Libraries Mean Business:
Making your library the go-to source for businesses, entrepreneurs and startups

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Agenda

- Why market library services to businesses?
- What do libraries have to offer?
- Who is already doing this?
- What are your next steps?
Why?

- If libraries support the business community, the business community will support us
  - Votes/Taxes/Bonds
- Show ROI to City and State Leaders
  - Direct impact on the economic development of Texas
“Small businesses drive the Texas economy... More than 2.2 million small businesses call Texas home - and that number includes more than 725,000 women and minority owned small business.”

Texas Wide Open for Business.com
In Texas, small businesses created 139,251 net new jobs in 2011.

In the 2nd quarter of 2013, 21,972 establishments opened in the state of Texas.

Of Texas companies opened in 2002 only 36% still survived in 2012.

Texas Small Business State Profile
“For the growing ranks of freelancers whose alternatives range from a cramped corner of their bedroom to a $500-a-month, private coworking space, the new library work zones are a boon.”

Fast Company
Space

- Meetings
- Coworking
- Labs
Equipment

- Free Wi-Fi
- Computers
- Printers
- Fax
- Copiers
- Scanners
- 3D Printers
- Video conferencing
Collections

- Newspapers
- Magazines
- Books
- Databases
Librarians

- Search Skills
- Expertise
- Networking Connections

Geeta Halley
Round Rock Public Library

Mary Williams
Westbank Public Library
Services to Offer

Libraries + Startups = Success
Partner Pop Ups

SCORE
FOR THE LIFE OF YOUR BUSINESS

SMALL BUSINESS DEVELOPMENT PROGRAM
Programming

- Workshops
  - Library Resources
  - Experts
- Focused
- Pitch Competitions
- Grant support
Web Guides

Huntsville-Madison County Public Library

Business Research: Startup Resources

Tags: business plans, business research, entrepreneurship, startup

A guide to library resources and online tools for writing a business plan and preparing a business startup.

Last Updated: Dec 31, 2013
URL: http://guides.hmcpl.org/bizstartup
Print Guide
RSS Updates

Getting Started Business News Business Associations Data Sources DemographicsNow Reference USA

Search:

Business Plans: Online Resources

Local and State Start-Up Resources

State of Alabama

Alabama.gov - Starting a Business - The state provides a list of start-up resources for Alabama business enterprises. Resources include registering a name, incorporation rules and forms, tax information and forms, and state data sources.

Alabama Secretary of State - Business Services - Business Services administers all business-related responsibilities for the Secretary of State including filing of commercial liens, registering of new businesses, and issuance of trademarks.

Madison County

Madison County Planning & Economic Development Office - This office provides support for exporters.

Madison County Business License Information - This site provides information about fees, renewals, contact information, and listings for related government bodies and business organizations.

Huntsville

Doing Business with the City of Huntsville - Includes information and forms for applying for various business licenses.
Carson City Library Business Branch

We are open Monday - Friday from 8:00 AM-5:00 PM and by appointment. With programs designed to accelerate business growth, an array of business support services and resources are orchestrated by library management and delivered to patron/clients. Unlike many business assistance programs, access BRIC resources and programs clients need only walk in the door … well, with a library card of course.

Public Computers - 4 PC’s and 1 Mac with full Adobe software suite. Free WiFi is available.
Magazines - Bloomberg Business Week, The Economist, Entrepreneur, Inc Magazine, Nevada Business Magazine, Smart Computing, NNDAs Viewpoint, Carson City Chamber’s In Focus magazine

Databases
- Business Decision. This database provides demographic information on a consumer level.
  - Phone the BRIC (775-263-7123) for information about using this database.
- EBSCO Small Business Reference Center. This database provides access to business support periodicals, videos, and books. When prompted, enter all digits of a Carson City Library card barcode number.
- ReferenceUSA. This database provides detailed information on more than 24 million businesses in the United States. When prompted, enter all digits of a Carson City Library card barcode number.
- Foundation Center. As a Cooperating Collection of the Foundation Center, there is access to a variety of databases of foundations and other grant funders.

E-Books
- Gale Virtual Reference Library: Business and Finance. When prompted, enter all digits of a Carson City Library card barcode number.

Web Sites
- Business and Economics websites from the Internet Public Library

Meeting Spaces
- 3 meeting rooms available
  - Conference Room A - capacity 45, full AV system, wireless projector
  - Conference Room B - capacity 15, full AV system, wireless projector, smart board capability
  - Conference Room C - capacity 10, moveable and white board
Company Research
- How Do I Research a Company?

Finance and Personal Investment
- Personal Investment Resources
- Financial Institution Ratings

Industry Research
- How Do I Research an Industry?

Marketing and Advertising
- Marketing Resources
- How Do I Create an Effective Advertisement?

Market Demographics
- Demographic Information
- Wages, Prices and Consumer Spending
- Statistical Data

Real Estate
- Property Information in Brooklyn and Manhattan
- Real Estate Market Reports
- Real Estate Buying and Selling,

Growing Dollars and Sense (Financial Literacy) Guides
- Personal Finance Planning
- Banking and Investment
- Tax Planning
- Retirement Planning
- Selecting the Right Investments
- Safeguarding Your Investments
- Banking Basics (for teens)
- Credit & Debt (for teens)
- Budgeting & Smart Shopping (for teens)

Explore-A-Topics
- Doing Business with the Government
- Global Trade
- Green Business
- Marketing Specialty Foods
- Pet Store Industry
- Starting a Day Care Center
- Wedding Industry Research
What Are Your Next Steps?

- Put someone in charge
  - Hire a business librarian
  - Redefine responsibilities - who is the entrepreneur on your staff
  - Join ALA BRASS
  - Connect with other business librarians at TLA
  - Attend Business Reference 101 and 102 Webinars
- Collections
  - TexShare
  - Books
  - Look to BRASS for collection ideas
Resources

- *Your Startup's Best Friend? The Local Library*, Business News Daily
- *How Public Libraries Are a Boon to Small Business*, American Libraries
- *Talking to Startups about Libraries*, Everylibrary.org
- *The Secret Resources Every Startup Needs to Know*, Tech Cocktail
- *Why Libraries Should Be the Next Great Start-Up Incubators*, The Atlantic
- *The Public Library Wants to Be Your Office*, Fast Company
- *Texas Small Business State Profile*, US Small Business Administration
- *BRASS Business Guide*, ALA RUSA BRASS
- *Texas Public Libraries: Economic Benefits and Return on Investment* (Chapter VII)
- *BUSLIB Listserv*, Great group of nationwide business librarians who are always happy to help with research help
- Images from Library sites and FreerImages.com