

LIBRARIES BUILD BUSINESS IN LARAMIE 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.

Wyoming Libraries to Business Paves the Way for Women-Owned and Rural Businesses

Wyoming Libraries to Business (WL2B) at Laramie County Library System focuses on rural and women-owned businesses to address the ways in which these target populations may be missing out on access to resources for business growth and development. The program provides personal consultations, programming, and outreach for rural communities and women-owned businesses, connecting them to the business community, and putting them in direct contact with the organizations, programs, and resources that can further their business interests.

WL2B will expand outreach services in Laramie County to include consultation time in our rural branches. WL2B will also introduce a new resource to the community by creating a space in our Cheyenne library for video production, with editing capabilities and a location to photograph small business merchandise in a professional manner.

Ultimately, WL2B will serve the entirety of Wyoming, by expanding its service-model to libraries across the state and training librarians on available business resources. WL2B will provide an introduction to statewide economic development agencies, while also strategizing the implementation of WL2B programs, portable photo labs, and video production.



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