

LIBRARIES BUILD BUSINESS IN LOS ANGELES

LIBRARIES ADVANCE ENTREPRENEURSHIP across the United States. With the relevant technology, resources, and staff expertise, libraries are well-equipped to support entrepreneurs and local small businesses in conducting market research, developing business plans, gaining access to emerging technologies, and sustaining small business amidst economic uncertainty. America's libraries have a critical role in addressing inequities in economic opportunity.



groups, such as Black, Latinx, and women-owned businesses. With the goal of identifying promising practices and models for library-led entrepreneurship initiatives, the cohort, in collaboration with the ALA project team, will develop and evaluate practical resources for the field to ultimately scale successful entrepreneurship programs in the nearly 17,000 public libraries.

Representing 12 states and including rural and tribal, urban, and suburban communities, the cohort will create a playbook of promising models and lessons learned available to all public libraries across the country.

“Sea un Vendedor Ambulante Exitoso en Los Ángeles/ Successful Street Vending” Provides Bilingual Services to Budding Business Owners

“Sea un Vendedor Ambulante Exitoso / Successful Street Vending” by the Los Angeles Public Library empowers the Los Angeles sidewalk vending community with practical strategies for developing their business. The project will feature microenterprise readiness skills like bookkeeping, credit building, and mentoring. Workshops, on-the-go and virtual tools, coaching, and technical assistance for users in both English and Spanish will create several points of access so busy business owners can move ahead. This multi-faceted approach will provide support as participants build confidence and understanding toward taking the next steps they need to be successful entrepreneurs.

In embracing an integrated skills model for these entrepreneurs, the library is able to meet its mission of providing free and easy access to resources to enrich, educate, and empower every individual in the city's diverse communities more intentionally and with greater impact. In collaboration with local partners, the library is helping the sidewalk vendors meet their business owner goals and build sustainable and buildable program elements for the local community to leverage.



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