

The Forgotten Sector:

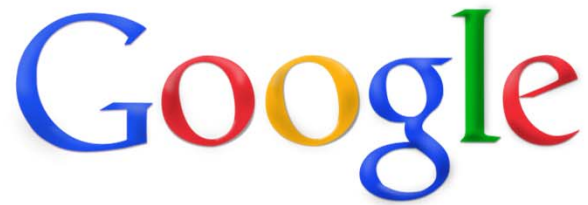
Retaining & Growing Your Community's Home Based Businesses

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What do these companies
all have in common?



Apple



Source: <https://www.thebalancesmb.com/million-dollar-companies-started-from-home-1794132>

**How many of your
communities have programs
specifically designed to assist
Home-Based Businesses?**



The Economic Impact of Home-Based Businesses

- Over **38 Million** Home-Based businesses in the United States
- **52%** of all small businesses are home-based
- Home-Based businesses make up **69%** of all new businesses started each year
- Home-Based businesses generate **\$427 Billion** in annual revenue
- Home-Based businesses create **1 new job every 11 seconds**

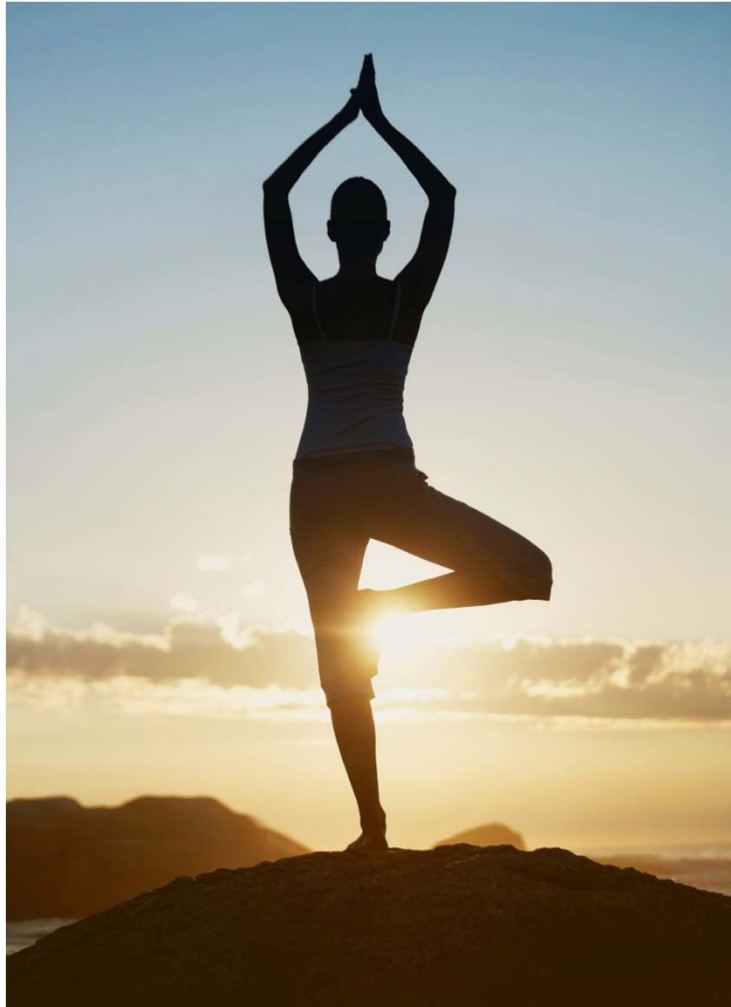
Sources: Forbes.com, 2012 Global Entrepreneurship Report, Telework Research Network

The Rise of Home-Based Businesses

- **Great Recession & Creation of Necessity Entrepreneurs**
- **Rising Costs of Doing Business**
- **Generational Responsibilities**
- **Cultural Mindset Shifts**
- **Entrepreneurial Appeal**
- **Technological Advances**

Why does Home “*Work*”?

Its all about Balance!

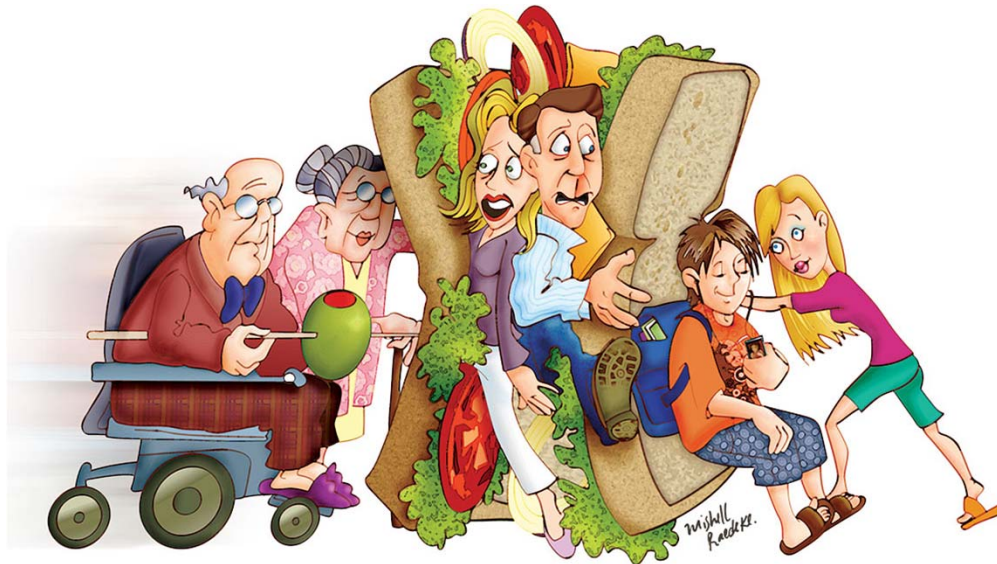


Source: Forbes.com

90% of home-based workers say they are happier with the work/life **balance** provided by their work-from-home situations, even though they tend to work harder and longer.

Why does Home “Work”?

- **Less time away** from family & home
- **More flexible time** for personal obligations:
 - Child & elder care
 - Illnesses and Unforeseen circumstances
 - Housework & Chores
 - Personal Appointments
- **Independence & ability to choose** your ideal schedule and location



Why does Home “Work”?

Savings - Working from home
saves families an average of
\$7,000 a year

- Lower **Overhead Costs** for the Business
- Reduced **Child & Elder Care Costs**
- Lower **Gasoline & Transportation Costs**

Stability - **59%** of HBBs are still
thriving after the first three
years vs. just **30%** of brick-and-
mortar start-ups



Makeup of the HBB Community



- **Community Culture**
- **Size & Location**
- **Demographics**
- **Regional Assets**

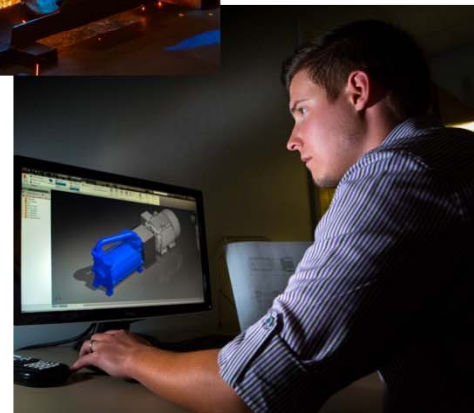


Who are these Home-Based Business Owners?

Great Diversity of business types:

- Traditional Business Owners
- Service Providers
- Network/Direct Marketing Reps
- Franchisees
- Government Contractors
- Inventors & Patent-Holders
- Farmers & Agricultural Entrepreneurs
- Craft Artisans, Performers, & Musicians
- Food & Beverage-related Entrepreneurs
- Scientists/Engineers/Realtors

The Diverse Faces of Home-Based Businesses



Why Focus on Home-Based Businesses

- **Growing Trend Worldwide**
- **Job Creation**
- **Tax Revenue Generation**
- **Fosters an Entrepreneurial Spirit**
- **Supports Nationwide Career & Technical Education & Workforce Development Initiatives & Trends**
- **Entire Sector Needing Assistance**

A Case Study

YORK COUNTY'S **HOME-BASED BUSINESS** ASSISTANCE PROGRAM



Unique Business Needs

- **Marketing Opportunities**
- **Flexible Meeting Space**
- **Educational Opportunities**
- **Networking Opportunities**

Unique Personal Considerations

- **Child/Elder Care**
- **Personality Traits/Habits**
- **Off-hours Work Schedules**
- **Constant Battle for Balance**

Partnerships

- **Commissioner of Revenue, Zoning, & other County Departments**
- **Local Chambers of Commerce**
- **Local Business Incubators & Co-working Spaces**



Assistance Programs

- **Educational Resources:**
 - Dedicated HBB Website
 - Annual Resource Fair & Conference
 - Monthly Lunch & Learns
 - Business Education Scholarships
- **Marketing Opportunities**
 - Coffee at Home Show
 - E-Commerce Grants
 - Google Street View for Business Grants
 - Buy Local Website & Newsletter
 - Marketing Information Table at Events
- **Miscellaneous Assistance:**
 - HBB Transition Grant Program
 - Ordinance Review Committee
 - START! Peninsula Event

Challenges

- **Research, Research, Research**
- **Funding a New Program**
- **Assigning Value & ROI to the Program**
- **Improving the HBB Regulatory Environment – Ordinance Review**
- **Identifying & Understanding HBBs**
- **Reaching HBBs & Coaxing Them Out**
- **Providing Meaningful Activities During Optimal Times**
- **Keeping HBBs Engaged Long-Term**

Future Initiatives & Ideas

- **Regional Approach & Support**
- **HBB of the Year Award**
- **HBB Retention Survey**
- **Focus Groups & BOS Roundtables**
- **Spring Vendor Fair**
- **HBB Incubator with Child Care**
- **Regional Drone Testing Park**
- **Food Incubator/Commercial Kitchen**
- **Entrepreneurship Training in Schools**
- **DOD Secure Incubator**

Is Your Community Ready?





Questions?

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For more information:

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“The Forgotten Sector - Focusing on Home-Based Businesses”

www.YesYorkCounty.com

www.MakeHomeWork-YorkCounty.com