ABOUT ICIC
Initiative for a Competitive Inner City (ICIC) is the authority on accelerating small business growth in under-resourced communities. ICIC drives inclusive economic prosperity through general and industry focused technical assistance programs and world-class research. ICIC was founded by renowned Harvard Business School Professor Michael Porter in 1994 as a research and strategy organization that today creates jobs, income, and wealth for local residents through innovative programs.

EVENT BACKGROUND
Our Annual Conference brings together small business owners, economic development practitioners, thought leaders, major corporate stakeholders, policymakers, and community partners to reinforce growth strategies and build solidarity with BIPOC-, woman-, and other diverse-owned entrepreneurs across the U.S. and Canada. Last year's event saw more than 800 attendees and 40 speakers and panelists who led 14 workshops. This year's conference will be hosted in Miami and will be held in person for the first time since 2019.

EVENT DESCRIPTION
2023 ICIC Annual Conference: Reflect, Reunite, Renew

● **Homecoming Welcome Reception**: December 11, 6 p.m. to 8 p.m., at Cerveceria La Tropical.

● **Full-Day Conference**: December 12 at the Hyatt Regency Miami.
  ○ Keynote addresses from Christina DeLay, Head of Small Business & Corporate Social Responsibility, Santander Bank; Alberto Perlman, CEO and co-founder of Zumba Fitness, LCC; and Ingrid Hoffmann, TV Personality, Author, and Host of Simply Delicioso.

  ○ **“Shark Tank”-Style Pitch Competition** featuring three pitches from alums of ICIC programming. The audience will vote on the winner.
- **Business Growth Marketplace**: tradeshow-style booths hosted by ICIC alumni businesses, ecosystem partners, and conference sponsors.
- **Closing Ceremony**: Inner City 100 Awards Ceremony, which, for the 25th year, will highlight the 100 fastest-growing businesses in underserved communities.

**SPONSORS**
The conference is presented by **Santander Bank**. ICIC is the national outreach and selection partner for Santander Bank’s Cultivate Small Business (CSB) program. Santander Bank’s CSB is designed to help early-stage entrepreneurs in low-income neighborhoods build and sustain their businesses, focusing on women-, minority- and immigrant-owned businesses in food-related industries. In addition to sponsoring the conference, they are hosting a food-based entrepreneurs track and holding the graduation for the Fall 2023 cohort of the CSB program. A full list of sponsors can be found [here](#).

**REGISTRATION**

**LOCATIONS**
- **Homecoming Welcome Reception**
  Cerveceria La Tropical in the Wynwood District
  42 NE 25th St., Wynwood, Miami, FL 33137
- **Conference**
  Hyatt Regency Miami
  400 South East Second Avenue, Miami, FL 33131

**SOCIAL MEDIA**
- **Instagram/Facebook/Twitter**: @icicorg
- **LinkedIn**: @initiative-for-a-competitive-inner-city
- **Hashtags**: #ICICAnCon #ICICAnCon2023

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