million a year
 - Black Business Community Dev. Corp.
 - Black Orlando Tech
 - Rally
 - GrowFL
 - Prospera
 - National Center for Simulation
 - Social Employment Education Impact
 - UCF Starter Studio
 - UCF Incubator Research Park
 - UCF Economic Competitiveness
 - UCF Small Business Development Center Advisory Council
 - UCF Small Business Development Center
 - UCF Soft Landing Program
 - Venture Launch Program
 - Veterans Entrepreneur Initiative



Growth Stages





Agenda

- **GrowFL**
- **Orlando Innovation League**
- **Rally**
- **Veterans Entrepreneurship Initiative**
- **Central Florida International Trade Office**





- **GrowFL supports the growth of second-stage companies by providing their leaders with focused, efficient, and timely access to resources. Their programs provide connections with other second-stage company leaders, and to professional organizations whose expertise, experience, and products lead to the second-stage company's continued growth and prosperity, resulting in the diversification and growth of the economy.**
- **Vision: To be the preeminent resource and collaborative organization for Florida's second-stage companies and their leaders.**
- **Mission: To provide resources for CEOs of second-stage companies to help them overcome unique challenges and accelerate business growth.**



■ **GrowFL Guiding Principles and Values**

- Operate with a team-based approach
- Perpetuate a spirit of connectivity
- Advocate for the organization to promote partnerships
- Focus on the needs of the CEO to encourage growth and prosperity
- Servant leaders

■ **GrowFL Program**

- GrowFL Edge! System for Integrated Growth
- GrowFL Florida Companies to Watch
- GrowFL Florida Companies to Watch Leadership Institute



GrowFL Businesses in Orange County

YEAR FOUNDED: 2019
INDUSTRY: SPECIALIZED
DESIGN SERVICES
REVENUE GROWTH: 164%



ORANGE COUNTY



Francisco Nunez
Founder & President



FRANK N
DESIGN
monstrous capabilities

"Just do it. Take the jump—you'll figure it out along the way."

YEAR FOUNDED: 2020
INDUSTRY: WHOLESALE TRADE
REVENUE GROWTH: 41%



ORANGE COUNTY



Caroline Castille-Sierra &
Michael Sierra
Co-CEOs



FLIGHTPATH

"Think bigger—add a zero to your goals, then figure out how that changes your plan."



GrowFL Funding

Orange County Funding: \$36,656

Corporate Sponsorship/Memberships: \$350,000

Donations: \$25,000

Event Revenue: \$35,000

Business Program Revenue: \$70,000



GrowFL Results

Results in 2024 and so far in 2025.

— October 1, 2023 thru September 30, 2024

- 192 companies served through events, business growth programs and educational outreach
- 7 GrowFL Florida Companies to Watch Honorees (14% of the total statewide honorees)
- 12 events held

— October 1, 2024 thru March 31, 2025

- 66 companies served through events, business growth programs and educational outreach
- 10 GrowFL Florida Companies to Watch Honorees (20% of the total statewide honorees)
- 13 events held



Tammie Sweet
Executive Director
tsweet@GrowFL.com
GrowFL, Inc.

Orlando Innovation League





Orlando Innovation League

- **Mission is to serve the Central Florida community by spreading the knowledge of innovation methodology while being truly inclusive of all groups**
- **Vision to build a community that provides training, experiential learning, and offers opportunities to collaboratively practice innovation methodology.**
- **They believe that Innovation is THE skill of the future and methodology can be taught.**
- **Without innovation, technology will not create an impact. With it, communities maximize resources and gain competitiveness.**



Orlando Innovation League

- All backgrounds are welcome, and we generally engage with:
 - Aspiring Entrepreneurs and innovators
 - Students and Young professionals
 - Business and Tech Enthusiasts
 - Local Ecosystem

- Deliver the following programs annually through the grant:
 - Startup Weekend Orlando (2 major events)
 - Pre-events (4 events)
 - Creative Collaborations Workshop (1 major event, 1 virtual orientation)



Orlando Innovation League Funding

FY 2024-25

Total Funding allocated: \$78,795



Orlando Innovation League Results

- 350+ individuals served in 2023-24
- 21 business ideas, several Letters of Intent
- 6 teams offered entry to Starter Studio
- 2024-25 is on track to match/exceed that
- One of only two cities to win Global Startup Battle across 150 cities *twice*
- Won the Orlando Tech Community / City Grant



Rajiv Menon, Founder/President
Rajiv@orlinnovationLeague.org

Rally



- Rally is a hub for early-stage social entrepreneurs working to solve pressing local and global challenges. We support local and international social entrepreneurs operating in Orange County, relocating to the area, or working to address issues impacting Orange County and its residents.
- Through individualized support, hands-on learning, and deep connections to a diverse network of mentors, business leaders, and changemakers, Rally helps passionate problem-solvers turn bold ideas into sustainable ventures that create measurable social and environmental impact.



Who they serve:

Rally serves early-stage social entrepreneurs who are operating in Orange County, relocating to the area, or building solutions that address challenges faced by Orange County residents. This includes a diverse mix of local leaders, minority business owners, and aspiring changemakers who are passionate about launching sustainable ventures that create meaningful social or environmental impact in their communities.



Rally Services

- **Accelerator Cohorts** – Recruits and supports two cohorts each year. Accelerator is a four-month program with hands on coaching and mentorship helping at least 15 early-stage social entrepreneurs build ventures that address challenges in Orange County.
- **Mentorship & Expert Connections** – Connect Rally Fellows with mentors and subject matter experts who provide guidance at key stages of their journey.
- **Workshops for Local Entrepreneurs** – Hosts 6+ workshops introducing local entrepreneurs to social enterprise strategy and core venture-building tools.
- **Full-Day Innovation Event** – Host a hands-on event where social entrepreneurs practice building, discovery and validating their ventures



Rally Funding

- The county provides \$107,000 annually, the total cost to deliver the Rally programing is \$287,360
- Other funding sources for Rally include: Rally Makers (which are individual and corporate donors) and the City Of Orlando



Rally Results

Since the start of 2024 to March 2025 we have:

- Served 29 entrepreneurs through our accelerator program
- Engaged 45 entrepreneurs through our Intro to Social Entrepreneurship workshops and by providing direct access to venture-building tools and resources
- Delivered 1 full-day Innovation Workshop with 35 attendees from Orange County and featured 15 social ventures; our next workshop closed applications on March 14 and is scheduled for April 11th
- Supported 8 Alumni Fellows in achieving significant sales growth and traction in their ventures
- Facilitated 43 mentor matches and engaged 34 subject matter experts to support entrepreneurs during and after the accelerator

Rally

team@rallysea.com

rallysea.com



Veterans Entrepreneurship Initiative (VEI)



VEI Mission

Mission

To empower and support Veteran Entrepreneurs through Business Guidance, Education and Mentorship.

Challenges VEI helps them overcome:



Transitioning from the military is tough.



Veterans long for mission and purpose.



Exceptional leadership but face unique challenges in entrepreneurship.



Lack of tailored mentorship, capital access and industry-specific support.

VEI has empowered over 600 veterans to find their new mission through entrepreneurship.



VEI Results



2024 VEI PROGRAMS BY THE NUMBERS

ACTIVITIES



IMPACT



2025 VEI PROGRAMS BY THE NUMBERS: JANUARY-MARCH

ACTIVITIES





VEI Funding

For FY 2024-2025 VEI was generously granted a budget of \$170,463 to execute and deliver on our contract to help Veteran Entrepreneurs.

**The total estimated cost of this programming for
FY 2024-2025 is \$220,713.**





Rebecca Dobo
Co-founder, Director of Operations
Rebecca@vei.center



Central Florida

INTERNATIONAL TRADE OFFICE

National
Entrepreneur  Center



CFITO

Mission is to facilitate the international expansion of Central Florida businesses by providing tailored resources and support, including educational programs, research, trade missions, trade leads and community partnerships.



Who we serve in Orange County:

CFITO serves as a critical resource for entrepreneurs and small businesses throughout the Orange County and the broader Central Florida region. Key beneficiaries include:

- Startups & Aspiring Entrepreneurs
- Small Business Owners
- Tech & Innovation Startups
- Economic Development Professionals
- Assist Consulate Generals
- Host Int'l Delegations

Services provided:

- Free one-on-one business consultations
- Free trade education workshops and webinars
- Hosting and coordination of foreign delegations
- Facilitate of int'l tradeshow / matchmaking oppty
- Author Annual CFL International Trade Report
- Facilitate CFL Int'l Relations Committee



CFITO FUNDING

Program Funding from Orange County

\$76,137.00

CFITO Program Costs:

Salaries/Benefits \$112,800.00

Operations \$ 31,743.00

Program Total Cost: \$144,543.00



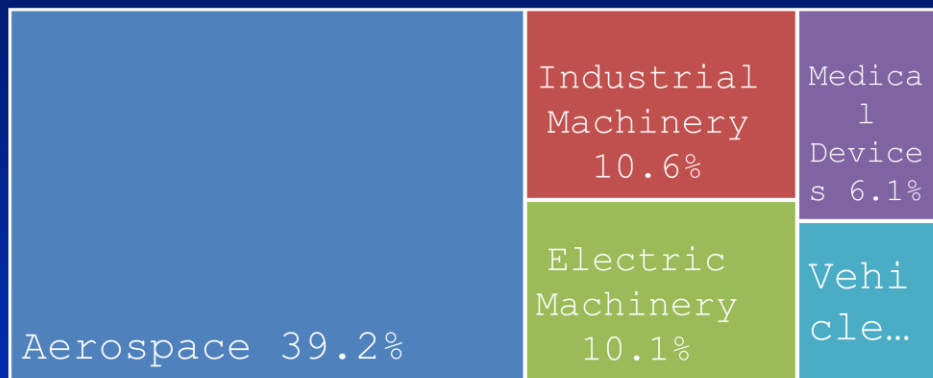
**The Central Florida
International Trade Report
provides a
deep dive into the
6-county region's
international trade data.**

**Specifically, county-by
county delineations.**

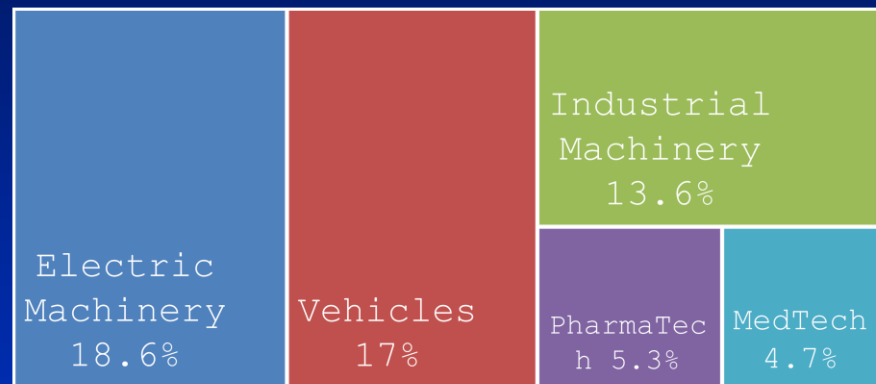


ORANGE COUNTY EXPORTS & IMPORTS

2023 Top 5 Export Commodities



2023 Top 5 Import Commodities



Orange Exports:

Aerospace	39.2%
Industrial Machinery	10.6%
Electrical Machinery	10.1%
Medial Devices	4.7%
Vehicles	4.7%

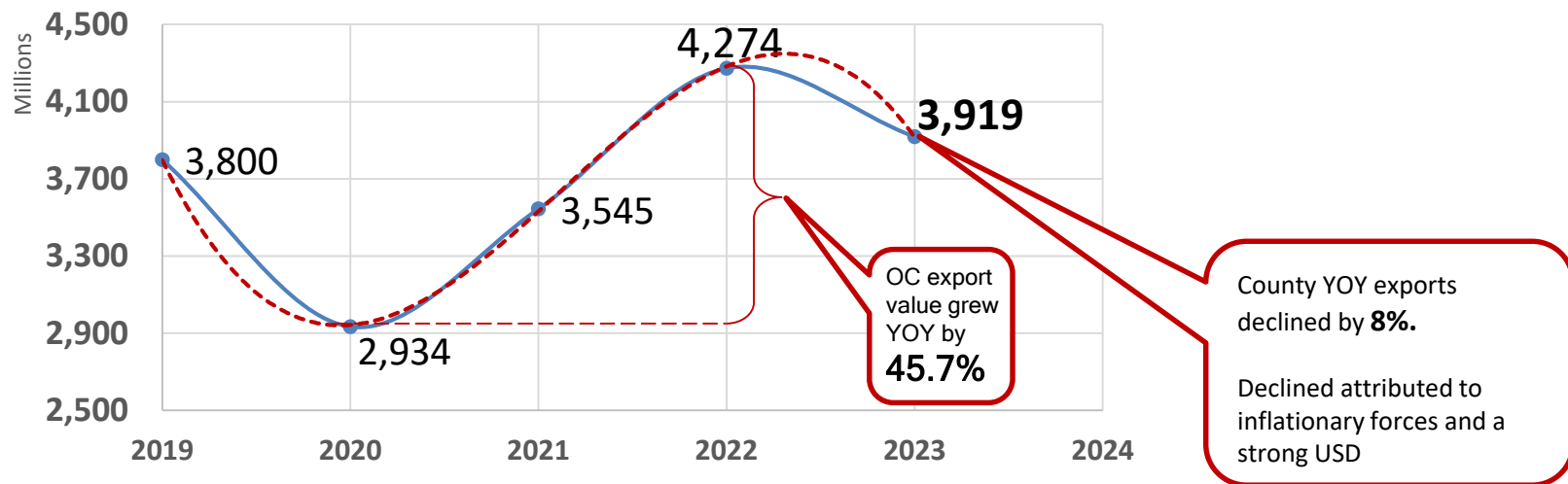
Orange Imports:

Electronic Machinery	18.6%
Vehicles	17%
Industrial Machinery	13.6%
Pharma Tech	5.3%
Medical Tech	4.7%

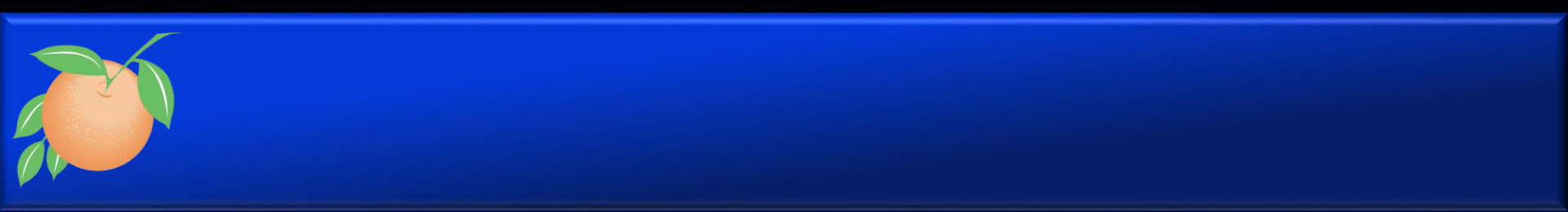


ORANGE COUNTY EXPORTS

2023 ORANGE COUNTY EXPORTS



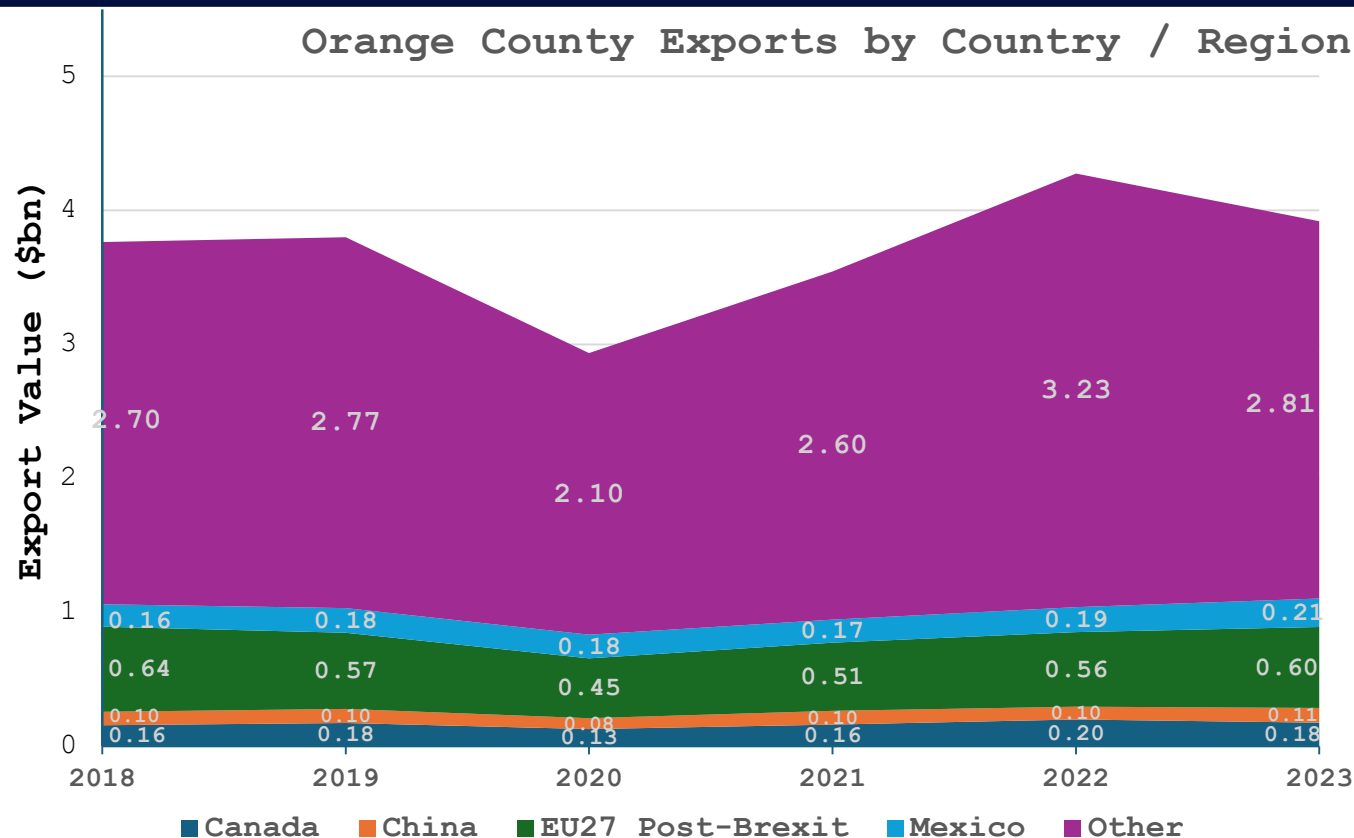
- Compared to 2019, in 2023, Orange County exports grew by approximately 3 percent (3%)
- Together with the State, in 2022, Orange County experienced a recovery in exports that exceeded its pre-pandemic levels
- 2024 County data will not be available until September/ October '25
- Based on State-level 2024 results, OC export figures are expected to reflect neutral or modest growth vs. prior year



2025 TARIFF MODELING: IMPACTS TO ORANGE COUNTY



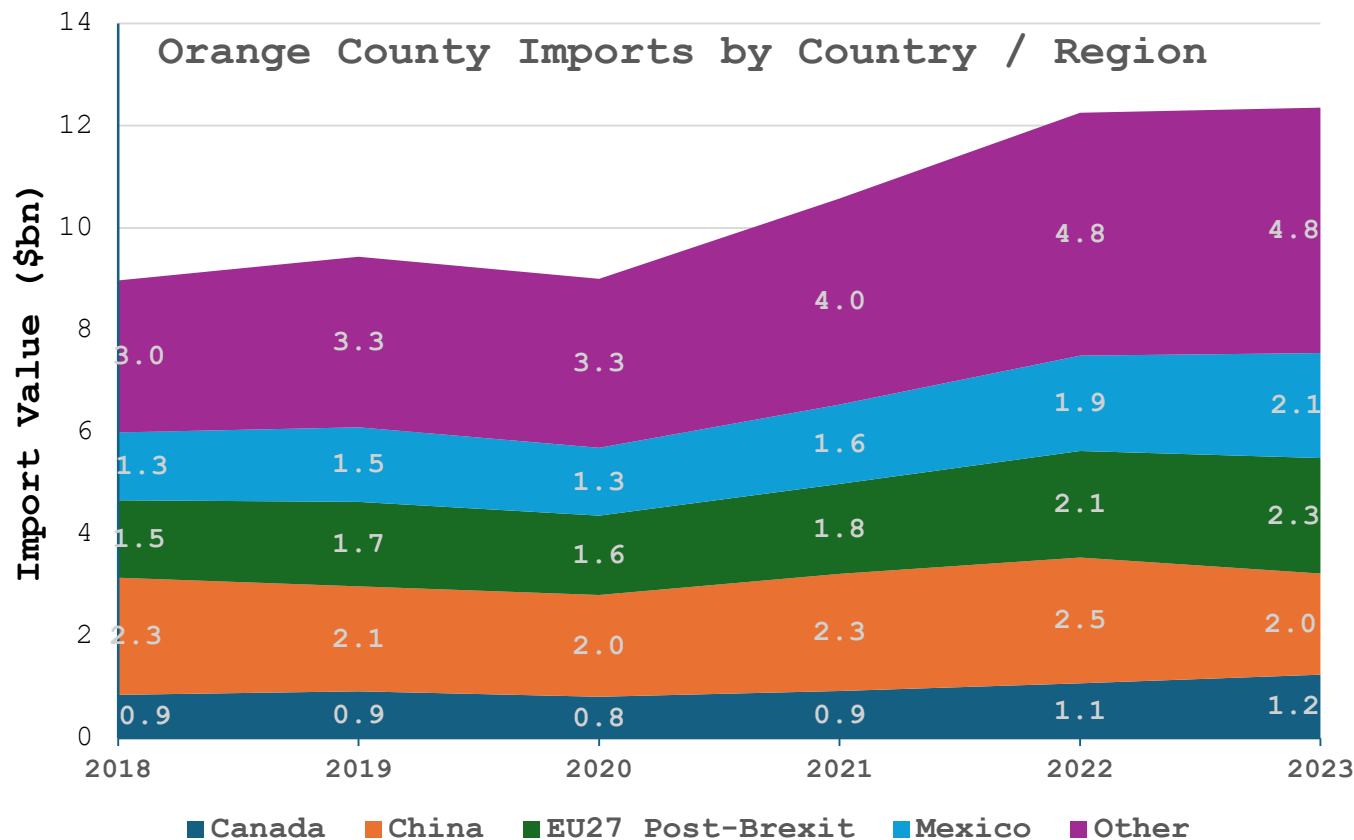
OC EXPORTS & IMPORTS BY RETALIATING COUNTRY



- In 2023, Orange County's top 5 export markets represent over 27% of all merchandise export values.
- The top 20 export markets represent almost \$2.5B of Orange County's exports



OC EXPORTS & IMPORTS BY RETALIATING COUNTRY



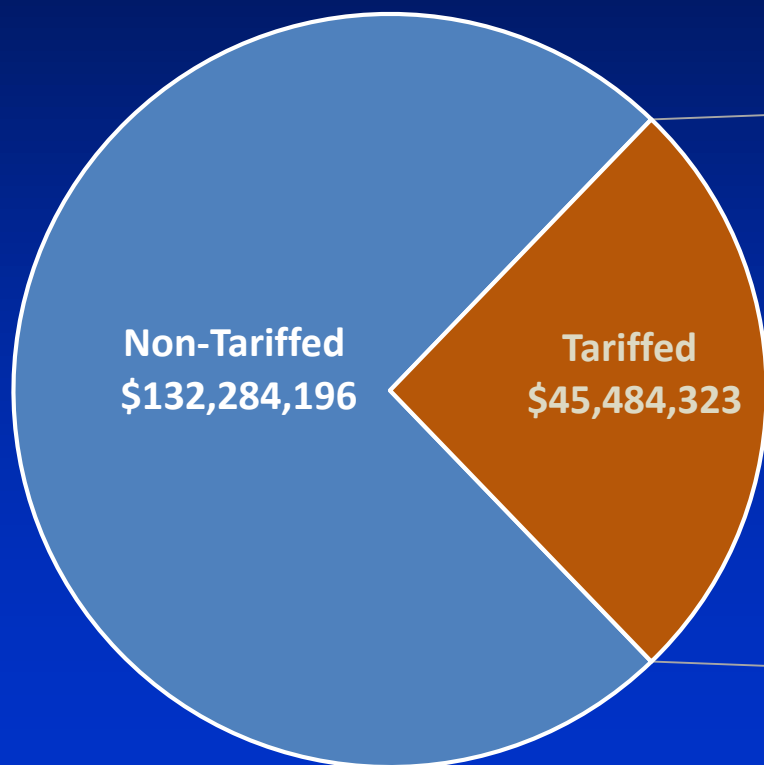
- In 2023, Orange County's top 5 import markets represent almost 47% of all merchandise import values.
- The top 3 selling markets represent over \$5B of Orange County's merchandise imports



CFITO ANALYSIS EXAMPLE: Orange County Exports to Canada

Forecasting with Available 2023 Figures (\$M)

Orange County Exports to Canada (2023)(\$M)



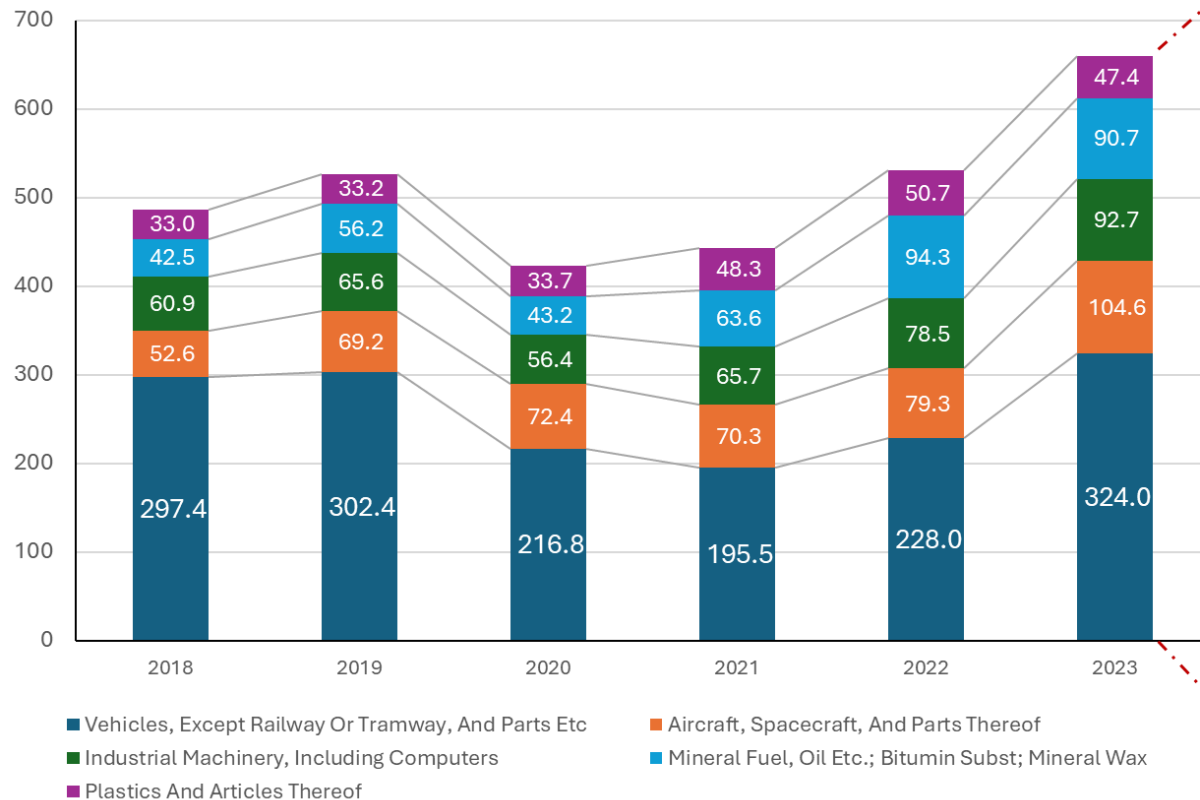
HS	Description	2023
	TOTAL ALL COMMODITIES - All Ex. Selected Counties	\$ 1,235,709,997
	TOTAL ALL COMMODITIES - Selected Counties	\$ 45,484,323
210690	Food Preparations Nesoi	\$ 7,692,178
090121	Coffee, Roasted, Not Decaffeinated	\$ 1,796,569
732399	Hh Artcs/Pts Nesoi Nt Enmld Irr Nt Cst Stl Nt Stls	\$ 1,433,600
710812	Gold, Nonmonetary, Unwrought Nesoi	\$ 1,303,354
870324	Pass Veh Spk-Ig Int Com Rcpr P Eng > 3000 Cc	\$ 1,287,383
851762	Mach For Recp/Convr/Trans/Regn Of Voice/Image/Data	\$ 1,251,362
730511	Pipe, Oil Line Etc Ov16in Irr St, Long Sub Arc Weld	\$ 1,241,411
330499	Beauty & Skin Care Preparation, Nesoi	\$ 1,182,048
711291	Waste & Scrap Gold Excl Swpngs Cntng Oth Prec Mtls	\$ 1,124,248

NOTE: Canada was one of the first markets to respond to US tariffs



CFITO ANALYSIS EXAMPLE: Orange County Imports from Canada

Top 5 Orange County Imports from Canada (\$M)



	2023	2025
Plastics And Articles Thereof	47.4	USMCA (0%)
Mineral Fuel, Oil Etc.; Bitumin Subst; Mineral Wax	90.7	99.7 (10%)
Industrial Machinery, Including Computers	92.7	Steel & Aluminum Derivative (25%)
Aircraft, Spacecraft, And Parts Thereof	104.6	Steel & Aluminum Derivative (25%)
Vehicles, Except Railway Or Tramway, And Parts Etc	324.0	405.0 (25%)



Central Florida
**INTERNATIONAL
TRADE OFFICE**

National
Entrepreneur Center

Roger Colon
Program Director, CFITO
407-420-4848
Roger@NationalEC.org