



Monday, April 28, 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	Southlake Signs Tampa Inc
Company is	<div>For Profit</div>
Form Completed By	Ron Martin
Job Title	Owner
Business Address	11339 Challenger Ave, Unit 101 Odessa, FL, 33556
Phone Number	(727) 746-5899
E-mail	ron@southlakesignstampa.com
Company Website	southlakesignstampa.com
Please choose an industry classification:	<div>Advanced Manufacturing</div>
Product/Service	Commercial Sign Manufacturer
Head Executive	Ron Martin
Title	Owner
What year was the company established?	2023

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

Are 50% or more of your sales outside of Pasco County? Yes

COMPANY GROWTH

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

1. Describe the product or services offered:

Southlake Signs manufacturers and installs signs for commercial customers. We work with our customers to get their branding on any physical surface. We can help with everything from vehicle graphics to lobby signs to exterior illuminated signs.

2. Has the company expanded in products and/or markets? No

3. Were there any changes in technology or innovation? No

4. Did the company hire any new positions? Yes

If yes, how many? added a Project Manager

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

6. Was real estate purchased? No

7. Was equipment purchased? No

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? No

2. Approximately, how much has the company spent on employee education/training? \$10000

3. Does the company hire locally? Yes

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

If yes, please list:

we complete quality control reviews on all graphics prior to production.

5. Has the company initiated programs to improve work environment? No

6. Did the business offer wage increases for performance or other reasons? No

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

We perform quarterly reviews of work and performance status. The employees have view in to revenue detail including projects quoted/projects invoiced/projects closed. We also offer profit share on a quarterly basis.

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

If yes, please provide details and any incentives used.

We believe in setting a solid employee work environment. Working with individuals on their specific personal situation and working to develop a strong solution for the employee and company. We believe in hiring and developing our employees in to roles that inspire and energize them vs filling openings with any new hire.

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

We have worked with Marchman Technical College and their Graphic Design program. We have provided feedback and guidance on their program. We have also hired a graphic designer through an internship program they manage with CareerSource.

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

We hire based on skill and talent.

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?

Our work with Marchman and CareerSource has developed an opportunity to bring in a Graphic Designer from their graduating class. CareerSource has facilitated an internship program. We intent to transition through the internship program to full time employment once completed.

## COMMUNITY INVOLVEMENT

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

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

If yes, please list:

We are engaged with West Pasco Business Alliance. Through this alliance, we support several local charitable organizations.

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:  
Through WPBA discussed above

EXPORTING

1. Does the company export?

No

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

0

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

No

5. Has the company experienced export growth?

No

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

No

7. Please list any additional international programs the company has participated in.

na

2024 INFORMATION: JANUARY TO CURRENT DAY

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

Please explain:

na

SUPPORTING DOCUMENTS

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