

As business owners retire and COVID-19 continues to challenge our economy, how do we retain businesses in

SANTA CLARA, CA

and turn crisis into opportunity?

The city of Santa Clara has a population of 124,600 and is located in the center of Silicon Valley in the southern San Francisco Bay area. With a reputation for world class technology and innovation, Santa Clara is home to an impressive array of high-tech companies and is a critical city for the region's economy. As business owners struggle with economic uncertainty and as baby boomers seek succession options, employee ownership can help keep good businesses rooted in Santa Clara and expand opportunities to create wealth and equity for their employees.

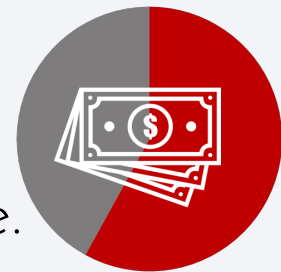
1,138 businesses in



Santa Clara are over **20** years old.

They account for **\$6.2B**

or **57%** of small business revenue.



These businesses employ **1** in **3** workers.



Data is according to a Project Equity study. Measurements are estimates and indicate percentages of total businesses with employees included in the study and do not include nonprofits, publicly traded companies, franchises, public sector and related companies.

Based on findings cited before the COVID-19 pandemic, **HALF** of all business owners in the US are looking to transition out in the next **5** years, yet, up to **85%** have no succession plan in place. **ONE-THIRD** plan to simply close their doors. With the effects of COVID-19, over **45%** of California businesses feel it will take more than **6 MONTHS** to return to a normal level of operation.

Statistics according to Barlow Research Associates and Securian Research and the Census Pulse Survey.

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DISCOVER THE POWER OF **EMPLOYEE OWNERSHIP**

By selling businesses to their employees, owners can preserve their

LEGACIES

keep companies

LOCALLY ROOTED

and sustain

QUALITY JOBS



One national study found for

EMPLOYEE-OWNERS.

Household
net worth is



92%
HIGHER

Median job
tenure is



53%
LONGER

Median income
from wages is



33%
HIGHER

Source: National Center of Employee Ownership, *Employee Ownership and Economic Well-Being* (2017)

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