

The Upside of a Down Economy: THINK LOCAL



Economic Gardening



The Secret to Job Growth in
America: Think SMALL

Harvard Business Review- 2010

Chicago?!

But you live HERE now!



What is Small Business?



Locally-owned businesses that cultivate a sense of community and foster walkable, pedestrian friendly neighborhood destinations. These “small wonders” are vital to economic competitiveness and attracting and retaining key community members and youth.

What is Local Business?

- Owners live here in Arizona at least 9 months each year
- The business is privately held, and not publicly traded
- The majority of the business is done here in Arizona
- The business is unique to Arizona



Small Business is the Backbone of the Arizona Economy

In 2008, firms with zero to 99 employees comprised 94.7% of all firms in Arizona.

Source: US Census Bureau





In 2008, over
\$21 billion was
paid to
employees of small
businesses
in Arizona

Source: US Census Bureau

If small business
was laying off
people at the
same rate as big
business we
would have
950,000 few jobs
in America today.

-Donovan Rypkema,
Place Economics, 2009



A banner for SHIFT ARIZONA.com is displayed against a dark brown background. The banner is white with a black border and contains the text "SHIFT ARIZONA.com" in a bold, black, sans-serif font. The word "SHIFT" is in a smaller font size than "ARIZONA". The ".com" is in a smaller font size than "ARIZONA". In the background, a scale of justice is visible, with a central pillar and two pans hanging from a horizontal beam. The scale is slightly tilted, with the right pan being lower than the left pan. The background is a solid dark brown color.

SHIFT ARIZONA.com

Making the SHIFT means more jobs and more money circulating locally! Find 10% to SHIFT!

Regional Thinking Creates New Dollars for All



Case Study: Bisbee



Case Study: Cottonwood



Case Study: Safford

