



**Navigating Growth:  
A Small Business Guide to  
Sailing Success in Pensacola Bay**

Sponsors: [Sail Pensacola Inc](http://sailpensacola.org) (sailpensacola.org)  
[Small Business Development Center](https://sbdc.uwf.edu/visit) (https://sbdc.uwf.edu/visit)  
[University of West Florida College of Business](https://uwf.edu/cob/) (https://uwf.edu/cob/)  
[Visit Pensacola](https://www.visitpensacola.com) (https://www.visitpensacola.com)

Goals:

1. Network small businesses in the Pensacola Bay sailing business ecosystem;
2. Deliver small business resource kits to participating businesses;
3. Orient attendees to the Sail Pensacola 20-year economic development plan;
4. Develop collaborations that create added value for businesses

Eligible Attendees: Any business in the Pensacola Bay sailing business ecosystem. Note: That does not mean sailing-only businesses! Our business ecosystem depends on and grows because we have a diverse mix of businesses serving sailors and boaters that are either locals or visitors. That includes but is not limited to dining, art, marine services, boat dealers, and marina owners!

When: March 9, 2024

Where: ?

**Agenda**

- |           |   |
|-----------|---|
| 0900-0930 | Coffee, networking, sign-in   |
| 0930-1000 | Introduction – Ryschon, Sail Pensacola  |
| 1000-1045 | SBDC resources – Christa/Kelly  |
| 1045-1100 | break   |
| 1100-1200 | Sail Pensacola Economy Acceleration: Sailors, Races, Jobs!<br>Opportunities for new and expanded: <ol style="list-style-type: none"><li>a. Retail</li><li>b. Service</li><li>c. Fabrication</li></ol> |



1200-1300 Lunch & Brainstorm: Value-added opportunities for partnership

1300-1315 Closing Summary - Ryschon

Notes:

1. Wifi needed
2. Desk seating
3. Projection system
4. Audio system
5. Free parking
6. Lunch vis food truck

Target:

sailing aligned business

Pensacola + 50 miles

First contact: phone

2nd: email

Cost: ?

Demand: Reason / updates in: / ecosystem PMF

Where will they come from? How will you let them know about this event? Will there be a cost associated with the event? Is there a demand for the event? Once you have determined that you will have an audience, then you can assemble the actual program.