

## **Peoria, Arizona: Small Business Program**

Peoria's small business program is designed for businesses with fewer than 100 employees. These businesses vary in size and character, but distinguish themselves by being innovative, flexible, and strongly tied to the community.

The target audience for the small business program falls into one of these categories:

- Entrepreneurial or start-up
- Mom and pop business looking to expand or relocate
- Home-based businesses
- Businesses that have fewer than 25 employees

**Goal:** Develop a small business program to specifically address small business concerns and grow the small business community in Peoria.

### **Program Objectives:**

1. Build a strong small business community in Peoria
2. Build a good working relationship between the City of Peoria, the Chamber of Commerce, and its small businesses
3. Become a regional leader in small business outreach in the West Valley

### **Program Activities:**

1. Offer courses and seminars as well as networking opportunities for local businesses.
2. Engage other entities (Maricopa Community College SBDC, ASBA, Peoria Chamber, Lake Pleasant Chamber, ADOC, Maricopa County,) to collaborate with the city on regional program elements and outreach.
3. Market the program and encourage existing businesses to participate.
4. Track participation and results through follow up communication and relationship building.
5. Identify and promote financing opportunities for small business development (SBA, CDBG, etc.).
6. Create a business incubator space to nurture entrepreneurship in the city.

### **Program Metrics:**

- Total number of contacts created
- Total number of local seminars/networking events
- Total number of regional seminars/workshops/networking events