

# Tallahassee Democrat.

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## Domi Station serving highest number of women, minority-owned startups

*Amid pandemic, a more diverse mix of business owners is embracing entrepreneurship.*



**TaMaryn Waters**

Tallahassee Democrat

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Tallahassee business incubator Domi Station has its largest cohort of startups owned by minorities and women since the incubator launched six years ago.

With 26 minority-owned and 20 women-owned businesses, the increase is reflective of a national trend where a more diverse mix of business owners is embracing entrepreneurship. Domi currently serves 40 businesses in its incubation program and 41 businesses take advantage of its co-working services.

The U.S. Census, citing the 2019 Annual Business Survey (ABS), released new estimates on the characteristics of employer businesses in January.

About 18.3% or 1 million of all U.S. businesses are minority-owned, and 19.9% or 1.1 million of all businesses were owned by women, the report said.

Another reason for Domi's increase is a deliberate effort to bring more diversity to the pool of startups. Domi has boosted its program partnerships with groups like HubSpot, Google, the Big Bend Minority and Capital City Chambers of Commerce.

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The COVID-19 pandemic itself forced or nudged would-be entrepreneurs to explore new career options.

Bill Lickson, executive director at Domi Station, said a previous partnership with Florida A&M and Florida State universities provided funding that attracted many college students to the incubator.

Once the funding sunsetted, Lickson said Domi did broader outreach for local startups. Lickson said the current cohort of startups represents a range of industries, including technology and security, beauty, architecture and food.

"We also have a cohort of women and minorities that would fit into the third-act program, and that's folks over the age of 50," Lickson said. "Previously, Domi's (age) skew was very young because of funding associated with the colleges."

## **A minority and women startup directory at Domi Station**

### **Liconya Gilbert**

#### **Business: Cupcake Array!**

Description: Cupcakes, candid treats and nut brittle treats.

Website: [cupcakearray.com](http://cupcakearray.com)

### **Roxanne Fortney**

#### **Business: The Other Side Vintage**

Description: Vintage clothing store.

Website: [othersidevintage.com/](http://othersidevintage.com/)

## **Leslie Warren**

### **Business: Fitness with Leslie LLC**

Description: Zumba fitness.

Website: None available

## **Kat Medrano**

### **Business: Multipassionate Boss Babe**

Description: Holistic self-care and confidence coach.

Website: [facebook.com/themultipassionate.bossbabe/](https://facebook.com/themultipassionate.bossbabe/)

## **Yvetta Lambert**

### **Business: Be Financial**

Description: Tax preparation, credit repair and financial services.

Website: [facebook.com/befinancialllc/](https://facebook.com/befinancialllc/)

## **Lanisha Thornton**

### **Business: Runnin' Buzz Bartending**

Description: Beverage catering for cocktails and mocktails.

Website: [runninbuzzbartending.com](https://runninbuzzbartending.com)

## **Carla Hutchinson**

### **Business: Foundation4ARTS**

Description: An after-school program and camps with activities that include dance, gymnastics, karate, sewing and crafts.

Website: [tallyarts.com](http://tallyarts.com)

## **Kimi Johnson**

### **Business: Purpose Driven Women Magazine and Purpose Pals LLC**

Description: A bi-monthly digital faith-based magazine designed to help women gain clarity about their purpose and evolve into their best selves.

Website: [pdwmag.com/](http://pdwmag.com/)

## **Adreenah “Dreezy” Qynn**

### **Business: Elaniv**

Description: Activism blog.

Website: [elaniv.co/](http://elaniv.co/)

## **LauraLee Diallo**

### **Business: CTZN DSGN Architecture PLLC and Hospitable LLC**

Description: Architecture and travel lodging businesses.

Website: No websites available

## **Erin Rosica**

### **Business: Bookends TLH**

Description: A community online bookstore.

Website: [BookendsTLH.com](http://BookendsTLH.com)

## **Julia Holly**

### **Business: JH Creative**

Description: A creative studio geared toward businesses, including branding and marketing.

Website: [jhcreative.co/](http://jhcreative.co/)

## **Felicia Dilbert**

### **Business: Beautiful Healing L.L.C.**

Description: A faith-based business aimed at helping women with self-esteem and self-worth.

Website: [beautifulhealing.life/](http://beautifulhealing.life/)

## **Carrine Anaeto**

### **Business: Luminous Success**

Description: A marketing agency that provides success-driven solutions to busy professionals who impact and inspire.

Website: [Facebook.com/LuminousSuccessLLC/](https://Facebook.com/LuminousSuccessLLC/)

## **Lolani Green**

### **Business: Q-Ti Cakes**

Description: A custom cake and cupcake bakery.

Website: [qticakes.com/](http://qticakes.com/)

## **Siteria Gregory**

### **Business: SitiART Beauty Studio**

Description: Provides quality makeup and skincare services for all ages, sexes, ethnicities and events.

Website: <https://www.siteriagregory.com/>

## **Annie Palladino**

### **Business: Passion Box Movement**

Description: A subscription service of adult novelty items.

Website: [facebook.com/Passion-Box-Movement-108677743932891/](https://facebook.com/Passion-Box-Movement-108677743932891/)

## **Donna Morgan**

### **Business: PalliativePros, LLC**

Description: Hospice and home palliative care with innovative, state-of-the-art medical devices.

Website: [Palliativepros.com/](http://Palliativepros.com/)

## **Jon D. Brown**

### **Business: Black Men's Health**

Description: Mission is to gain a deeper understanding of the unique health challenges of Black men and develop culturally competent strategies and solutions to improve their health outcomes.

Website: [blackmenshealthproject.org/](http://blackmenshealthproject.org/)

## **Antonio C. Cuyler**

### **Business: Cuyler Consulting, LLC**

Description: Helping companies with anti oppression education and more.

Website: No website. Listen to Cuyler talk about the company here.

## **Darryl Callier**

### **Business: 3rdWave**

Description: Solutions provider in Global Trade Management and global supply chain execution.

Website: [3rdwave.co/](http://3rdwave.co/)

## **Denny Clack**

### **Business: Pinnacle Performance Consulting**

Description: Human resources consulting firm.

Website: [my-ppc.com/](http://my-ppc.com/)

## **Darice Richard**

### **Business: Up All Night Security Services, LLC**

Description: Customized security services in Florida and Georgia.

Website: [upallnightsecurity.com/](http://upallnightsecurity.com/)

## **Sylvester Thompson**

### **Business: iCollective LLC**

Description: Back-office platform designed for self-employed people, handling company formation, taxes, accounting, bookkeeping, compliance.

Website: [collective.com/?utm\\_content=image\\_b](http://collective.com/?utm_content=image_b)

*Contact TaMaryn Waters at [tlwaters@tallahassee.com](mailto:tlwaters@tallahassee.com) or follow @TaMarynWaters on Twitter.*

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