

# Welcome!

UNIVERSITY AREA CDC PARTNERS COALITION

## 1ST QUARTER GATHERING

January 16, 2025 | 8:30 - 10:00am



Hillsborough  
County Florida



University Area CDC  
**PARTNERS  
COALITION**

MAKE IT HAPPEN!



# DR. SARAH COMBS

Executive Director & CEO

University Area CDC



Hillsborough  
County Florida





# RESOURCE TABLES

AMRoC Fab Lab

The Children's Home Network

Empath Health's Community Mobile Outreach Team

The Helen Gordon Davis Centre for Women

WMNF 88.5FM Community Radio

# ERICA MOODY

Chief Community Development Officer  
University Area CDC



Hillsborough  
County Florida



# COMMUNITY INVESTMENT



## SHAPING THE FUTURE OF UPTOWN

Dr. Eric Eisenberg

Senior Vice President of University Community Partnerships

University of South Florida

An aerial illustration of a cityscape, likely Uptown, featuring a prominent clock tower and a building with a large dome. The scene is filled with various buildings, trees, and streets, all rendered in a soft, painterly style with a greenish-yellow color palette.

# COMMUNITY INVESTMENT: Shaping the Future of Uptown

JANUARY 18, 2025



UNIVERSITY of  
**SOUTH FLORIDA**

# BENEFITS

The Uptown Partnership is uniquely positioned to harness the array of upcoming development around institutional campus edges and to lead an initiative to create a vibrant and thriving neighborhood district. The strategy aims to foster a mutually-beneficial relationship between institutions, businesses and the surrounding community that reflects the District's identity and contributes positively to the local area.

- Community Engagement & Partnerships
- Enhanced Reputation
- Economic Impact
- Social Responsibility
- Research & Learning Opportunities
- Safety & Well-Being
- Sustainable Development
- Donor Engagement

# GOALS

Create an attractive destination

Build brand identity

Create a vibrant mixed-use community

Grow access to attainable, affordable, workforce housing

Reimagine Fowler Avenue

Restore healthy mobility

Implement modern transportation options

Strengthen partnerships

Elevate the economic vitality



# CORE PARTNERS



University of South Florida (USF)

University Area Community Development Corporation (UACDC)

Museum of Science and Industry (MOSI)

TGH/Morsani College of Medicine

Moffitt Cancer Center

Advent Health

Veterans Administration

Busch Gardens

Yuengling Brewing Company

RITHM/RD Management

Tampa Electric Company (TECO)

Florida Blue

# SUPPORTING ORGANIZATIONS AND AGENCIES

City of Tampa

Hillsborough County

City of Temple Terrace

Hillsborough County City-County Planning Commission

Florida Dept of Transportation (District 7)

Hillsborough Area Regional Transit (HART)

# ACTIONS

Adopt the boundary for the Uptown District

**What:** District Map with Boundary Line

**When:** At MOU signing

**Who:** USF UCP Work Group

Establish the initiative's organizational / entity structure

**What:** Organization Structure (501 c-3, etc.)

**When:** At MOU signing

**Who:** USF UCP Engagement and Advocacy Work Group

Develop a coherent strategy by identifying where existing institutional master plans align with the goals of this initiative

**What:** Overlay District, design guidelines, etc.

**When:** December 2025

**Who:** USF UCP Work Group and Intergovernmental Work Group

# ACTIONS

Additional actions  
in development



- Identify funding support from local governments
- Establish an identifiable brand and “you have arrived” moments via gateways and integrate with wayfinding and small-scale connectivity (physical connections)
- Determine the best fit mechanism for infrastructure improvements and development guidance (BID and/or Overlay District, alignment of policies between jurisdictions)
- Generate a calendar of activity for the Uptown District (for events, activities, special routes)
- Connect with Chambers of Commerce and local businesses

# TIMELINE

January 2025

Review draft Action Agenda with Committees

February 2025

Meetings with the Intergovernmental Working Group (municipalities, agencies), area chambers, and selected groups to review Action Agenda and collect feedback; Explore options for a BID for Uptown; Make revisions for final Action Agenda

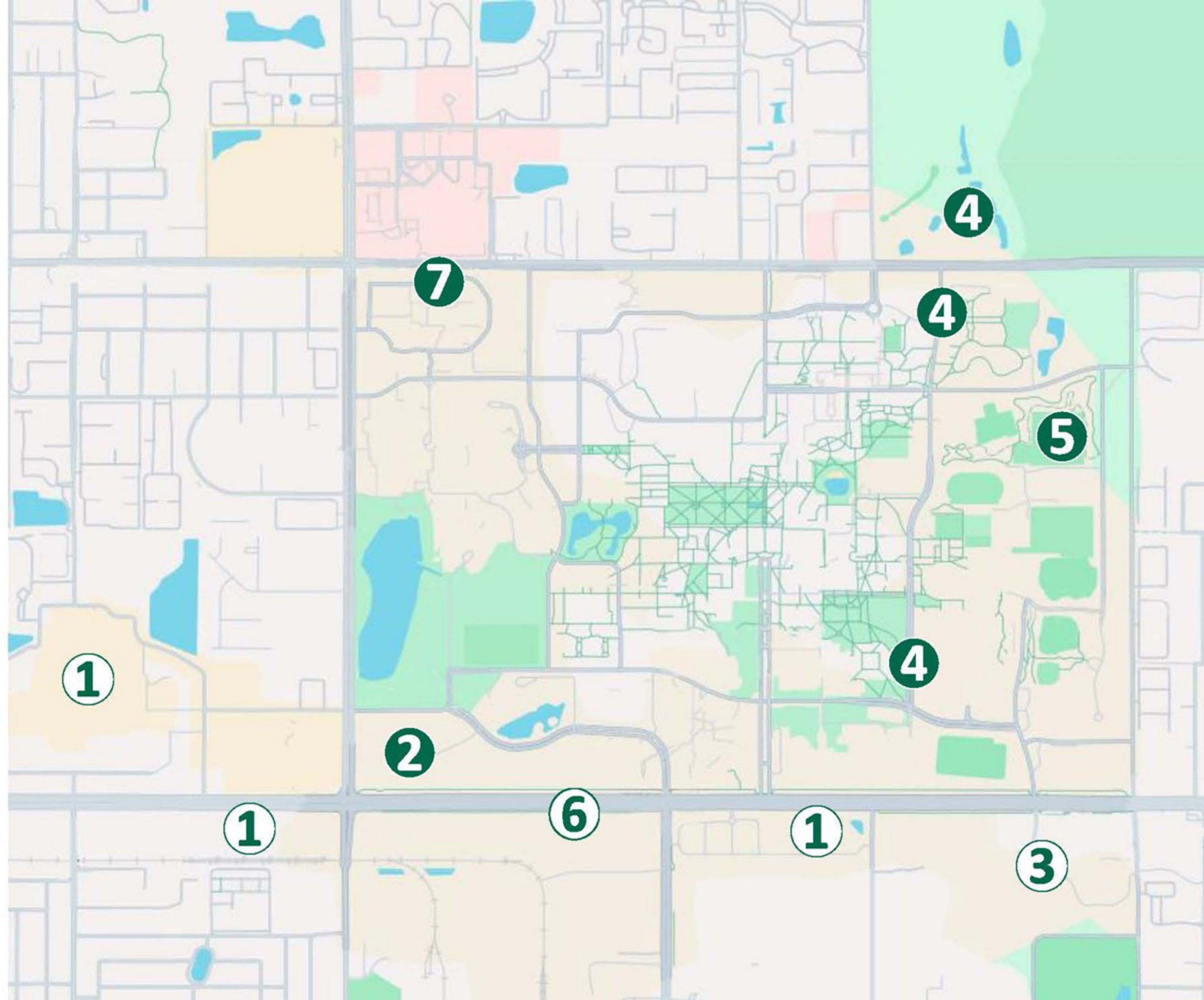
March 2025

Distribute final draft Action Agenda to Core Partner Institution CEOs to review; create signature page for MOU; create a common resource deck to communicate the Vision and Action Agenda broadly

# CURRENT ACTIVITY

1. Student housing Fowler & RITHM
2. Temporary relocation of recreational fields
3. MOSI site redevelopment
4. Fletcher parcel redevelopment; possible "main street"
5. USF 35,000 seat Stadium
6. FDOT and Planning Commission Fowler vision studies
7. New Family Medicine Residency site on Fletcher (planned)

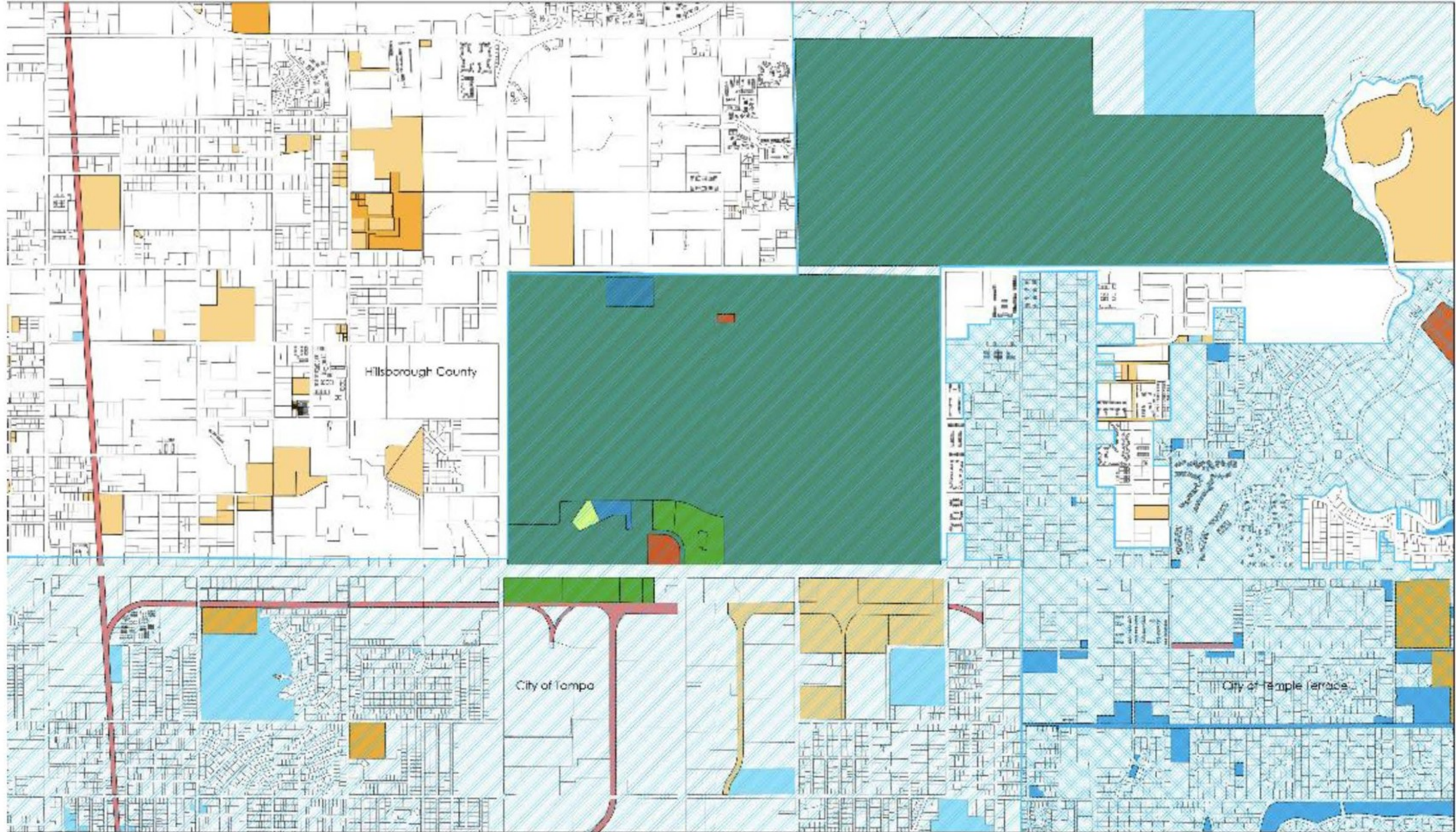
*Green = Managed by USF*



# FUTURE VISION

1. Health + Wellness District
2. Arts + Ecology Greenway
3. Innovation + Entrepreneurship District
4. Future Passenger Rail
5. Fletcher Gateway Development
6. Champions Way Athletics District
7. University Main Street (Genshaft Drive)
8. MOSI transit-oriented development





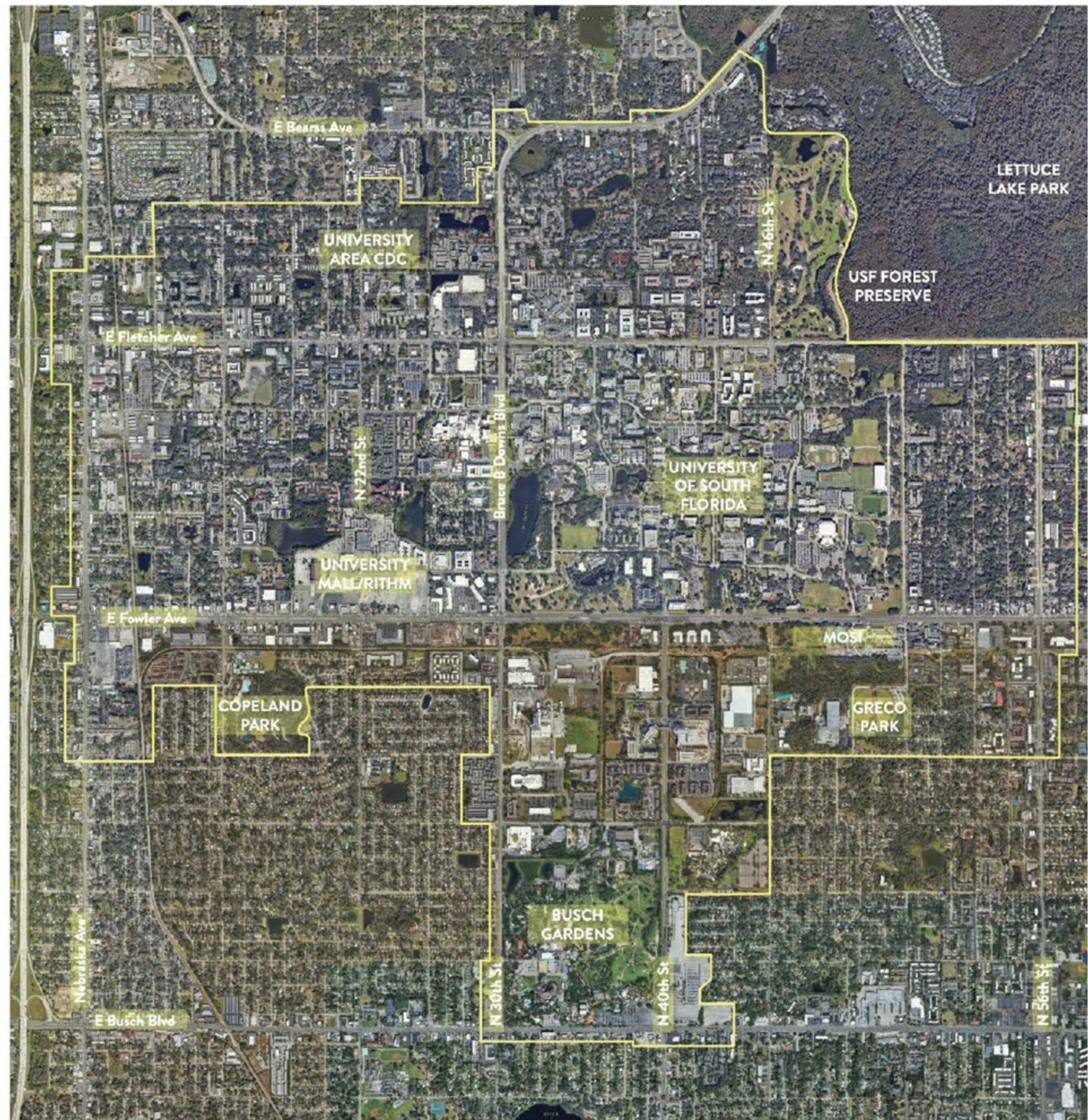
- |                            |                                     |                |
|----------------------------|-------------------------------------|----------------|
| University City            | Hillside Historic                   | University Ave |
| Temple Terrace City Center | School Border (Hillsborough County) | City           |
| USF                        | Hillsborough County                 | Street         |
| USF Academic Services      | City Center                         |                |
| USF Student Center         | City of Temple Terrace              |                |
| USF Student Center         | USF City Center                     |                |

## USF NEIGHBORHOOD



# PROPOSED UPTOWN DISTRICT BOUNDARY

*Not yet adopted*



PROPOSED UPTOWN DISTRICT BOUNDARY

2,900 FT 1

# POWER OF PARTNERSHIPS



## COMMUNITY PARTNERSHIPS: **FROM EDUCATION TO EMPLOYMENT**

Terri Willingham

Executive Director,

Foundation for Community Driven Innovation

Daryl Hych

President,

Hillsborough County Black Chamber of Commerce

# Collaboration Over Competition



***Building Bridges for Community Partnerships from  
Education to Employment***

# Hillsborough County Black Chamber of Commerce



## About HCBCCC

- **The Hillsborough County Black Chamber of Commerce is Tampa a 501c3 organization, Florida's located in Hillsborough County, Fl.**
- **Founded March 2, 2023, by Daryl Hych, Chairman**
- **Peak Membership 152 Businesses**
- **An aggregate of nearly 700 Business Served in last 20 months**
- **LMS System Integration**
- **Emerging Entrepreneurs Committee**



# Foundation for Community Driven Innovation



The Foundation of Innovation

FCDI is a nonprofit capacity-building nonprofit organization. Our signature program the Advanced Manufacturing and Robotics Center (AMRoC) Fab Lab, is Tampa Bay's only public Fab Lab, a creative, inclusive and accessible STEAM (Science, Technology, Engineering, Arts, and Manufacturing) learning and idea development center.



[AMROCTampaBay.com](http://AMROCTampaBay.com)



[ROBOTICON.net](http://ROBOTICON.net)



[GulfCoastMakerCon.com](http://GulfCoastMakerCon.com)

# Equity Impact Investment Program

*HCBCC and FCDI comprise one of 24 sites nationwide participating in this equity building program*

The Economic Development Administration's (EDA) Equity Impact Investments (EII) program aims to provide capacity, knowledge, and technical assistance to organizations that serve underrepresented populations.

The EII Program aims to create strong partnerships and collaborations between Community Development Organizations and Economic Development Organizations, and administered in partnership with New Growth Innovation Network (NGIN), Local Initiatives Support Corporation (LISC) and the International Economic Development Council (IEDC).



The Foundation of Innovation



# Together All Things are Possible!



The Foundation of Innovation



# To Join in Collaborative Partnership



**Daryl Hych**  
**Chairman**

**[d.hych@hillsboroughblackchamber.org](mailto:d.hych@hillsboroughblackchamber.org)**

**813-502-5114**



The Foundation of Innovation

**Terri Willingham**  
**Executive Director,**  
**FCDI**

**[Terri@ffcdi.org](mailto:Terri@ffcdi.org)**

**813-728-2822**

**SMALL BIZ = BIG IMPACT**



HOW THE SMALL BUSINESS DEVELOPMENT COUNCIL AT USF IS  
**HELPING BUSINESSES GROW & SUCCEED**

Yanina Rosario

Associate Director,

Florida SBDC at the University of South Florida



Helping Businesses Grow & Succeed

## Florida SBDC at USF

State Designated as Florida's Principal Provider of  
Business Assistance [§ 288.001, Fla. Stat.]



POWERED BY



U.S. Small Business Administration

The SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration.

America's Small Business Development Center Network

A partnership of government, higher education and the private sector

Nearly 1,000 centers nationwide



Helping Businesses Grow & Succeed



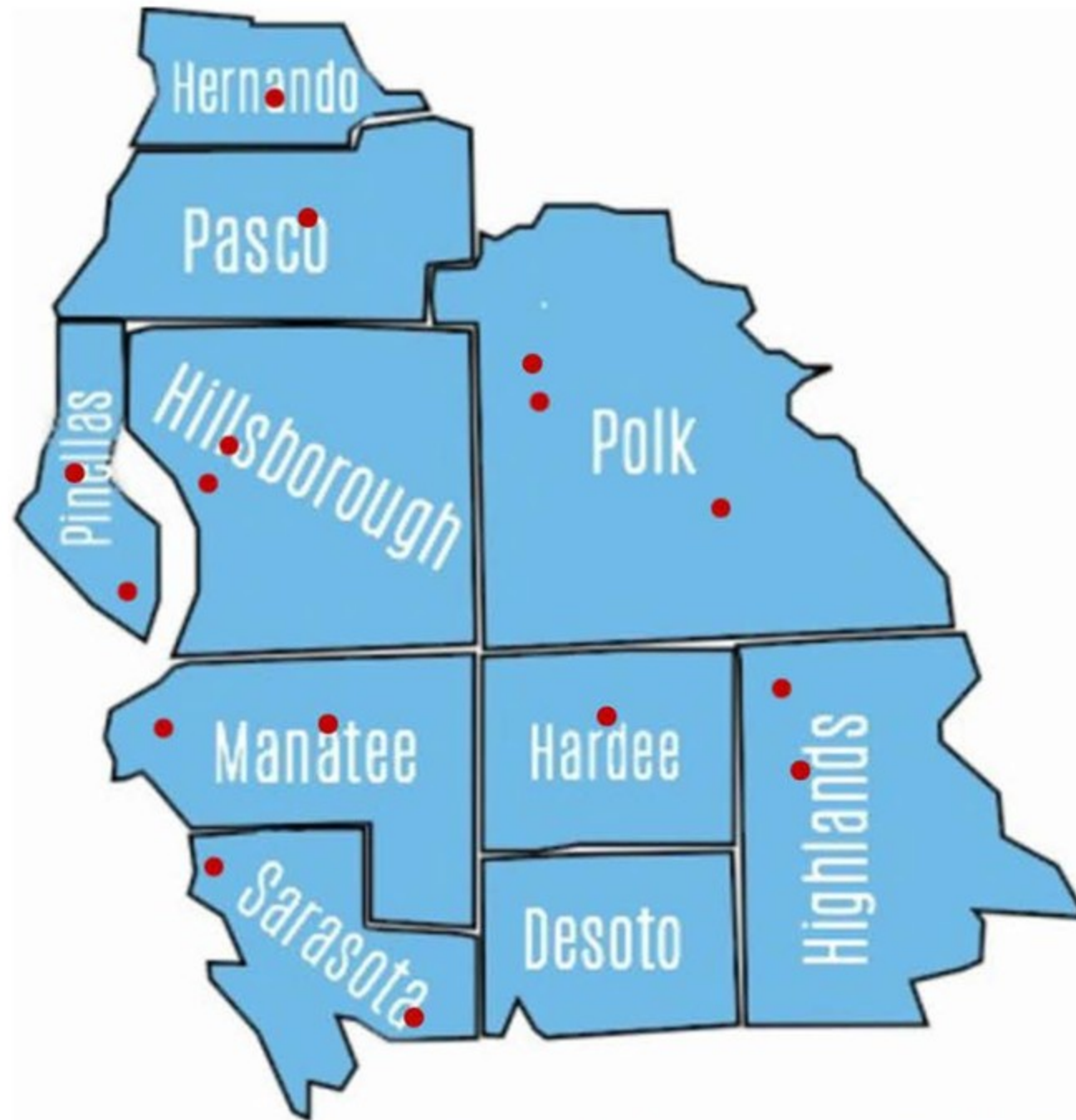
# Serving Florida's Business Community

9 Regions • 40+ Centers • 50 Outreach Locations



# Serving Florida's Business Community

**3 Centers • 20 Outreach Locations**



## Florida SBDC at USF Region

USF CONNECT, Tampa

South Florida State College, Avon Park

Manatee Chamber of Commerce, Lakewood Ranch

Hernando Chamber of Commerce, Brooksville

Pinellas County Economic Development, Clearwater

Lake Wales Administration Building, Lake Wales

Lakeland Chamber of Commerce, Lakeland

Catapult, Lakeland

Greater Sarasota Chamber of Commerce, Sarasota

Greater Sebring Chamber of Commerce, Sebring

SMARTstart Pasco, Wesley Chapel

PCED at USF St. Petersburg, St. Petersburg

The Development Group, Wauchula

Entrepreneur Collaborative Center, Ybor City

City Hall, North Port

# Core Services

- Training
- Information/Market Research
- Special Services
- No-cost Confidential Consulting

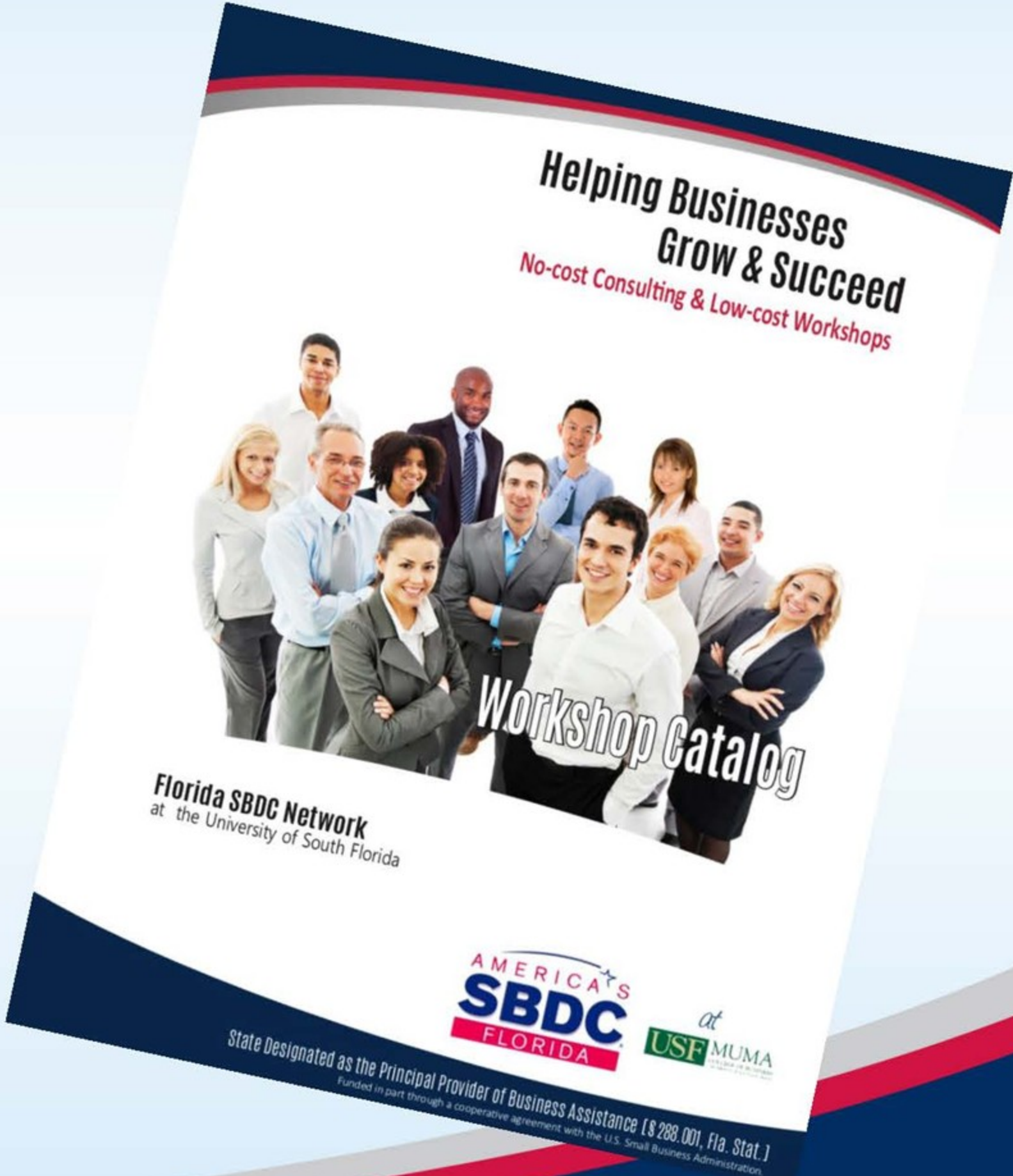
Hillsborough, Pinellas, Manatee, Sarasota, Hernando,  
Pasco, Polk, Hardee, Desoto & Highlands



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# Training

More than 300  
entrepreneurial  
training programs  
each year



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# Market Research

- ReferenceUSA
- ProfitCents
- VerticalIQ
- BizMiner
- Rapid Research



# International Trade



## Increase Your Business' Stability with International Trade

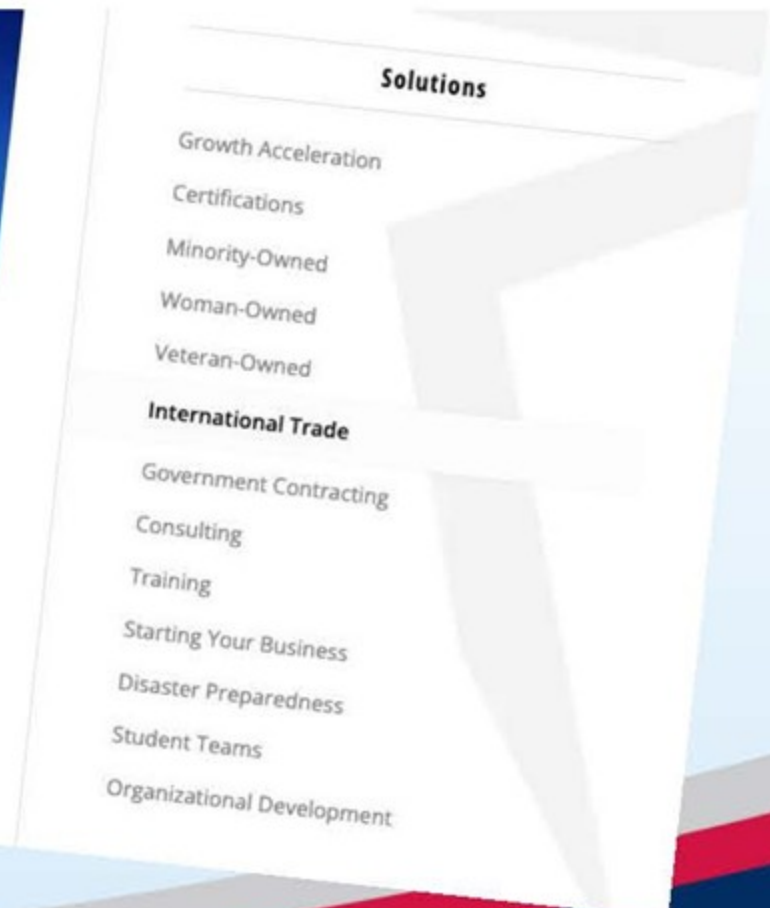
Companies that export their products/services grow 15% faster and are 12% more profitable, than those that do not. Taking advantage of international trade opportunities could result in the following for your business:

- increased profits
- expanded sales potential
- reduced dependence on the US market

"We really are a Florida local company. We manufacture in Florida with a few local manufacturing partners. Most of our packaging and product supplies come from Florida. We are so thankful for the Florida SBDC. The team has been amazing and extremely helpful. They never make us feel like we're a bother. They're always willing to give us the resources that we need, which is so important because at the end of the day, if we grow, it helps the whole community."

— Monica Leonard, owner

Couple's loss drives business venture; expansion  
Molly's Suds of Pinellas County



Helping Businesses Grow & Succeed

# Export Marketing Plan Services

- Partnership with Enterprise FL
- \$4,500 scholarship available



Helping Businesses Grow & Succeed

Ready for new markets?  
Our Export Marketing Plan Service  
will position your company for growth!



SelectFlorida and the Florida SBDC Network, in partnership with the U.S. Commercial Service, are excited to offer a scholarship to assist qualified Florida "new-to-export" manufacturers and services providers to identify overseas growth strategies through the development of a customized Export Marketing Plan.



## Why Export?

- Over 95% of the world's customers are located beyond U.S. borders.
- Exporters realize higher employment growth than non-exporters.
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.
- Export wages are typically 13–18% higher than non-export wages.

## The Process

You will meet with a Florida SBDC International Trade specialist to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized Export Marketing Plan.

## Qualifications

- Florida manufacturers and professional services providers only.
- Products must be produced in the state of Florida or services must be provided from a Florida location.
- New-to-export or infrequent exporters preferred.
- Minimum of two years in business.
- Five or more full-time employees.
- \$500,000 to \$10 million in annual sales.

## Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is \$7,500. Qualifying companies are eligible for a \$4,500 scholarship from SelectFlorida and a \$2,500 STEP Grant, making the cost to your company \$500.

## Grant for Overseas Opportunities

Upon acceptance of the Export Marketing Plan, companies may apply for grants from SelectFlorida that will help them enter or expand in new markets. Reimbursable Gold Key/Matchmaker grants are available for export sales missions conducted by SelectFlorida, while Trade Show Grants will cover a portion of select turnkey booth package costs when exhibiting at an overseas trade show in which SelectFlorida is participating. For more information, please visit <https://www.selectflorida.org/tradegrants> or contact your local SelectFlorida trade representative.

## Program Benefits

Target key markets

Focus on successful country launch strategies

Expand your overseas promotion campaign options

"Since connecting with the FSBDC, our export volume has increased by 400% and we're expecting to grow even faster from there...Being able to connect with the FSBDC and take advantage of the Export Marketing Plan and the consulting services they offer was a huge help in getting us where we needed to be to export."  
-Jeff Woodson, VP - CURIS System, LLC

## APPLY ONLINE

<https://floridasbdc.org/request-emp/>



Revised 10/20/2023

# Turbo-Charge Any Team

- An **assessment** to improve profits, communication, and effectiveness
- **Reduce** staff turnover, conflict, and stress among team members
- **Improve** your profits, communication, and efficiency



Hillsborough, Pinellas, Manatee, Sarasota, Hernando,  
Pasco, Polk, Hardee, Desoto & Highlands

# PROFIT MASTERY

- Diagnose and monitor your company's financial performance
- Use break-even analysis to make better decisions
- Avoid cash crunches and increase cash flow
- Plan for and manage growth



- Determining suitability for government contracting
- Understanding the language and basics of contracting
- Securing necessary federal, state and local government registrations
- Assistance in applying for business programs
- Connecting with government buyers and prime contractors
- Identifying proposal and bid opportunities
- Developing a customized profile on automated bid match services
- Small Business Innovation Research/SB Technology Transfer



Helping Businesses Grow & Succeed

# For Established Businesses



Value-added, no-cost  
consulting services provided  
by the Florida SBDC  
Network

- Company must have goal for growth
- Minimum of three years in business
- Five or more full-time employees
- \$500,000 to \$20 million in annual sales

**Hillsborough, Pinellas, Manatee, Sarasota, Hernando,  
Pasco, Polk, Hardee, Desoto & Highlands**



Helping Businesses Grow & Succeed

# Consulting Services and Expertise

- Start-Up
- Business Planning
- Market/Sales Growth
- Financial Management
- Capital Access
- Cash Flow Management
- Strategic Planning
- Business Continuity
- Government Contracting
- Cybersecurity
- SEO
- Digital Marketing

# Business Consulting

- Confidential and at no cost
- Advocate for the client
- For profit, small to medium enterprises
- Utilizes professional consultants with practical and theoretical business management experience

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Pasco, Polk, Hardee, Desoto & Highlands



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# Consultant Qualifications

- Hands-on business experience
- Degreed with a B.A. or higher
- Must complete a certification process
- Continuing education and professional development. (20 hrs/yr)

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Helping Businesses Grow & Succeed

## By the Numbers



**21,481**  
Consulting Hours  
Delivered



**3,401**  
Existing and  
Aspiring Business  
Owners Consulted

## Our Clients<sup>1</sup>



**1,723** or **51%**  
Women



**548** or **16%**  
Veterans (including  
SCDVs)



**1,880** or **55%**  
Minorities

1: All metrics are reported by clients through our SBDC and APEX programs unless otherwise noted.

## Our Impact



**\$990.6M Sales**  
generated by Florida SBDC at USF

2



**4,484 Jobs Impacted**  
by Florida SBDC at USF

2



**\$112.4M Fiscal Impact**  
Taxes generated by Florida SBDC at USF

2



**\$207.1M Gov't Contracts**  
acquired at Florida SBDC at USF



**\$60.6M Capital**  
accessed at Florida SBDC at USF

2: Based on the 2022 Economic Impact analysis completed by Dr. Jerry Parrish.

## What Our Clients Say:

"As we continue to grow our business we know there will be more challenges, more pain points where we are going to need that mentorship to understand the best way to move forward. And while we do have Barbara [Barbara Corcoran, Shark Tank Investor] on our team now, which is incredible, it's so nice to know that we have the SBDC at USF as a resource whenever those challenges do come up."

-- Ilana Karcinski and Kelly Nova - *FairyTail Pet Care, Tampa*

# Our Mission and Vision

## Mission

As Florida's trusted principal provider of business assistance, we help small businesses launch, grow, and thrive through expertise, resources and advocacy.

## Vision

To be recognized by local and state stakeholders as the preeminent, go-to program and resource for small business consulting, research, knowledge, and data that supports the diverse Florida small business landscape.

**Hillsborough, Pinellas, Manatee, Sarasota, Hernando,  
Pasco, Polk, Hardee, Desoto & Highlands**



Helping Businesses Grow & Succeed



## FLORIDA SMALL BUSINESS DEVELOPMENT CENTER AT UNIVERSITY OF SOUTH FLORIDA

- ★ No-cost Consulting
- ★ Training & Mentorship
- ★ Market Research

LEARN MORE & CONNECT  
WITH US TODAY →

[SBDCTAMPABAY.COM](https://sbdctampabay.com)



Helping Businesses Grow & Succeed

*Closing Comments*

# DR. SARAH COMBS

Executive Director & CEO

University Area CDC



Hillsborough  
County Florida



# Special Announcements



TAMPA BAY  
**BUCCANEERS**

GLAZER FAMILY SMALL BUSINESS FUND APPLICATION

APPLY FOR THE GLAZER FAMILY  
SMALL BUSINESS FUND  
HURRICANE RELIEF GRANT

JAN. 10TH - FEB. 2ND



**feeding**  
T A M P A B A Y

it's possible.™

mobile pantry

**upcoming  
pantry  
event**

**Special  
Announcements**



**Thurs,  
Jan 15,**  
4:30pm-6:00pm

**UACDC**  
14013 N 22nd St,  
Tampa, FL 33613

find our more at [feedingtampabay.org](https://feedingtampabay.org)

**SPACE IS LIMITED...SIGN UP NOW!**

# **CUSTODIAL MAINTENANCE CERTIFICATION**

Victor Crist Community  
Center Complex  
14013 N 22<sup>nd</sup> Street  
Tampa FL 33613



## **Special Announcements**



**ENGLISH**

**JANUARY  
23<sup>rd</sup> & 24<sup>th</sup>**

**9AM - 3PM**

**ESPAÑOL**

**30 Y 31  
DE ENERO**

**9AM - 3PM**

To sign up for this training or for more information about the program, please contact **Yolanda Moreno** at **813-558-5212 X323** or **ymoreno@uacdc.org**.



## Special Announcements

Join us as we celebrate our **25<sup>th</sup> year** of transforming lives through the Prodigy<sup>®</sup> Cultural Arts Program.

Each Prodigy<sup>®</sup> site will host community performances featuring youth art galleries, stage shows, dance, musical selections and much more!

Showcases are free and open to the public.

Visit [uacdc.org/prodigy](http://uacdc.org/prodigy) for dates and times.



# FIRST FRIDAYS

*at Harvest Hope Park*

Harvest Hope Park • 13704 N 20<sup>th</sup> Street • Tampa, FL 33613

Join us for **FREE Cultural Arts Sessions!**

On the First Friday of each month, we'll present a variety of cultural art mediums for adults & youth to participate in.

**JOIN US AND UNLEASH YOUR INNER CREATIVITY!**

**ALL SESSIONS ARE 10:00AM-11:00AM**

Questions? Contact Ola at 813-558-5212 X 250 or [tcx@uacdc.org](mailto:tcx@uacdc.org)

**Special  
Announcements**

# Special Announcements



## YOUTH AND ADULT CLASSES



# Next Meeting:

**APRIL 17, 2025**



Hillsborough  
County Florida



**Host a RESOURCE TABLE at the next gathering!**



Contact: Brooke Moore, [bmoore@uacdc.org](mailto:bmoore@uacdc.org)

# Thank you

## FOR YOUR ATTENDANCE

