

INNOVATION

sml surf co.

The owner of sml surf co., Geoffrey Gable, is a local board shaper and manufacturer located in Brunswick, GA. For the past 20 years Geoffrey's creative outlet was crafting culinary masterpieces at four and five-star resorts. Five years ago Geoffrey caught the surf bug and began shaping and repairing boards in his free time. Since then, he has founded SML Surf Co. to grow the support, and grow, the surf community in the Golden Isles.

Problem: sml surf co. moved from Geoffrey's home-based business to a small studio in Historic Brunswick nearly two years ago. In that time, the demand for his products and other services has increased. As a startup he faced the challenge of access to capital to support a larger space, and the equipment, to help him meet production goals and efficiency needed to keep up with the demand.

Solutions: The Golden Isles Development Authority worked with the Downtown Development Authority to help Geoffrey navigate the real estate market and availability. After Geoffrey secured a larger shop that also increases his visibility, he applied for a Share the Future-Innovating award.

Results: Geoffrey moved into a new location in September of 2020 that allows him to produce more boards and related services. Additionally, the Development Authority approved a Share the Future award of \$6,233.94 in November to help him purchase the equipment needed to produce more product, faster.





“ I want to make boards for people to enjoy more waves. I had times where I didn't surf and focused too much on work and didn't realize how much the salt water, once you are in it, cures your soul. ”

Geoffrey Gable
sml surf co.

