Key Studies
ilsr.org/key-studies-why-local-matters/

In places where small local businesses comprise a larger share of the economy:

- There’s **less income inequality**, faster income growth, and lower poverty.
- College graduates are more likely to stay or return.
- Local economy is **more resilient** in recessions.
- People are **more connected** to one another and **more engaged** in civic affairs.
1. Reorient your economic development programs.

• Prosper Portland
2. Create a conducive built environment.
3. Help local entrepreneurs turn vacant buildings into new businesses.

- Phoenix’s Adaptive Reuse Program
4. Ensure new development includes space suitable for small business.

- Brooklyn — Neighborhood Retail Preservation
- Portland — Affordable Commercial Tenanting Program
- Boulder — Affordable Commercial Set Asides
5. Limit “formula” businesses

- San Francisco, Jersey City, and others
6. Prioritize local businesses in city purchasing.

- Cleveland (39% of all city dollars)
- Phoenix’s Local Small Business Enterprise Program
7. Grow Local Banks
8. Set benchmarks to measure your progress.
9. Be an advocate for independent businesses.
LOCAL POLICY MATTERS

HOW TO GROW INDEPENDENT BUSINESSES IN YOUR CITY

A GUIDE FOR CITY OFFICIALS

www.ilsr.org/independent-business/
Questions or feedback?

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