



# Business Journal

Connecting Businesses with the Town

## Unlock Business Growth with Support from the Florida Small Business Development Center at FAU

Whether you're launching a new venture or growing an established business, the Florida Small Business Development Center (SBDC) at Florida Atlantic University (FAU) is here to help.

This regional resource for small businesses in Palm Beach and Broward counties offers free expert consulting, low-cost trainings, workshops and research resources to help business owners access funding, grow sales, explore government contracts and enter new markets.



### What's in it for Your Business?

- One-on-one business consulting with certified professionals covering financial planning, marketing and operations
- Support in accessing capital, including loan proposals, cash flow analysis and investor readiness
- Guidance on business growth, marketing strategies, feasibility studies and customer outreach
- Assistance with government contracting and international market planning
- Specialized packages for businesses earning over \$100,000 annually, including growth acceleration and recovery planning

### Why it Works

These services are confidential and free of charge, backed by experienced consultants and FAU's strong research network. Since 2021, the SBDC at FAU has provided more than 20,000 consulting hours to nearly 2,000 local entrepreneurs, helping businesses secure funding, grow revenues and reach new markets.

### Success in Action

Roots Vegan Kitchen partnered with the SBDC to develop a strategic expansion plan. Using this plan, the owner opened a second location and grew sales by 40 percent. In another initiative, Chilean tech startups received help entering the U.S. market faster through an international collaboration with FAU.

### How to get started

1. Schedule a consultation at [sbdc.fau.edu](http://sbdc.fau.edu) or email [sbdc@fau.edu](mailto:sbdc@fau.edu).
2. Attend workshops on topics like government contracting, cybersecurity and disaster recovery.
3. Explore free online tools, webinars and templates available through the SBDC's portal.

The Florida SBDC at FAU combines academic strength with real-world business guidance to help small businesses thrive and fuel South Florida's economy.

### Social Media Tip

#### Show Behind-the-Scenes Content

People love seeing the people and stories behind your business! Try sharing a short video or photo of your team getting ready for an event, creating something, or just having fun at work. These behind-the-scenes moments help your audience connect with you—and they're more likely to stop and watch when it shows up as a reel or story.



### Cybersecurity Tip

#### Use a Password Manager

Managing passwords for all your business accounts can get overwhelming fast. A password manager helps by creating strong, unique passwords and securely storing them—so you don't have to remember them all.

It also autofills logins and suggests new passwords when needed. Free and paid options are available, so explore a few and pick one that fits your needs. It's a simple step that can seriously improve your business's security. Only you can decide which is the best password manager for your business, but some options include 1Password, Dashlane, Keeper Security, Proton Pass and Bitwarden.



## Be Part of Jupiter's Centennial Celebration: Business Opportunities Still Available

Business partnerships have helped make this Centennial year unforgettable — from taking the celebration to the ballpark at Roger Dean Chevrolet Stadium, to hosting a special Centennial tour at The Herbert Wertheim UF Scripps Institute for Biomedical & Technology Innovation. And there's still time to get involved!

One exciting opportunity for local businesses is to partner with the Town to sell Centennial-branded merchandise. Businesses can produce and sell approved items using the official Centennial logo and keep the profits.

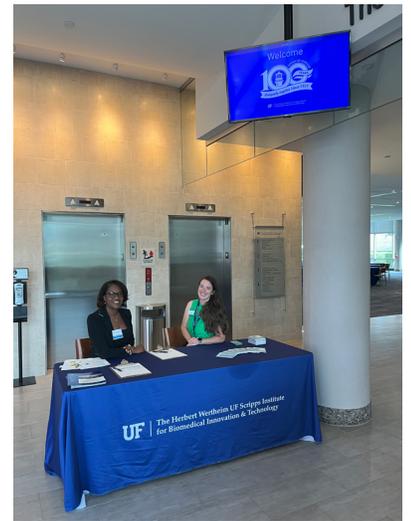
### Other ways to join the celebration include:

- Getting listed in the Centennial Business Directory
- Creating a Centennial-themed menu item to be featured in the Digital Centennial Menu
- Becoming a Centennial sponsor

Plus, businesses and nonprofits can apply for grant funding of up to \$2,500 to host a new event or enhance an existing one with a Centennial twist.

Be part of this once-in-a-century celebration and connect with the community in a meaningful way!

Learn more and fill out the Business Partner Interest Form online at [jupiter.fl.us/Centennial](http://jupiter.fl.us/Centennial).



## 2026 Sponsorship Opportunities Open September 1

Starting September 1, local businesses can sign up for the Town of Jupiter's 2026 Sponsorship Program, an affordable and effective way to reach residents through some of the most popular events in Town. From annual family favorites to the Town's largest community celebration, the Jupiter Jubilee, the program offers sponsorship opportunities that fit a range of budgets and goals.

There are still opportunities to sponsor Town events in 2025. To learn more about this year's sponsorship options and sign up online, visit [jupiter.fl.us/Sponsorship](http://jupiter.fl.us/Sponsorship). If you have any questions about Town sponsorships, feel free to email [katep@jupiter.fl.us](mailto:katep@jupiter.fl.us).