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.

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.
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
Median job tenure is
Median income from wages is

92% HIGHER
53% LONGER
33% HIGHER

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