



BAHAMAS  
DEVELOPMENT  
BANK

# DISNEY ELEVATE ELEUTHERA PROGRAM MID-TERM PROGRESS REPORT

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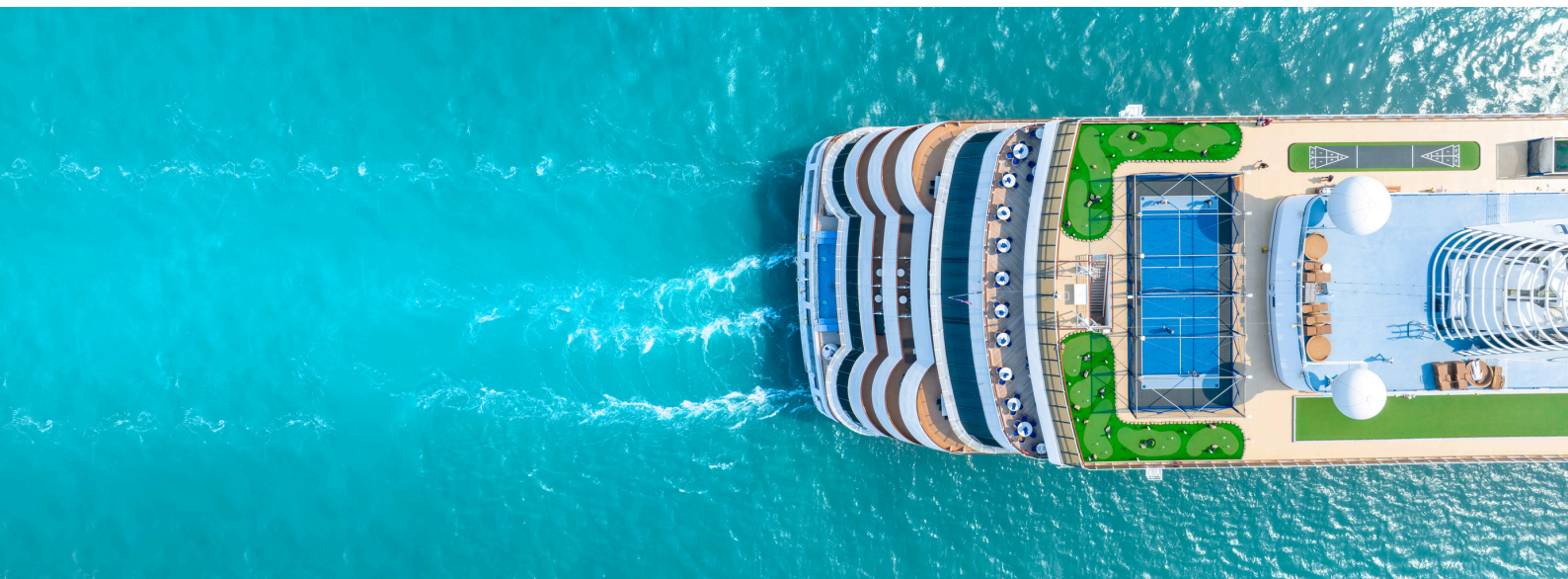
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# EXECUTIVE SUMMARY

The Disney Elevate Eleuthera Program, launched in December 2024, is a multi-stakeholder initiative aimed at strengthening community-based tourism and economic resilience in South Eleuthera. In partnership with Disney Cruise Line, the Bahamas Development Bank, and a network of consultants and local stakeholders, the program is equipping 20 Eleuthera-based businesses with the skills, tools, and support required to offer market-ready, guest-centric experiences. At the midpoint, the program has achieved key milestones including cohort selection, successful delivery of virtual and in-person training modules, and the development of personalized action plans for each participant.



In tandem with this capacity-building work, the program team has also initiated development of the Pineapple Strategy Report,, a complementary effort focused on leveraging Eleuthera’s agricultural heritage to expand supply chain opportunities with Disney. The strategy aims to explore the feasibility of sourcing locally grown pineapples for use in Disney’s culinary and hospitality offerings, further strengthening the link between tourism and agriculture. This initiative represents a broader commitment to building cross-sectoral value chains that benefit local producers while enhancing the authenticity of the Disney guest experience. This mid-term report captures the full scope of Elevate Eleuthera’s progress and provides a roadmap for the program’s remaining months.

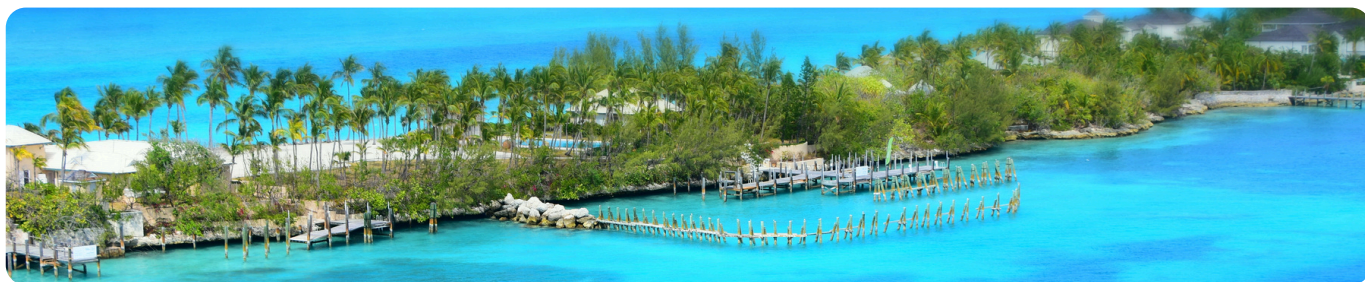




# PROGRAM OVERVIEW



The Elevate Eleuthera Program was conceived to strengthen the tourism value chain in Eleuthera by enhancing the readiness and professionalism of locally owned businesses. The overarching objective is to identify and develop at least 20 high-potential MSMEs that can provide unique tourism experiences reflective of the island's natural and cultural richness, while also aligning with Disney Cruise Line's operational and guest service standards.



With support from Trove Tourism, Paragon Communications & KW Consultancy in marketing, business development, and tourism product design, the program provides an integrated support package. This includes one-on-one coaching, peer learning opportunities, business assessments, and a series of structured training modules. Over the course of six months, businesses participate in a guided transformation journey that covers customer experience design, financial planning, pricing strategy, brand development, and digital visibility.



**trove**

TOURISM  
DEVELOPMENT  
ADVISORS







# PROGRESS TO DATE



Since the program’s official launch in December 2024, a series of coordinated activities have been implemented to drive the program forward in conjunction with the Disney team. In the early months, the focus was on understanding Disney’s needs. We sought to answer the question “What does success look like?”

Building on the need to deliver excursions that draw upon the unique heritage of Eleuthera while delighting visitors, BDB embarked on a program of stakeholder coordination, program design, and the recruitment of three expert consultants—a marketing specialist, a business development advisor, and a tourism product expert from Trove. Each consultant was given a defined scope of work aimed at addressing the most pressing development needs of participating businesses.

## Our Methodology





# PROGRESS TO DATE

## December 2024 - Sensitization

Each of the consultants reached out individually to introduce themselves and their intended work outcomes to the businesses on the ground Kentisha Ward, the on-the-ground business consultant, conducted door-to-door outreach to inform local businesses about the project and invite them to join the cohort.

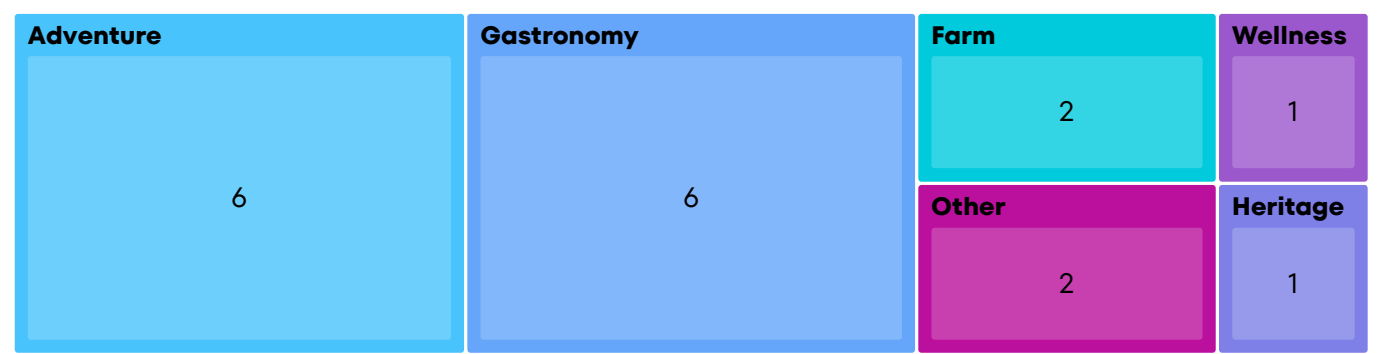
## January 2025 - Cohort Assessment and Formation

Her efforts in December led to the identification of more than 40 Eleuthera-based enterprises. Trove, BDB, and Ms. Ward contributed to the process to conduct an initial intake and diagnostic process—designed to quickly filter out businesses that did not align with Disney Cruise Line’s target sectors—24 businesses proceeded to a comprehensive assessment. This evaluation examined market readiness, regulatory compliance, and alignment with Disney’s standards.

## A Cohort of 24 Experiences and Tours

The resulting needs assessments highlighted several critical development areas, particularly in pricing strategy, digital marketing, and customer service delivery. This assessment ensured that the program would deliver bespoke training based on clear needs and planned outcomes.

Ultimately, 24 businesses were selected to form the program’s core cohort. These represent a diverse cross-section of tourism-related sectors, including action and adventure experiences, culinary tourism, heritage tours, farm excursions, health and wellness offerings, and other services such as hair braiding and experience curation. As the program comes to a close we have identified 18 businesses that are ready to launch.





## February 2025 - In-person Training with Local & International Consultants

The first in-person training sessions took place in February 2025, beginning on February 18th with an introductory workshop that formally launched the program. This session oriented business owners to the legal and financial compliance requirements necessary to operate within The Bahamas.

Delivered over two workshops held on February 18 and 20, the module featured presentations from key institutions including the Department of Inland Revenue, the Bank of The Bahamas, and TROVE Tourism Development Advisors. Topics covered included trade name registration, VAT and NIB compliance, the business license application process, and the steps required to open and manage business bank accounts.

Building on insights from earlier assessments, TROVE—an international consulting firm—met individually with each business to better understand their specific needs and strengths. In many cases, the consultants also joined site visits to experience operations from the customer’s perspective.

As the cohort came together, TROVE and the Bahamas Development Bank (BDB) collaboratively established the theme of “Community”, encouraging participating businesses to support one another, collaborate, and identify synergistic opportunities to grow together.



## February 2025 - Assistance with Regulatory Compliance

Participants also benefited from on-site support for business license applications and financial account setup. Bank representatives outlined eligibility for e-commerce banking, while TROVE led exercises focused on defining unique selling propositions (USPs) and identifying target markets.





## March 2025 - Virtual Training: Pitch Decks, Partnerships & Financial Planning

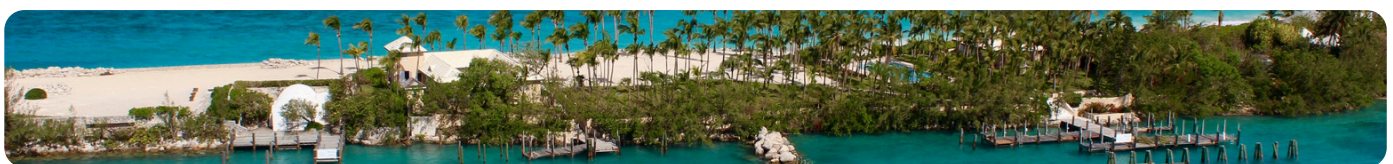
Following the initial in-person sessions and assessments, virtual coaching began in March 2025. A major milestone was reached on March 25, when TROVE hosted a remote training session focused on pricing strategies, business planning best practices, and aligning business offerings with local cultural expectations.

For the local business and marketing consultants, March's emphasis was on strengthening collaborative business strategies and improving financial readiness. Drawing on insights from earlier site visits and group discussions, the module explored cost-sharing opportunities, bundling of tourism services, and practical ways to overcome barriers to collaboration among cohort members.

A structured pitch deck framework was introduced during this phase. The business consultant provided the content structure, while the marketing consultant developed the visual template, which was distributed to all participants. The deck included key components such as business vision, value proposition, market analysis, revenue streams, and marketing strategies.

To personalize support, one-on-one business development interviews were held with ten participants. These sessions guided the development of tailored business plans, actionable next steps, and five-year financial projections—most notably completed for Awesome Tours as a model example.

In parallel, the business consultant continued to assist participants with operational and regulatory challenges, particularly navigating the Public Service License requirement for tour-based businesses. Entrepreneurs also received ongoing support with compliance documentation and the process of opening and activating business bank accounts.



## April 2025- In-Person Training: Tourism Product Design & Customer Experience

This month focused on enhancing customer experience and tourism product design through interactive training on service excellence, emotional journey mapping, and crisis management. Participants also received personalized coaching and left with actionable tools such as QR code feedback systems, business scripts, and crisis response plans to elevate their offerings.





# April 2025 OVERVIEW

## Workshop Overview

The full-day workshop, facilitated by Trove's Francesca and Danny, equipped participants with tools and strategies to enhance both the front-end and back-end of the tourism experience. The session combined theory and practical applications to help local businesses create emotionally impactful experiences while strengthening operational systems that support service excellence and resilience.

## Experience Design & Service Delivery

In the morning, the focus was on crafting meaningful customer journeys. Participants explored tools like the Peak-End Rule, sensory mapping, and the H.E.A.R.T. service model to design emotionally resonant experiences. The importance of incorporating "delighters"—unexpected moments of joy—was emphasized, along with an introduction to the five dimensions of service excellence to help businesses assess and improve their offerings.

## Seamless Payment Experience

The afternoon began with the "Payment Experience" module, which covered how to design payment systems that are seamless, secure, and trustworthy. Topics included offering diverse payment options, clearly communicating refund policies, and ensuring customer confidence during transactions.

## Crisis Management & Guest Trust

The final module addressed crisis preparedness. Through local case studies, participants learned how to respond to service disruptions with emotional intelligence, transparency, and clear communication. Special attention was given to managing reputational risk, particularly in digital and social media contexts.



The day concluded with one-on-one coaching sessions, where each business received personalized feedback and support on issues such as pricing, staffing, and operational procedures. Participants left the workshop energized and equipped with a clear set of next steps, which included creating custom business scripts, implementing QR-code-based feedback systems, formalizing payment policies, and developing crisis playbooks.

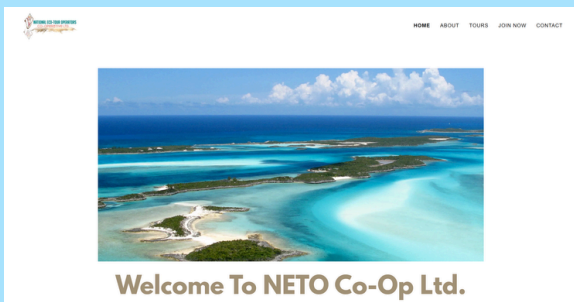


## May 2025 - NETO Connectivity



During the most recent trip to South Eleuthera in early May, Rudy Sawyer and four representatives from NETO conducted a visit to Eleuthera in early May to engage with new members of the Eleuthera cohort. NETO is inspired by the injection of new members and is eager to share knowledge and resources. During their visit, they discussed the benefits of insurance coverage and how membership in NETO provides strategic advantages—particularly in facilitating access to additional licenses. The cohort was also encouraged to explore niche tourism experiences and to build partnerships with complementary businesses to strengthen their offerings and expand their reach.

### Project Highlight - Transformational Access to Insurance through NETO



For the first time, many Bahamian businesses are gaining access to affordable insurance, enabling them to operate in the tourism sector with confidence. NETO has created a transformative opportunity by offering low-cost insurance solutions that remove a major barrier to entry for local entrepreneurs.

The cost savings and financial benefits have been game-changing, leading to increased business participation, greater financial success, and meaningful economic growth across various tourism-related sectors.

The \$10,000 in funding provided to NETO through the Disney project has significantly enhanced the organization's visibility and marketability. With the funding, NETO has developed a professional website, created digital business cards and branding materials, and expanded its outreach efforts. The grant also enabled NETO to travel and connect with members of the Treasure of Eleuthera program, while building relationships with new and potential cooperative members. Additionally, NETO is actively improving its social media presence to better engage its audience and promote its initiatives.

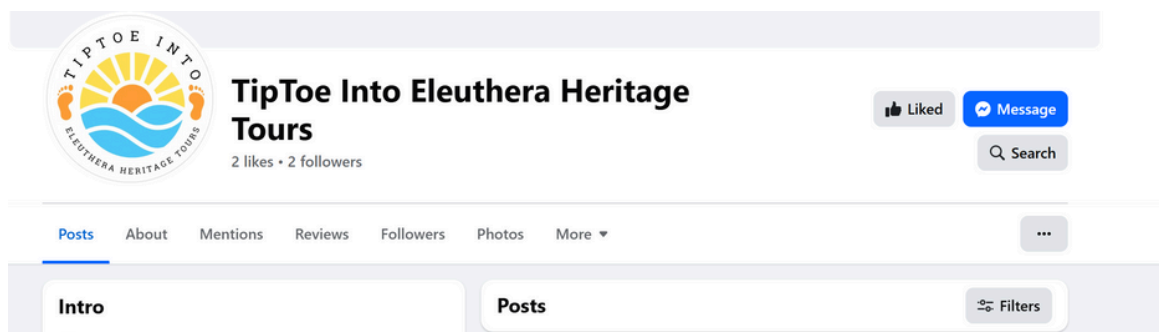






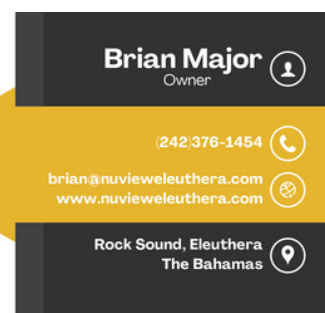
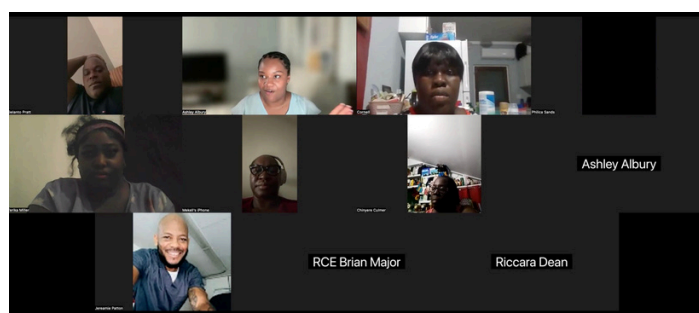
## May 2025 - Marketing Presence Support

Marketing support has been a critical component of the Elevate Eleuthera Program, ensuring that participating businesses are not only operationally sound but also visually and digitally market-ready. Under the guidance of marketing consultant Ashley Albury of Paragon Communications, participants received tailored support to develop comprehensive brand packages. This included the creation of professional headshots, logos, basic websites, and the establishment of a consistent social media presence across platforms such as Facebook and Instagram.



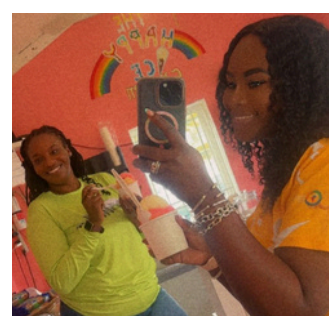
Through a combination of group training sessions and one-on-one consultations, participants gained a stronger understanding of brand identity, storytelling, and the importance of cohesive digital marketing. As a result, each business was able to produce key brand assets that reflect the unique value and personality of their offerings. The consultant provided strategic direction on layout, tone, color palettes, and audience engagement strategies, empowering participants to take ownership of their online visibility.

Final approval of the branding materials is currently underway, with edits and refinements being incorporated based on participant feedback and consultant recommendations. It is anticipated that all logos, websites, and social media templates will be finalized by the end of May 2025, positioning the businesses to fully leverage these tools during the program's final promotional campaign and upcoming showcase event.



## May 2025 - Elevate in Action: Business Storytelling

As the cohort strengthens, marketing and promoting the journey that the businesses have gone through is an increasingly important part of the project for both BDB and Disney. To support this, the Bahamas Development Bank team—comprising the (Disney) Project Manager, Regina Smith and Communications Officer Justina Ferguson—conducted a field visit to South Eleuthera to engage directly with cohort participants. The primary goals of the visit were to experience the businesses firsthand, provide constructive feedback, document highlights for future marketing efforts, and deepen relationships with entrepreneurs on the ground.



### Local Business Engagement - Glass Window Studios



BDB is committed to empowering Eleutheran businesses to the fullest extent. Glass Window Studios, a local company based in South Eleuthera, was hired to capture high-quality visuals during the visit. These recordings will support participants in developing marketing materials to increase visibility and promotion of their services.

The BDB team visited six participating businesses: Rock Sound Beverages, Conch E Conch, Awesome Adventure Tours, No Stress Fishing Adventures, Main Street Sweet Treat Deli & Marketplace, Tip Toe Into Eleuthera Heritage Tour, and Bahamaro Herbal Rum & Teas. During each visit, the team engaged in open and candid conversations with the business owners, offering real-time critique and identifying small, actionable improvements. These included suggestions related to customer flow, signage, product packaging, and storytelling—all enhancements that can significantly elevate the overall visitor experience with minimal cost.

Cohort participants also took the opportunity to speak about the Elevate Eleuthera Program and the Disney & BDB partnership, sharing how the initiative has helped them move from concept to execution. Many highlighted the value of collaboration, personalized coaching, and experience design training in refining their products and services. The visit reaffirmed the tangible impact the program is having on strengthening tourism offerings and building sustainable small businesses across South Eleuthera.





# PARTICIPANT FEEDBACK AND ENGAGEMENT

The feedback from participants was overwhelmingly positive. Many described the training as one of the most insightful and practical workshops they had attended. The blend of theoretical frameworks, real-world scenarios, and personal coaching made the session not only informative but immediately applicable. Participants expressed genuine enthusiasm about applying new concepts to their businesses, especially the emotional mapping of customer experiences and the incorporation of small but impactful “delighter” moments.

The communication strategy employed by Trove—combining email outreach with WhatsApp Broadcasting—was effective in ensuring high levels of awareness and participation. Out of the 26 invited businesses, 16 were able to attend in person, and attendance tracking continues to inform follow-up coaching activities.

“ The partnership between the BDB and Disney Cruise Line has been a tremendous support to me, especially through the Elevate Eleuthera Program. It has helped me shape the experience I want to offer my guests. From the moment they’re picked up to the overall journey. I’ve been able to define the unique niche of my business and what memorable element each guest can carry with them long after their visit. ”

**Edrin Chris Symonette**  
No Stress Fishing Adventure



“ The Elevate Eleuthera workshop has taught me so much through the different modules. I didn’t realize how important it is to have business insurance and a separate bank account for my business. This entire experience has been incredibly valuable, and I would do it all over again. I hope more Bahamian small businesses take advantage of this workshop—it’s a rare opportunity to access professional guidance for free, something that would normally cost a lot of money. ”

**Stephania McPhee**  
Bahamaro Herbal Liquor & Tea





# THE POWER OF COLLABORATION

## Success Stories from Cohort 1

As a direct result of our intentional methodology—centering on collaboration, idea-sharing, and relationship-building—three significant partnerships have emerged from Cohort 3, each one a testament to the program’s impact.



### Sweet Treats Tours

A delicious partnership between Main Street Sweets and a talented local baker has led to the creation of Sweet Treats Tours, a guided tasting experience through the world of Bahamian desserts. This immersive culinary tour invites guests on a sweet adventure, showcasing locally inspired treats such as ice cream infused with native fruits, guava duff bites, and coconut pastries. It’s not just dessert—it’s a cultural journey, one scoop at a time.

### Bahamaro at Rock Sound Beverage Depot

The Rock Sound Beverage Depot, a local beverage retailer has expanded its offerings beyond traditional retail by collaborating with Bahamaro, a distillery providing locally crafted rum and tea infusions. Guests can now enjoy a Bahamian rum sampling experience, adding a unique cultural and tasting element to the store. This partnership not only boosts local product visibility but also enhances the visitor experience with authentic island flavor. In addition, Conch E Conch has established a weekend conch salad pop-up stall on-site. This creative collaboration brings together three separate participants, merging their strengths into one flavorful and memorable weekend destination—uniting food, drink, and culture in one location.

### Capture It: Eleuthera – Curated Experiences

Through her curated tour service, Capture It: Eleuthera, one participant is creating deeply personalized visitor experiences by partnering with fellow cohort members, including:

- Rock Sound Beverage Depot
- Chrisann Takeaway
- Main Street Sweet Treats

This model of collaboration not only enhances her service offering but also strengthens the local tourism network, allowing small businesses to grow through shared value and visibility.





# NEXT STEPS

## Grant Adjudication, Selection & Disbursement

Successful participants of the cohort are eligible for grant funding designed to support the growth and development of their businesses. Each applicant will be guided through a structured adjudication, selection, and disbursement process to ensure transparency and alignment with their business and the program's goals. The maximum grant amount available is \$15,000, which can be used to strengthen business operations, invest in equipment, expand services, or enhance customer experience.

Beyond financial assistance, recipients will also receive hands-on support with the purchasing and procurement of goods and services critical to their operations. This dual approach—combining funding with procurement guidance—ensures that entrepreneurs make strategic and impactful investments that align with their long-term goals. For many, this grant represents a transformative opportunity to scale their business, improve infrastructure, and deepen their contribution to the local tourism and service ecosystem.

## Final Stages of Coaching and Mentorship

As the program concludes, one-on-one coaching sessions will continue to help businesses finalize operations and branding.

## Cohort Showcase

The final program showcase, scheduled for June 2025, will provide participating businesses the opportunity to present their offerings to Disney Cruise Line and other tourism stakeholders. The showcase will serve as both a capstone event and a potential launchpad for long-term partnerships.

## Pineapple Strategy

We have engaged a local consultant, Zakita Bethel to assist with the development of a pineapple strategy report. The consultant's scope of work includes reviewing key background materials, conducting a site visit to Eleuthera with the BDB team, engaging stakeholders across the pineapple value chain, assessing current production and logistics capabilities, and preparing a comprehensive, phased strategy to ensure a consistent supply of fresh, locally grown pineapples for Disney Cruise Line and its passengers.



# NEXT STEPS

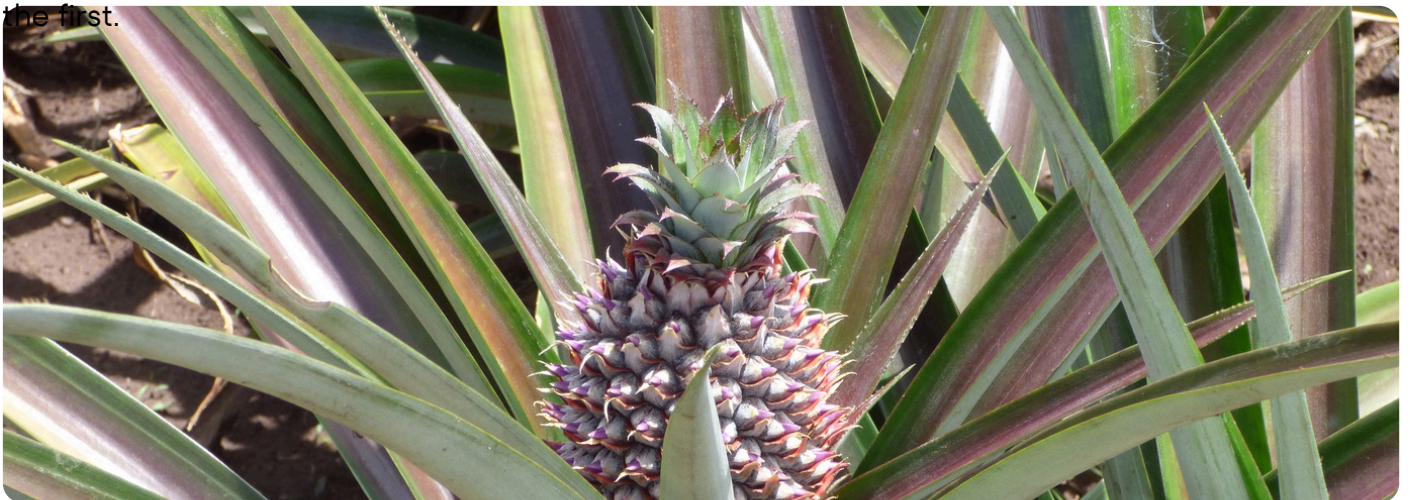
## Storytelling

As the Elevate Eleuthera Program moves into its final phase, a key focus will be on marketing and storytelling to highlight the program's success and showcase the journeys of participating businesses. This campaign will tell the full story—from the program's inception and partnership with Disney Cruise Line, to the implementation success, and the transformation experienced by Cohort 1 participants. High-quality video reels, photos, and testimonial-based content captured during the site visits will be curated and shared across various platforms, including social media, the Bank's website, and stakeholder networks. The campaign aims to celebrate local entrepreneurship, increase visibility for the businesses, and reinforce the value of community-driven tourism as a sustainable development strategy for Eleuthera and The Bahamas.

## Cohort II

We are beginning the assessment of available businesses to determine the feasibility of launching a second cohort under the program. This evaluation will help us identify where there is sufficient interest and readiness to move forward. In addition to reviewing potential new businesses, we also plan to expand upon the work of our existing experience providers and will be issuing another call for interested participants who wish to join the initiative.

As part of this next phase, we aim to re-engage specific consultants who played a vital role in the first session, ensuring continuity and leveraging the strengths of those already familiar with the program. Based on initial observations and outcomes, we believe there is a strong opportunity to conduct another successful session. Once the Disney team completes its final assessment of the current cohort, we are confident that—with their support—we can move forward and execute a second cohort that builds on the momentum and lessons learned from the first.





# COHORT 1 LISTING

The Elevate Eleuthera Cohort launched with 24 motivated businesses, ranging from early-stage ideas to active operations, all committed to strengthening their ventures through the Bahamas Development Bank's six-month capacity-building program. Through a mix of in-person workshops, virtual trainings, and personalized coaching, participants received expert guidance in business development, marketing, and tourism product design. The program provided tailored support based on each business's stage and needs, with core focus areas including licensing, branding, customer experience, pricing, and strategic collaboration.

By the end of the cohort, 18 businesses were deemed launch-ready, having completed the required deliverables and demonstrated strong readiness for the market. The remaining participants, while not yet fully prepared for launch, still made meaningful progress—acquiring key assets such as business licenses, brand identities, and operational insights that will continue to benefit their growth. Every participant exited the program with tangible improvements and a clearer roadmap toward long-term success. Below is a list of the qualifying participants now prepared to enter the market under the Elevate Eleuthera banner.



## Conch E Conch

**Erica Rolle**

Conch E Conch began as a mobile pop-up, serving fresh conch salad and traditional Bahamian flavors at festivals across Eleuthera. As demand grew fueled by tourism expansion and new developments in South Eleuthera, the need for a consistent, high-quality conch salad provider became clear. Conch E Conch delivers fresh, flavorful conch-based dishes to locals and visitors, preserving Bahamian culinary heritage through authentic food experiences.



## No Stress Fishing Adventures

**Edrin Chris Symonette**

No Stress Fishing Adventures offers an authentic, hands-on experience where visitors connect with Eleuthera's marine culture. No Stress Fishing offers unique tours which includes snorkeling, fishing, blue hole exploration, hand-line fishing, "Catch your own Stone crab" and a "Make Your Own Conch Salad" experience, allowing guests to enjoy fresh seafood while learning about sustainable fishing practices.



# COHORT 1 LISTING



## **Awesome Adventure Tours**

**Emily & Ralvin Brown**

Awesome Adventure Tours offers high-energy, off-road dune buggy adventures through the unspoiled beauty of South Eleuthera and the historic charm of Bannerman Town. Visitors can explore hidden trails, coastal cliffs, scenic overlooks, and local landmarks—all from behind the wheel of a rugged dune buggy.



## **Bahamaro Herbal Liquor & Tea**

**Stephanie McPhee**

Bahamaro is a locally crafted herbal rum and tea, steeped with indigenous ingredients and prepared using a cherished family recipe passed down through generations from grandad Mitchell McPhee. With plans to establish a manufacturing location in Bannerman Town, Bahamaro aims to bring a unique cultural and tasting experience to Eleuthera.



## **Tip Toe into Eleuthera Heritage Tours**

**Cornell & Tericka Miller**

Tip Toe Into Eleuthera Heritage Tours offers a once-in-a-lifetime opportunity to immerse yourself in the rich history and culture of Bannerman Town. This unique experience takes visitors through the only remaining slave plantation on the island while providing an authentic connection to Eleuthera's storied past through the eyes of its native descendants.



## **Taylor Made Farm, Souvenirs & Tours**

**Bekera Taylor**

Taste, See & Touch Entrepreneurial Village aspires to be the premier hub for local entrepreneurs and artisans, providing a vibrant and sustainable marketplace that celebrates culture, history, and local craftsmanship while fostering economic growth throughout Eleuthera.





# COHORT 1 LISTING



## **Chrisann's Tasty Takeaway**

**Krystal Knowles**

Chrisann's Tasty Takeaway offers flavorful, home-style meals with a creative native and Asian fusion, prioritizing convenience and taste. With plans to expand with a beachfront food truck on Tarpum Bayfront, Chrisann's Tasty Takeaway will feature a unique "cook your catch" option using fresh, local seafood. As the only concept of its kind in South Eleuthera, the takeaway delivers a one-of-a-kind culinary experience set against the island's most stunning seascape.



## **Main Street Sweet Treats Deli & Marketplace**

**Sabrina Sweeting**

Taste, See & Touch Entrepreneurial Village aspires to be the premier hub for local entrepreneurs and artisans, providing a vibrant and sustainable marketplace that celebrates culture, history, and local craftsmanship while fostering economic growth throughout Eleuthera.



## **Rock Sound Beverage (NU-VIEW)**

**Brian Major**

NU-VIEW provides an unforgettable rum tasting experience to Eleuthera that showcases the rich heritage of Bahamian spirits while offering a healthier, locally inspired dining option for those seeking an alternative to fried food. Visitors can also experience an interactive class of rum making, or even host special private events for the ultimate dining experience.



## **Gelanto's Deep Sea Fishing & Snorkeling Adventures**

**Gelanto Pratt**

Gelanto's Deep Sea Fishing & Snorkeling Adventures offers an 8-person tour where guests can enjoy either half or full-day deep-sea fishing excursions. The tours provide the chance to catch Mahi, tuna, billfish, and more, all while learning about the island's historical connection to fishing and sustainable practices.



# COHORT 1 LISTING



## Outdoor Escapes

**Janeen Bullard**

Outdoor Escapes and Experiences is a family-friendly exploration tour showcasing the natural beauty and cultural heritage of Eleuthera. Through eco-tours and interactive activities like underwater drone tours, sandcastle competitions, and guided nature walks guests engage in hands-on learning. Each participant on the eco-tour will receive an Explorer Backpack filled with tools to enrich their adventure.



## Capture It Eleuthera (Authentic Experiences)

**Riccara Dean**

Capture It Eleuthera offers authentic, curated experiences that connect travelers to the island's cultural and scenic beauty through guided storytelling, photography services, and immersive community-based encounters. Delights will be passport cards and welcome drinks.



## Angelic Touch

**Birtonya Scavella-Ellis**

Nurse On Call Eleuthera is a leading provider of mobile healthcare services in Eleuthera, ensuring accessible, high-quality, and personalized medical care for all residents and visitors. Angelic Touch Concierge delivers a compassionate, professional, and convenient nursing care through mobile services addressing the medical needs of the Eleuthera community with efficiency and excellence.



## Awesome Blue Boat Adventures

**Jereamie Patton**

Awesome Blue Charter Co. offers a professional boating service specializing in coastal sightseeing, sunset cruises, and snorkeling. Awesome Blue Boat Adventures, stand out by offering private sand bar beach picnics and fishing tours in Eleuthera, providing a relaxing and memorable experience for small families or groups.



# COHORT 1 LISTING



## MLA's Sweet Treats

**Mekell Anderson**

MLAS Sweet Treats specializes in Bahamian-style desserts, breads, and baked goods. The business is rooted in tradition, striving to preserve local recipes while offering tourists and locals a sweet, handmade experience.



## Turning Heads

**Keva Rolle**

Turning Heads offers natural hair care and braiding services, combining beauty and wellness with cultural identity. The salon provides a welcoming space for locals and visitors to enjoy authentic Bahamian hairstyling.



## Eleuthera Farms Delight

**Indira Rolle**

Eleuthera Farms Delight is a farm-based business offering fresh fruits, vegetables, eggs, and guided educational tours. It promotes sustainable agriculture and healthy living, with a vision to reconnect people with the origins of their food. Delight will be a cookie in a plastic bag with a note.



## An-Nahl's Golden Haven

**Philica Sands**

An-Nahl's Golden Haven specializes in the production of natural wax and honey, offering pure, locally harvested products that support health, self-care, and sustainable beekeeping. The business celebrates Bahamian biodiversity while creating economic opportunities.





# CONCLUSION



The Elevate Eleuthera Program has proven to be a highly impactful initiative, equipping a diverse cohort of entrepreneurs with the tools, skills, and confidence to enhance their tourism offerings and build sustainable, locally driven businesses. From initial outreach to tailored training modules, hands-on site visits, and branding support, the program has facilitated tangible transformation across Eleuthera's small business landscape. The collaborative efforts between the Bahamas Development Bank, Disney Cruise Line, and the consultant team have laid a strong foundation for long-term community and economic development.

With 18 businesses now launch-ready and others having secured critical assets such as business licenses, logos, and business plans, the program has surpassed key milestones in its mission to strengthen the island's tourism ecosystem. Participants are better positioned to meet the expectations of cruise visitors and other travelers, with enhanced service delivery, experience design, and brand visibility.

As the Cohort enters its final stage, the Bank is fully prepared to transition into the next phase of its partnership with Disney. This will include the official launch of participating businesses, increased marketing efforts to showcase success stories, and continued strategic support to ensure long-term viability. The success of the first cohort of Elevate Eleuthera marks an important step toward scaling community tourism initiatives nationwide, with Eleuthera serving as a blueprint for future cohorts and collaborations.



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