

LIBRARIES BUILD BUSINESS IN BROWARD COUNTY



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.



Libraries Build Business is a national initiative of the American Library Association, supported by Google.org, to partner with a cohort of 13 public libraries. The cohort will build local capacity and expand services for small businesses and entrepreneurs with a focus on businesses owned by people from low-income and underrepresented 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.

M.E.T.A. Provides Access to Technical Training

In the technology business sector, lack of affordable access to technical training is a barrier to individuals from underrepresented, low-income backgrounds. Broward County Library, the 2020 ALA/Information Today Library of the Future, aims to break this barrier by providing free introductory and advanced tech workshops offered by tech education experts to help those in underrepresented groups who want to create their own tech business but have traditionally been kept out.

The **Making Entrepreneurship in Tech Accessible (M.E.T.A)** project will focus on teaching participants the steps needed to create their own tech businesses. The project will consist first of quarterly incubators, hosted by Black Valley Digital, a minority-owned educational and digital marketing agency. The quarterly incubator will include workshops that teach entrepreneurs to create sustainable freelance business models, price their services, and find clients. The incubator will offer hands-on support with in-person and remote workshops, mentorship, and group coaching calls. Participants will also have access to beginning to advanced level technical training offered by General Assembly, Fast Company's 2019 most innovative company in education.



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