



# 2015 - 2017

## COMMUNITY REPORT

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RE DEFINING **SUCCESS**

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## MESSAGE FROM THE CHAIR & CEO

Prospera has now completed its 26th year of service, and what an eventful one it was. We began the fiscal year in the aftermath of Hurricane Matthew, perhaps an omen of what would come later. We persisted in our operational and fundraising efforts, celebrating our 25-year economic impact, hosting the 2017 Success Stories Luncheon in the West Coast, the Give HBIF Day online campaign, and the 19th annual Don Quijote Awards. A few weeks into the fiscal year, we adopted our new brand and name, changing from Hispanic Business Initiative Fund of Florida to Prospera.

Early in 2017, we held the 4th annual Tour Latino, a great event that drew 600 athletes to cycle in support of Prospera's mission. We established a new partnership with the City of Clearwater's Business SPARK to serve local entrepreneurs. A few months later, we learned that unfortunately the State of Florida approved just 52 percent of the funds we requested. We had to take a step back and make some reductions to remain sustainable despite the lost funds. With support from our

Board of Directors, we developed a plan to adjust our budget, structure and operations, while minimizing the impact on our services, clients and program results.

Prospera's employees, volunteers and providers forged ahead with our mission. Amid our daily programs and services, we co-hosted a small business owner roundtable for our clients to speak with SBA Administrator Linda McMahon, and carried out multi-week training academies focused on contractors in Central Florida, and technology for small business in the West Coast and South Florida.

Halfway through 2017, thanks to the financial support of Bank of America and Wells Fargo, Prospera established its first office outside of Florida. After months of planning and periodic service delivery in North Carolina, we partnered with the Latin American Chamber of Commerce of Charlotte to open an office at their facilities and hired one full-time employee to launch and develop the North Carolina operation.

In the Fall, we were thankful to make it through Hurricanes Irma and Maria. Weeks later, we gathered to celebrate with our communities at the 2017 Prospera Success Stories Luncheons. We began serving entrepreneurs affected by both disasters, including business owners and aspiring entrepreneurs who relocated to Florida after Puerto Rico's devastation. The need continues, and we remain committed to assisting individuals and families rebuilding their lives and businesses.

By the end of the fiscal year, we had provided individual consulting to 1,800 entrepreneurs and helped them create or retain a record number of jobs: 4,162.

Prospera has been an example of a successful private-public partnership since 1991. We value every donation received, your investments in our mission and Hispanic entrepreneurs. Research shows that Hispanics continue starting businesses at a significantly higher rate than non-Hispanics, and we work to help those businesses be more sustainable and long-lasting.

Experts estimate that by 2030 there will be a 30 percent increase in Florida's population, at which time Hispanics will constitute not 20 but close to 30 percent of the overall population, and 20 percent of the population will be foreign-born.

We need your support and advocacy to continue delivering services, helping small business, advancing the Hispanic community and boosting the economy. Thank you for helping us create a more thriving business climate, increase household incomes and reduce the gap in our community.

### We remain at your service,



**Victor Rivera**  
Statewide Board of Directors Chair



**Augusto Sanabria**  
President & CEO

# MISSION

**To strengthen the economy through quality business development and training to Hispanic entrepreneurs.**

# VISION

**To emphasize the power of economic opportunity and act as a catalyst for positive community change by contributing to the growth and success of Hispanic-owned businesses.**



## CLIENTS' CIRCLE

The Prospera Clients' Circle consists of Hispanic small business owners who have received Prospera services in the past to establish or expand their business, and who make a significant financial contribution so Prospera can help more Hispanic entrepreneurs achieve their business ownership dream and create jobs in the community.

**THANK YOU FOR INVESTING IN OUR MISSION  
AND GIVING BACK SO MORE ENTREPRENEURS  
LIKE YOU CAN BENEFIT FROM OUR ASSISTANCE!**

**JAMES HARHI**

Innovative Attraction Management LLC / JFH Technologies

**MICHAEL & KARINA PASTRANA**

Happy Paws Pet Resort

**RUBEN & LAURA PEREZ**

Zaza New Cuban Diner / Perez of Florida

### JAMES HARHI

#### INNOVATIVE ATTRACTION MANAGEMENT, LLC

**Prospera services**

Consulting and access to capital

**Year established business**

2012

**Website**

i-amllc.com

IAM, LLC serves the amusement park and recreation industry through operations, management, consulting, and risk prevention expertise. Just four years after James started it, IAM had 50 full-time employees and between 50 and 1,000 subcontractors depending on the time of the year. They have over 70 clients across the U.S. and in other countries, mostly for consulting services, and a few full-service, hands-on management parks in Myrtle Beach, Trinidad, Las Vegas, and Oman. Their vision: ensuring the safety and enjoyment of families vacationing around the world.

“People go to a water park not to ride rides, but to make memories with their kids. Most people will probably never know my name or know that it was IAM or any of our employees, but our goal is that they bring their kids home every single time, have a great experience and came home safe.”

WINDERMERE, FL

# OUR HISTORY

**1991**

Established as Hispanic Business Initiative Fund West Coast, Inc. in **Tampa**

**1995**

Established Hispanic Business Initiative Fund of Greater **Orlando**

**2008**

**Merged** both to form HBIF of Florida, Inc. the largest organization of its kind in Florida

**2011**

Opened **South Florida** office

**2014**

Began delivering services in **more regions of Florida**, including the Panhandle, Jacksonville, Ft. Myers, Naples and West Palm Beach

**2016**

**25th anniversary** ended with rebranding to Prospera and began exploring opportunities **beyond Florida**

**2017**

Opened office in **Charlotte, NC**

## DATA FROM 25-YEAR ECONOMIC IMPACT STUDY

\$1.5 BILLION IN **TOTAL ECONOMIC OUTPUT**

**26,937**

Impact on jobs

 = 2,250



**\$579.8 MILLION**

Impact on labor income

 = \$118 M



**\$58.1 MILLION**

Impact on state and local tax revenues

 = \$11.62 M



**13,949**

Unique clients consulted



**\$94.8 MILLION**

Sum of loans marketed



**15,299**

Jobs created or retained by clients



**46,810**

Prospera seminar participants



Economic analysis performed by: 

Impact study sponsored by:



EDYTH BUSH CHARITABLE FOUNDATION



PATRICIA DE LA OSSA &  
GUILLERMO SAAVEDRA

## ISSA REHAB SERVICES

### Prospera services

Consulting, accounting assessment, business plan, marketing plan and corporate branding

**Year established business**  
2006

**Website**  
issawellness.com

Patricia and her husband Guillermo left their jobs and started their own business when their daughter was diagnosed with a special condition. Leveraging her years of experience as a physical therapist, they embarked on an entrepreneurial journey and established ISSA Rehab Services, also known as Physical Therapy Lymphatic & Wellness Center of Venice. The center provides continuing, comprehensive health care for patients of all ages, from children to seniors. They specialize in lymphatic treatments, wound care associated with Venus insufficiency; Pain Management by MYK Technique; Vestibular: Balance, Movement Disorders; Kinesiotaping; Adaptive Tango; Massage Therapy and Acupuncture Therapy, and more!

“I read about Prospera in an article. We had started the business but still had many doubts and things we were not familiar with. The business plan was extremely helpful because it helped us understand our projections accurately, and the assistance with our accounting and financing made a big difference. Being able to fully comprehend our finances made the biggest difference in our company's success.”

VENICE, FL



DAISY NODAL &  
TOM PUPO

## MOONLIGHTER LOUNGE CORP

### Prospera services

Consulting, business plan, marketing plan, and QuickBooks® training and implementation

**Year established business**  
2014

**Website**  
moonlighter.co

Realizing that students of architecture in Miami did not have access to expensive technology needed to practice what they learned in class and carry out their projects, Daisy and Tom established Moonlighter Lounge Corp to provide a place for professionals, students, and anyone interested to engage in the manufacturing and 3-D design process. Equipped with 3-D printers, production models such as a CNC mill, sewing machines, laser and vinyl cutters, and much more, the company provides a space for locals to utilize the technology. Moonlighter provides not only the machinery, they also offer classes and workshops regularly to sharpen design and technical skills.

“We are a makerspace, a shared coworking space for members who have access to digital fabrication machines, where they can come and create their prototype for the next big idea. At Prospera we had access to all these hours of consulting and tools we didn't have before to help us start out. It was an incredible resource that really has changed our business. This is such a new business; we're basically inventing the playbook.”

WYNWOOD, MIAMI, FL

## ANNUAL FUNDERS

### INVESTORS' CIRCLE



**Bank of America**



### PLATINUM SPONSORS



### REGIONAL SPONSORS



*Anheuser-Busch, Inc.*  
ONE OF THE ANHEUSER-BUSCH COMPANIES

SRE  
CONSULADO DE MÉXICO  
EN ORLANDO



### WORKSHOP SPONSOR

*Florida Blue*   
In the pursuit of health<sup>®</sup>

### SILVER SPONSORS

**Ameriprise**  
Financial



### GOVERNMENT



**Hillsborough**  
County *Florida*



CITY OF  
**KISSIMMEE**  
1883

### MEDIA SPONSORS



**OFFICERS**

**Victor Rivera**  
*CHAIR*  
Bank of America

**Eddie Soler**  
*VICE CHAIR*  
Adventist Health Systems

**James Harhi**  
*SECRETARY*  
IAM LLC / JFH Technologies

**Lou Martínez**  
*TREASURER*  
Ruggiero, Martinez & Norton, P.A.

**Freddy Balsera**  
*DIRECTOR-AT-LARGE*  
Balsera Communications

**Lilly González**  
*DIRECTOR-AT-LARGE*  
Entravision Communications

**Linda Landman Gonzalez**  
*DIRECTOR-AT-LARGE*  
Orlando Magic

**Graciela Noriega Jacoby**  
*DIRECTOR-AT-LARGE*  
Orange County Government

**Augusto Sanabria**  
Prospera President/CEO

**DIRECTORS**

**Cristina Abreu**  
Nielsen

**Mercedes Angell**  
Cushman & Wakefield

**Boris Ayala**  
Fifth Third Bank

**Blanca Bichara**  
Bichara & Hevia

**Sophie Coello**  
Florida Blue

**Delvis Diaz**  
Diaz Fritz Group

**Lori Duarte-Roberts**  
SunTrust

**Sandra Gonzalez-Levy**  
Florida International University

**Cristina Ice**  
J.P. Morgan Chase

**Lindsey Kimball**  
Hillsborough County

**Amy Mangan**  
Duke Energy

**Roymi Membiela**  
Leon Medical Centers

**Eric Muller**  
Pro-Ject International

**Yovannie Rodriguez**  
Marchena and Graham, P.A

**Armando Rodriguez-Feo**  
Walt Disney Parks & Resorts U.S.

**Jose Sanchez**  
Wells Fargo

**Alexander Sueiro**  
PAAST

## PAST STATEWIDE BOARD OF DIRECTORS

**THANK YOU** to these individuals  
who also served on Prospera's  
Board of Directors during  
the 2015/2016 and 2016/2017  
fiscal years:

**Jan Aspuru**  
OUC - The Reliable One

**Adriana Comellas-Macretti**  
Retired

**Santiago Corrada**  
Tampa Bay & Co.

**John Díaz**  
Stellar Industrial Supply

**Juan Carlos Flores**  
AT&T

**Alex Glenn**  
Duke Energy

**José González**  
Anheuser-Busch

**Mark López**  
AML Company

**Lourdes Mola**  
Lourdes Mola Solutions  
HCCMO Representative

**Chris Moya**  
Jones Walker, LLP

**Thania Ríos**  
Miami Dade College

**Conrad Santiago**  
Conrad Santiago & Associates  
with Ameriprise Financial  
Services, Inc.



**CENTRAL FLORIDA****John Martínez, CHAIR**

PNC Capital Market

**Christina Pinto, PAST CHAIR**

MPC Wealth Management

**John A. De Armas**The Arbury Group  
HCCMORepresentative**Lily González**

Entravision Communications

**José Cerda**

State Farm

**Kimberly López**

Akerman LLP

**Peter López**Esq., Lowndes, Drosdick, Doster,  
Kantor & Reed, P.A.**Pedro Mendoza**

Wells Fargo

**Héctor Pérez**

New York Life

**David Rodríguez**

Enterprise Florida

**Mike Rodríguez**

Orlando Magic

**Marisol Romany**

Orlando Health

**Lisette Saint-Hilaire**

iHeart Media

**Conrad Santiago**Conrad Santiago & Associates  
with Ameriprise Financial**SOUTH FLORIDA****María E. Cisneros, CHAIR**

Cisneros Insurance Agency

**Odalís Martínez, PAST CHAIR**

Bank of America

**Marta Armas**

BB&amp;T

**Thais Asper**

AT&amp;T

**Eddie Borrego**

Jackson Health System

**Yvonne Boucugnani**

Mercantil Bank

**Mike Hernández**

Mercury Public Affairs

**Luis Ortega**

L. Ortega &amp; Associates

**Margueritte Ramos**

ShadeFLA

**Ralph Rosado**

Rosado &amp; Associates

**Helga Silva**

WSCV-Channel 51

**WEST COAST OF FLORIDA****Paola Fuentes, CHAIR**

JPMorgan Chase

**Audra Aja**

City of Clearwater

**Poliana Junqueira**

Wells Fargo

**Manuel C. Solis**

The Alternative Board

**August B. Toscano**

Workplace Advisors, LLC

**Filberto Valero**

BB&amp;T

**THANK YOU to the following individuals who also served as Regional Board members between 2015 and 2017:****Alicia Argis**

Shriners Hospital

**Jeb Bush Jr.**

Jeb Bush &amp; Associates

**Marisol Casablanca**

PCNet/Corserva

**Rafael Castro**

Graystone Investment Group

**James Cline**

United Data Technology

**Mónica Correa**

Mozzaic Global

**Alex Domínguez**

AT&amp;T

**Carlos Echeverry**

PNC

**Juan C. Gomez**

PSHOT

**Kathy Hazelwood**

BB&amp;T

**Grace Maceda**

Helios Foundation

**Miguel Montero-Bordoy**

New York Life

**Karla Muñiz**Florida Hospital, HCCMO  
Representative**Tim Paskert**

Estrella TV

**Juan Carlos Pinto**

Citibank

**Jaime Piñero**

CenturyLink

**Maria del Carmen Ramos**

Shumaker Law

**Lou Ann Robinson**

Retired

**Paul Roldan**

Allgen Financial Services

**Renee Scott**

State Farm



## DOCTOR MARITZA FUENTES

### INTEGRATIVE HEALTH CARE INSTITUTE

#### Prospera services

Consulting, business plan, website and business seminars

#### Year established business

2014

#### Website

[drmaritza fuentes.com](http://drmaritza fuentes.com)

Seeking a change in the medical field, Dr. Maritza Fuentes was inspired by holistic practices. She complemented her medical degree with studies in nutrition and journalism, and a degree as coach of integrative medicine. The Integrative Health Care Institute brings natural and conventional medicine together in a holistic approach to treat and heal the mind, body and spirit. Dr. Fuentes strives to educate and encourage people to live a healthier lifestyle. Her practice offers family and internal medicine, endocrinology, acupuncture, homeopathy, massages, life coaching, psychology, hypnotherapy, nutrition, intravenous therapy with vitamins, minerals and antioxidants, and much more, what started as a small team is now an 18-staff operation.

“A big influence in my philosophy were my dad and my mom; they said that food has to be your medicine. My daughter is my partner; when I talk to her about the new things I want to do, she tells me if it's a good idea and supports me. Prospera helped me to analyze my business and the service we offer to the community with consulting, seminars and the new website.”

CORAL GABLES, FL



SPECIAL FUNDRAISING EVENTS



2015 DON QUIJOTE AWARDS



2015 WEST COAST OF FLORIDA SUCCESS STORIES LUNCHEON



2015 WEST COAST OF FLORIDA SUCCESS STORIES LUNCHEON



**2015 WEST COAST OF FLORIDA SUCCESS STORIES LUNCHEON**

**2016 CENTRAL FLORIDA SUCCESS STORIES LUNCHEON**



**2016 CENTRAL FLORIDA SUCCESS STORIES LUNCHEON**

**2016 DON QUIJOTE AWARDS**



**2016 CENTRAL FLORIDA SUCCESS STORIES LUNCHEON**

**2016 DON QUIJOTE AWARDS**



**2016 SOUTH FLORIDA SUCCESS STORIES LUNCHEON**

**2016 SOUTH FLORIDA SUCCESS STORIES LUNCHEON**



**2016 SOUTH FLORIDA SUCCESS STORIES LUNCHEON**

**2016 TOUR LATINO**



**2016 SOUTH FLORIDA SUCCESS STORIES LUNCHEON**

**2016 TOUR LATINO**



**2016 WEST COAST OF FLORIDA SUCCESS STORIES LUNCHEON**

**2017 TOUR LATINO**



**2016 WEST COAST OF FLORIDA SUCCESS STORIES LUNCHEON**

**2017 TOUR LATINO**



**2016 WEST COAST OF FLORIDA SUCCESS STORIES LUNCHEON**

**2017 TOUR LATINO**

## NORTH CAROLINA



**35,000**

### Hispanic-Owned Firms

64.5% increase from 2007-2012, vs. 1% for all businesses



**895,000**

### Hispanic Population

9% of total population



## 23.7% INCREASE FROM 2010 - 2014 VS 4.14% FOR NON - HISPANICS

### 2015

Commissioned study carried out by Rollins College to explore needs and opportunities beyond Florida; Prospera's Statewide Board approved expansion to North Carolina.

### 2016

Bank of America sponsored initial exploratory visits and service delivery through business training seminars and individual consulting for local Hispanic entrepreneurs.

### 2017

Received funding from Wells Fargo, Bank of America and BB&T to continue service delivery based out of Charlotte, North Carolina; partnered with the Latin American Chamber of Commerce of Charlotte and opened first Prospera office outside of Florida; in mid-July Jose D. Alvarez was hired as Assistant VP for the North Carolina Region.

**Bank of America**



**MARGUERITTE  
RAMOS**

## SHADEFLA

### Prospera services

Consulting, marketing plan and corporate branding

### Year established business

2005

### Website

shadevla.com

After 20 years of successful work on political campaigns, Margueritte established ShadeFLA, a boutique awning company that offers products for protection from the sun that are also visually appealing. At first, she focused on design-forward tension sails and playground canopies, and eventually expanded to retractable sails, cabanas and canopies. With six full-time employees in addition to independent contractors, ShadeFLA's products are found not only in hotels and parks across Florida, but also in Chicago, Birmingham, Aspen and the Hamptons. Internationally, ShadeFLA has a presence in parts of the Caribbean, such as the Bahamas, Aruba and the Virgin Islands.

“We branded ourselves, started a new website, and have been marketing differently, and we have been seeing results. In May of this year, we had achieved the same sales level that we had the entire last year.”

## FINANCIAL SUMMARY

### ASSETS

Cash and cash equivalents	\$ 627,809
Investments	\$ 703,800
Accounts Receivable	\$ 49,346
Grants and contributions receivable	\$ 555,434
Prepaid expenses and other assets	\$ 93,679
Property and equipment, net	\$ 128,666
<b>TOTAL ASSETS</b>	<b>\$ 2,158,734</b>

### LIABILITIES

Accounts payable	\$ 49,294
Accrued expenses	\$ 223,551
Deferred revenue	\$ 167,253
<b>TOTAL LIABILITIES</b>	<b>\$ 440,098</b>

### NET ASSETS

Unrestricted	\$ 1,633,636
Temporarily restricted	\$ 85,000
<b>TOTAL NET ASSETS</b>	<b>\$ 1,718,636</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 2,158,734</b>

2015 - 2016 STATEMENT OF FINANCIAL POSITION

### SUPPORT AND REVENUE

Grants	\$ 2,066,310
Contributions	\$ 586,708
Special event revenue, net	\$ 310,546
Other income	\$ 32,341
<b>TOTAL ASSETS</b>	<b>\$ 2,995,905</b>

### EXPENSES

Program services	\$ 2,279,955
General and administrative	\$ 212,748
Fundraising	\$ 477,834
<b>TOTAL LIABILITIES</b>	<b>\$ 2,970,537</b>

### NET ASSETS

NET ASSETS - BEGINNING OF YEAR	\$ 1,693,268
NET ASSETS - END OF YEAR	\$ 1,718,636
<b>CHANGE IN NET ASSETS</b>	<b>\$ 25,368</b>

\* These summarized financial statements are an excerpt from the externally audited financial reports from BDO on which Prospera received an unqualified opinion.

2015 - 2016 STATEMENT OF ACTIVITIES

## FINANCIAL SUMMARY

### ASSETS

Cash and cash equivalents	\$ 962,595
Investments	\$ 523,263
Accounts Receivable	\$ 1,409
Grants and contributions receivable	\$ 385,500
Prepaid expenses and other assets	\$ 142,570
Property and equipment, net	\$ 96,856
<b>TOTAL ASSETS</b>	<b>\$ 2,112,193</b>

### LIABILITIES

Accounts payable	\$ 63,020
Accrued expenses	\$ 120,028
Deferred revenue	\$ 310,001
<b>TOTAL LIABILITIES</b>	<b>\$ 493,049</b>

### NET ASSETS

Unrestricted	\$ 1,484,144
Temporarily restricted	\$ 135,000
<b>TOTAL NET ASSETS</b>	<b>\$ 1,619,144</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 2,112,193</b>

2016 - 2017 STATEMENT OF FINANCIAL POSITION

### SUPPORT AND REVENUE

Grants	\$ 1,964,984
Contributions	\$ 637,756
Special event revenue, net	\$ 221,535
Other income	\$ 6,639
<b>TOTAL ASSETS</b>	<b>\$ 2,830,914</b>

### EXPENSES

Program services	\$ 2,087,041
General and administrative	\$ 270,805
Fundraising	\$ 572,560
<b>TOTAL LIABILITIES</b>	<b>\$ 2,930,406</b>

### NET ASSETS

NET ASSETS - BEGINNING OF YEAR	\$ 1,718,636
NET ASSETS - END OF YEAR	\$ 1,619,144
<b>CHANGE IN NET ASSETS</b>	<b>- \$ 99,492</b>

\* These summarized financial statements are an excerpt from the externally audited financial reports from BDO on which Prospera received an unqualified opinion.

\* The decrease in net assets is a direct result of a program reimbursement agreement reduction.

2016 - 2017 STATEMENT OF ACTIVITIES



## ESTEBAN GARCÍA

### NEBBIA TECHNOLOGY

#### Prospera services

Consulting, business plan, legal and accounting assessments, corporate branding and business seminars

**Year established business**  
2014

**Website**  
nebbiatech.com

Esteban's passion for technology started at a very young age. With his Bachelor's Degree in computer engineering, he worked for 15 years in the field and then established his own company to provide the most effective solutions for his clients. When he approached Prospera, he wanted to get his business started but had many questions. Nebbia Technology is a software company specialized in DevOps with a focus on Microsoft technologies. They have seven full-time employees and three subcontractors, and doubled their first-year sales in their second year, exceeding \$1 million.

“ Prospera provides a unique service. They're not going to start or build the business for you. They're going to see what you're good at and put you on the right path. ”

ORLANDO, FL

# SPECIAL THANKS

THANKS TO THE FOLLOWING CONTRIBUTORS, PROSPERA WAS ABLE TO PROVIDE 100% OF ITS SERVICES DURING THE FISCAL YEAR TO CLIENTS AT NO COST TO THEM. WE ARE GRATEFUL FOR YOUR INVESTMENT IN OUR MISSION, COMMUNITY AND ECONOMY.

## 2015 - 2017 CONTRIBUTORS

**\$100,000 +**

- City of Orlando
- Miami-Dade County
- Orange County
- State of Florida
- Wells Fargo Foundation

**\$75,000 - \$99,999**

- Bank of America
- Hillsborough County

**\$50,000 - \$74,999**

- Duke Energy Foundation
- Edyth Bush Charitable Foundation, Inc.
- Florida Hospital Medical Center
- Walt Disney Parks & Resorts

**\$40,000 - \$49,999**

- Florida Blue
- Kissimmee/Osceola County Chamber of Commerce

**\$25,000 - \$39,999**

- CenturyLink Communications
- Conrad Santiago and Associates with Ameriprice Financial
- Fields BMW
- JPMorgan Chase
- Orlando Health
- Orlando Magic
- OUC - The Reliable One

**\$10,000 - \$24,999**

- Anheuser Busch Foundation
- Business & Leadership Institute
- Charter Communications-Spectrum
- City of Kissimmee
- Entravision-Univision Orlando
- Fifth Third Bank
- Florida Power & Light Company
- James Harhi
- Mercantil Bank
- Nemours Children's Hospital
- SunTrust
- TD Charitable Foundation
- Universal Orlando

**\$5,000 - \$9,999**

- Ameriprise Financial
- AT&T Florida
- Banco Popular Foundation, Inc.
- BB&T
- Nielsen
- PNC Bank
- Rollins College
- T&G Construction
- Tupperware Corporation
- University of Central Florida
- Walmart - Miami

**\$1,000 - \$4,999**

- Albu and Associates
- AML Company, LLC
- Baptist Health South Florida
- Barry University School of Law

- Brown & Brown of Florida, Inc.
- CareerSource Central Florida
- Chatter Buzz Media
- Cisneros Insurance Agency
- Clean the World Foundation
- ClearPoint Credit Counseling Solutions
- Commissioner Pete Clarke
- Consulado de Mexico en Orlando
- Continental National Bank
- Dominican Republic Tourism Board
- Embrace Home Loans, Inc.
- Expo Event Solutions, Corp.
- Fairwinds Credit Union
- First Bank
- Florida Dairy Farmers
- Foundation for Seminole State College
- Fulcro Insurance
- Garzor Insurance
- Girl Scouts of Citrus Council
- Harbor Community Bank
- Heart of Florida United Way
- Impact Industrial Supplies
- Innovative Attraction Management
- Kidsville Pediatrics, P.A.
- Kings Service Solutions
- L. Ortega & Associates of Tampa Bay
- Marchena & Graham PA
- McGladrey, LLP
- Nebbia Technology
- Oasis Outsourcing
- Orange Cycle

- Popular Community Bank
- Reed Nissan
- Rosen Hotels & Resorts
- Ruggiero, Martinez & Norton, P.A.
- SBDC at Florida International University
- Suncoast Credit Union
- Sysco Food Services of Central Florida
- Telemundo Tampa
- The Pendás Law Firm, P.A.
- USAmeriBank
- Valencia College
- Visit Orlando
- Vizcaino Zommerfeld, LLP
- Walgreens
- Weiss, Alden & Polo, P.A
- Wyndham Worldwide Corporation

**In-Kind \$10,000 +**

- El Osceola Star
- La Prensa
- Univision



**\$100,000 +**

- City of Orlando
- Florida Blue
- Miami-Dade County
- Orange County
- State of Florida
- Wells Fargo Foundation

**\$75,000 - \$99,999**

- Bank of America
- Hillsborough County

**\$50,000 - \$74,999**

- Duke Energy Foundation
- Florida Hospital
- Seminole County
- Walt Disney Parks & Resorts

**\$40,000 - \$49,999**

- Kissimmee/Osceola County Chamber of Commerce

**\$25,000 - \$39,999**

- City of Clearwater
- City of Miami
- Conrad Santiago and Associates with Ameriprise Financial
- Orlando Health
- OUC - The Reliable One

**\$10,000 - \$24,999**

- Anheuser Busch Foundation
- AT&T

- Bank of the Ozarks
- Business and Leadership Institute for Early Learning
- CenturyLink Communications
- Charter Communications
- Consulado de Mexico en Orlando
- Entravision-Univision Orlando
- FPL
- JP Morgan Chase Foundation
- Mercantil Bank
- Northwestern Mutual
- Orlando Magic
- Regions Bank
- SunTrust Foundation
- TD Charitable Foundation
- Fields BMW
- Universal Orlando

**\$5,000 - \$9,999**

- Pinellas County
- BB&T
- Darden Restaurants
- Fifth Third Bank
- Marchena & Graham PA
- Nemours Children's Hospital
- Nielsen
- The Nascar Foundation
- Tupperware Corporation
- United Data Technologies
- University of Central Florida
- USAmeriBank
- UM Health
- Walmart Miami

**\$1,000 - \$4,999**

- ADP
- Advanced Physical Medicine
- Aerotek
- Allgen Financial Services
- Balsera Communications
- Banco Popular Foundation
- Bank United
- Baptist Health South Florida
- Bichara & Hevia PA
- Carlos J. Gurreonero
- Carrousel Therapy Center
- Cisneros Insurance Agency
- City of Orlando
- Clean the World Foundation
- ClearPoint Credit Counseling Solutions
- Dominican Republic Tourism Board
- Edelman
- F3 Mobileleasing Inc.
- Florida Community Bank
- Foundation for Seminole State College
- Girl Scouts of Citrus Council
- Heart of Florida United Way
- Happy Paws Pet Resort
- Hispanic Family Counseling
- Hispanic Professional Women's Association
- James Harhi
- Janet E. Martinez
- Klerigi
- L. Ortega and Associates of

- Tampa Bay
- Leonard Tannenbaum Foundation
- Lowndes, Drosdick, Doster, Kantor & Reed
- MasTec
- Mexican Consulate in Miami
- Nebbia Technology
- Orange Cycle
- Paychex
- Perez of Florida / Zaza New Cuban Diner
- PNC Bank
- Puerto Rican Physician Association
- RC Howard and Associates
- Rollins College
- Rosen Hotels & Resorts
- Ruggiero, Martinez & Norton
- SBDC at Florida International
- University
- ShuffieldLowman
- Shumaker, Loop & Kendrick
- Southern Region Advertising Council
- State Farm Insurance
- Sysco Food Services of Central Florida
- T&G Construction
- Telemundo Orlando
- Transpremier
- Vera & Frometa, PA
- Weiss, Alden & Polo, PA

- Wyndham Worldwide Corporation
- Zors, LLC

**In-Kind \$10,000 +**

- Art & Sounds Orlando Inc.
- El Osceola Star
- Entravision
- Florida Blue
- iHeart Media
- La Prensa





## PAOLA CRUZ

### PAOLA'S BEAUTY BOUTIQUE

#### Prospera services

Consulting, accounting assessment, business plan, corporate branding, website and digital marketing

**Year established business**  
2009

**Website**  
[paolabeautyboutique.com](http://paolabeautyboutique.com)

After gaining more than 10 years of experience in the beauty industry, Paola established a full-service skin and body salon that offers a range of treatments, including skin analysis and facials. She wanted to work on something she was passionate about and attain a work-life balance to raise her daughter.

“Prospera helped me build a solid foundation to have a stable and productive business in the U.S. The accounting assessment helped me understand tax laws and the importance of clear business records. They helped me understand the strengths and weaknesses of my business and my competitors, which helped me develop more effective marketing strategies. They helped me establish a relationship with my banker, which has given me excellent support.”

TAMPA, FL

## PROSPERA SERVICES

### BUSINESS SEMINARS

Seminars, workshops and specialized trainings offered in Spanish

### BUSINESS CONSULTING

Individual business development consulting, minority certification support and referrals to additional resources

### BUSINESS GRANTS

Subcontracted projects paid by Prospera for experts to assist clients with:

- Legal Assessment
- Accounting Assessment
- Business Plan
- QuickBooks® Dedicated Consulting
- Marketing & Sales Plan
- Branding Kit

### ACCESS TO CAPITAL

Assistance with information, guidance, business plan creation, loan application, preparation and business concept presentation

## HOW PROSPERA **ASSISTS ENTREPRENEURS**



### **Business Seminars**

Year-round seminars in Spanish that offer training on critical topics for starting and expanding businesses in the U.S.



### **Business Grants**

Subcontracted professional services, vetted and paid by Prospera, delivered by an authorized network of expert, local business.



### **Advice from Professional Volunteers**

Experts from various industries serve as advisors on volunteer committees, provide input to business consultants, and offer recommendations for clients continued success.



### **Qualified Referrals**

Ongoing referrals to community partners for additional resources, tools and experts, such as other economic development organizations and chambers.



### **Business Consulting**

In-house consultants are an extension of client's teams, providing individual assistance and customized support to identify opportunities and overcome challenges in the existing or prospective business.



### **Access to Capital**

Guidance and assistance throughout the process of obtaining traditional and micro-loans, including business plan creation, loan application, preparation and business presentation.



### **Exposure**

Economic development partners as well as private and public sector sponsors learn about your business through Prospera.



### **Key Contacts**

Meet fellow small business owners, learn from their experience and meet influential business and community leaders.

## WHO BENEFITS FROM **YOUR INVESTMENT IN PROSPERA**



### **Hispanic Entrepreneurs**

Prospera invests resources to guide an assist Hispanic entrepreneurs, fostering the establishment and development of more sustainable, successful businesses and creating jobs.



### **Small Businesses**

Prospera increases the likelihood of success and reduces the failure rate of small businesses - both the clients it serves, and the small businesses it subcontracts, constantly referring potential clients to them and increasing their revenues.



### **Large Businesses**

Prospera develops small businesses that eventually grow into large businesses, or become clients and vendors of large corporations.



### **Families**

In helping entrepreneurs achieve success, Prospera increases their household income, enhancing the wellbeing and prosperity of families.



### **Non-Profit & Philanthropic Sector**

In helping individuals prosper and increase their wealth by investing community resources in their businesses, Prospera increases their capacity and motivation to give back by volunteering and donating to community - based organizations.



### **Government**

Prospera helps meet minority populations needs, supports small businesses development, mitigates unemployment, generates tax revenue, reduces the cost of creating jobs and guides private investment for business creation and development.



### **Community-at-large and Economy**

Prospera helps preserve existing jobs and create new ones, fostering economic development and wellbeing for the overall community.

## CECILIA CÁCERES

### LUVAREL CAREGIVER SOLUTIONS

#### Prospera services

Consulting, legal and accounting assessments, business plan, corporate branding and business seminars

**Year established business**  
2014

**Website**  
luvarel.com

A certified Nursing Assistant, Ceci Cáceres worked at an independent living facility for years before devoting herself to one family for nine years. After her client's passing, she decided to use her talents to care for other individuals. Luvarel provides a unique service to improve the quality of life of seniors and people living with disabilities by giving them personalized, one-on-one care to make them feel comfortable, loved and respected. Today, Luvarel has over 40 employees.

“When you believe in yourself, others will believe in you. Prospera helped me a lot to make my business what it is today, but also as family and friends. If I hadn't gone to Prospera, it would have been much harder.”

ORLANDO, FL

## SANTIAGO CABRERA

### NATURAL ESTHETICS

#### Prospera services

Consulting, business plan, accounting assessment, corporate branding, website and business seminars

**Year established business**  
1984

**Website**  
naturalesthetics.net

Santiago Cabrera received a technician certification and developed his career in the dental field. After years of working in labs, he branched out and started his own business to provide clients with a product that made them happy. He is committed to constantly innovating his business and products, knowing that for his clients to receive the best quality products, he needs to have the latest technology. Today, Santiago and his son Jimmy co-own and run the business and employ six highly skilled technicians. They specialize in providing top quality restorations and all crown and bridge applications, including ceramics and implants. Guided by their new business plan, they now use the latest digital equipment, Caddcam technology.

“Prospera helped us with things that by ourselves we would not have been able to accomplish. They helped us quite a bit in many different ways. Now I count on them not just for their grants, but for their workshops. You need to do something that inspires you and gets you going. In particular I get motivated when a client tells us they are really happy with our product.”

TAMPA, FL

## MORE ABOUT OUR SERVICES

### STATEWIDE IMPACT FY 2016 - 2017

4,162

Jobs created / retained



\$12,650,783

Loans marketed for clients



1,806

Clients provided business consulting

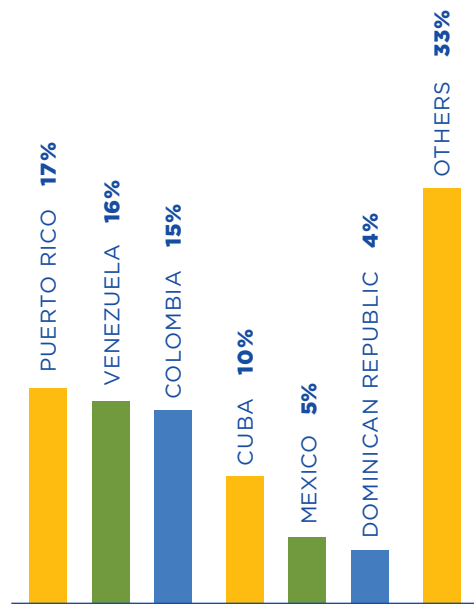


4,620

Business seminar participants



46% OF ENTREPRENEURS PROVIDED CONSULTING ARE WOMEN



## CONTACT INFORMATION

### MAIN OFFICES

#### CENTRAL FLORIDA

National Entrepreneur Center  
Orlando Fashion Square Mall  
3201 East Colonial Drive, Suite A20  
Orlando, FL 32803  
407-428-5872  
contact@prosperausa.org

#### SOUTH FLORIDA

Miami Free Zone, Doral  
2315 NW 107th Avenue, Office #1M17  
(Mail Box #15)  
Miami, FL 33172  
786-329-5830  
contactSF@prosperausa.org

#### WEST COAST OF FLORIDA

Westshore Corporate Center  
600 N. Westshore Blvd. Suite 1050  
Tampa, FL 33609  
813- 634-6246  
contactWC@prosperausa.org

#### NORTH CAROLINA

Latin American Chamber of  
Commerce of Charlotte  
145 C Scaleybark Rd.  
Charlotte, FL 28209  
980-729-8273  
contactNC@prosperausa.org

#### ADMINISTRATIVE OFFICES

National Entrepreneur Center  
Orlando Fashion Square Mall  
3201 East Colonial Drive, Suite A20  
Orlando, FL 32803  
407-413-8564  
admin@prosperausa.org

- **Website:** [www.prosperausa.org](http://www.prosperausa.org)
- **Facebook:** Prospera USA
- **Twitter:** @ProsperaUSA
- **LinkedIn:** ProsperaUSA
- **YouTube:** Prospera USA
- **Instagram:** ProsperaUSA

