

30- YEAR

Economic Impact Analysis

Performed by: Angelou Economics



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PROSPERA REPORT HIGHLIGHTS



Total 30-Year Economic Impact of Prospera:
\$4.9 Billion



30-Year Total Impact on **Jobs**:
47,709



30-Year Impact on **Labor Income**:
\$1.6 Billion



30-Year Impact on
State & Local Tax Revenues:
\$116 Million



Unique **Clients Consulted:**
21,814



Amount of **Loans Marketed:**
\$147.8 Million



Direct **Jobs Created and Retained** by Entrepreneurs:
30,037



Event **Participants:**
64,737

EXECUTIVE SUMMARY

Introduction

Founded in 1991, Prospera, then known as the Hispanic Business Initiative Fund (Prospera) is a nonprofit, economic development organization that provides bilingual assistance to Hispanic entrepreneurs in Florida. Now in its 30th year, Prospera has helped thousands of Hispanic entrepreneurs increase the likelihood of success of their existing and prospective businesses. Over the years, thousands of jobs have been created and retained by the Hispanic small business owners who benefit from its services.

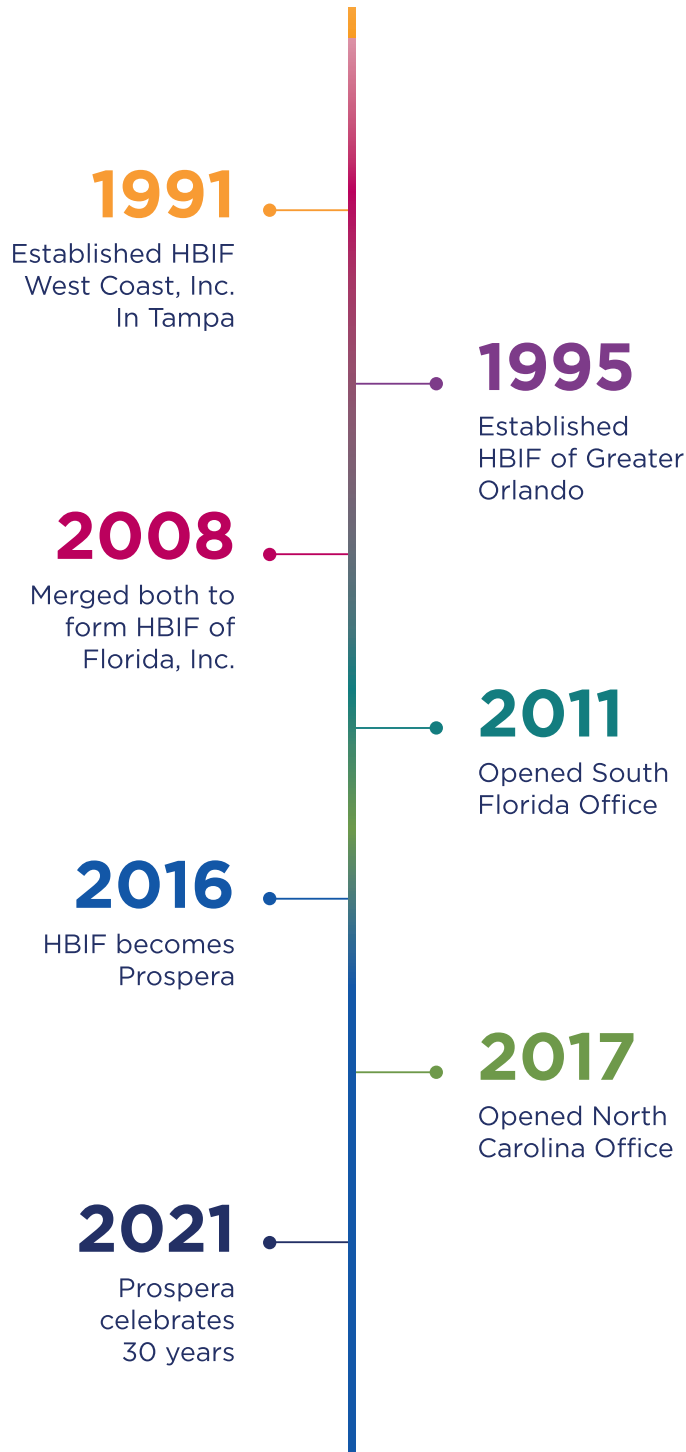
Prospera provides numerous professional services to its clients at no cost to them, presented by subject matter experts, which provide in-depth information on topics that are vital for small business owners to succeed. Prospera aims to strengthen the economy through quality business development and training to Hispanic entrepreneurs.

Today, Prospera is recognized as a leading nonprofit, economic development organization specializing in providing bilingual assistance to Hispanic entrepreneurs. Prospera serves entrepreneurs across Florida and North Carolina from its offices in Charlotte and Florida's West Coast, Central and South Florida regions.

AngelouEconomics (AE) has been retained by Prospera to measure the economic impact of Prospera's services over the past 30 years in the three service regions, as well as throughout the States of Florida and North Carolina.

Prospera Services	
 <p>Business Education</p>	Seminars, workshops, and specialized trainings.
 <p>Technical Assistance</p>	One-on-one business development consulting, minority certification support, and referrals to additional resources.
 <p>Business Grants</p>	Subcontracted projects paid by Prospera for experts to assist clients with: <ul style="list-style-type: none"> • Legal structure assessment. • Business plan development. • Loan application preparation. • Marketing plan development. • Accounting assessment. • QuickBooks® training. • Corporate branding.
 <p>Access to Capital</p>	Assists with information, guidance, business plan creation, loan application preparation and business concept presentation.

Prospera: A Timeline of Service



Demographic Analysis of Hispanic Entrepreneurs

The state of Florida boasts the third largest population in the U.S. Of Florida's population, 26.4% are Hispanic, which gives Florida the third largest Hispanic population in the U.S.

Florida is also endowed with an inherent advantage given that the Hispanic community has a higher propensity towards entrepreneurship. To illustrate this point, 28.9% of Florida business owners are Hispanic, whereas the national average is only 5.8%.

Prospera is filling the gaps of traditional economic development and creating a stronger, more sustainable economy for the state of Florida and now North Carolina. Over the past 30 years, Prospera has helped create or sustain 47,709 jobs throughout the economy, which includes direct jobs created by Prospera entrepreneurs. The remaining jobs are attributed to increased revenue for the businesses that supply Prospera and their entrepreneurs.

Hispanic entrepreneurs make up a significant portion of the total entrepreneur population in Florida, and they are a vital component of Florida's economic success.

The Florida Hispanic population is on par with

the national average among Hispanics in a variety of socioeconomic measures. Notably, 18% of Florida Hispanics have obtained a Bachelor's degree or higher, in line with the national average. The labor force participation rate among Florida Hispanics is 3% higher than the national average.

Further north along the Atlantic coast, North Carolina is home to a rapidly growing Hispanic population. Raleigh (#56), Durham (#64), Greensboro (#88), Charlotte (#91), Winston-Salem (#126), Fayetteville (#140) are listed as some of the best cities for Hispanic entrepreneurs in the United States. With a Hispanic population of more than one million across the state, North Carolina has seen a 25% increase in Hispanic population since 2010.

The North Carolina Hispanic median age is 23 compared to 38.9 for the overall North Carolina median age. Across the state, there are over 4,700 Hispanic business owners with paid employees. Hispanic growth across North Carolina is expected to continue for the foreseeable future. By 2035, it is estimated there will be 1.7 million Hispanics calling North Carolina Home. This growth is further enhanced by a N.C. Bankers Association study reporting the Hispanic economic impact in North Carolina is now over \$25 billion annually.

29% of Florida **business owners** are **Hispanic**, compared to **5.8%** nationally

25% increase in **Hispanic population** in North Carolina since 2010

Sources: UNC Chapel Hill, Census Bureau, Carolina Demography.

Setting up the Impact Model

Whereas the entrepreneurial analysis provides the context for Prospera within the greater entrepreneurial environment, the economic impact defines the contribution of Prospera in real terms. The economic impact analysis measures the total values of goods and services produced within an economy. In this study, the economic impact of Prospera is determined for the West Coast, Central, and South Florida regions, as well as the entire states of Florida and North Carolina.

The total economic impact of Prospera is defined as the sum of the following activities:

1. Prospera Programs and Services
2. Prospera Operations

By using low range estimates and conservative assumptions, the total direct spending of both activities is \$2.6 billion over 30 years, which includes expenditures associated with Prospera Operations and revenue generated by Prospera entrepreneurs. These expenditures have translated to \$4.9 billion in economic output for the states of Florida and North Carolina. **Despite the conservative nature of the model, the impacts show a significant contribution to the state and local economy.**

Prospera Programs and Services

Impact of Prospera's programs and services on entrepreneurs, measured through increased revenue, labor income, tax revenue, and job creation among Prospera entrepreneurs.

Prospera Operations

Impact of Prospera's operational budget expenditures.

Total Impacts by Activity (in Millions)			
Activity	Direct Spending	Florida Output	North Carolina Output 4 years
Prospera Programs and Services	\$2,522.9	\$4,698.2	\$124.5
Prospera Operations	\$53.7	\$87.9	\$2.2
TOTAL	\$2,576.6	\$4,786.1	\$126.7

Sources: AE, Prospera, Implan

Key Findings of Economic Impact Analysis

The success of Prospera has been quantified through an economic impact analysis of its financial impact on the state and local economies of Florida and North Carolina. The economic impacts detailed in the graphics below are generated from the Implan input/output software, an industry standard for economic modeling.

The economic impact results are directly attributed to Prospera. They comprise the direct spending through two expenditure activities. The impacts are derived from indirect and induced effects, which are generated through multiplier spending effects that occur due to Prospera’s direct impacts.

The total impact to Florida and North Carolina is defined as follows:

 **\$4.9 billion** in total economic output

 **\$1.6 billion** in labor income

 **47,709 jobs** created or sustained by Prospera

 **\$116 million** in state and local tax revenues

30-Year Economic Impacts of Prospera Expenditures			
	Jobs	Labor Income	Total Output
West Coast Region, FL	12,010	\$399.3	\$1,214.1
Central Region, FL	19,553	\$571.9	\$1,693.6
South Region, FL	15,099	\$586.3	\$1,836.5
Other Regions, FL	363	\$12.3	\$29.1
North Carolina	684	\$45.1	\$126.7
TOTAL	47,709	\$1,614.9	\$4,900

Sources: AE, Prospera, Implan

Average Annual Impacts

\$163,333,333



Average **annual economic impact** over the past 30 years

\$53,830,000



Average **annual labor income** over the past 30 years

\$3,866,667



Average **annual state & local tax revenue** over the past 30 years

Sources: AE, Prospera, Implan

30 Years of Positive Impacts

Since it began, led and operated by volunteers in Tampa, Florida, Prospera has grown into a multi-state nonprofit employing 32 staff across five offices. Its efficacy in reaching small business owners continues to grow due in large part to it becoming an established part of the Florida and North Carolina entrepreneurial ecosystems.

Prospera has become name-recognized and respected throughout Florida, an important contributor to the entrepreneurial ecosystem because of its expertise and unique services. Beyond Florida, Prospera has been progressively becoming an integral part of North Carolina's ecosystem, with a proactive and collaborative approach in urban and rural areas of the state.

Prospera's efforts are self-sustaining, innovative, and reflective of the Hispanic entrepreneurial spirit in Florida and North Carolina. Given this drive to be as impactful as possible, it is not surprising to see the efforts of the first 25 years paying such remarkable dividends over the last 5 years.

Prospera's three-decade (and counting) presence in Florida results in an economic snowball effect, wherein its impact builds upon the early days of hard work in Tampa. That early work continues, and it can be felt across the state and in North Carolina as well.

Prospera's role throughout the COVID-19 pandemic has been instrumental in ensuring the hard work put in throughout the last

thirty years continues. Helping current and former clients secure Small Business Administration (SBA) Paycheck Protection Program (PPP) loans continues to be instrumental to Hispanic entrepreneurs.

As all entrepreneurs continue to navigate COVID-19 challenges, Prospera's impact is omnipresent. So much so, that Prospera, along with eight other groups, was a recipient of grants from Wells Fargo in North Carolina. This rapid integration into the North Carolina entrepreneurial ecosystem speaks volumes to its ascent to primacy for Hispanic entrepreneurs in the state.

Additionally, Prospera employs multiple tools to support Hispanic entrepreneurs. Prospera's embrace of globally successful micro-loan programs allows for the rapid expansion of its presence throughout Florida and working with many more entrepreneurs than traditional larger scale loan programs.

All the efforts described and more speak to the rapid expansion of impacts across Florida and now North Carolina in the last five years. Simply put, wherever Prospera goes in the future, Hispanic entrepreneurship will thrive.

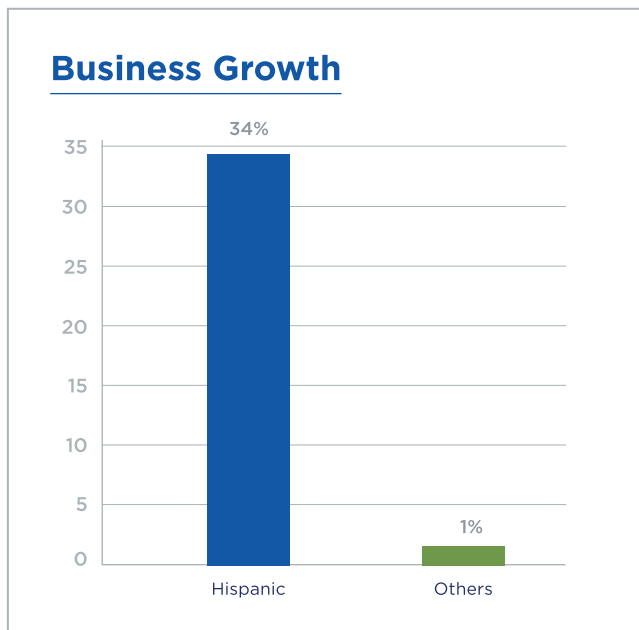
ON THE STATE OF HISPANIC ENTREPRENEURSHIP

I Thirty years

Time can offer moments of reflection and assessment. Before the pandemic, Hispanic-owned businesses were growing at a pace twice that of non-Hispanic businesses. In fact, over four and a half million businesses (14% of all U.S. businesses) were Hispanic-owned. These businesses contribute over \$800 billion to the U.S. economy annually.

Not only were Hispanic-owned businesses growing, but they were also on the cutting edge of sales, as over 36% of these businesses made most or all their revenue online. This is in comparison to just under 20% of non-Hispanic-owned businesses. Also, Hispanic business owners are young, with over 70% under the age of 45.

Over the past ten years, **Hispanic business owners** have represented the fastest growing segment of the American small-business ecosystem.



34% growth for hispanic business over the last ten years **vs 1% growth** for all other businesses.

Sources: AE, Claritas, Aspen Institute, Stanford University, Latino Business Action Network, US Hispanic Chamber of Commerce

Opportunity and Concern

The rapid growth Hispanic-owned businesses has occurred despite continued barriers to Hispanic business development. There are four areas of opportunity and concern:

- **Social realities**

E.g., stereotypes, lack of awareness from venture capitalists, equity investors, and other potential stakeholders.

- **Lagging access to financial support**

Hispanic businesses have more difficulty arranging bank business loans, venture capital, angel investment, and debt financing.

Loan approval from national banks is 60% lower for Hispanic-owned businesses.

- **Limited market expansion**

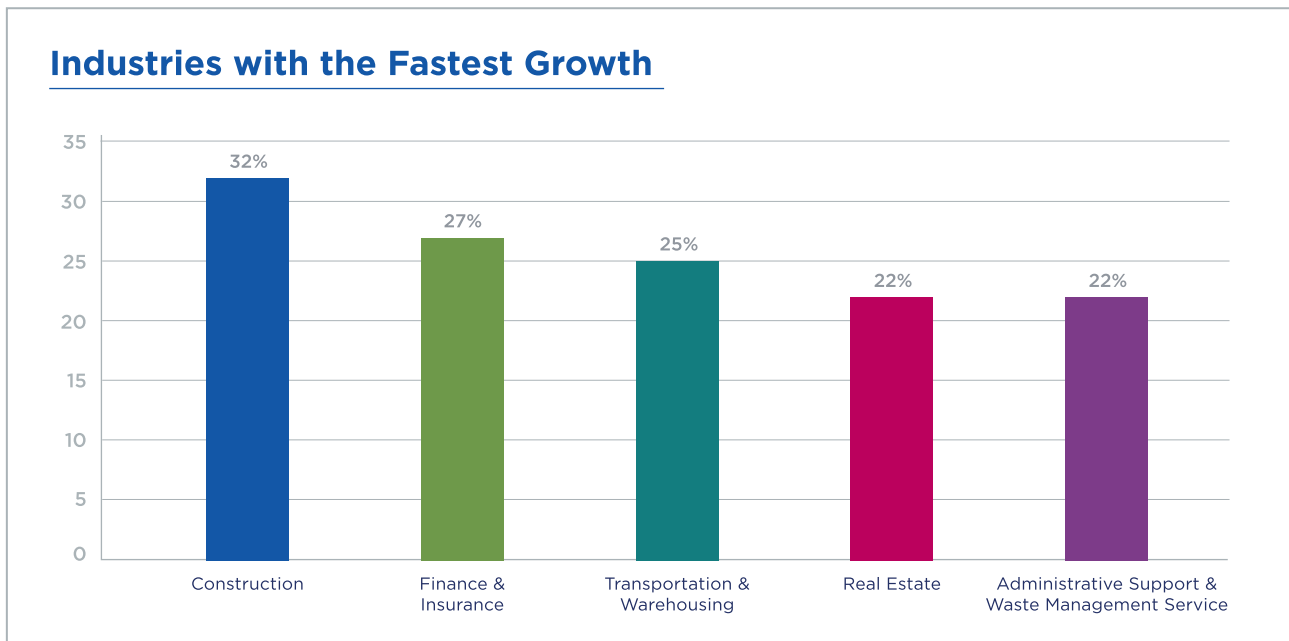
Paucity of matchmaking/networking services, lack of mergers and acquisitions, technology constraints.

- **Accelerating growth potential**

Leveraging public-private partnerships to negotiate diversity requirements, increased access to technology, and pursuit of joint ventures and vertical integration.

In Florida (from 2012 to 2017) the number of Hispanic-owned employer businesses grew by 13%. In North Carolina, there was 54% growth.

Over that time, the fastest growth occurred in the following industries:



Contributing to the increase in Hispanic-owned employer businesses are a few international events. The destabilization of the Venezuelan economy led to many entrepreneurs moving to Florida and North Carolina, among other states. Likewise, recent hurricanes in Puerto Rico saw Puerto Rican entrepreneurs

opting to relocate to Florida. Despite this growth, as noted on the previous slide, financing is still an issue facing Hispanic-owned businesses. The reasons are varied, but one common observation was the underutilization of business credit scores.

Sources: AE, Claritas, Aspen Institute, Stanford University, Latino Business Action Network, SCORE

COVID-19

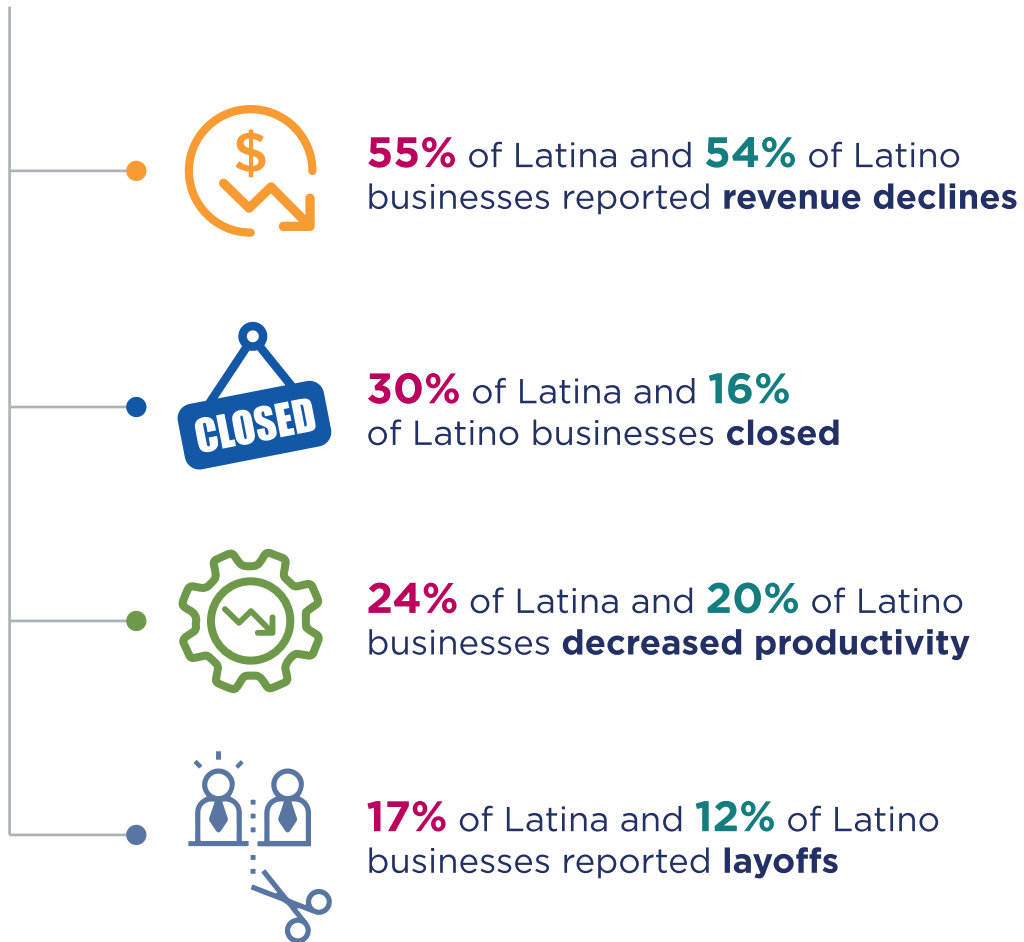
The beginning months of the pandemic and state-mandated lockdowns hit Hispanic businesses particularly hard. By the end of March 2020, 86% of Hispanic-owned businesses reported serious negative impacts to their businesses.

The restaurant industry was hit harder than almost every other industry. This sector of the economy is overrepresented by Hispanics and Hispanic-business owners. Latina-owned businesses experienced twice as many closures compared to their male counterparts. The first wave of Paycheck Protection Program failed to make inroads for Hispanic businesses and Hispanic-business owners.

COVID-19 Snapshots



Nearly **53%** of **Hispanic business owners** described their businesses as **not profitable**



Sources: AE, Claritas, Aspen Institute, Stanford University, Latino Business Action Network, SCORE

Notes on COVID-19 and Methodologies

COVID-19

Prospera has provided invaluable services during COVID throughout Florida and parts of North Carolina. Even before the pandemic, Prospera often provided services to repeat clients. As the pandemic worsened, Prospera saw an increase in these former, repeat clients, seeking guidance and support to navigate unprecedented times.

At the same time, COVID increased the number of more established businesses using Prospera's services. Typically, Prospera's main clientele are individual entrepreneurs and startups. Given the rapid influx of repeat clients and more established businesses seeking Prospera's aid, Prospera became even more important to the Hispanic entrepreneurial communities in Florida and North Carolina.

Additionally, at the time of the publication of this report, Florida was experiencing a surge

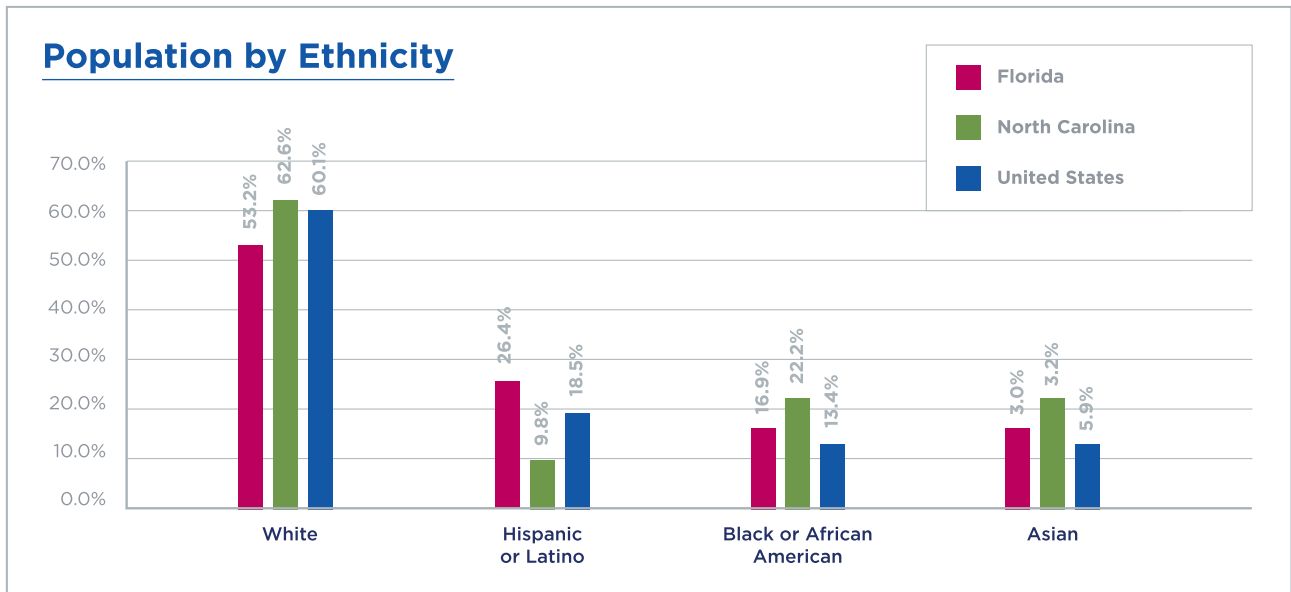
in COVID-19 Delta variant cases. According to the CDC, all Florida counties were in the "Substantial" or "High" transmission categories. Substantial indicates the total new cases per 100,000 persons in the last seven days are between 50 and 99. High indicates the total new cases per 100,000 persons in the last seven days is greater than or equal to 100. Across Florida, during the third week of July 2021, 314 new COVID cases per 100,000 persons were reported. That represents a +58% change from the previous week. At the same time, only 48.2% of the total Florida population has been fully vaccinated. The Delta variant now comprises 36.1% of variants in Florida, outpacing the Alpha (34.0%), Beta (0.0%), and Gamma (13.7%).

In total, these are worrisome numbers. Traditional economic modeling will not capture the full effects of a pandemic.

Methodologies

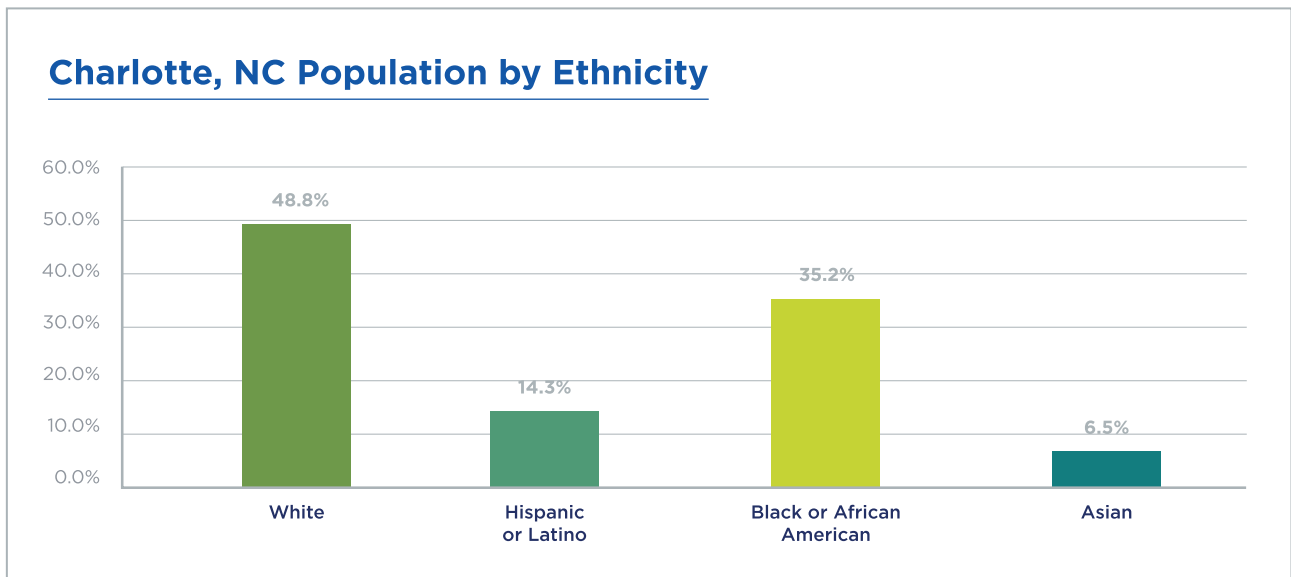
As a result, job figures may appear to jump from previous analyses of HBIF/ Prospera's impact on the Florida (and now North Carolina) economy. Given the complicated nature of COVID's impact on these entrepreneurs and the increase in repeat clients, methods employed for the 30-year impact are decidedly conservative. Conservative methods and modeling are used as a means of not double counting job growth and the total number of unique clients interacted with over a given period of time.

The populations of Florida, North Carolina, and the United States show sizable Hispanic presences.



Such populations indicate positive trends across Florida, North Carolina, and the United States at large. In fact, prior to the pandemic, the US Census Bureau projected the US Hispanic population to comprise more than 25% of the US total population by 2050.

While the total percentage of Hispanic population appears lower in North Carolina, a closer look at the Charlotte area reveals a different story.



Across Florida and North Carolina there are positive indicators of Hispanic entrepreneurship. According to a 2019 study, 11 Florida cities and 6 North Carolina cities appear in the top 140 best US cities for Hispanic entrepreneurs. Of note, Fort Lauderdale is tied for the highest entrepreneurship rate in the US and Hialeah is tied for the highest share of Hispanic-owned businesses and has the highest percentage of Hispanic residents.

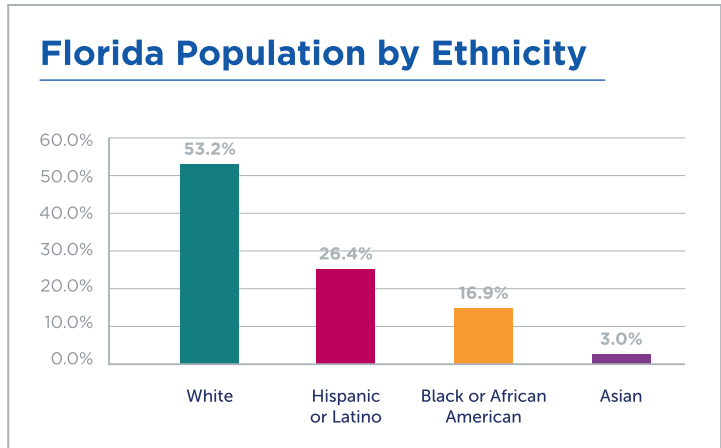
Sources: AE, Census Bureau, WalletHub

Hispanic Demographic Profile


The Florida Market

The purpose of this report is to measure the economic impact of Prospera on the Florida economy. Prospera is focused solely on Hispanic entrepreneurs. Before the economic impact results are presented, it is important to keep the economic benefits in perspective and understand how and to whom the impacts are being realized.


The state of Florida is home to approximately 21.5 million people. As of 2021, approximately 5.6 million Floridians identify as Hispanic.




Hispanic Demographic Highlights



13.9% of Hispanic families in Florida **live in poverty**



52% of Hispanic Floridians are **homeowners**



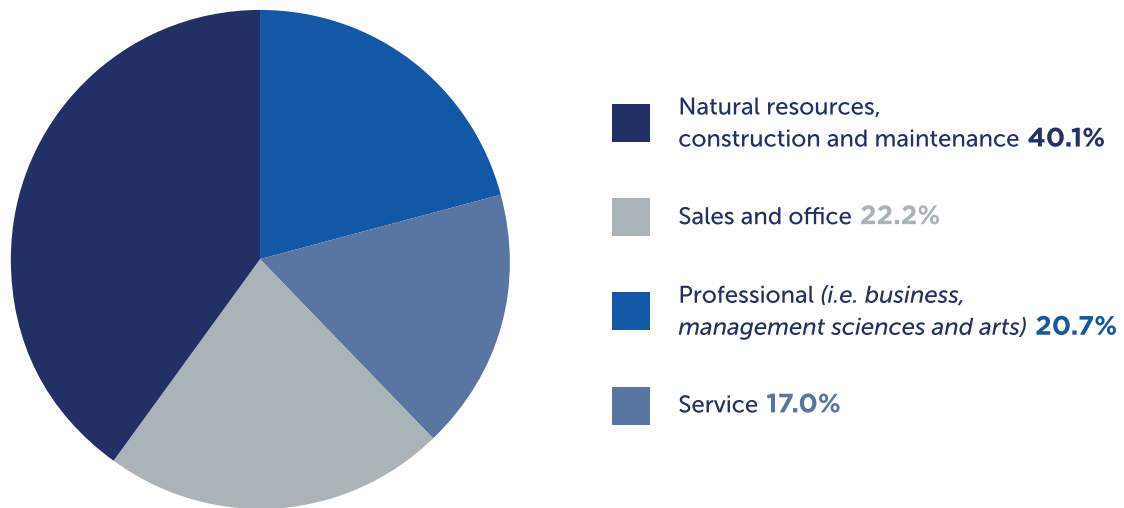
Of Hispanics in Florida who are 25 years old or older, **18.4%** have a **bachelor's degree or higher**

Across the United States and reflected in Florida, there is **diversity in the types of occupation** for the Hispanic population.  **Natural resources, construction, and maintenance industries** are the most common, at just over **40%**

Sources: Census Bureau, Statista

Benchmark Comparison of Hispanic Population in 2019		
	Florida	United States
Young professionals (ages 25 - 44)	74.9%	74.0%
Families in poverty	13.9%	16.9%
Home ownership	52.0%	47.1%
Bachelor's degree or higher	18.4%	37.5%
Labor participation rate	49.7%	46.8%

Snapshot of U.S. Hispanic Workforce by Occupation

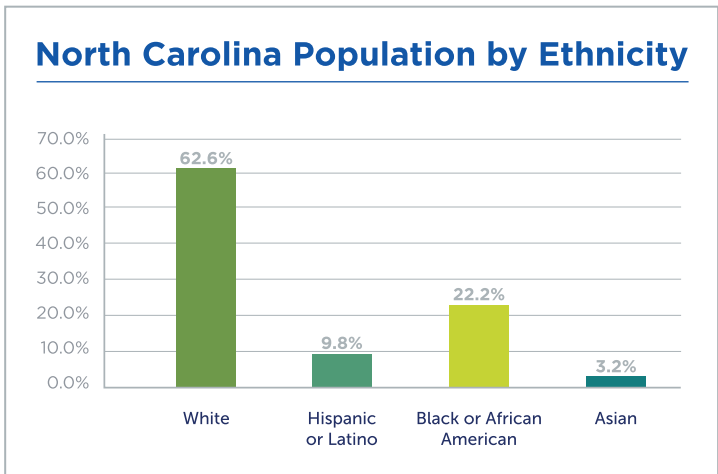


Sources: Census Bureau, Statista

The North Carolina Market

The purpose of this report is to measure the economic impact of Prospera on the North Carolina economy. Prospera is focused solely on Hispanic entrepreneurs. Before the economic impact results are presented, it is important to keep the economic benefits in perspective and understand how and to whom the impacts are being realized.

The state of North Carolina is home to approximately 10.4 million people. As of 2021, more than 1 million North Carolinians identify as Hispanic.



Hispanic Demographic Highlights

Overall, the Hispanic population in North Carolina is smaller than the Hispanic population in Florida. As such, percentage comparisons must consider the overall population figures.

48.4% of Hispanics in North Carolina participate in the labor force, outpacing the US average.

nearly **26%** of Hispanic families in North Carolina are in **poverty**

and only **12.7%** have a **bachelor's degree or higher**.

Hispanic **home ownership** is about **equal** to the national average.

Benchmark Comparison of Hispanic Population in 2019		
	North Carolina	United States
Young professionals (ages 25 - 44)	68.3%	74.0%
Families in poverty	25.8%	16.9%
Home ownership	46.2%	47.1%
Bachelor's degree or higher	12.7%	37.5%
Labor participation rate	48.4%	46.8%

Sources: Census Bureau

HISPANIC ENTREPRENEURSHIP IN THE U.S.

Prospera as a Solution

Historically, Hispanic entrepreneurs have experienced higher loan denial rates. This has led Hispanic entrepreneurs to enter industries with low capital requirements, and thus endure higher failure rates due to higher levels of competition. Moreover, African American and Hispanic entrepreneurs with lower net worth appear to receive much less in the way of formal financial resources than wealthier African American and Hispanic entrepreneurs.

The Federal Reserve conducted a study with the National Survey of Small Business Finances to investigate discrepancies between formal lending patterns to entrepreneurs with various ethnic backgrounds. The study exposed how black and Hispanic-owned firms are more likely to report that they did not apply for loans for fear of being rejected. More poignantly, Hispanics appeared to experience greater difficulty in achieving loan application acceptance over time.¹

Greater access to capital is necessary in order for minority-owned businesses to realize their full potential impact on local economic development.² Overall, regardless of ethnic status, low wealth is an important indicator of how many formal financial resources an entrepreneur will receive.³ A vicious circle emerges: low wealth leads to the necessity to enter industries with low capital requirements which leads to higher business failure rates.

Yet due to Hispanic entrepreneurs' growing pursuits of further educational and business experiences, their success rate at both starting and sustaining businesses may very well enhance the performance of Hispanic-owned companies relative to non-Hispanic-owned companies. Similarly, there are a number of **macro-level trends** that will continue to bolster Hispanic business pursuits:

1. A rising Hispanic population.
2. Greater propensity of Hispanics to be entrepreneurs, relative to other ethnic groups.
3. The rising national long-term trend of Hispanic entrepreneurship.

Prospera serves as an additional resource for Hispanic entrepreneurs in Florida and North Carolina. By offering opportunities for trainings, consulting, business development grants, and access to capital, Prospera is enabling Hispanic entrepreneurs and creating a greater likelihood of success. The economic impact that Prospera has on the Florida and North Carolina economies reaches far beyond their own organizational endeavors. It is the goal of this study to capture – to the best extent possible – the economic impact that Prospera generates within Florida and North Carolina currently and over the past thirty years.

¹ Blanchflower, Levine, and Zimmerman (2003) | ² Bates and Robb (2013) | ³ Casey (2012)

METHODOLOGY

Quantifying the Economic Benefit of Prospera

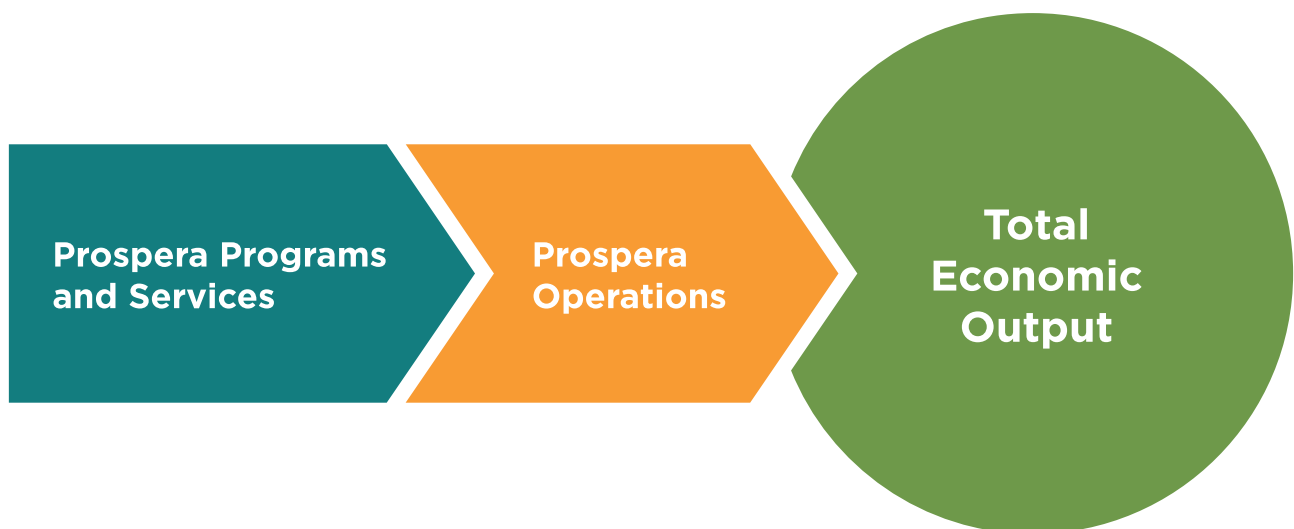
Prospera has many types of impacts that benefit the greater Florida and North Carolina economies. Some of those impacts can be quantified, but many cannot. The purpose of this study is to quantify those aspects of

Prospera's services that can be measured. As this is the 30th anniversary of Prospera, the economic impact will be measured over the past 30 years of operations.

The Economic Impact of Prospera is Measured as Follows:

Prospera Programs and Services: The economic impact of Prospera's programs and services on its entrepreneurs. This is measured through increased revenue, labor income, tax revenue, and job creation among Prospera entrepreneurs.

Prospera Operations: The economic benefit of annual expenditures made by Prospera, including the employees required to carry out Prospera programs and initiatives.



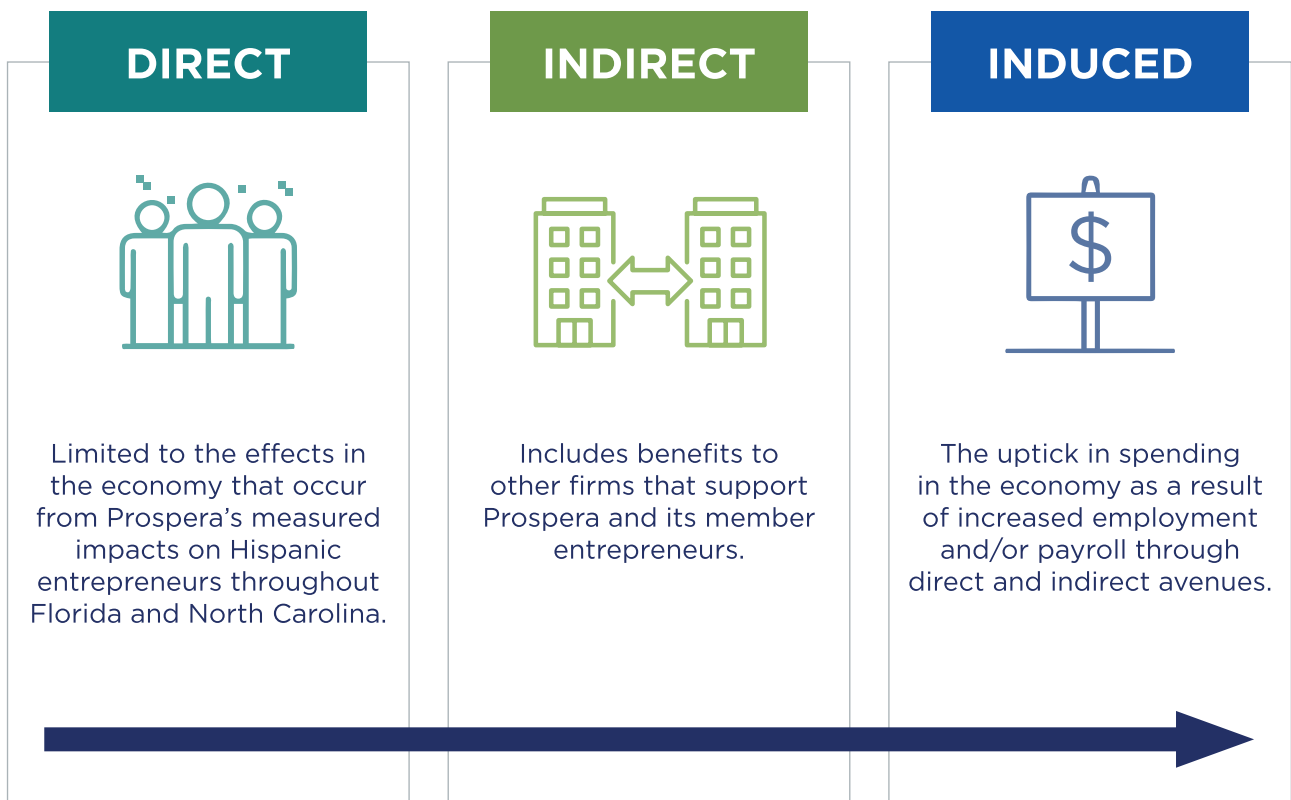
* For additional information regarding methodology for each impact type, see appendix section "Expanded Methodology."

** The sum of all impact types equals the total economic output of Prospera

The Economic Impact Model

AE utilizes Implan’s Input-Output model to measure the effects of Prospera in Florida, each Florida region, and North Carolina. The Implan model utilizes multipliers that are specific to the states of Florida and North Carolina. Moreover, these multipliers capture

the unique relationships that exist between industries in Florida and, separately, in North Carolina. Through these multipliers, the model is able to measure the economic output of the direct, indirect and induced effects, which are defined as follows:



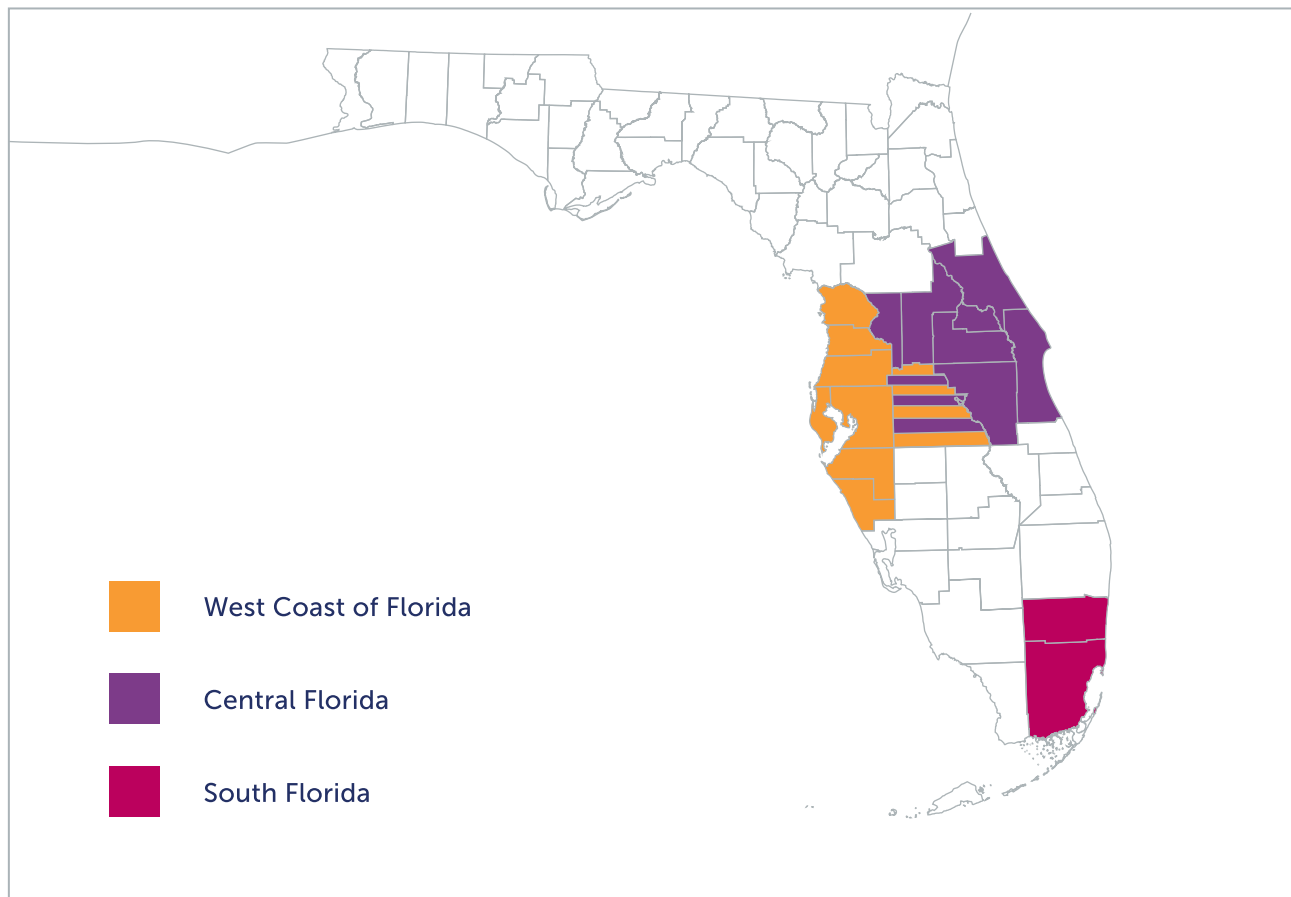
Data for the economic impact model comes from Prospera, which spans 30 years of operations. Where assumptions are needed, the report looks to other organizations that specialize in the research of entrepreneurial enterprises. External data sources include: The American Community Survey, Bureau of Labor Statistics, Census Bureau, as well as many others.

The total economic impacts are estimates based on data received from Prospera and assumptions used by AE. While the outputs do not suggest an exact level of output from Prospera, they represent a thorough and comprehensive measure of estimated economic benefits attributable to Prospera.

State and Regional Models

Four separate models were run to measure the economic impact of Prospera. The impact has been measured at the state level as well as the regional level for each of the three regional offices.

- **West Coast Region:** This region is defined as Hillsborough, Pinellas, Pasco, Polk*, Manatee, Sarasota, Hernando, and Citrus Counties.
- **Central Region:** This region is defined as Orange, Osceola, Polk*, Seminole, Brevard, Volusia, Lake, and Sumter Counties.
- **South Region:** This region is defined as Miami-Dade, and Broward counties.
- **Other Regions:** This includes other counties throughout Florida where Prospera has served clients.
- **North Carolina Region:** This includes all activity in the state of North Carolina.

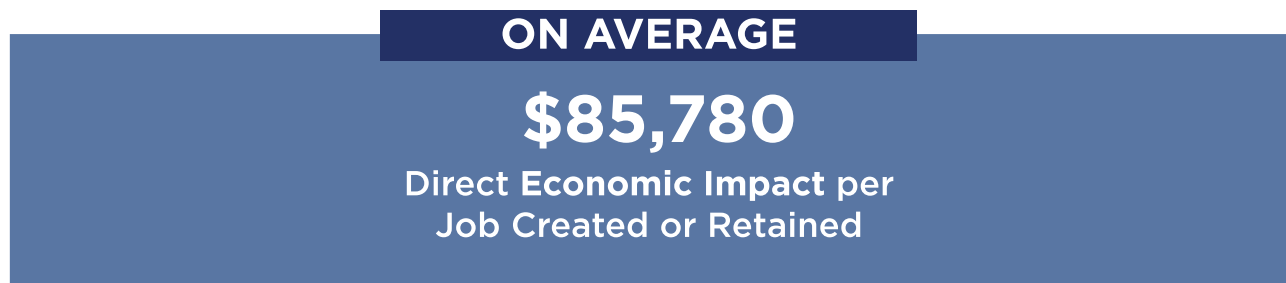


**Polk County is split between the West Coast and Central Regions*

30-YEAR ECONOMIC IMPACT OF PROSPERA

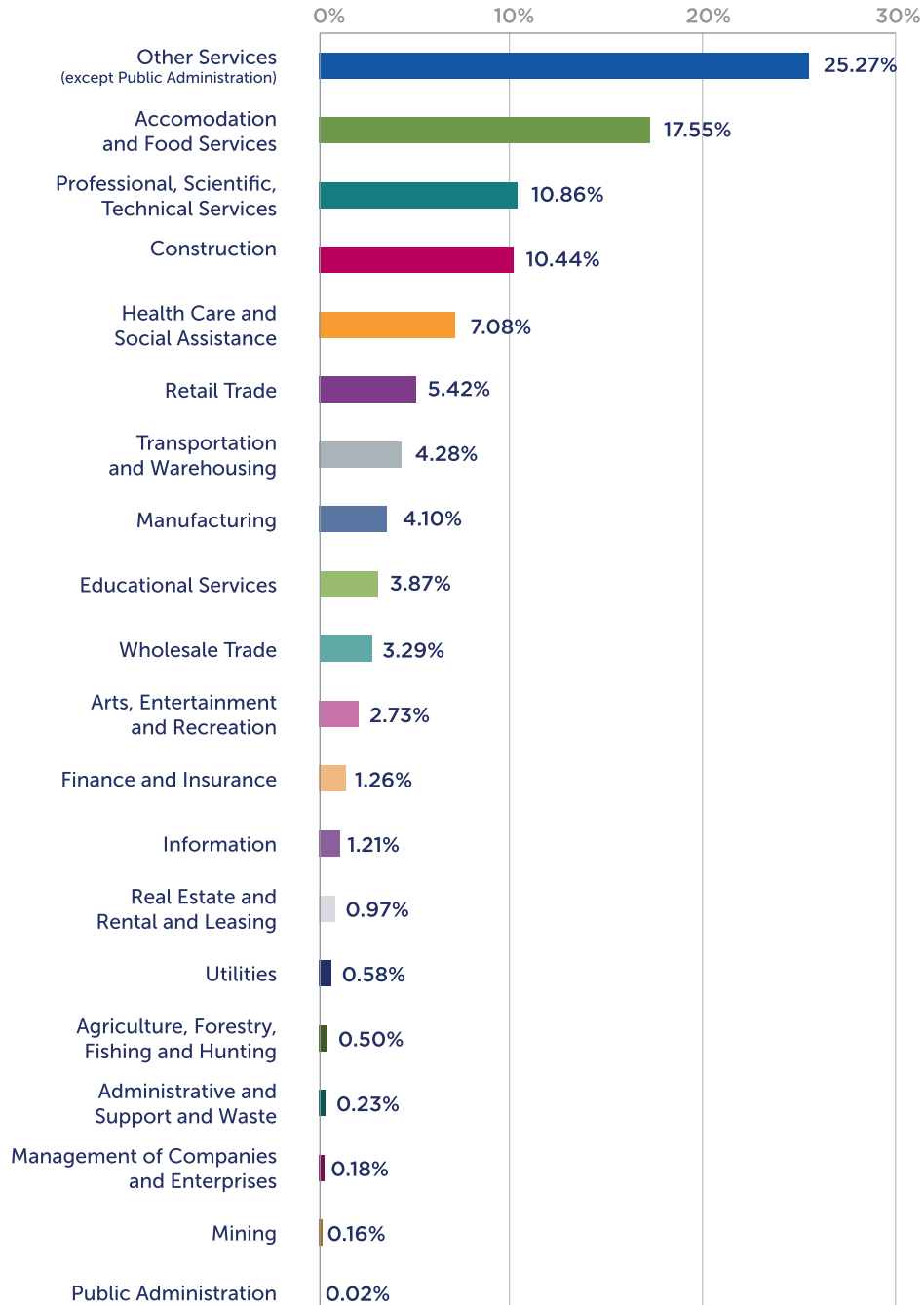
Florida & North Carolina - Combined Regional Impact

Prospera Model Inputs - Combined Direct Regional Impacts	
Impact type	Direct Impact
Prospera Programs and Services	\$2,522,920,174
Prospera Operations	\$53,654,141
TOTAL	\$2,576,574,315



Sources: AE, Prospera, Implan

Direct Jobs Created or Retained by Entrepreneurs



Sources: AE, Prospera, Implan

Total 30-Year Impact

Prospera has been active in Florida for the past 30 years. The state of Florida has a population of 21.5 million and is the 3rd most populous state in the U.S.

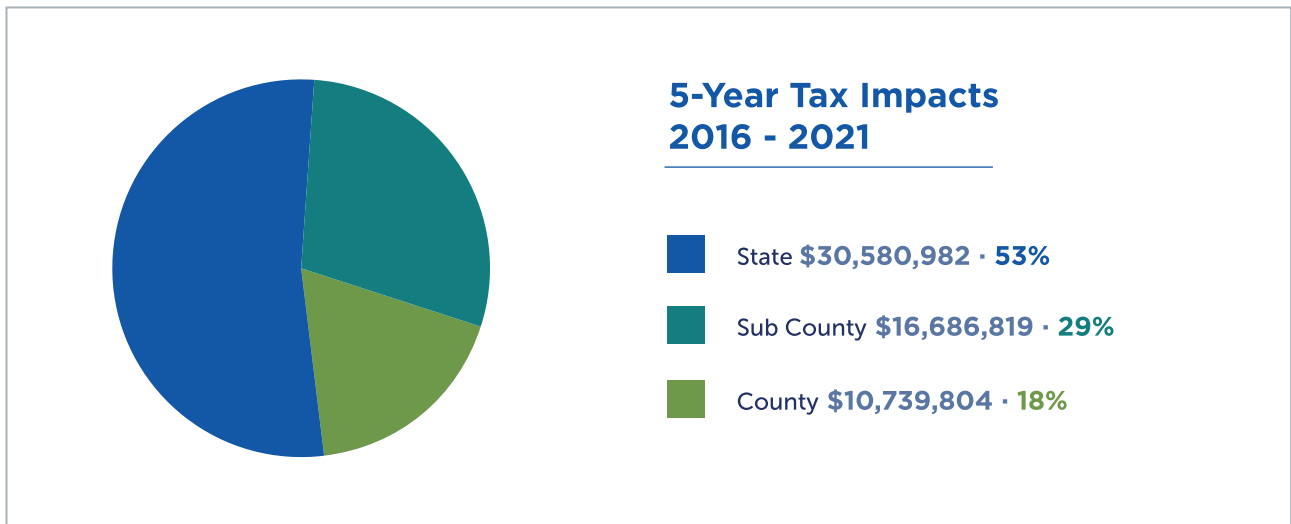
Prospera has offices and full-time staff in three regions of Florida: West Coast, Central, and South Florida. Additionally, this report

includes Prospera clients located outside these regional offices yet have still received Prospera services. Prospera also maintains its newest office in North Carolina. In addition to Prospera’s full-time staff members, each region is supported by committed and talented volunteers in regional boards and technical assistance committees.

Over 30 years, Prospera has created the following impacts:

			
\$ 4.9 billion in total economic output	47,709 jobs created or sustained by Prospera	\$1.6 billion in labor income	Over \$116 million in direct state and local tax revenue

30-Year Economic Impact of Prospera			
	Jobs	Labor Income	Total Output
Direct	26,146	\$866,102,815	\$2,576,574,315
Indirect	10,506	\$399,088,346	\$1,209,645,931
Induced	11,056	\$349,745,591	\$1,126,550,430
TOTAL	47,709	\$1,614,936,752	\$4,912,770,676



Sources: AE, Prospera, Implan

Total Output by Impact Type

The table above details the impacts that comprise the combined impact of \$4.912 billion. **Among the various impact types, jobs created by Prospera entrepreneurs have the largest impact to the Florida and North Carolina economies, with \$4.822 billion.**

Prospera’s operational budget alone has generated \$90.0 million in impacts. Currently, Prospera employs 32 full-time staff members throughout Florida and North Carolina.

Total Economic Impact of Prospera: **\$4.9 billion**



Direct: **\$2.6 billion**

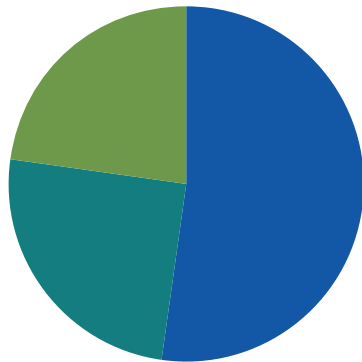


Indirect: **\$1.2 billion**



Induced: **\$1.1 billion**

Total Economic Impact by Impact Type



- Direct **\$2,548,125,772 · 52%**
- Indirect **\$1,198,215,073 · 25%**
- Induced **\$1,118,666,962 · 23%**

Combined across the three regional offices, just under half of the total economic impact is derived from Indirect and Induced impact types (47.6%). **This indicates that nearly half of the total economic impact of Prospera to Florida’s economy is derived from downstream sectors that are supported by Prospera operations and entrepreneurs – the suppliers, support services, or any other business that interacts with Prospera or their entrepreneurs throughout the economy.**

Total Economic Impact by Type			
Impact Type	Jobs	Labor Income	Total Output
Prospera Programs and Services	47,134	\$1,590,184,859	\$4,822,735,180
Prospera Operations	575	\$24,751,893	\$90,035,497
TOTAL	47,709	\$1,614,936,752	\$4,912,770,677

Sources: AE, Prospera, Implan

West Coast of Florida Impact

Impact Dashboard

Prospera Model Inputs - West Coast of Florida	
Impact type	Direct Impact
Prospera Programs and Services	\$610,497,360
Prospera Operations	\$12,518,869
TOTAL	\$623,016,229



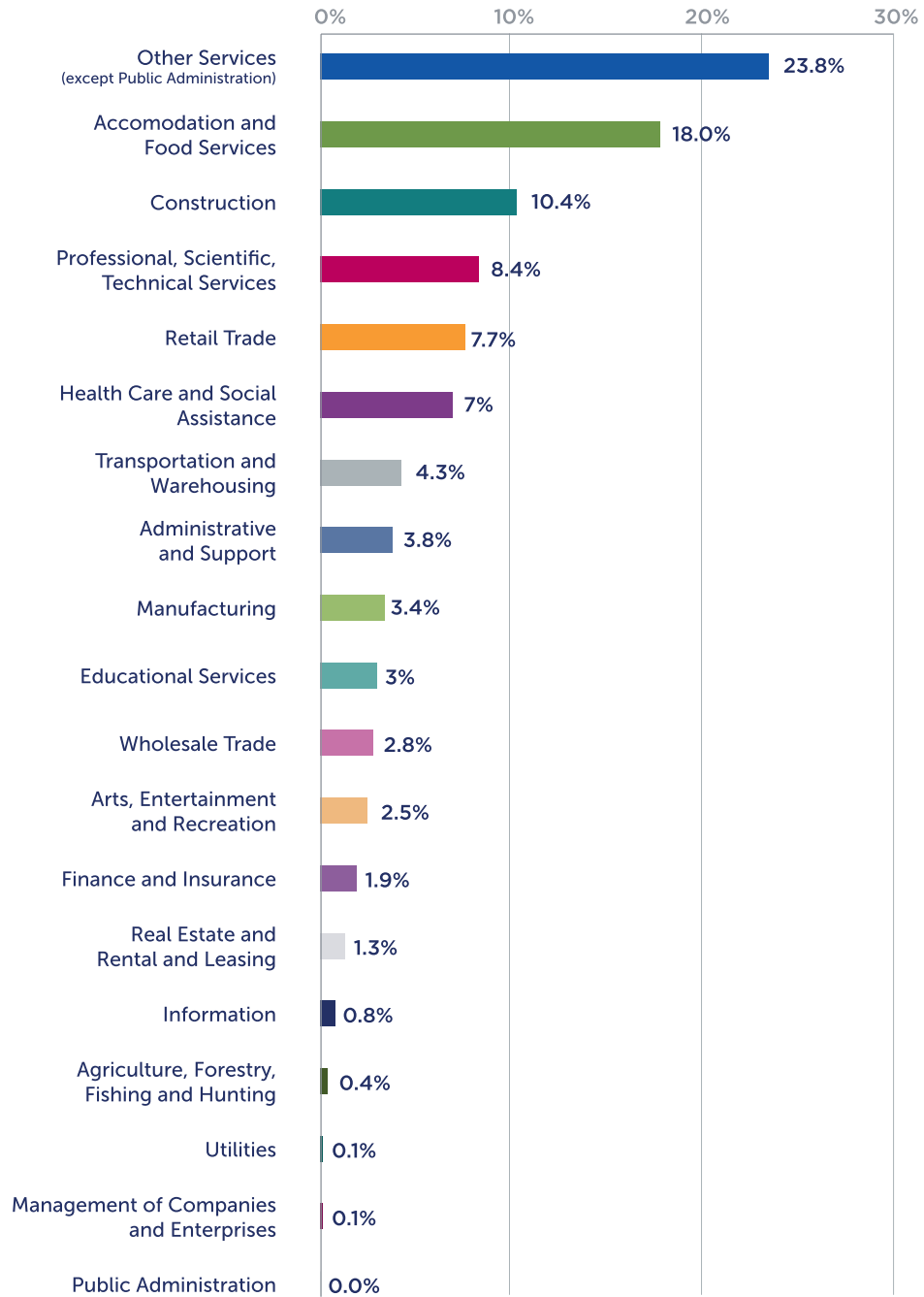
ON AVERAGE

\$80,007

Direct Economic Impact per Job Created or Retained

Sources: AE, Prospera, Implan

Direct Jobs Created or Retained by Entrepreneurs



Sources: AE, Prospera, Implan

Total 30-Year Impact

The West Coast of Florida office was the first regional office to exist, having been established in 1991. This region, being headquartered in Tampa, boasts a population of 3.5 million and the 18th largest consumer market in the U.S.

Over 30 years, Prospera has created the following impacts within the West Coast of Florida region:



\$ 1.214 billion in total economic output



12,010 jobs created or sustained by Prospera

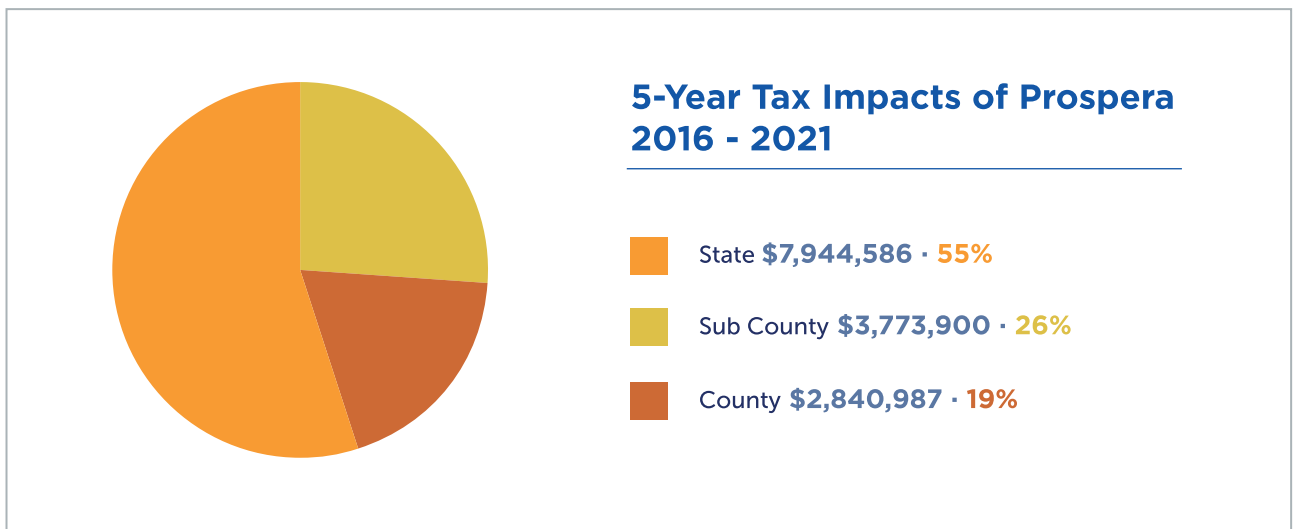


\$399.3 million in labor income



\$27.6 million in direct state and local tax revenue

30-Year Economic Impact of Prospera			
	Jobs	Labor Income	Total Output
Direct	6,747	\$210,495,106	\$623,016,229
Indirect	2,479	\$96,778,291	\$294,502,341
Induced	2,784	\$91,993,636	\$296,539,645
TOTAL	12,010	\$399,267,031	\$1,214,058,215



Sources: AE, Prospera, Implan, Census Bureau

Total Output by Impact Type

The table above details the impacts that comprise the total impact of \$1.2 billion. Among the two impact types, Prospera programs and services have the largest impact to the West Coast economy, with \$1.192 billion.

Prospera operations has the lowest total impact. Interestingly, this sheds light on the return on investment generated by Prospera. **While the day-to-day operations of Prospera does create a \$21.4 million impact, it is truly the services offered by Prospera that create the vast majority of impacts.**

Within the state of Florida, Prospera has helped to create a climate of entrepreneurship among the Hispanic population. The results of those efforts reach far beyond the jobs, labor

income, and total economic output generated. By empowering a segment of the population with enhanced business acumen, Prospera is shaping and strengthening the lives of Florida business owners, as well as Florida’s commercial sector.

Prospera impacts many sectors across West Florida. Leading the way is the impact on support services, with a \$63.8 million impact. Professional services includes a \$35.7 million impact. General manufacturing, which includes all manners of goods production has a \$21.1 million impact. Particularly encouraging about these three categories is how diverse each is from one another. This suggests Prospera’s reach is felt across all economic sectors, rather than isolated, niche sectors.

Total Economic Impact by Type			
Impact Type	Jobs	Labor Income	Total Output
Prospera Programs and Services	11,865	\$393,209,969	\$1,192,668,326
Prospera Operations	145	\$6,057,062	\$21,389,889
TOTAL	12,010	\$399,267,031	\$1,214,058,215

Value of Prospera’s Impact to Downstream Sectors through Indirect and Induced Impacts



\$591,041,986

Top Growth Industries, 2016-2021



Support Services:
\$63.8M



Professional Services:
\$35.7M



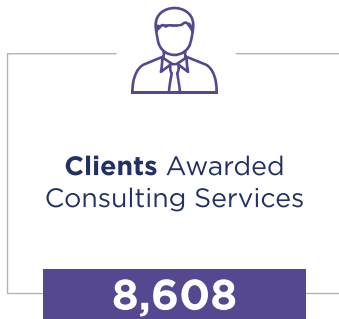
General Manufacturing:
\$21.1M

Sources: AE, Prospera, Implan

Central Florida Impact

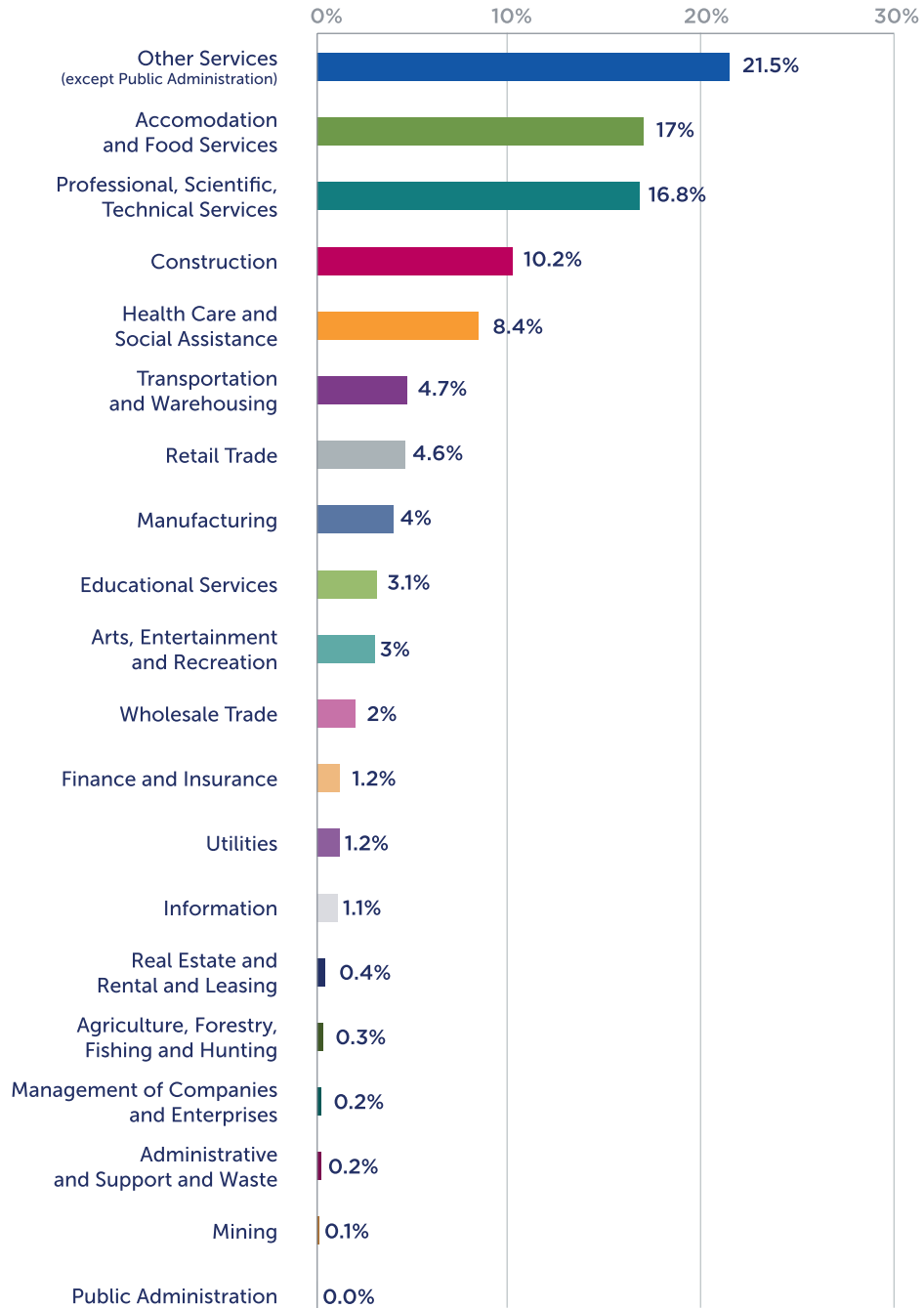
Impact Dashboard

Prospera Model Inputs - Central Florida	
Impact type	Direct Impact
Prospera Programs and Services	\$852,541,312
Prospera Operations	\$20,918,303
TOTAL	\$873,459,615



Sources: AE, Prospera, Implan

Direct Jobs Created or Retained by Entrepreneurs



Sources: AE, Prospera, Implan

Total 26-Year Impact

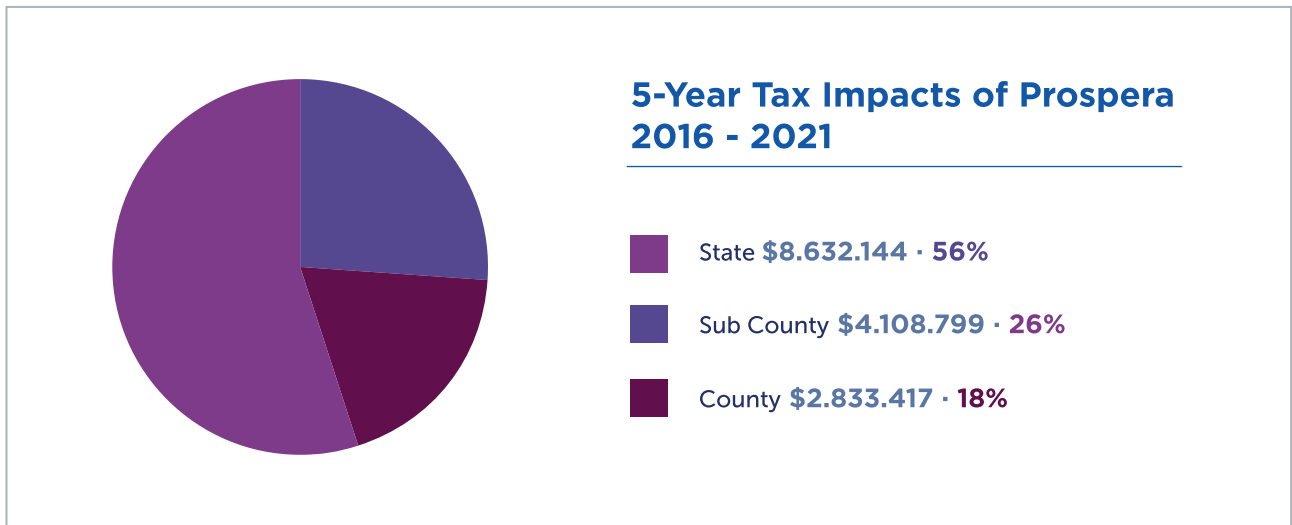
Prospera’s primary Central Florida office was established in Orlando in 1995. Prospera boasts a second satellite office located within the Kissimmee/Osceola County Chamber of Commerce.

The estimated population of the Orlando MSA is 3.1 million people, which includes a well educated workforce of 1.6 million employees. Innovation and technology are key economic drivers for the region. Therefore, it comes as no surprise that Central Florida has a higher number of firms coming through Prospera in the technology sector.

Over 26 years, Prospera has created the following impacts within the Central Florida region:

			
\$ 1.693 billion in total economic output	19,553 jobs created or sustained by Prospera	\$571.9 million in labor income	\$44.6 million in direct state and local tax revenue

26-Year Economic Impact of Prospera			
	Jobs	Labor Income	Total Output
Direct	10,590	\$309,276,501	\$873,459,615
Indirect	4,214	\$133,612,120	\$404,027,575
Induced	4,749	\$129,033,615	\$416,161,338
TOTAL	19,553	\$571,922,236	\$1,693,648,528



Sources: AE, Prospera, Implan, Orlando Economic Partnership, Census Bureau

Total Output by Impact Type

The table above details the impacts that comprise the total impact of \$1.693 billion. Among the two impact types, Prospera programs and services generated a \$1.658 billion impact.

Central Florida’s total economic impact is highlighted by the fact that Prospera’s activity in this region had the greatest direct impact on jobs created among the three Florida offices. In total, Central Florida’s Prospera offices have directly created or sustained 19,553 full-time job equivalents throughout the Central Florida economy. Rather than jobs created by Prospera entrepreneurs,

these jobs are created through business interactions between entrepreneurs and the other businesses throughout the Florida economy.

Prospera’s impact on support services is significant, at \$73.2 million. Scientific, technical services saw an impact of \$36.9 million, and general manufacturing saw growth at \$23.8 million. Central Florida boasts a strong economic impact. Given the strength and growth of the regional economy, it is encouraging to see that Prospera is able to make a demonstrable impact on an already vibrant economy.

Total Economic Impact by Type			
Impact Type	Jobs	Labor Income	Total Output
Prospera Programs and Services	19,291	\$561,889,250	\$1,658,329,973
Prospera Operations	262	\$10,032,987	\$35,318,555
TOTAL	19,553	\$571,922,237	\$1,693,648,528

Value of Prospera’s Impact to Downstream Sectors through Indirect and Induced Impacts



\$820,188,913

Top Growth Industries, 2016-2021



Support Services:
\$73.2M



Scientific, Technical Services:
\$36.9M



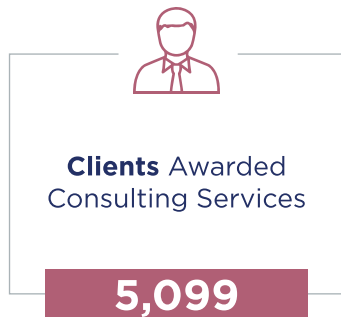
General Manufacturing:
\$23.8M

Sources: AE, Prospera, Implan

South Florida Impact

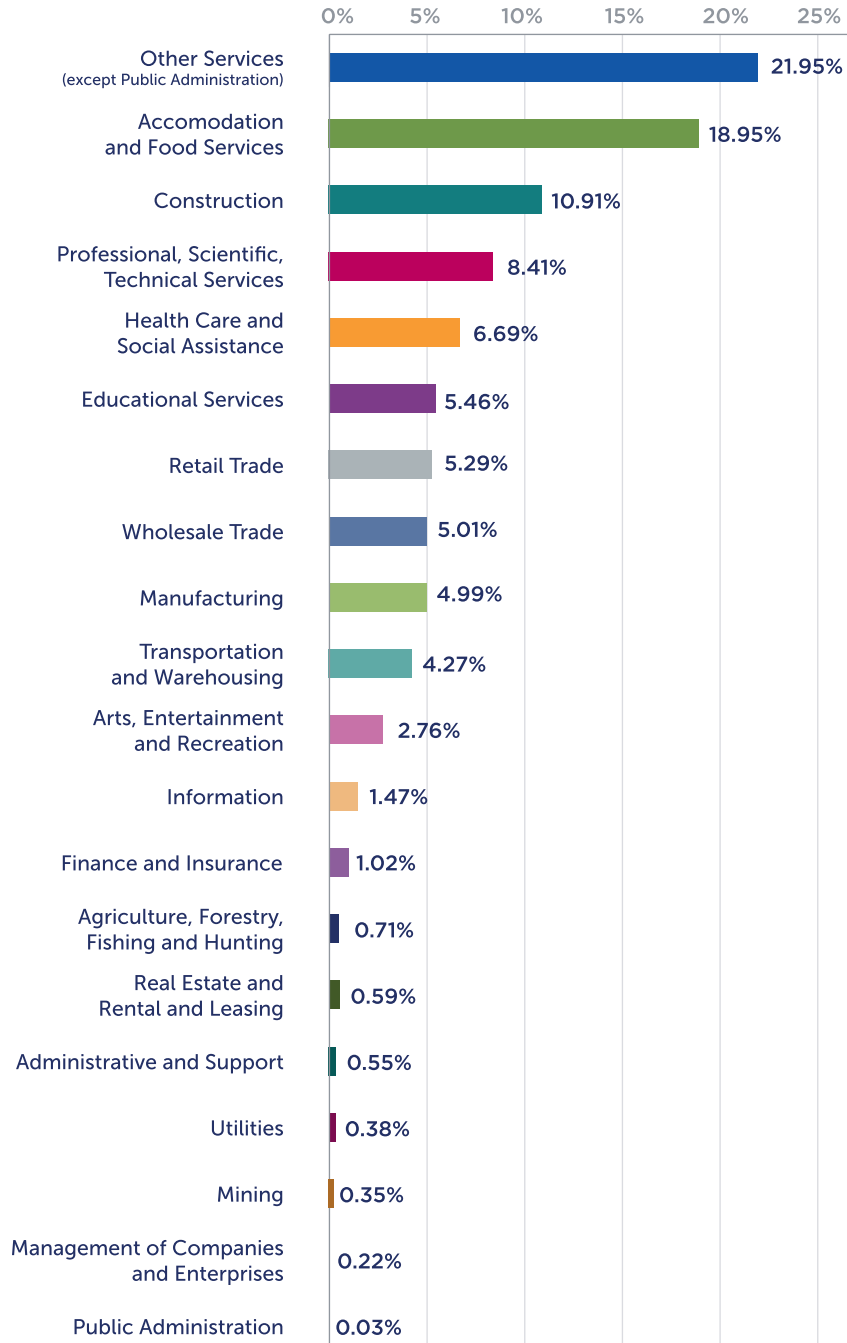
Impact Dashboard

Prospera Model Inputs - South Florida	
Impact type	Direct Impact
Prospera Programs and Services	\$968,506,616
Prospera Operations	\$10,908,665
TOTAL	\$979,415,281



Sources: AE, Prospera, Implan

Direct Jobs Created or Retained by Entrepreneurs



Sources: AE, Prospera, Implan

Total 10-Year Impact

Prospera’s office in South Florida was the third regional office established, with a downtown Miami location in 2011. The office is currently located in the City of Doral.

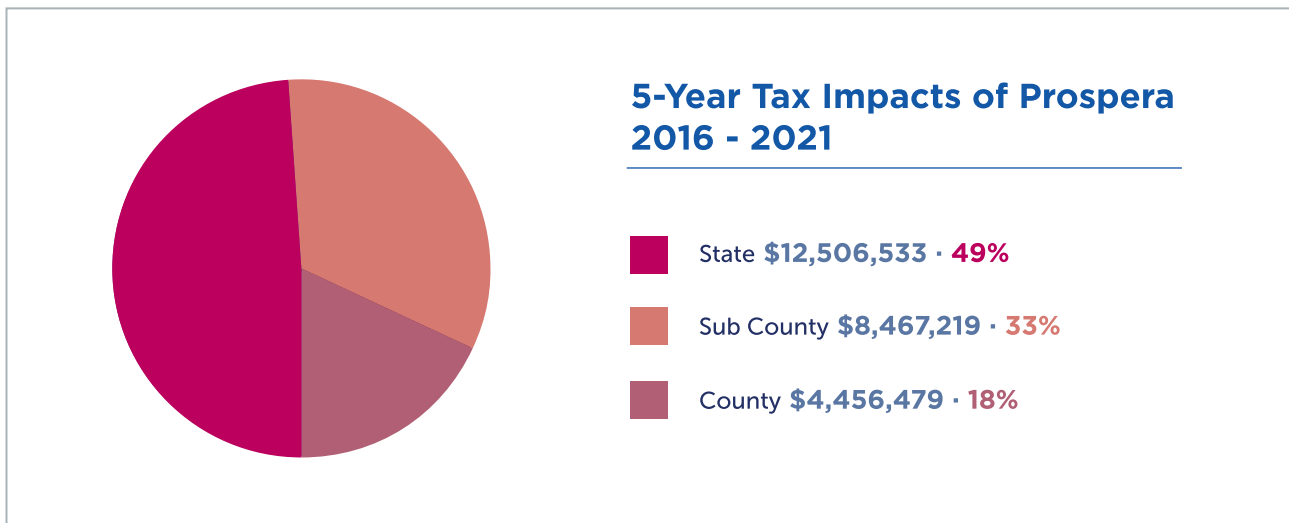
international community, which gives the region a large pool of highly skilled and diverse workers. Additionally, the Southeast region claims easy access to international markets, especially those in Latin America.

The estimated population of the Miami MSA is 6.1 million people. It includes a large

Over 10 years, Prospera has created the following impacts within the South Florida region:

			
\$ 1.836 billion in total economic output	15,099 jobs created or sustained by Prospera	\$586.3 million in labor income	\$40.9 million in direct state and local tax revenue

10-Year Economic Impact of Prospera			
	Jobs	Labor Income	Total Output
Direct	8,206	\$312,665,708	\$979,415,281
Indirect	3,557	\$153,434,095	\$468,920,681
Induced	3,336	\$120,177,289	\$388,193,333
TOTAL	15,099	\$586,277,093	\$1,836,529,295



Sources: AE, Prospera, Implan

Total Output by Impact Type

The table above details the impacts that comprise the total impact of \$1.836 billion. Among the two impact types, Prospera programs and services have the largest impact to the South Florida economy, with \$1.817 billion.

It is important to note the economic impact that South Florida’s offices have had on the region in such a limited amount of time. To put things into perspective, South Florida’s total economic output is about one half of the total economic output of the Central Florida office. This is an impressive impact, considering that South Florida’s offices were established 15 - 19 years after the other two regions.

The South Florida economy is growing at a tremendous rate and that is evidenced by the \$1.817 billion in economic output related to Prospera. As noted earlier, South Florida has also been the recipient of recent Hispanic immigrants from places such as Puerto Rico and Venezuela. Prospera’s effectiveness in reaches those Hispanic populations is one part of a very successful equation in South Florida. Residential construction saw \$164.4 million in growth, support services saw \$114 million in growth, and marketing services saw nearly \$100 million (\$99.4 million) in growth from 2016 to 2021.

Total Economic Impact by Type			
Impact Type	Jobs	Labor Income	Total Output
Prospera Programs and Services	19,838	\$821,906,588	\$1,817,656,935
Prospera Operations	151	\$6,528,406	\$18,872,361
TOTAL	19,989	\$828,434,994	\$1,836,529,296

Value of Prospera’s Impact to Downstream Sectors through Indirect and Induced Impacts



\$857,114,015

Top Growth Industries, 2016-2021



Residential Construction:
\$164.4M



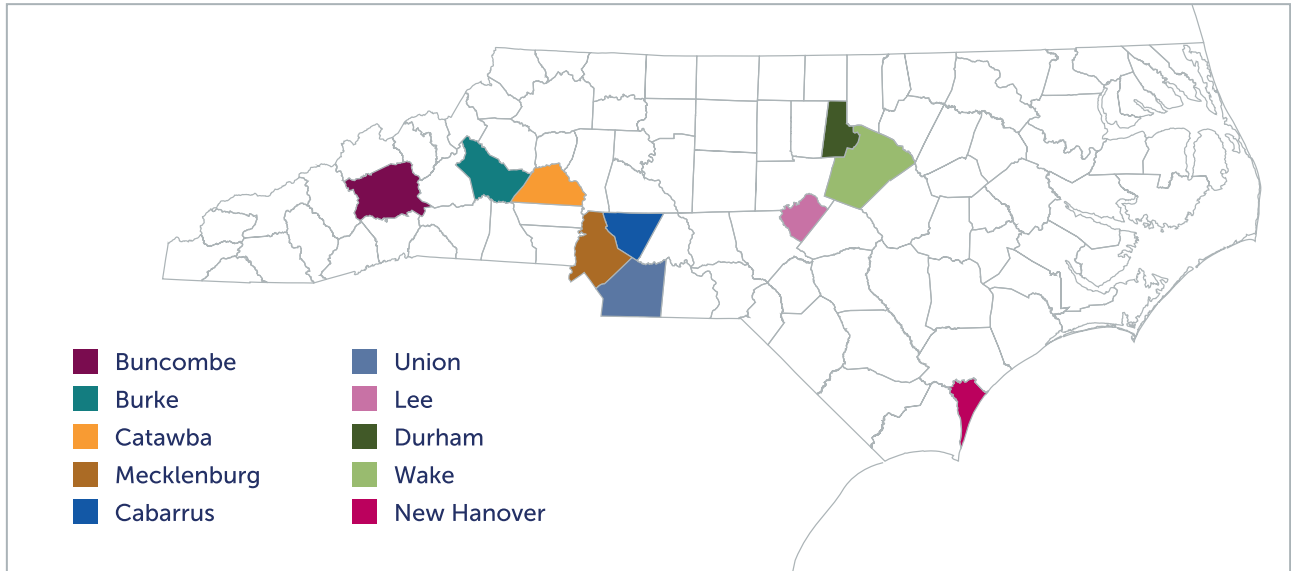
Support Services:
\$114M



Marketing Services:
\$99.4M

Sources: AE, Prospera, Implan

North Carolina Impact



Impact Dashboard

Prospera Model Inputs – North Carolina	
Impact type	Direct Impact
Prospera Programs and Services	\$75,091,502
Prospera Operations	\$1,473,524
TOTAL	\$76,565,026

Clients Awarded Consulting Services

588

Total **Jobs Created/Retained** by Entrepreneurs

553

Total **Loan Amounts** Marketed

\$2,068,800

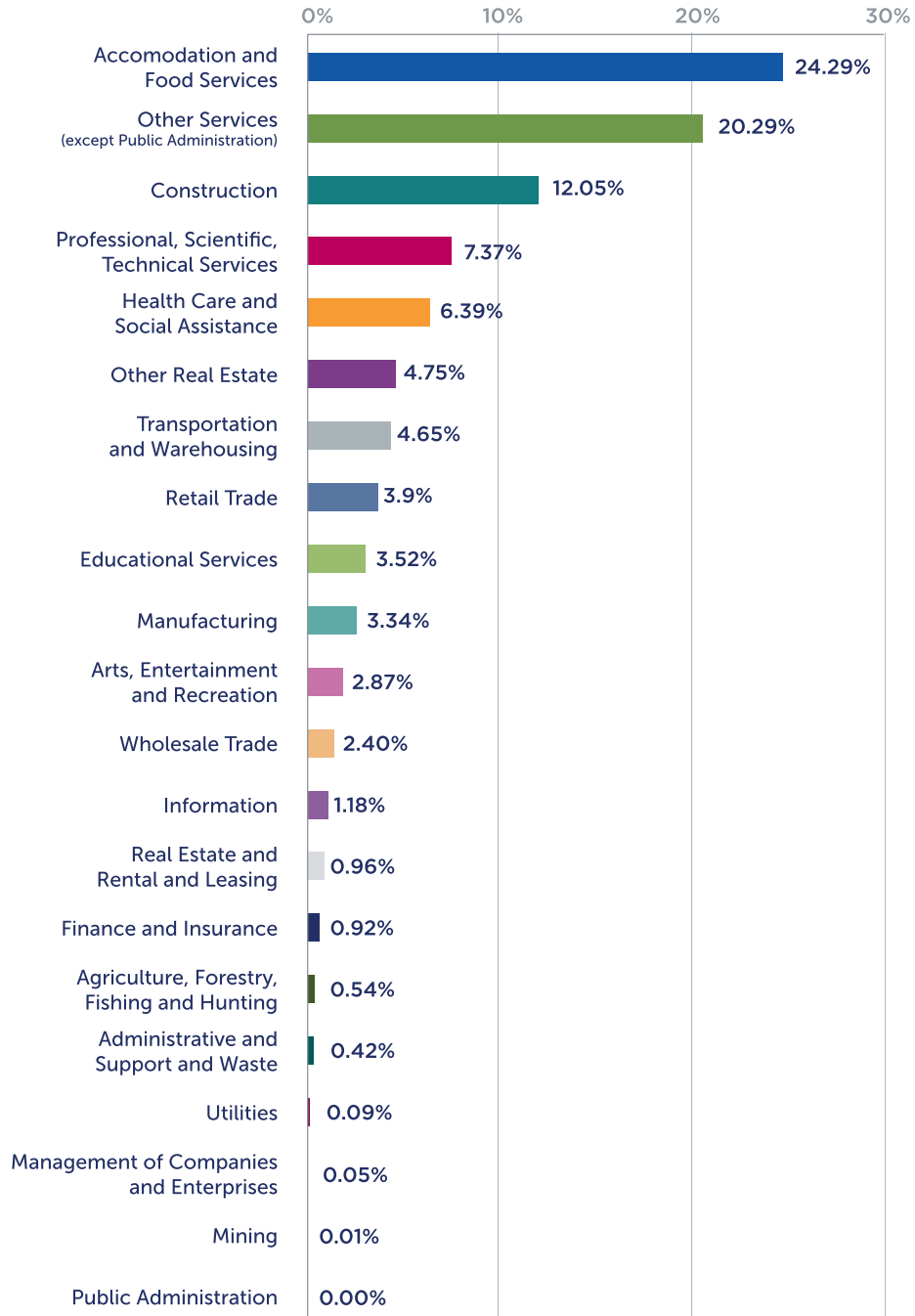
ON AVERAGE

\$138,453

Direct Economic Impact per Job Created or Retained

Sources: AE, Prospera, Implan

Direct Jobs Created or Retained by Entrepreneurs



Sources: AE, Prospera, Implan

Total 4-Year Impact

Prospera’s office in North Carolina was the first regional office to open outside Florida, having established its Mecklenburg County location in 2017.

The estimated population of Mecklenburg County is 1.1 million people. It includes a large Hispanic community (13.8%). Additionally, the region continues to grow at an impressive rate, suggesting strong economic opportunities.

Over 4 years, Prospera has created the following impacts within the North Carolina region:



\$ 126.7 million
in total
economic output



684 jobs
created or sustained
by Prospera

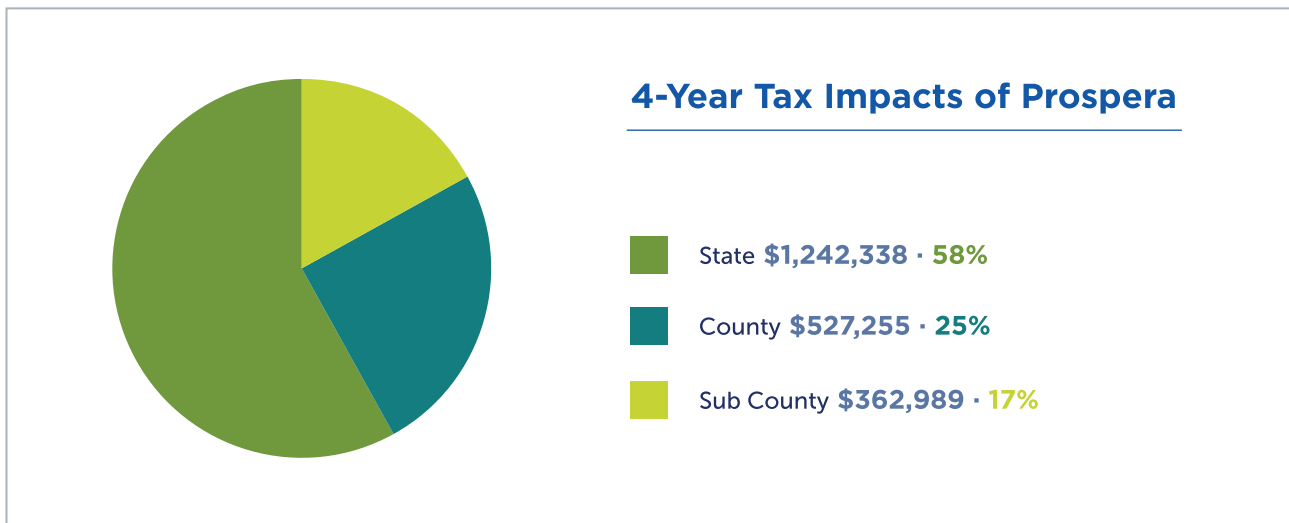


\$45.1 million
in labor income



\$2.1 million
in direct state and
local tax revenue

4-Year Economic Impact of Prospera			
	Jobs	Labor Income	Total Output
Direct	422	\$27,042,491	\$76,565,026
Indirect	160	\$12,000,223	\$32,372,458
Induced	102	\$6,100,073	\$17,771,746
TOTAL	684	\$45,142,787	\$126,709,230



Sources: AE, Prospera, Implan

Total Output by Impact Type

The table above details the impacts that comprise the total impact of \$75.1 million. Among the two impact types, Prospera programs and services have the largest impact to the North Carolina economy, with \$73.6 million.

It is important to note the economic impact that North Carolina’s offices have had on the region in such a limited amount of time. The four-year presence of Prospera in North Carolina has already seen impressive returns. Residential construction saw \$13 million in

growth. Support services witnessed \$11.2 million in growth, and marketing services saw \$11.1 million in growth.

Given the economic success of North Carolina as a whole in recent years, the inroads made by Prospera in a short period of time is remarkable. Its impact on the Hispanic community in North Carolina is paying dividends and seeing growth across many economic sectors.

Total Economic Impact by Type			
Impact Type	Jobs	Labor Income	Total Output
Prospera Programs and Services	674	\$44,579,142	\$73,594,995
Prospera Operations	10	\$563,645	\$1,497,191
TOTAL	684	\$45,142,787	\$75,092,186

Value of Prospera’s Impact to Downstream Sectors through Indirect and Induced Impacts



\$50,144,204

Top Growth Industries, 2017-2021



Residential Construction: \$13M



Support Services: \$11.2M



Marketing Services: \$11.1M

Sources: AE, Prospera, Implan

APPENDIX

| Additional Definitions

| Multipliers

Unique to the region being studied and used to calculate the specific effects brought about by a change to a regional economy. For instance, a positive economic activity will have a multiplier greater than 1. This means that the economic impacts are greater than just the direct expenditures from the analyzed activity. Simply put, a multiplier is the ratio that defines the total economic output created for each dollar invested.

| Jobs

Are created through induced effects and are full-time equivalents.

| Tax Impacts

Include federal, state, and local impacts are included in the total economic output.

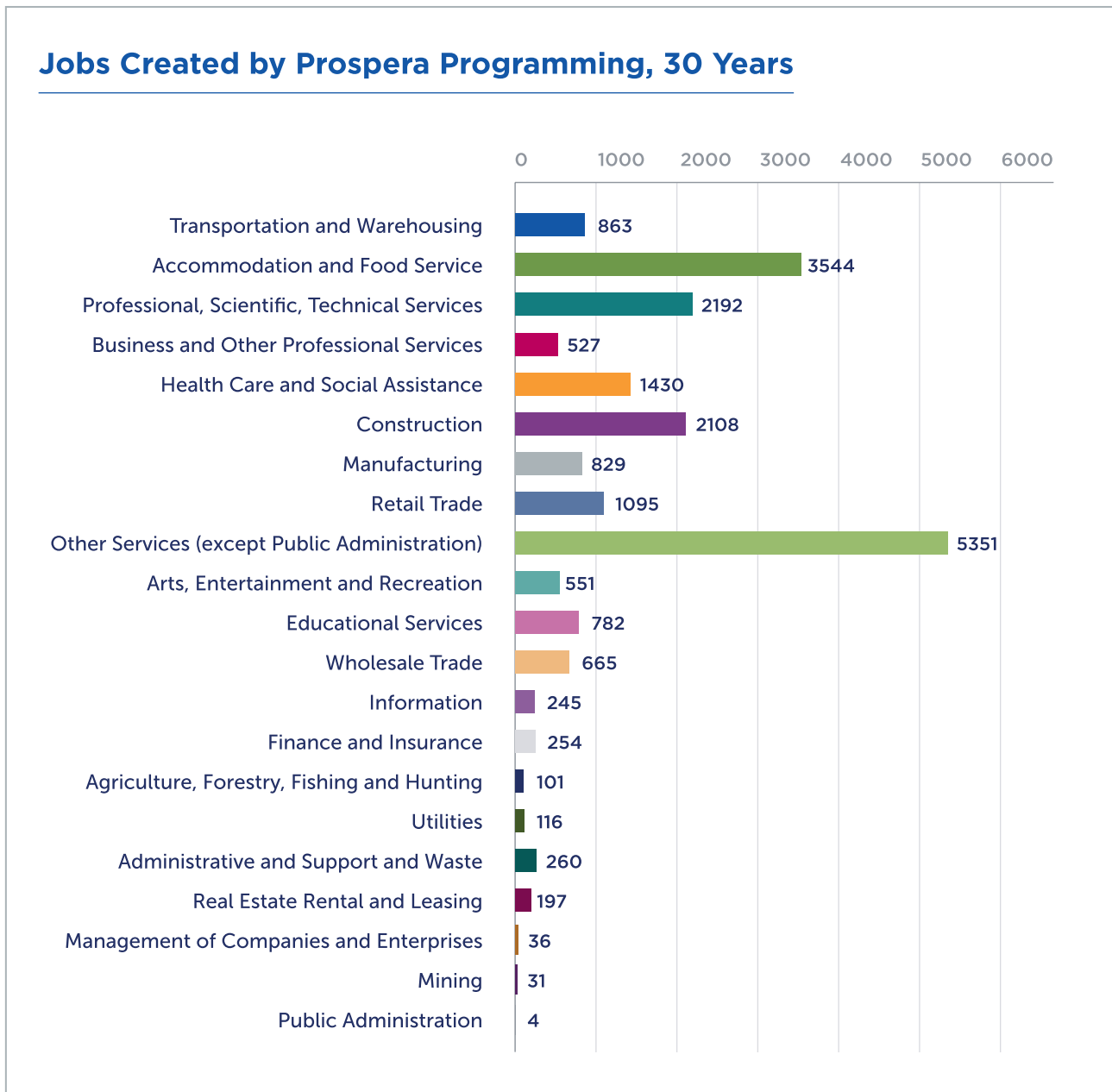
| Labor income

Includes all forms of employment income. This includes both wages and benefits.

Expanded Methodology

Jobs Created by Industry Sector

Prospera tracks the number of jobs created by businesses that receive services from Prospera. In most years, industry data is tracked for each job created. However, in some years jobs were not classified by industry. Therefore, for each region, job totals in each industry were tallied, and jobs with no industry data were divided accordingly among industries based on historical percentages. Below is the total industry breakdown for each regional Prospera office.



Sources: AE, Prospera, Rollins College

Prospera Operations

The annual operating budget of Prospera has an economic impact on the regions in which they operate. The on-going operation of Prospera requires the purchasing of goods and services, as well as the hiring of full-time and part-time employees.

Data for operating budgets comes directly from Prospera. In the event of missing data for earlier years, projections were made to fill in the gaps that existed. Since employment levels are known for all years, budget projections are based on the level of employment for a given year.

Prospera Operating Budgets by Regional Office	
Regional Office	Operating Budgets (1991-2016)
West coast of Florida (Office Opened in 1991)	\$7,383,381
Central Florida (Office Opened in 1995)	\$13,920,518
South Florida (Office Opened in 2011)	\$4,999,887
North Carolina (Office Opened in 2017)	\$383,227
TOTAL	\$26,687,013

Sources: AE, Prospera

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PROSPERA ANNUAL FUNDERS

Thanks to the financial support of our donors, we have been able to deliver our services and impact the communities we serve. Thank you for your commitment to our mission. Below are Prospera's current, leading annual funders.



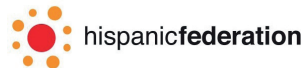
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