AMPLIFY CLEARWATER

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# AMPLIFY Clearwater awards $30,000 to two small businesses at its business incubator's first cohort 'Pitch Night'

CLEARWATER, FL – Two local small businesses were awarded $20,000 and $10,000 respectively, at AMPLIFY Clearwater's Tourism Innovation Business Incubator's first 'Pitch Night' on Wednesday, December 13th, 2023. The event, which was held at the Homeowner Education Center at the Habitat for Humanity ReStore in Clearwater, saw the program participants present their business and detail their experience through the 10-week cohort.

Judges April Caldwell, co-founder and CEO of fayVen.com, Lauren Davenport Fernandez, founder and CEO of Allegrow, and Dr. Emmanuel Hernandez-Agosto, Dean of the College of Business at St. Petersburg College, awarded CR World the first place, and Allori Blow Dry Bar the second place.

AMPLIFY Clearwater President/CEO Amanda Payne invited the Clearwater City Council members in attendance to present checks to the winners, as they unanimously supported the launch of the business incubator program by allocating ARPA funds back in September.

AMPLIFY Clearwater's newly appointed Chief of Staff Joe Lugo emceed the ceremony and provided updates on how to apply to the upcoming Spring 2024 cohort. All the details are available online at www.amplifyclearwater.com/incubator

**About AMPLIFY Clearwater**

The mission of AMPLIFY Clearwater is to promote and meet the needs of businesses, tourism, and industry and to provide leadership for the advancement of economic vitality and equality for the community of the North Pinellas Region.

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