



# DOMI STATION ANNUAL REPORT





Changing Lives Through Entrepreneurship

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Domi in 2026

# \$466+ MILLION

ECONOMIC IMPACT\* REPORTED SINCE 2020

\*Per FSU's Center for Economic Forecasting & Analysis Impact Reports for the years 2020-2025 based on past and current incubation and coworking participants' self reported data combined

## THE BOARD | 2024 - 2025



Chairman | Jake Kiker,  
Williams Gautier Law Firm



Director | Susan Fiorito, Jim  
Moran College of Global  
Entrepreneurship



Director | Eric Thomas,  
Understory



Treasurer | David White,  
Carr, Riggs, & Ingram



Director | Julia Holly,  
JH Creative



Director | David Lawson,  
NewSci & Call Simulator



Director | Curt Bender,  
Bender Legal



Director | Bill Lickson,  
Jim Moran College of  
Entrepreneurship



Director | Phuong Truong,  
Roboto, LLC



Director | Ricardo Schneider,  
Danfoss Turbocor



# OUR OVERVIEW

Since 2013, Domi Station has benefited from sustained partnership and financial support from Leon County, which has invested more than \$500,000 in the organization’s growth and long-term success. This investment has supported both physical infrastructure and entrepreneurial programming, including \$250,000 in upgrades to the County-owned warehouse facility, the extension and installation of high-speed fiber connectivity, and sponsorship of key events and initiatives serving local entrepreneurs.

Leon County also played a critical role in Domi Station’s continuity and recovery of Covid-19 by facilitating the distribution of \$83,000 in CARES Act and American Rescue Plan Act funding. Additional County support in the 2021–2022 fiscal year provided \$100,000 for renovations that expanded the facility with nine new private offices, increasing Domi’s capacity to serve growing businesses.

Based on Domi Station’s lease agreement renewed in 2022, and effective until 2027, Domi is to pay an annual \$1 base rent plus a reimbursement to Leon County for repairs and routine maintenance of the facility. For the 2024-25 fiscal year, Domi paid a total of \$2,041.17 for rent plus reimbursement to Leon County.

Since inception, Domi Station has supported 396 small businesses, welcomed nearly 1,000 coworkers, and hosted or organized more than 1,050 events to date. Since 2013, Domi has consistently helped entrepreneurs navigate critical stages of business development, generating meaningful direct, indirect, and induced economic impact for Leon County and the broader region.

Domi Station’s executive leadership team is led by Kara Holbert, Executive Director since 2024, alongside Dacia Williams, Director of Community Engagement.

Kara Holbert is a seasoned collaborator, mentor, public speaker, and ecosystem builder with a strong commitment to inclusive economic development. She earned her degree in Business Administration from Flagler College. In addition to her leadership role at Domi Station, Kara is an active small business owner based in Tallahassee, Florida. Her experience operating both a local brick-and-mortar storefront and an e-commerce platform gives her a grounded, real-world perspective on the challenges entrepreneurs face.

Dacia Williams, Director of Community Engagement, is a graduate of Florida State University’s Jim Moran College of Global Entrepreneurship and plays a central role in shaping the day-to-day experience of Domi Station’s community. She oversees the promotion and management of the coworking space while also leading the planning, coordination, and execution of events that connect entrepreneurs to one another and to the resources they need to grow.

**\$466 MILLION**  
overall economic impact

**\$159.2 MILLION**  
overall member revenue

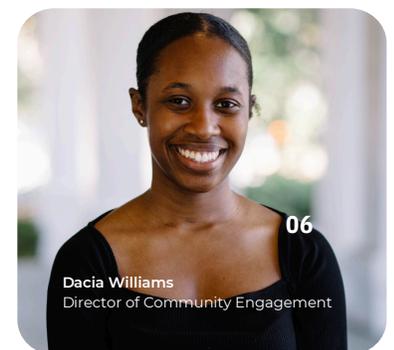
**\$11.6 MILLION**  
state & local taxes

**2,736 JOBS**  
created or retained

\*Per FSU’s Center for Economic Forecasting & Analysis Impact Reports for the years 2020-2025 based on past and current incubation and coworking participants’ self reported data combined



**Kara Holbert**  
Executive Director



**Dacia Williams**  
Director of Community Engagement

FY 2024-25 marks Domi's **eleventh year** of full operation. Domi's **Annual Report** details the activities for the fiscal year including an overview of *program impacts, highlights, partnerships, support, and planned next steps.*

"The mentor program provided a great opportunity to learn from local business owners. I was able to see how to improve my company from an outside perspective.  
-Ian Annase, Zing Drone Delivery

# COMMUNITY IMPACT REPORT OVERVIEW

Some notable success stories from the past year include:

1. Domi continued its Gear Up and mentorship programs to support early-stage businesses as they launched and scaled, while also expanding in-person offerings. This approach allowed Domi to sustain and grow its business incubation services while better meeting the evolving needs of entrepreneurs.

2. Domi finalized and closed out a grant with the Minority Business Development Agency Small Business Development Center along with partners at Florida A&M University, Big Bend Minority Chamber of Commerce, and the Capital City Chamber of Commerce. This grant was cancelled on April 17, 2025 under the direction of the Minority Business Development Agency due to the grant no longer being in alignment with an executive order issued by President Trump that mandates that the MBDA eliminate all non-statutorily required activities and functions.

3. Domi Station continued its collaboration with Google for Nonprofits, maintaining access to a \$10,000 per month Google Ads grant to support targeted marketing efforts that promote membership, educational programs, and event participation.

4. Domi retained its status as a Certified Partner with HubSpot for Startups, allowing the organization to integrate HubSpot tools into training workshops and provide entrepreneurs with access to powerful business resources at no cost or significantly reduced rates.

5. Domi Station expanded its programming to include dedicated events and instructional components focused on artificial intelligence, equipping small business owners with practical, accessible tools to integrate AI into their operations. By incorporating AI instruction into its incubation programs, Domi helped entrepreneurs better understand emerging technologies, improve efficiency, and remain competitive in an evolving business landscape.

6. Domi Station held its annual Pitch Event on November 19th during Impact Week. The event featured a panel of judges and five pitching companies. Presenters competed to win \$21,600 value in cash and in-kind prizes:

First Place winner, **Infinite Spectrum**, won **\$1,200** in cash and **\$7,950** in in-kind prizes

Second place winner, **Amicus**, received **\$600** in cash and **\$7,350** in in-kind prizes

Third Place winner, **Jewelry By Jade Marie**, took home **\$300** in cash and **\$3,450** in in-kind prizes

Runner-up, **Giggles and Grounds**, left with **\$150** in cash and **\$3,150** in in-kind prizes

7. Domi Station renewed its agreement with Tallahassee State College that will allow Domi incubation program graduates to transfer up to 12 credit hours into TSC's entrepreneurship track. One Domi graduate requested transfer credit into TSC's entrepreneurial program.

8. Domi continues to work with Lively Technical College to assist their graduates who are planning on establishing their own businesses. While we had 3 applicants from Lively, none completed Domi's Gear Up program.

9. Domi renewed its agreement with Florida State University to continue to provide coworking, internships, and access to programming to students, faculty, staff, and trailing spouses. We had 11 applicants affiliated either as a student, staff, trailing spouse or alum, and of those, 7 completed the Gear Up program. We also onboarded 23 FSU students as interns in various positions in FY24-25.

10. Domi Station organized the fourth annual Domi Awards Banquet on April 10th, 2025. This event highlighted aspiring entrepreneurs and small businesses who are making a direct, local impact. Community recognized individuals received awards in the following categories: Innovation, Sustainability, Influence, Community, and Resilience, during the event. Domi Station utilized partnerships with The Jim Moran College of Global Entrepreneurship, Tallahassee State College, SBDC at FAMU, OliverSperry, and the Office of Economic Vitality to sponsor the event.



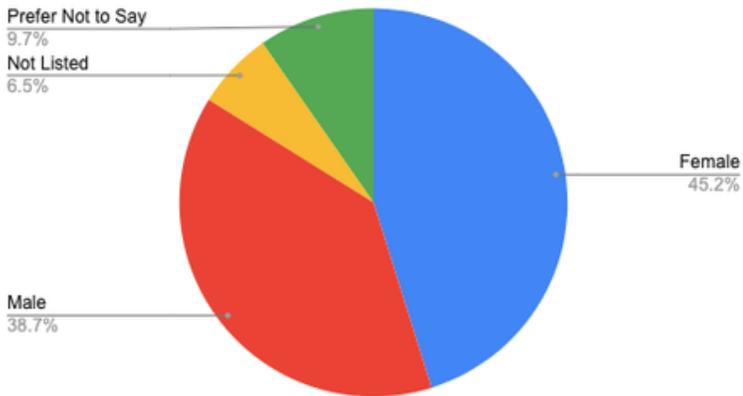
“A Tallahassee staple. They help startups by making opportunities. It is a one stop shop where people can interact and enjoy each other company.”

-Nicholas Tuma, Nick Tuma: Branding, Website Design & SEO

# PROGRAM *IMPACTS*

2025 program impacts are self-reported by current Coworking and Gear Up Incubation participants. Overall impact data is independently verified by FSU's Center for Economic Forecasting & Analysis.

**2025 Gear Up Gender Distribution**



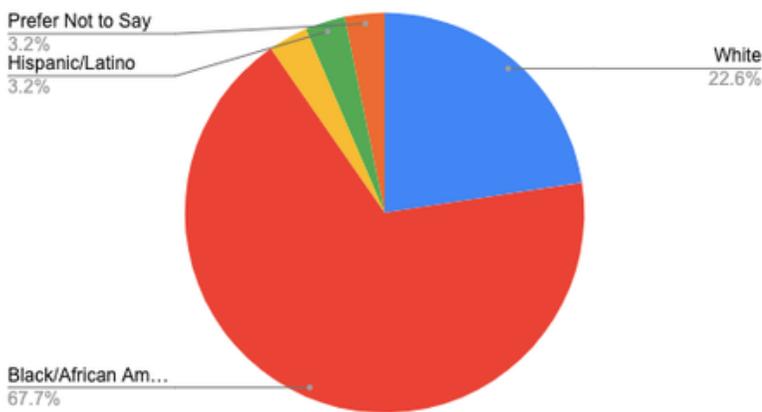
**\$7.9 MILLION**  
overall economic impact

**\$2.53 MILLION**  
overall member revenue

**\$214 THOUSAND**  
state & local taxes

**32 JOBS**  
created or retained

**2025 Gear Up Ethnicity/Race Distribution**

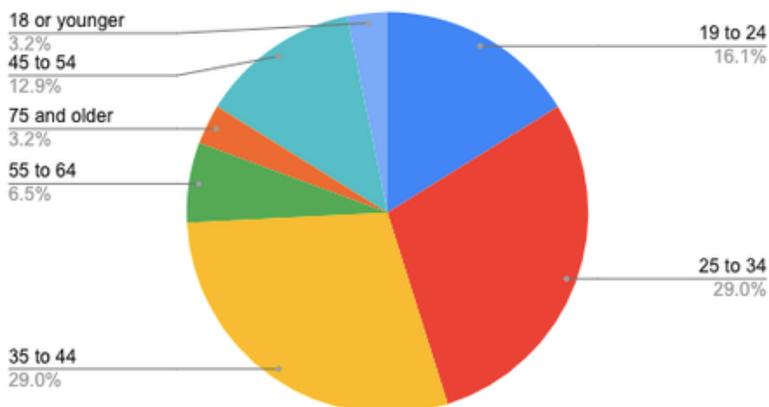


**147** MENTOR SESSIONS

**70** COWORKING MEMBERS

**38** NEW SMALL BUSINESS OWNERS

**2025 Gear Up Age Distribution**



**16** COMPANIES EXPANDED BEYOND DOMI

# PROGRAM OVERVIEW

## PROGRAM HIGHLIGHTS

Domi Station strove to continue to provide high-quality education to new and existing businesses. The incubator continued its program initiatives with Gear Up. Gear Up is open to businesses just starting out to provide the mentorship and education needed to launch a new business, or assist recently created businesses so that they can be as successful as possible. We reworked the program in July of 2025 from a 6-month to a 12-week program, integrating mentors to facilitate labs, providing AI tools and prompts to streamline research and operations, and in-person check-ins and meetings for encouragement and support. Participants also had access to mentors for one-on-one meetings in different areas of business, including ideation, market research, financial planning and projections, marketing, legal considerations, and business planning.

01

## PARTNERSHIPS, SUPPORT & EVENTS

Domi Station's impact is deeply rooted in the strength of its community partnerships and sponsor relationships. Domi continues to collaborate closely with all of Leon County's institutions of higher education, including Florida State University, Florida A&M University, Tallahassee State College, and Lively Technical College, as well as a wide range of private and quasi-public organizations such as the Big Bend Minority Chamber, Young Entrepreneurs, Women Wednesdays, Capital City Chamber of Commerce, Florida Technology Council, the Office of Economic Vitality, TalTech Alliance, Launch Tally, Teenpreneur Foundation, Tallahassee's Lifelong Learners, Opportunity Tallahassee, Leadership Tallahassee, United Partners for Human Services, LeRoy Collins Leon County Public Library, the Council on Culture and Arts, Lemoyne Arts, the Alliance of Entrepreneur Resource Organizations, the Small Business Development Center at FAMU, Ignite FSU, the Jim Moran College of Global Entrepreneurship, and numerous other public and private partners.

02

## PARTNERSHIPS, SUPPORT & EVENTS (CONT'D)

These collaborations reinforce the value and reach of Domi Station's work while underscoring the long-term importance of Leon County's initial investment in the incubator facility as a catalyst for ecosystem development. Through these partnerships, Domi is able to extend its impact, align resources, and reduce duplication of efforts across the entrepreneurial landscape. In addition, Domi staff regularly participated in Office of Economic Vitality stakeholder meetings to maintain strong communication with key economic development partners, share updates on the local business climate, and remain informed about emerging needs and opportunities affecting entrepreneurs in the region.



## VOLUNTEER MENTORS

Volunteer mentors also provide direct support to Domi's programs and its members with advisory assistance and services to small businesses across multiple industries and disciplines.

**Mentors represent a variety of fields from the public, private, and educational entities and offer startups valuable support to help them succeed.**

# COMMUNITY EVENTS

From October 1, 2024, through September 30, 2025, Domi hosted/organized **52 events**, including **28 membership virtual events**, and **24 community-based events**, with over **505 attendees**.



## DOMI AWARDS

The Domi Awards is our signature annual event to celebrate entrepreneurship and small businesses and the positive impact they have on our community. Awards are distributed in 5 different categories: **Innovation, Community, Sustainability, Influence, and Resilience**. This event is one of our largest attended and engaged events, continuing to grow each year in participation and engagement. In 2025, we reached capacity at the venue with 140 guests, prompting us to change to a larger venue in 2026.

## INNOVATIONS & LIBATIONS

Innovations & Libations is Domi Station's free, monthly networking event that rotates among local breweries and gathering spaces, bringing together entrepreneurs and the broader business community. Designed to encourage connection in a relaxed and welcoming setting, the event creates space for idea-sharing, relationship-building, and collaboration, often sparking new innovations, business ventures, or partnerships.



## DOMI'S PITCH EVENT

Domi's Pitch Event, during **Impact Week** in November of 2024, allowed area innovators to apply and **pitch** their ideas to an independent panel of judges to win \$21,600 in cash and in-kind prizes. Out of five well-performed pitches, **three winners and one runner up** were selected.

## OUR WINNERS:

- 1st Place:** Juming Delmas of **Infinite Spectrum Foundation**, a non-profit dedicated to bettering the lives of youth on the autism spectrum through creative skill-building and job placement.
- 2nd Place:** Aryan Manohar of **Amicus**, a digital platform designed to help businesses and homeowners easily navigate and maintain compliance with local zoning and code requirements.
- 3rd Place:** Jade Fisher of **Jewelry by JadeMarie**, uniquely designed and crafted by hand jewelry and accessory pieces that brings style and confidence.
- Runner Up:** LauraLee Diallo and Mackenzie Hitchcock of **Giggles and Grounds**, a coworking play space and coffee shop for moms and kids.



# SUCCESS STORIES

## **Exalt Martial Arts, Tami Gilbert**

Owned by Tami Gilbert and her husband Scott Gilbert, Exalt Martial Arts has expanded into a newly redesigned space, adding 800 square feet and marking an exciting new chapter for the business. The updated layout provides a more functional training environment, additional parking, and enhanced amenities that support both students and parents. Operating from a central location with a five-year lease, the studio welcomes daily walk-ins alongside regular weekly students and is actively seeking part-time staff for its after-school program and summer camp offerings.

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## **Nach'Yo Nachos, Adrian Kershaw**

Adrian Kershaw has grown Nach'Yo Nachos from her beginnings at Domi Station into a full-service location at Railroad Square Food Hall, building a team of nine young employees in her first year and creating a teen-led environment where apprentices run much of the daily operations. Beyond serving delicious food, her mission is to give youth hands-on entrepreneurial experience, teaching responsibility, customer service, and business skills. Nach'Yo Nachos has become a community hub, combining great food with opportunities that empower the next generation of local leaders.



# DOMI IN 2026

As we close this year, we are deeply grateful for the County's continued partnership and investment in entrepreneurship, small business growth, and economic vitality in our region. Through this support, Domi Station has been able to provide critical resources, programming, and community connections that empower entrepreneurs to start, grow, and sustain their businesses. In 2026, we will be taking a new, more innovative approach to our incubation and mentorship programs in collaboration with our community partners. As we approach the rapidly evolving worlds of business and entrepreneurship, Domi will be the community leader in forging the way for what is not only possible, but what is necessary, for entrepreneurs and their businesses and endeavors to thrive within our community and beyond. We look forward to continuing this important work together in the year ahead.



