

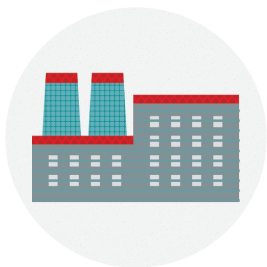
The small business **CLOSURE CRISIS**



Baby boomers own half of all privately held firms in the San Francisco Bay Area

This Silver Tsunami of retiring business owners own nearly 77,400 firms which represent half of all job-creating businesses in San Francisco, Alameda, Sonoma, Marin, Napa, Solano, Contra Costa, Santa Clara and San Mateo counties. These firms employ 896,000 workers and generate roughly \$218 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.



77,398
firms



896,000
employees



\$218 billion
in revenue

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

**SMALL
BUSINESSES**
are the
lifeblood
of our
economy.

They make up 99.8% of all firms and provide 48.5% of all jobs in California.

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.

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.



Benefits to businesses

- Higher productivity and growth
- Lower employee turnover
- Improved longevity, lasting legacy

Benefits to workers

- Better pay and benefits
- Assets and business ownership
- Voice in key decisions

Benefits to communities

- Increased local spending
- Heightened civic engagement
- Community wealth building

Interested in learning how businesses can transition to employee ownership and communities can keep good jobs?

Visit project-equity.org

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