The small business closure crisis

Baby boomers own half of all privately held firms in Wisconsin

This Silver Tsunami of retiring business owners own approximately 49,500 firms which represent half of all job-creating businesses in the state. These firms employ 670,600 workers and generate roughly $135 billion in revenue. As most of these owners retire, our local business landscape is going through a dramatic shift.

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

49,500 firms
670,600 employees
$135 billion in revenue

By selling to their employees, owners can keep their legacy alive by keeping these businesses and jobs in the community.

They make up 99.4% of all firms and provide 49% of all jobs in Wisconsin.

In addition, local businesses circulate 3x more money back into local communities than absentee-owned businesses and corporate chains.

Baby boomers employ an estimated 1 in 5 private sector workers nationwide.

SMALL BUSINESSES are the lifeblood of our economy
The Employee Ownership solution

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

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

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<th>Benefits to businesses</th>
<th>Benefits to workers</th>
<th>Benefits to communities</th>
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<tbody>
<tr>
<td>• Higher productivity and growth</td>
<td>• Better pay and benefits</td>
<td>• Increased local spending</td>
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<tr>
<td>• Lower employee turnover</td>
<td>• Assets and business ownership</td>
<td>• Heightened civic engagement</td>
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<td>• Improved longevity, lasting legacy</td>
<td>• Voice in key decisions</td>
<td>• Community wealth building</td>
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Interested in learning how businesses can transition to employee ownership and communities can keep good jobs?

Visit project-equity.org