

COVERING HAPPENINGS AND EVENTS FROM OUR LOCAL BUSINESS COMMUNITY

**GRADUATION NEWS**

Charles Roberson graduated with a Master of Science in entrepreneurship from the Warrington College of Business at UF. **A23**

DINING NEWS

Several area restaurants offer vegan, vegetarian and gluten-free options for people with dietary restrictions. **A20**

CAREER NEWS

This was the first year the personal trainer certification was offered through the academy at The Villages High School. **A22**

hometownbusiness

MOBILE BUSINESSES
HIGHLIGHTING LOCAL SERVICES IN YOUR NEIGHBORHOOD

Mobile Businesses Gaining Popularity in The Villages

By SUMMER JARRO | Daily Sun Staff Writer

Neal Kimball noticed there were many residents in The Villages whose homes were run by their dogs. "[It can be dangerous] if the owner doesn't have control of their dog," Kimball said. The Village of Collier resident saw a need for a training service where he could meet people in their homes to work with their dogs. From that idea, he created Good Dog Training Village. Mobile businesses, such as food trucks, have become popular over the years. In fact, there were 5,970 food trucks in the country in 2018 compared to 3,281 in 2013, according to the United States Census Bureau. But the "business on wheels" idea isn't limited to food services. Kimball's training service is one of several mobile businesses in The Villages.



David Sykes gives customers their order at the Mystic Ice Cream food truck at Ednas' on the Green.

Cindy Skop,
Daily Sun

Good Dog Training

Kimball formed Good Dog Training in 1998. He spends about two hours in a Villager's home during a session and covers behavior, psychology, communication, tools and techniques and hands-on pet skill training. He said his business' mobile status has been beneficial in multiple ways. A big help is that he doesn't have to worry about rent and utilities for a physical location. And he's able to host his training sessions in the customer's home.

The Villages Grown

The Villages' farm-to-table initiative added its Mobile Market in 2019. The market, inside an Airstream, offers all of the produce and other items available at the location in Brownwood. "[It's] so that we give everybody accessibility throughout The Villages," said Jennifer Waxman, executive director of The Villages Grown. She saw a big need for a mobile market, and it has been well received, she said.

Mystic Ice Cream

The ice cream shop, with locations in Fruitland Park, Leesburg and Eustis, added an ice cream truck to its business at the beginning of 2020. "We felt like we had a real advantage with the quality of the product and the nature of the product, and it seems natural to make it available for places outside of the area," said Darrell Day, one of the owners of Mystic Ice Cream.

Outside of The Villages

Many mobile business owners also enjoy that they can share their products outside of their physical locations. The Villages Grown Mobile Market currently travels to local hospitals and universities to offer its products. And Day, of the Village of Mallory Square, often takes his truck to surrounding senior communities, such as Hawthorne at Leesburg. A few times a month the truck also ventures to Wesley Chapel.

Perks of Being Mobile

For Kimball, being mobile is beneficial because he can conduct his business where the animals spend most of their time. "I keep the dog in the home with the owners, and it's safe and I can observe how the dog is behaving with the owners," he said. For Day, his ice cream truck was a big help during the pandemic when physical locations had to close their doors. "It was really a lifesaver for us," he said.