

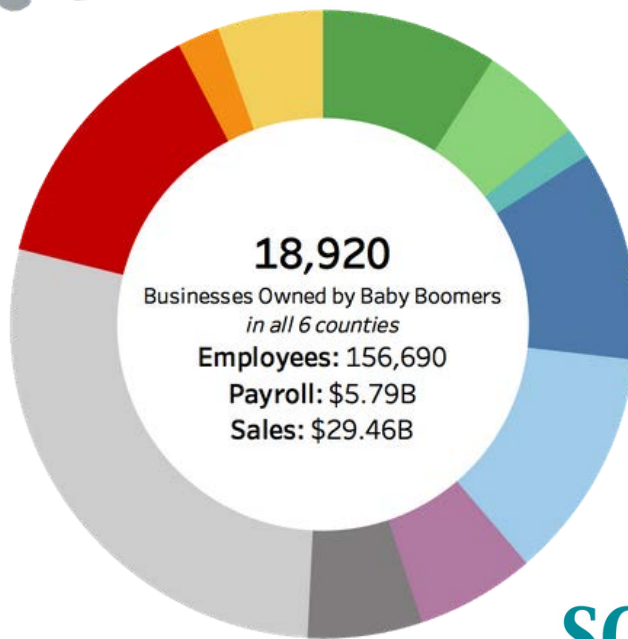
THE SMALL BUSINESS CLOSURE CRISIS

Baby boomers own almost half of all privately-held businesses in the 6 counties of California's

CENTRAL COAST

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.



Industries

- Accommodation & food services
- Admin & waste management
- Arts & entertainment
- Construction
- Health care & social assistance
- Manufacturing
- Other industries
- Professional services
- Retail trade
- Transportation & warehousing
- Wholesale trade

SCCV
SANTA CRUZ COMMUNITY VENTURES

project
{EQUITY}

SMALL BUSINESSES ARE THE LIFEBLOOD OF OUR ECONOMY

They make up 99% of all firms and provide 49% of all jobs in California. In addition, they circulate 3x more money back into local communities than absentee-owned businesses and corporate chains.

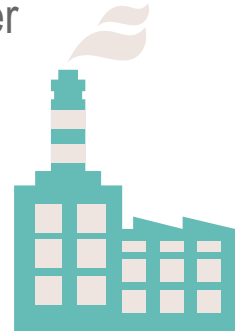
THE EMPLOYEE OWNERSHIP SOLUTION

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

AND HELPS COMMUNITIES RETAIN SMALL BUSINESSES

BENEFITS TO BUSINESSES

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



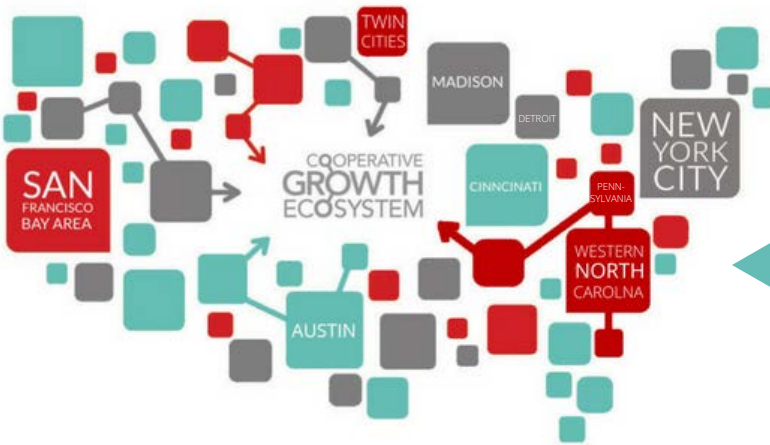
BENEFITS TO WORKERS

- 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 us help you track the impact of baby boomer retirements in your region and turn crisis into opportunity.

SCCV
SANTA CRUZ COMMUNITY VENTURES

project
{EQUITY}

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

SCCVONLINE.ORG
PROJECT- EQUITY.ORG