



NEWS RELEASE

FOR IMMEDIATE RELEASE

July 29, 2019

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HOLLYWOOD LAUNCHES FALL 2019 FASTTRAC® START-UP PROGRAM Early-stage Entrepreneurs Invited to August 8th Information Session

Hollywood, FL – The City of Hollywood Office of Communications, Marketing, and Economic Development (CMED) is launching its first FastTrac® Start-Up Program, a free and immersive multi-session course designed to take early-stage entrepreneurs' business ideas to market. The FastTrac® Start-Up Program will be offered at the ArtsPark at Young Circle from September through December. **Registration is now open for the Information Session scheduled for Thursday, August 8th from 6:00 p.m. to 7:30 p.m. at Hollywood City Hall, located at 2600 Hollywood Boulevard.**

As a Kauffman FastTrac® affiliate, CMED's trained facilitators will help participants analyze solid business plan components, perfect their business concept and learn the entrepreneurial skills necessary to start and grow successful businesses. Business plans will be evaluated at the end of the course and the top three students could be eligible for seed money grants. All participants will receive continuous support from City staff in addition to a certificate of completion.

"The City of Hollywood values its small business community," said City of Hollywood Economic Development Manager Herb Conde-Parlato. "We are excited to launch this new program and continue to enhance an ecosystem that embraces the entrepreneurial spirit and supports small business ownership. These trainings underscore the City's commitment to the development and growth of businesses in Hollywood."

FastTrac® Start-Up participants will learn how to:

- Identify market needs
- Explore risks & success factors
- Build a business plan
- Understand business fundamentals
- Network with entrepreneur professionals
- Access business, financial & human resources

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Participants must [submit a complete application online](#) during the application period of August 8 – August 29, 2019 for this competitive process. FastTrac® Start-Up classes for accepted applicants will be held at ArtsPark at Young Circle on September 11, 2019 through December 19, 2019 from 6 to 9 PM on the following dates: September 11, 19, 25 • October 10, 17, 24 • November 7, 14, 21 • December 5, 19. Individuals requiring accommodations in order to participate must make a request at least 10 business days in advance.

Interested entrepreneurs should register for the August 8th Information Session at www.infosessionfasttrac.eventbrite.com. Space is limited for this free FastTrac® Start-Up course and priority will be given to Hollywood residents. For more information on the FastTrac® Start-Up Program, please contact the City of Hollywood Economic Development Team at 954.921.3620 or visit us [online](#). For media inquiries, please contact City of Hollywood Communications Manager Joann Hussey at 954.921.3328 or via email at jhussey@hollywoodfl.org.

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