



Small text block next to the man planting a tree.



Small text block next to the grocery store interior.



Small text block next to the man in the kitchen.



2024

PERFORMANCE REPORT

PORTRAITS OF PROSPERITY

A PUERTO RICAN PERSPECTIVE



Portraits of Prosperity was made possible by the
generous support of our sponsors.



PORTRAITS OF PROSPERITY

This is a project of Centro CRECE, a non-profit think tank that promotes self-reliance, economic and social growth in Puerto Rico, with the vision of building prosperous communities based on the values of economic freedom and opportunity.

Portraits of Prosperity is an innovative experiential learning program to promote entrepreneurship and free enterprise among high school and university students, and beyond. The program consists of two parts, a photography contest and an exhibition. The contest invites high school and university students to use their camera to explore the subject of entrepreneurship in Puerto Rico. First, they are challenged to capture in one image the spirit of intrepid entrepreneurs and how they contribute to their communities, and write a brief reflection on their subject. Second, the first 100 qualifying entries are showcased in a public exhibition, which amplifies the program's reach and audience by prompting visitors to observe the pictures and reflect on the significance of entrepreneurship in their lives and communities. Moreover, all the qualifying entries become part of the digital exhibition and fan favorite contest through CRECE's social media platforms and website.

From our study "Freedom to Prosper in Puerto Rico" we know that the majority of people on the island don't want to pursue entrepreneurships as a path to prosperity because it is a risky venture. Through Portraits of Prosperity, Centro CRECE aims to change people's mindset on entrepreneurship by showcasing the value of becoming an entrepreneur and the benefits of supporting a free market ecosystem where business and individuals can thrive.

By participating in Portraits of Prosperity, students get the added value of having access to educational webinars on economics and finance offered by the Foundation for Economic Education (FEE), and other opportunities.

2024 In Review

- The in-person exhibition in Plaza Las Americas opened on June 24 and ran for two weeks until July 6.
- On opening night the exhibition received 264 guests, including participating students, teachers, relatives, and entrepreneurs.
- Electronic voting on social media generated 20,000 votes.

WINNING ENTRIES



First Place

Andrea Paola Rodríguez Seda
"Más que un trabajo es el legado de una familia"



Second Place

Andrea Montalvo
"Café y conexión"



Third Place

Josephine Rivera Avillán
"Taller Barreta"

WINNING ENTRIES



Honorable Mention and Fan Favorite - Social Media

Yesmar Z. Brebán Arroyo
"Entre las montañas"

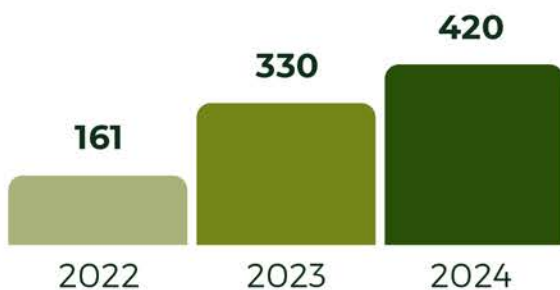


Honorable Mention and Fan Favorite - Exhibition's Visitors

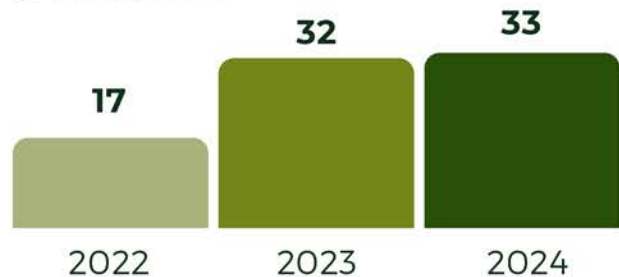
Kevin M. Machín Soto
"Manos a la obra"

KEY INDICATORS EXCEEDED PROJECTIONS IN ALL AREAS:

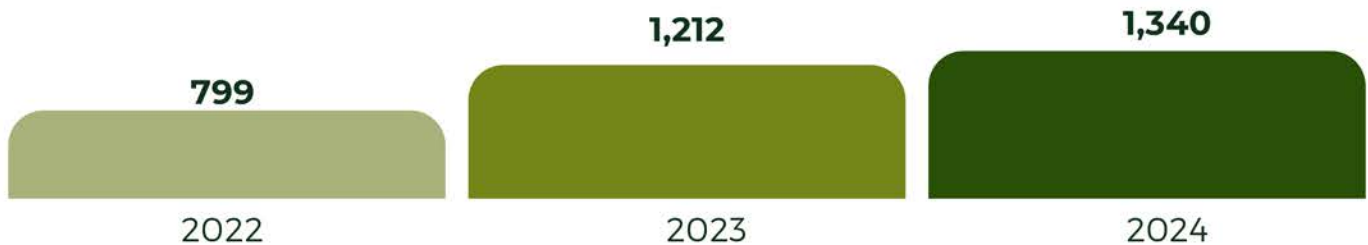
Registrations were up by 27.2%



Schools and universities represented grew by 3.1%



The number of visitors at the exhibition increased by 10.56%



All 100 participants participated in at least one of the webinars offered by FEE:

- February 16, 2024 - "Develop a (RE)invention - Creative Mindset to Thrive" - **28 attendees**
- March 13, 2024 - "Basic Principles for Financial Success" - **37 attendees**
- April 1, 2024 - "What You Need to Know About Money Before 20" - **63 attendees**
- April 16, 2024 - "Develop a (RE)invention - Creative Mindset to Thrive" - **39 attendees**

Seven participants were invited and awarded scholarships by FEE to attend the Active Minds Conference in Atlanta, GA, in June 2024. The conference covered a diversity of topics, including individual rights, the role of government, the principles of limited government, the philosophy of freedom, the importance of curiosity, and effective writing and speaking skills.

SOCIAL MEDIA REACH

The Fan Favorite Contest generated over 20,000 online votes across social media platforms.



ENTRIES

100 photographs

PARTICIPANTS COME FROM 31 MUNICIPALITIES

NORTH

Arecibo
Barceloneta
Bayamón
Camuy
Carolina
Dorado
Guaynabo
Naranjito
San Juan
Toa Alta
Trujillo Alto
Vega Alta
Vega Baja

SOUTH

Adjuntas
Coamo
Ponce
Sabana Grande
Santa Isabel
Yauco

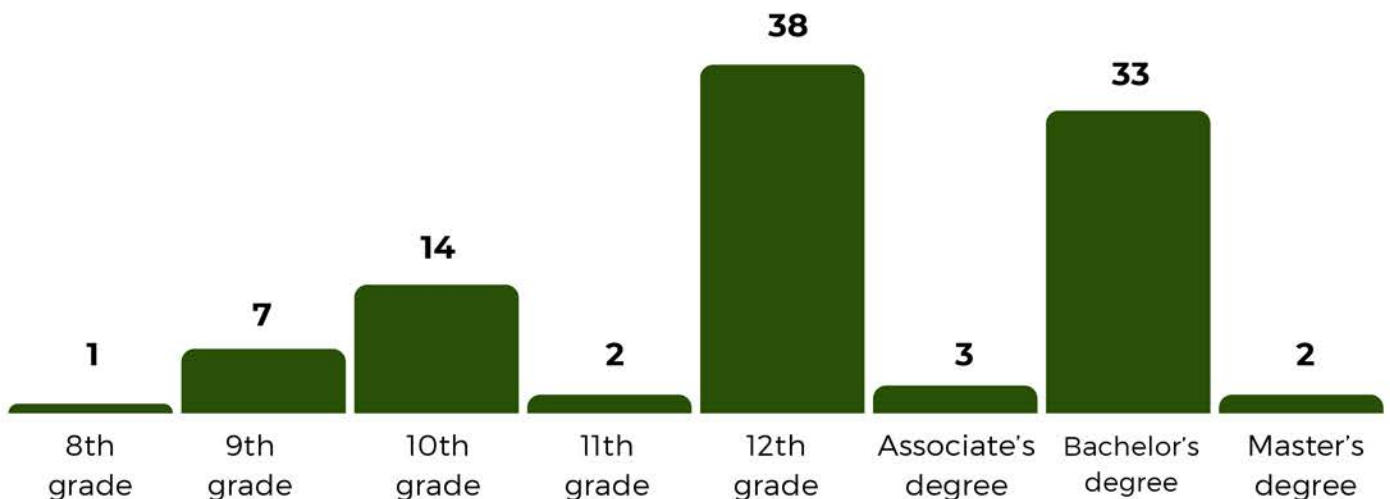
EAST

Caguas
Cidra
Fajardo
Gurabo
Humacao
Las Piedras
San Lorenzo

WEST

Añasco
Cabo Rojo
Isabela
Mayagüez
Quebradillas

ARE IN DIFFERENT EDUCATION STAGES



ATTEND PUBLIC AND PRIVATE ACADEMIC INSTITUTIONS

- Academia María Reina
- Academia Serrant
- Ana Roque de Duprey
- Atlantic University College
- Carlos Beltrán Baseball Academy (CBBA)
- Colegio Maristas Guaynabo
- Colegio Congregación Mita
- Colegio Cristiano Oscar Correa Agosto - Mayagüez
- Colegio de Cinematografía, Artes y Televisión
- Colegio Marista Manatí
- Esc. Dr. Heriberto Domenech
- Escuela Central de Artes Visuales
- Escuela Especializada en Bellas Artes de Humacao Anita Otero Hernández
- Escuela Especializada En Bellas Artes Ernesto Ramos Antonini
- Escuela Especializada en Idiomas Luis Muñoz Iglesias
- Escuela Especializada en Idiomas, Alcides Figueroa
- Escuela José Emilio Lugo
- Escuela Superior Ocupacional y Técnica de Yauco
- Escuela Ileana De Gracia Vega Alta
- Jaciel Christian Academy
- Escuela José Felipe Zayas
- Missionary Christian Academy
- Universidad de Puerto Rico, Recinto de Aguadilla
- Universidad de Puerto Rico, Recinto de Carolina
- Universidad de Puerto Rico, Recinto de Humacao
- Universidad de Puerto Rico, Recinto de Mayagüez
- Universidad de Puerto Rico, Recinto de Ponce
- Universidad de Puerto Rico, Recinto de Río Piedras
- Universidad del Sagrado Corazón
- Universidad Interamericana de Puerto Rico, Recinto de Arecibo
- Universidad Interamericana de Puerto Rico, Recinto de Bayamón
- Universidad Interamericana de Puerto Rico, Recinto de Aguadilla





ABOUT THE COLLECTION

PORTRAYED BUSINESSES ARE LOCATED IN



BUSINESSES REPRESENTED BY INDUSTRY

1 AGRICULTURE

2 FOOD AND DRINK

3 ARTS

4 HEALTH AND WELLNESS

5 PERSONAL CARE

6 RETAIL SALES

7 EVENT MANAGEMENT

8 LANDSCAPING

9 AUTOMOTIVE SERVICES

10 ANIMAL CARE

11 PROFESSIONAL SERVICES

12 SPORTS AND RECREATION



MAIN TAKEAWAYS (PARTICIPANTS)

100% can identify and define what is an entrepreneur

90% are considering becoming an entrepreneur

90% have a more favorable opinion about entrepreneurs

100% consider that entrepreneurship is a viable route towards prosperity and self-sufficiency

IN ADDITION, PARTICIPANTS SAY THAT

Entrepreneurs add value to their communities by:

#1 Promoting development

#2 Creating jobs

#3 Improving quality of life

#4 Supporting a sense of community

#5 Furthering variety of product and services

Entrepreneurs are:

#1 visionaries and innovators

#2 hard working

#3 risk takers

#4 problem solvers

#5 resilient

ENTREPRENEURSHIP IS AN UPHILL PROCESS!

80% of the participants said the process of becoming an entrepreneur is difficult!

WHAT PARTICIPANTS LOVED ABOUT THE PROGRAM



100% consider that the program is an effective way of introducing young people to economic topics

98% would recommend this program to their friends and classmates

IN THEIR OWN WORDS

"I am very grateful to Centro Crece for the opportunity to continue acquiring knowledge through workshops. These workshops help in the growth and development of an entrepreneur or future entrepreneur."

"The task of interviewing an entrepreneur and learning their story allowed me not only to develop my photography skills but also to deeply connect with the realities and challenges that entrepreneurs in Puerto Rico face."



“

My photograph is titled "Oasis." I chose Raiza because I admire her consistency, balance, and perseverance as an entrepreneur. What do I think of entrepreneurship? It is very important. It is challenging to start, but once you begin, in the end, the final product is yours. You gain economic freedom and become the owner of your own time.

-Keimmy Colón Hernández



"It has been an unforgettable experience; I have learned a lot. Getting to know the entrepreneurs and hearing their success stories is extremely enriching. Not everything has been easy, but when you hear the stories they share, you feel inspired. Seeing how their sacrifices bear fruit shows that there is always room for growth in Puerto Rico for all of us."

-Julián Pagán Torres

“

Participating in the "Portraits of Prosperity" program has been very beneficial for me; I have gained a lot of knowledge. I have received many lessons that I know I will be able to use in both my professional and personal development. I have really enjoyed being part of this program; it has been a gratifying experience for me. Whenever there is something that I know can help me in my development, I always say yes. I always like to participate. I am very grateful to CRECE for this wonderful opportunity they have given me and for allowing me to be part of "Portraits of Prosperity."

-Elimar Vázquez Álvarez

My experience at the Active Minds Conference with FEE was unforgettable. I learned a lot. What I loved most was connecting and meeting so many people from different parts of the world and learning from them while they learned from me. That human connection is something I understand cannot be taken for granted, and it was truly a deeply enriching experience.

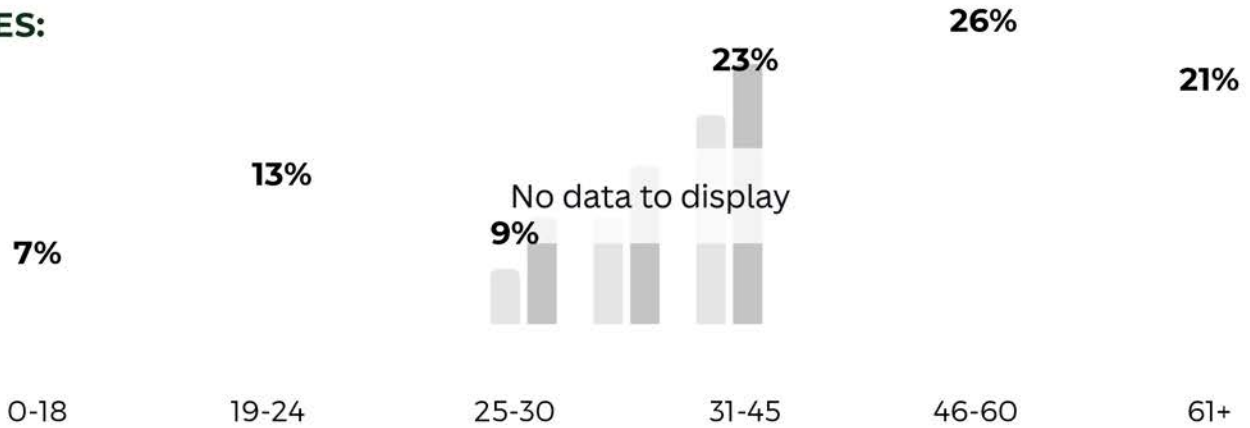
-Zaily Rodríguez

VISITORS' PROFILE

Total visitors **1,340**

From **52** municipalities and **4** cities in the continental United States, including Boston, New York City, Minneapolis, and Orlando

AGES:



VISITOR'S COMMENTS

92% described the exhibition as excellent

75% of visitors said they are considering entrepreneurship in the future

98% of visitors can identify and define what an entrepreneur is

99% of visitors see entrepreneurship as a viable path towards prosperity and self-sufficiency

99% of visitors think that entrepreneurship adds value to communities



Entrepreneurs add value to their communities by:

- #1 Creating jobs
- #2 Promoting economic development
- #3 Supporting a sense of community
- #4 Furthering variety of product and services
- #5 Improving quality of life

VISITORS AGREE THAT ENTREPRENEURSHIP IS AN UPHILL PROCESS!

89%

said becoming an entrepreneur is difficult

The most significant challenges for entrepreneurs are:

- 1 High operating costs (energy, payroll, and rent)
- 2 Number of required permits
- 3 High taxes
- 4 Unstable electrical service
- 5 Overcoming unexpected events (hurricanes, earthquakes, etc.)

What visitors liked most about the exhibition

67% seeing young people involved in activities that promote prosperity and development in Puerto Rico

62% getting to know stories of entrepreneurs in Puerto Rico

39% the quality of the work presented

28% learning about the value of entrepreneurship in local communities



VISITORS' COMMENTS

"It reminded me of the importance of fighting and persevering to achieve goals and objectives when starting a business."

"Excellent exhibition of those who push Puerto Rico forward."

“

"Interesting and culturally valuable focus."

"This exhibition contributes to the collective optimism that Puerto Ricans need so much."



"The faces of our people are admirable; there is so much talent in such a small piece of land. The pride, the joy, the strength of character of the workers and the hardworking women of our Puerto Rico are simply incredible, worthy of admiration."

"It's an inspiring exhibition that motivated me to reinvent myself."

"Excellent initiatives to highlight the contributions and voices of young people."

"The project is incredibly necessary and manages to capture the essence of what an entrepreneur is and their valuable contribution to their communities."

"It introduced me to different entrepreneurs I didn't know about, and I started following them on social media."

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View the digital collection and the business map here:

www.centrocrece.org/portraits-of-prosperity/



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