



## ICIC

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[icic.org](https://icic.org)

<https://bit.ly/ICICAnCon>

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## 2023 ICIC ANNUAL CONFERENCE

### FACT SHEET

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#### 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 Cervceria 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 25<sup>th</sup> 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

Conference tickets can be purchased at <https://bit.ly/ICICAnCon>. General registration is \$199.

## 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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