

THE SMALL BUSINESS CLOSURE CRISIS

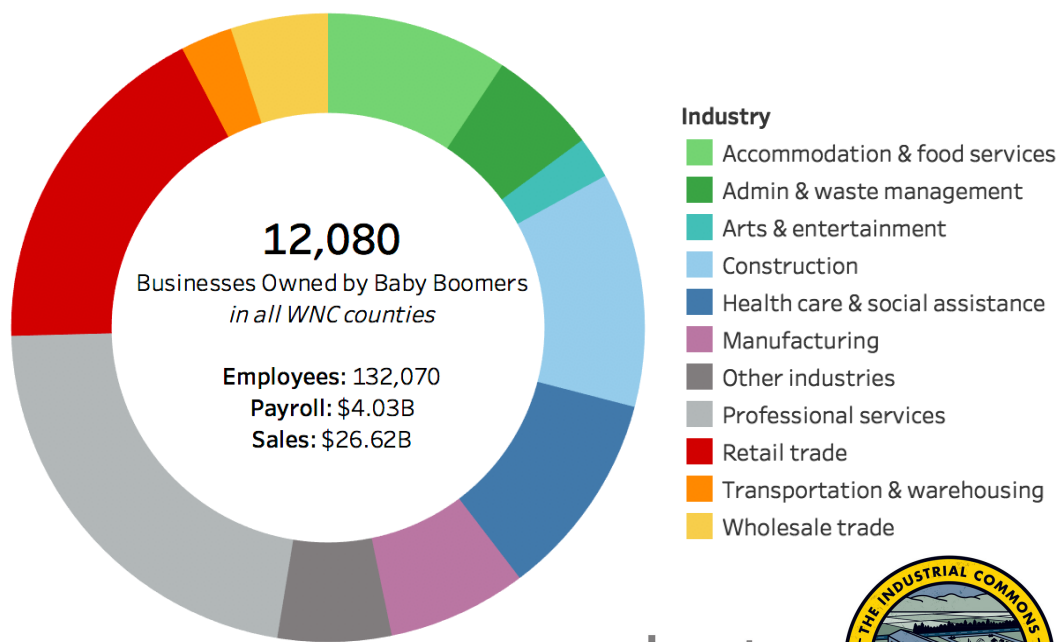
WESTERN NORTH CAROLINA



BABY BOOMERS OWN ALMOST HALF OF ALL PRIVATELY-HELD BUSINESSES IN WNC.

6 out of 10 business owners plan to sell their business in the next decade.

As most retire, our local business landscape is about to go through a dramatic shift.



project
{EQUITY}



SMALL BUSINESSES ARE THE LIFEBLOOD OF OUR ECONOMY

They make up 98% of all firms and provide 46% of all jobs in Western North Carolina. In addition, they circulate 3x more money back into the local economy than absentee-owned businesses and corporate chains.

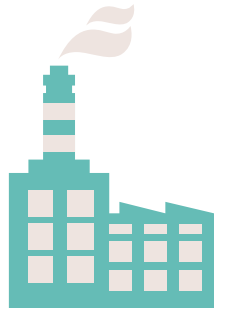
THE EMPLOYEE OWNERSHIP SOLUTION

Employee ownership deepens the impact of local businesses and keeps them locally-owned for the long term.

PROJECT EQUITY HELPS COMMUNITIES RETAIN SMALL BUSINESSES

BENEFITS TO BUSINESSES

- Higher productivity and growth
- Lower employee turnover
- Improved longevity and lasting legacy



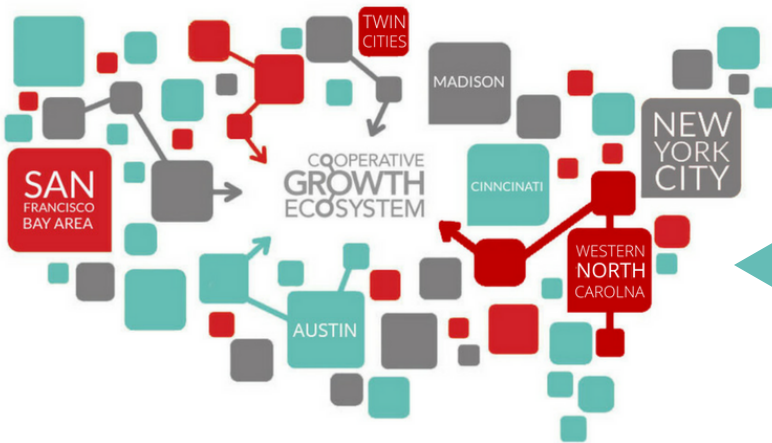
BENEFITS TO WORKERS

- Better pay and benefits
- Assets and business ownership
- Voice in key decisions



BENEFITS TO COMMUNITIES

- Increased local spending
- Heightened civic engagement
- Community wealth building



Let Project Equity help you track the impact of baby boomer retirements in your region and turn crisis into opportunity.

project
{EQUITY}



Interested in learning how businesses can transition to employee ownership and communities can keep good jobs?

VISIT PROJECT-EQUITY.ORG

and our regional partners in WNC

THEINDUSTRIALCOMMONS.ORG