TWIN SMALL BUSINESS CRISES
We need decisive action to preserve Georgia’s small businesses and jobs

COVID-19
As of July 2021, over 65% of businesses in Georgia remain negatively affected. One-third believe it will take six months or more to return to normal.

SILVER TSUNAMI
Retiring baby boomers own half of all small businesses, roughly 78,300 in Georgia. 6 out of 10 will try to sell their business in the coming decade, and many won’t find buyers.

EMPLOYEE OWNERSHIP
can support business continuity, preserve good jobs and rebuild local economies in Georgia.

Local businesses are the lifeblood of our economy
Small businesses employ nearly half of Georgia’s private sector workforce. In addition, local businesses circulate 3x more money back into their communities than absentee-owned businesses and corporate chains.

Investing in employee ownership
as part of Georgia’s recovery agenda creates more resilient local economies with stronger small businesses and higher quality jobs. In addition to temporary relief measures, we need cost effective strategies that build truly resilient economies.

© 2021 Multiplier, on behalf of our program, Project Equity
Join us in advancing a two-pronged small business recovery agenda that supports business continuity and incorporates employee ownership.

With our partners, we are accelerating our efforts and working across Georgia to help business owners who are considering closing their businesses for good or looking for a succession solution that preserves their legacy and yields benefits for all.

Employee ownership increases engagement, dedication and ingenuity, which are key to business success. The COVID crisis has heightened our need for innovative ways to build more stable economies. By embedding employee ownership into the recovery, we can help small businesses in Georgia come back stronger and build resilience for the future.

Employee ownership increases engagement, dedication and ingenuity, which are key to business success. The COVID crisis has heightened our need for innovative ways to build more stable economies. By embedding employee ownership into the recovery, we can help small businesses in Georgia come back stronger and build resilience for the future.

Employee engagement helps flatten the closure curve for businesses.

Employee ownership creates more resilient businesses.

- Higher sales and growth:
  2% higher sales and employment growth year after year (NCEO).
- Lower unemployment:
  In normal times, employee-owners are six times less likely to be laid off; 50% less likely in the last two recessions (Rutgers).

Employee ownership creates high quality jobs.

- Median wage income is 33% higher.
- Median job tenure is 53% higher.
- Household net worth is 92% higher.

We can help.

Join us in advancing a two-pronged small business recovery agenda that supports business continuity and incorporates employee ownership. With our partners, we are accelerating our efforts and working across Georgia to help business owners who are considering closing their businesses for good or looking for a succession solution that preserves their legacy and yields benefits for all.

We must rebuild with more resiliency and equity for workers, businesses and communities.

Based on a 2017 study by the National Center for Employee Ownership.

The Employee Ownership Solution keeps local businesses open and grows good jobs.