



The Forgotten Sector:

Retaining & Growing

Your Community's

Home Based Businesses

Melissa Davidson

Assistant Director

Office of Economic Development

York County, VA

www.YesYorkCounty.com

What do these companies all have in common?



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



Source: Forbes.com & Telework Research Network

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?

Melissa Davidson

Assistant Director

York County Office of Economic Development

Melissa.Davidson@yorkcounty.gov

757-890-3317

For more information:

Spring 2018 IEDC Article

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

www.YesYorkCounty.com

www.MakeHomeWork-YorkCounty.com