

Program Outcomes - November 2009 through September 1, 2011

- GrowFL helped to create 3,285 Jobs - (1,419 direct / 823 indirect / 1,043 induced)
- \$510.4M Annual Economic Impact (Sales/Output)
- \$267.4M Increase in Florida's GDP
- \$18.7M Increase in State/ Local Net Tax Revenue
- GrowFL participant companies grew employment 10.9% faster than similar non-GrowFL companies

GrowFL Program Overview

- Economic Development initiative that provided assistance to 2nd stage businesses
- University of Central Florida was contracted by the State of Florida to manage GrowFL
- State Funding Has Concluded - \$3.5M
 - \$1.5M – November 2009 through October 2010
 - \$2.0M – November 2010 through September 1, 2011
- Services:
 - Technical Assistance Focused on Enhancing Sales Growth
 - Business strategy, market research, competitive intelligence, web/social media strategy and search engine optimization
 - CEO Roundtable Groups
 - Peer-to-peer CEO networking groups of 10 to 15 CEO's each
 - Other Services
 - CEO Forums, Webinars, Kauffman Workshops – educational opportunities held monthly via webinars or regional workshops
 - "Florida Companies to Watch" recognition event
- Eligibility Requirements (2nd Stage Companies):
 - Independently owned, for-profit firms, operating in Florida for the last two years
 - Employ between 10-50 people
 - Revenues between \$1M and \$25M
 - Increased Employment/Gross Revenues in 3 of the last 5 years
 - Operating in Qualified Target Industry

Program Performance

- 312 Technical Assistance Engagements for 250 Companies
- 17 CEO Roundtable Groups established throughout Florida
- Dozens of Special Events Including CEO Forums, Webinars, and Kauffman Workshops
- Inaugural Florida Companies to Watch – 500+ attendees