

LIBRARIES BUILD BUSINESS IN THE YAKAMA NATION



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.

Yakama Nation Library Business Maker Space Seeds Entrepreneurs

The Yakama Nation Library (YNL), located in Toppenish, Washington, provides internet access and reference support to their low-income, Alaskan Native and American Indian populations to conduct their business research and create business related materials. The **Yakama Nation Library Business Maker Space** will create a designated maker space for entrepreneurs, as well as expand the collection of informational resources available to them. YNL staff have also committed to expand on their own small business knowledge to better assist the small business & entrepreneurial community.

Resources will be in the form of expanded library collection resources, access to business marketing equipment, including laptops, professional cameras, and marketing software. On an ongoing basis, participants will have the opportunity to attend self-paced & instructor-led business classes on a range of subjects including marketing, social media, and graphic design. Regular meeting circles, presentations and coaching from business professionals, and a resource list to help guide small business & entrepreneurial patrons through the process of establishing a small business are available at YNL. The Business Maker Space will host two seed money competitions and award local entrepreneurs or small businesses with funding in the course of the project.



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