LIBRARIES BUILD BUSINESS

The Library's Role in the Small Business Ecosystem

OVERVIEW AND IMPACT

Libraries Build Business (2020–2022), a national initiative of the American Library Association, supported by google.org, partnered with a cohort of 13 public libraries from around the United States to provide innovative library-led programs, services, and models to aspiring and existing small business owners and entrepreneurs while prioritizing low-income and underrepresented entrepreneurs. Programs were tailored to the needs of local communities and ultimately served nearly 15,000 participants through the course of the 18-month initiative.



Libraries help build vibrant community economies:



Libraries support

local small businesses

and entrepreneurs





More local businesses start and succeed



The economy benefits from increased jobs and innovation, and decreased brain drain.



Vibrant small businesses support a thriving **community** with a strong sense of place.



Thriving communities attract more residents and companies, furthering economic development.

GETTING STARTED WITH BUSINESS SERVICES

Any library, no matter their size or budget, can and should support small business owners and entrepreneurs.

The Libraries Build Business 3 Tiers model:

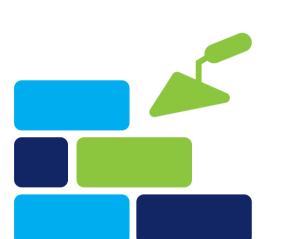
Tier 1: Respond

Leverage your existing resources and promote them to the small business community.



Tier 2: Build

Seek partners and develop dedicated programs and resources for small business owners.



Tier 3: Sustain

Become a leader in the small business community. Provide dedicated services and staff.

BUILDING AND EXPANDING HEPROGRAM

Potential Service Models:

- Classes and workshops
- Networking Opportunities
- Business Centers and Makerspaces
- One-to-one consultation and reference support

Partnerships:

- Small Business Development Centers
- Chambers of commerce Main Streets organizations
- Faith-based and community organizations
- Adult literacy programs

Outreach:

- Potential program participants
- Small business owners and entrepreneurs
- Partner organizations
- Small business support organizations
- Elected officials and community leaders
- Library staff and administration

EQUITY, DIVERSITY, AND INCLUSION



- Libraries are a trusted resource in underserved communities.
- Libraries have deep experience working with partners and building culturally responsive programs and services.
- Library business programs reach underserved populations.
- Among survey respondents in a national Libraries Build Business initiative from the American Library Association:
 - 77% identified as women and 64% identified as BIPOC.

SUSTAINABILITY, MONITORING AND EVALUATION















Available Resources

