



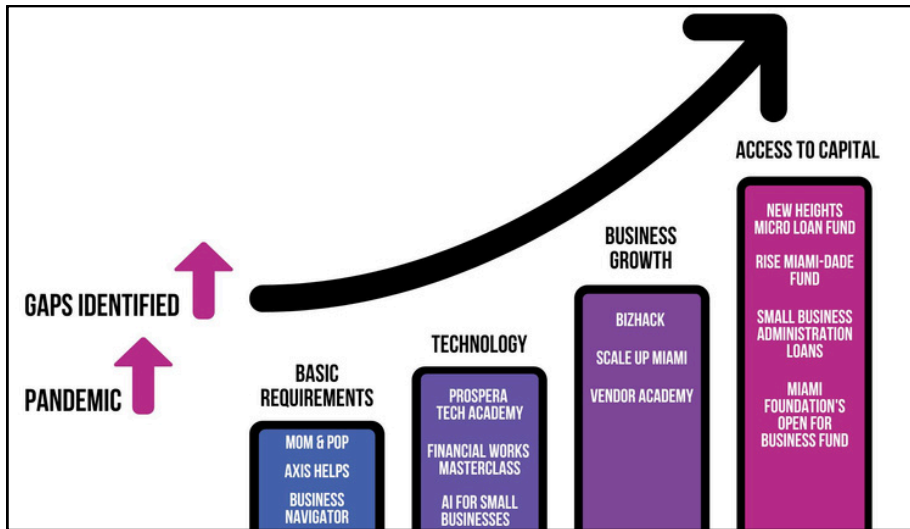
Impact Report *2022-2024*

A MESSAGE FROM COMMISSIONER EILEEN HIGGINS

When Elevate District 5 launched in May 2022, I had a clear mission: to empower entrepreneurs like you. The challenges faced during the pandemic exposed critical gaps in resources and funding in our business community. From Mom & Pop grants to micro-loans, the bilingual programs we have developed serve as a steppingstone, intended to help you acquire the skills to become stronger, resilient, and self-sufficient. I'm also thrilled by the unique network of mentorship, partnership, and mutual support small business owners like

you have fostered, investing in each other's success, and nurturing a thriving ecosystem of collaboration. I am proud to announce that in two years, we have graduated over 500 businesses and engaged with another 1,000. While we offer the programs at no cost, I recognize that you are investing something far more valuable: your time. Your success remains my priority. Thank you for joining me on this rewarding journey to see you excel!

Eileen Higgins,
County Commissioner - District 5



A TIME WITH UNIQUE CHALLENGES

The Elevate District 5 - Small Business Recovery and Growth Program was launched in 2022 by Miami-Dade County Commissioner Eileen Higgins in response to the challenges faced by small business during the pandemic. The program utilizes data to create, leverage, and expand programs and tools to support and strengthen small businesses in District 5.

The program is funded by the American Rescue Plan, President Joe Biden's plan to provide direct relief to Americans and rebuild the economy.



IMPACT SNAPSHOT

525 Business Impacted

30 Trainings Held

415 Grants Awarded

Elevate District 5 has invested funding to provide a wide variety of **FREE** programming to strengthen small business and help them grow. It also provides financial support through grants, loans, stipends, and prizes.

FUNDS INVESTED

\$1,862,000

Elevate District 5 has held 15 cohort-based training programs incorporating AI technology, marketing, access to capital, and other essential skills to propel small business to growth and success.

PROGRAM

DETAILS

OUTCOME

Mom & Pop Grants

Up to \$5,000 grants for business operations

- **313** recipients
- **\$825,000** in grants awarded

Scale-Up District 5

Business planning pitch competition

- **66** entrepreneurs poised for growth
- Awarded over **\$20,000** to pitch competition winners

New Heights Microloan program

Low interest rate loans, as well as technical support

- **\$466,000** in funding invested
- **10, \$10,000** microloans awarded

How to Find Customers Online

Online marketing

- **54** entrepreneurs
- **\$2,500** in business incentives

AI for Marketing and Sales

AI-driven insights to enhance customer engagement

- **69** participants
- For every **\$1** invested in marketing, businesses have generated **\$13** in revenue

Tech Academy

Basic technology for everyday business operations

- **49** business owners
- **5** in-person cohorts held

Financial Works Masterclass

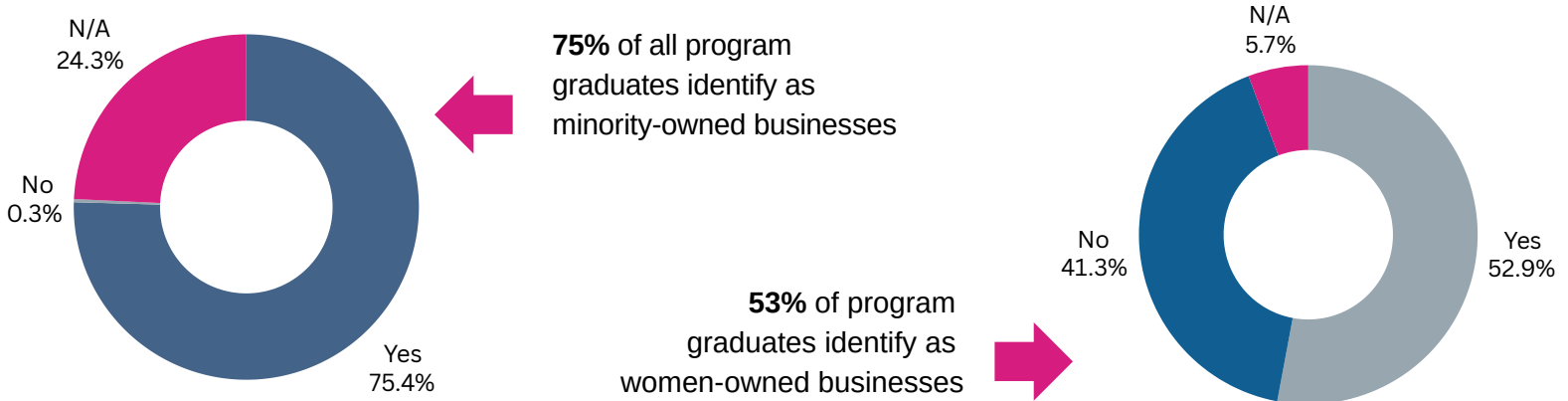
Financial education to ensure sustainability and profitability

- **43** business owners
- Grants offered for QuickBooks memberships

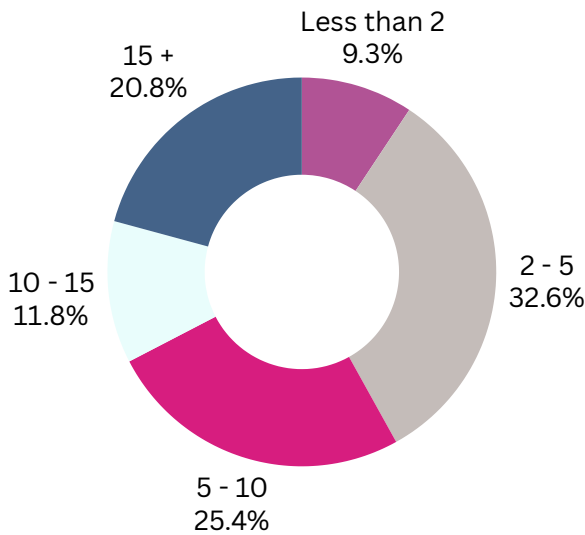
Elevate District 5 Program Participants

Business Profiles

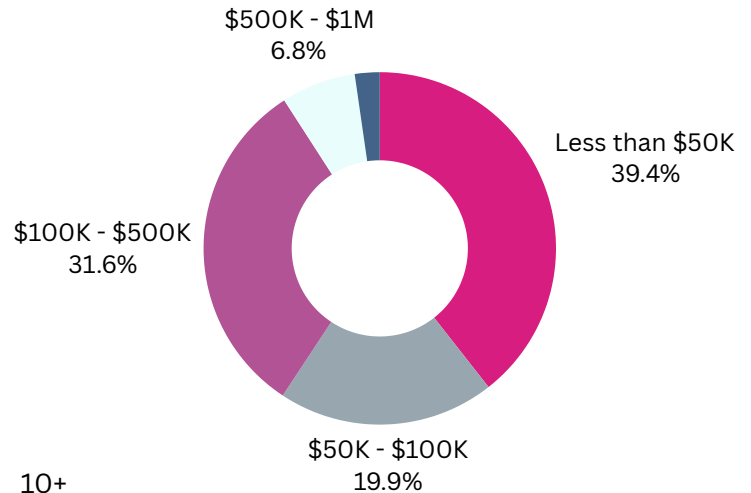
Since its launch, **525 small businesses** have graduated from a training program and/or received funding from District 5, with over 740 having applied for or expressed interest in a program.



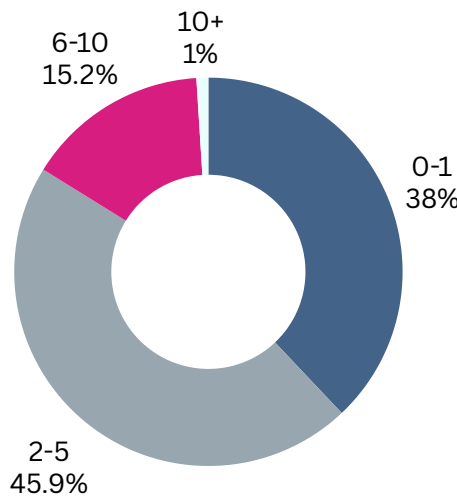
Years in Business



Annual Revenue



No. of Employees



Commissioner
Eileen Higgins
District 5

We couldn't do it without our partners

Thank You!

Elevate District 5 is a collaborative effort with organizations at the forefront of strengthening Miami-Dade's small business ecosystem. The Office of Commissioner Eileen Higgins acknowledges their contributions and partnership.

