

LIBRARIES BUILD BUSINESS

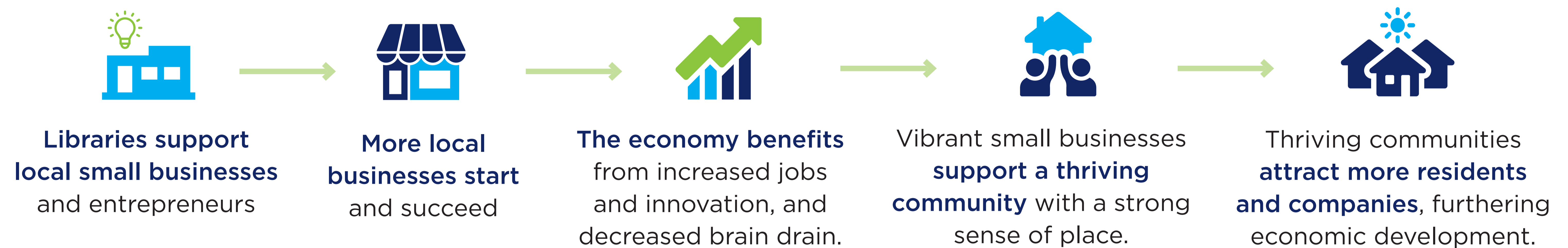
The Library's Role in the Small Business Ecosystem

OVERVIEW AND IMPACT

Libraries Build Business (2020–2022), a national initiative of the American Library Association, supported by [google.org](https://www.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.



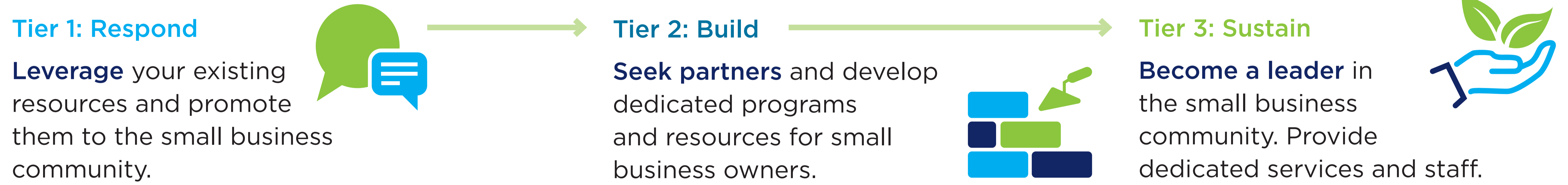
Libraries help build vibrant community economies:



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:



BUILDING AND EXPANDING THE PROGRAM

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

