

Jill Banse and Ted Haynie have been best friends since they were 17; they are the “Jill” and “Ted” of the JillTed florist at 1425 S. Fort Harrison in Clearwater. I met Jill and Ted when I was campaigning in 2019 and reaching out to businesses in Clearwater to learn about their needs and ideas. Jill and I had a great conversation about challenges with code restrictions on signage for businesses.

I love this little flower shop. Jill and Ted are always so friendly. They have beautiful flower arrangements that are ready for purchase, but they also have loose stems. I particularly like the Flat Leaf Eucalyptus, Hydrangea, Scottish Thistle, and Belles of Ireland when they are in season. There’s no place better to visit in the heat of summer than a cool, fragrant floral shop. Stop by to say hi to Jill and Ted and treat yourself to the beauty of flowers.

Here’s the Q&A:

**Hi Jill, thank you for answering a few questions. Can you describe what the JillTed florist provides and what makes you unique?**

-We are a local flower shop providing floral arrangements and plants. Our business model focuses more on a more “niche” market. We have tried to develop a style of our own that is specific to our shop and catered to our clientele. We offer very unique flowers and arrangements that you won’t find anywhere else. Both Ted and I work with designing, but I focus more on the business end and the books; Ted handles more of the event planning and inventory.

**How long have you been in Clearwater?**

-Our business opened on May 25, 2016

**Why did you decide to open your business?**

-We were both passionate about flowers after having worked at other places but had a strong desire to work for ourselves and develop our own business model.

**How many employees do you have?**

-Just the owners, Ted and Jill, with occasional summer help from our nephew, Perry.

**How do you advertise?**

-We don't do any advertising at all.

**What are you most proud of related to your business?**

-Probably our customer service. Customer satisfaction is our main objective.

**Have you taken any actions to be "green" or environmentally friendly?**

-We are committed to recycling all that we can, we discontinued selling balloons, and we wrap our flowers in butcher paper rather than plastic.

**What’s your favorite flower?**

-Coral Charm Peony.

**What flower is the most fragrant?**

-Lilies.

**What can the City of Clearwater do to help you as a business owner?**

-Nothing immediately comes to mind.

**Thank you so much.**

-No problem.