



Tuesday, May 27, 2025

Pasco EDC 37th Annual Awards

COMPANY INTERVIEW FORM

CONGRATULATIONS ON YOUR NOMINATION!

Please complete the form below to the best of your ability. For the purposes of completing this form, please use January 2024 through March 2025 as your reference date. Not all categories and questions may fit your company, please provide additional details in the ones that do apply. Members of the Pasco EDC Annual Awards Committee will schedule a follow-up interview throughout June to visit your facility and review this form and learn more about what your company does. Nominees will be scored based on company growth, workforce improvement, and community involvement. Winners will be announced at the Pasco EDC 37th Annual Awards.

This Company Interview Form must be received by Monday, May 5, 2025 to proceed; if we do not receive your completed form by this time, it will be considered a forfeit of participation in the program and your company will be removed from consideration.

Pasco EDC 37th Annual Awards Event will take place on Thursday, September 4th, 2025 at Saddlebrook Resort, [click here](#) to visit the event webpage.

GENERAL INFORMATION

Company	Florida Design Consultants Inc
Company is	<div>For Profit</div>
Form Completed By	Ed Rogers
Job Title	President
Business Address	17907 Aprile Drive, Suite 150 Land O' Lakes, Default, 34638
Phone Number	(813) 833-0881
E-mail	erogers@fldesign.com
Company Website	www.fldesign.com
Please choose an industry classification:	<div>Business &amp; Professional Services</div>
Product/Service	Land Surveying, Consulting Engineering, Planning, & Landscape Architecture
Head Executive	Ed Rogers
Title	President
What year was the company established?	1996

If different, what year was it established in Pasco? 1997

Are 50% or more of your sales outside of Pasco County? No

COMPANY GROWTH

Please use January 2024- March 2025 as the referenced time frame for all questions below.

1. Describe the product or services offered:

We provide professional consulting services in land surveying, civil engineering, planning, and landscape architecture to both private and public sector clients. Our work supports a wide range of projects, including master-planned communities, residential subdivisions, multifamily developments, commercial centers, office developments, industrial sites, and public infrastructure such as roadways, drainage systems, and utilities. Our clients include local governments, land developers, and public and private institutions throughout the area.

2. Has the company expanded in products and/or markets? Yes

If yes, list and explain: We have expanded survey services to Manatee and Sarasota Counties, and have handled survey projects as far south as the Miami area and as far north as Greater Jacksonville. We have expanded our service offerings to include innovative aerial drone services we have branded FDC Reality.

3. Were there any changes in technology or innovation? Yes

If yes, list and explain: We’ve embraced cutting-edge survey drone technology, integrating high-resolution georectified imagery with advanced LiDAR capabilities, and recently added a drone equipped with AI to enhance data collection and analysis—all while leveraging the latest web-based platforms to process and maximize the value of this data for survey deliverables.

4. Did the company hire any new positions? Yes

If yes, how many? 8

5. Was there any new construction or building expansion? No

If yes, list square footage and cost estimate: No. We moved to a new space, but it is roughly the same square footage of the space we left.

6. Was real estate purchased? No

7. Was equipment purchased? Yes

If yes, describe and provide cost estimate: During the period in question, we invested over \$415,000 in vehicles and equipment, including more than \$260,000 on vehicles, \$78,000 on drones and related software, and

\$77,000 on advanced survey instruments.

# WORKFORCE IMPROVEMENT

Please use January 2024-March 2025 as the referenced time frame for all questions below.

**1. Does the company provide formal training/certifications for employees?**

Yes

**If yes, please explain**

We offer formal drone pilot training and, during the period in question, completed our third round of classes for employees interested in using UAVs for commercial purposes. While FAA certification is obtained independently, our program equips participants with the knowledge and skills needed to confidently prepare for and pass the required FAA exam.

**2. Approximately, how much has the company spent on employee education/training?**

Including staff time, our training investment is estimated at approximately \$600,000 during the period in question, reflecting our ongoing commitment to developing employee skills through both formal instruction and hands-on learning.

**3. Does the company hire locally?**

Yes

**4. Has the company initiated programs to improve quality assurance?**

Yes

**If yes, please list:**

Early in the period, we refined and formalized our quality control procedures for engineering plan production, including updates to our QC checklist and clearer expectations around timing and team responsibilities. We're now actively building on that foundation by formalizing key milestones throughout the design and plan production process where design intent and quality are deliberately reviewed. This structured approach is aimed at minimizing rework and improving final outcomes.

**5. Has the company initiated programs to improve work environment?**

Yes

**If yes, please list:**

Yes.

Ways We've Improved the Work Environment:

1. New Office Space (2024): We relocated to a new office intentionally designed with more natural light and an open layout to boost morale and encourage collaboration among team members.

2. Semi-Annual Town Hall Meetings: We host biannual all-staff meetings where leadership shares business updates and financial performance to promote transparency. Each meeting concludes with a social hour, either onsite or offsite, to build camaraderie.

3. Quarterly Social Events: In quarters without a Town Hall, we typically host a company-wide social event to maintain team engagement and morale.

4. "Silent Stars" Recognition Program: We recently launched a peer-nominated recognition program that highlights employees who make significant contributions without seeking the spotlight.

**6. Did the business offer wage increases for performance or other reasons?**

Yes

**7. Please explain any processes the company utilizes to evaluate, promote, and increase wages for employees.**

We conduct annual employee evaluations based on role-specific Scorecards, which outline performance expectations and key responsibilities. Promotions (e.g., from Engineer I to Engineer II, or Survey Tech I to Survey Tech II) are tied to demonstrated proficiency at the next level as defined by those Scorecards, with corresponding wage increases. In addition to promotion-based adjustments, we typically provide annual merit-based raises for strong performance. We have also conducted salary benchmarking studies twice in the past three years, resulting in market-based pay adjustments to ensure our compensation remains competitive.

**8. Does the company have an employee retention strategy in place?**

No

**If yes, please provide details and any incentives used.**

We do not have a formal retention policy - so named - in place.

**9. Does the business offer mentorship programs, networking opportunities, etc. to assist entrepreneurs and small businesses with growth? Please explain.**

No.

**10. Does the company have programs or policies in place that support minorities, women, or veterans? Please explain.**

While we do not have formal programs or policies specifically targeting minorities, women, or veterans, we are committed to maintaining an inclusive, non-discriminatory workplace. In recent years, women and minorities have contributed meaningfully across a wide range of roles within our firm. We continue to value diversity as a strength and strive to provide equal opportunities for all employees based on their skills, potential, and performance.

**11. Can you share a success story or example of how your workforce development efforts have directly improved career opportunities for individuals or addressed industry workforce needs?**

We're proud of our track record of promoting from within, which has created meaningful career pathways for our team members. Two of our five current leadership team members—including one of the firm's owners—began their careers here in non-executive roles, with one starting as a project surveyor. We've also seen several employees advance from field positions to project management roles, demonstrating our commitment to developing talent and addressing industry workforce needs through hands-on experience and growth opportunities.

## COMMUNITY INVOLVEMENT

Please answer the questions below based on representation of the company only.

**1. Does the company have employees active in community organizations?**

No

**2. Do key managers have any leadership roles in civic organizations on behalf of the company?**

No

**3. Has the company assisted in fundraising for charitable organizations?**

Yes

**If yes, please list:**

We have helped raise funds for Wade's Army, an organization devoted to supporting research to fight neuroblastoma.

**EXPORTING**

1. Does the company export?

3. What percentage of total sales come from exports to countries outside of the United States?

4. Has the company participated in Enterprise Florida or Pasco EDC Trade Missions?

5. Has the company experienced export growth?

6. Does the company do business to business sales with companies based outside of the United States?

7. Please list any additional international programs the company has participated in.  
None.

**2024 INFORMATION: JANUARY TO CURRENT DAY**

Has your company made any major changes or additions in the aforementioned categories during 2024?

**Please explain:**

We have made no major changes or additions that have not been addressed in the foregoing responses.

**SUPPORTING DOCUMENTS**

No additional information is needed, however if you would like to provide anything else please do so below.