

## SWFL Inc. announces 2024 INCredible Awards Winners

SWFL Inc. recently hosted its annual INCredible Awards celebration and announced its 2024 award winners. Finalists were selected from several dozen applications and nominations throughout Lee, Collier, and Charlotte counties.

“Southwest Florida is full of optimism, energy, and resilience - and it is all thanks to businesses like yours that put in the hard work and effort day in and day out,” said Tiffany Esposito, president and CEO of SWFL Inc. “I cannot express enough gratitude for your investment and commitment to the continued growth and well-being of our region.”

**Caroline Vives-Vietri** from Florida Gulf Coast University was awarded the **INCREDIBLE Award**. This award is given to a Leadership SWFL graduate demonstrating leadership, community stewardship, and a desire to continue learning and growing professional-



ly. The **Innovation Award** celebrates a small business that creates unique and forward-thinking solutions to address the needs of its clients and is presented to **d3 Creative Studio**.

The **Nonprofit of the Year Award** recognizes a nonprofit organization seen as a leader in the nonprofit sector. **FMB Strong** was selected as the winner among a long list of nominees for its efforts to support the Fort Myers Beach community. They have provided much-needed supplies through food pantry donations, ensuring that no one goes hungry in the aftermath of Hurri-

cane Ian. Today, they continue to make a meaningful impact on our community.

SWFL Inc. began presenting the **Small Business of the Year Award** in 2001 to recognize local businesses that go above and beyond to give back to the community. This year, the award was presented to **Christopher Alan Homes**.

The **Veteran-Owned Business of the Year Award** celebrates a veteran-owned business with solid business performance and significant contributions to Southwest Florida. **Sunset Builders and Maintenance Inc.** earned the award for

its dedication to supporting veterans and the local community.

Last but certainly not least, the **SWFL Citizen of the Year** was presented to **Nicole McHale**. She continues to lead the Community Housing & Resources charge toward a brighter future by reimagining affordable housing. She received a standing ovation as she accepted the award.

“With everything that is required to run a stable and successful business, it’s so important to take every opportunity to celebrate both the little and big wins that come along the way. We thank and congratulate you for continuing to propel SWFL into the future and for truly shaping it into a beautiful place to live and work. The INCredible Awards celebration would not have been possible without the continued support of our local sponsors. Thank you for your dedication to our organization,” said Esposito. ■

## GROUNDING

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“Florida is ranked 49th in mental health awareness; we are behind in our resources. Our system is broken, and I know how to fix it. After battling years of anxiety and using techniques like halotherapies, I saw how it has worked and helped me,” said Borshell.

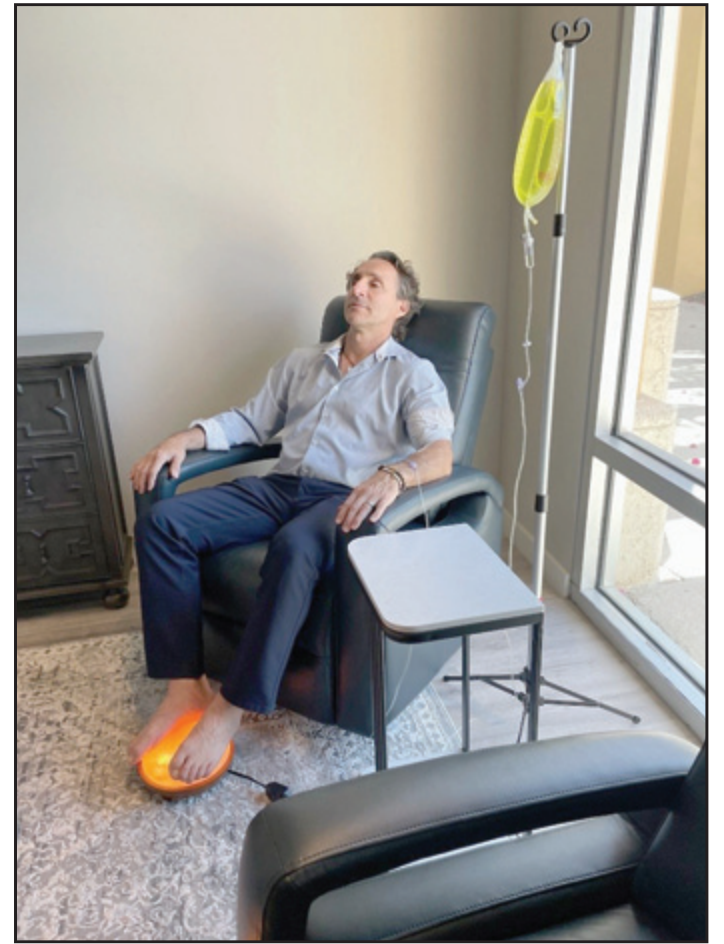
The Grounding Spot is partnering with companies and organizations to include employee mental health benefit plans. According to the World Health Organization, businesses lose \$300 billion per year in lost productivity due to mental health issues, with 83% of United States workers suffering from work-related stress.

“Organizational wellness is something we also offer to help improve company culture, bring peace and calm to the workplace, improve employee morale, and increase productivity,” said Nancy Gerald of Our Yoga Place.

“We are working in partnership with the YMCA, Board of Realtors and both Lee and Collier Sheriff’s Office. We talk to veterans and the impacts of PTSD and have shared meditations,” said Borshell.

As part of Grounding Spot’s unwinding and thriving idea, the mental fitness club focuses on all aspects of good mental health, including relaxation, a positive mindset, connection and balanced nutrition. What sets it apart is that you can find all of the services in one location.

The fitness club will offer IV Vitamin therapy, halotherapy, yoga, meditation,



COURTESY PHOTOS

**LEFT: Meditation is part of the club’s whole-body fitness care approach. RIGHT: Bret Borshell receives IV vitamin therapy.**

life coaching and mindset classes. These services cater to all age groups, with beginner levels of yoga and meditation courses and supportive therapies.

Grounding Spot will also have red light therapy and cold plunges. Borshell said Grounding Spot will offer hyperbaric oxygen treatment, which she says is proven to assist with PTSD and depression and restore focus and mood.

“It does wonders for you physically,” said Borshell.

“This is a place for all ages, including kids! We serve for anyone between zero to 100 years old. Within our youth and the workplace, people don’t speak openly about mental health. We want people to feel proud to work on themselves and a sense of community.”

The Grounding Spot merged with Our Yoga Place, which is known for its hot yoga classes, breathworks, and fostering a holistic sense of well-being.

“We are excited about expanding yoga into so much more for the mind and body with Grounding Spot. We offer a calm, soothing environment for people to enhance their mental wellness in the state-of-the-art facility equipped with the most advanced technology, yoga, medi-

tation and many other services to help strengthen mindsets,” said Tom Palmer of Our Yoga Place.

“It gives people a place for self-care and awareness all in one place. When you go to the gym there isn’t just one machine to work on different parts of the body, and that’s what we are doing here for the mind. It’s a place to help individuals maximize their time and use different aspects. With our memberships, we tailor to their needs. We go through today’s concerns and assist with a minimum 12-week system plan to be more effective with your journey,” said Borshell. “Customized mental plans help improve joy, process the loss of someone and help with relationships.”

The Grounding Spot founders said it is about creating a club where individuals can meet others in private and group settings. It is designed to find creative outlets and to find internal happiness.

“We live in a pleasure-seeking world, where we look for instant gratification, which can cause long-term pain. We work on shifting that and creating skills to take home and use in our daily life,” said Bret Borshell, co-founder and COO of Grounding Spot.

With a grab-and-go café, the mental fitness club will have healthy and tasty snacks like seeds, berries and other superfoods.

“Blueberries can actually treat depression and help with ADHD and mental health,” said Borshell.

“This is an inside-out journey,” said Alonsa Yabar, Grounding Spot partner.

Memberships range from virtual classes to unlimited access to programs and equipment. Plans can be found online at [groundingspot.com](https://groundingspot.com). They range in price from \$29 a month to \$245.

Grounding Spot hopes its mental health model is so successful that it will be able to franchise the idea and expand to other cities. ■

### In the KNOW

#### Grounding Spot, mental wellness fitness center

- **Where:** Coconut Point Mall; 8002 Mediterranean Drive, Estero
- **Information:** 239-408-3680 and <https://www.groundingspot.com/>



**Tom Palmer (partner), Nancy Gerald (partner), Bret Borshell (partner), Frances Borshell (founder and partner), Alonsa Yabar (Chief of Mental Fitness.)**