

SMALL BUSINESS

Small Businesses are a vital part of any community. You know it, we know it. That doesn't make it easy to start or to run one. We've put together a packet of information to help you, whether you're still planning, just starting, or trying to grow. We hope these resources help you and your business succeed.



FAST FACTS:

Population Info Leavenworth County -data.census.gov 2023

- 91.8%** Highschool degree or higher
- 37.3%** Bachelor's Degree or higher
- 18.9%** Veterans
- 8.9%** Work from home

- 83,518** Population Total
- 11,263** 25-34 Years
- 11,739** 25-34 Years
- 10,221** 45-55 Years

- \$260,600** Average Housing Value
- \$1,402** Average Rent
- 68.8%** Homeownership Rate



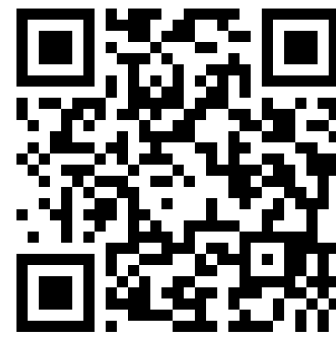
Leavenworth County



City of Leavenworth



City of Lansing



City of Tonganoxie

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Leavenworth County



Mid-America Regional Council



City of Leavenworth



City of Lansing



City of Tonganoxie



CHAMBER OF COMMERCE, LEAVENWORTH MAIN STREET, LEAVENWORTH COUNTY DEVELOPMENT CORPORATION- WHAT'S THE DIFFERENCE?



- **Chamber of Commerce:** We are a not-for-profit organization (501 (c)6) that works to better the community by working for the betterment of businesses themselves and the people who run them. We achieve that through education, legislation, networking, and marketing. We connect people, sponsor programs, and seek to make the Leavenworth-Lansing Area the best it can be.
- **Leavenworth Main Street:** Main Street was established as a program of the National Trust for Historic Preservation in 1980 as a way to address the myriad issues facing older and historic downtowns during that time. Working with a nationwide network of coordinating programs and local communities, Main Street has helped over 2,000 communities across the country bring economic vitality back downtown, while celebrating their historic character, and bringing communities together. <https://www.mainstreet.org/aboutus>
- **LCDC: Leavenworth County Development Corporation** (LCDC) mobilizes business, government and civic leaders for the Kansas cities of Leavenworth, Lansing, Tonganoxie, and Basehor to maximize the county's economic prosperity and regional competitiveness. As a public-private nonprofit organization, LCDC drives economic growth across diverse industry sectors in Leavenworth County. LCDC partners with local companies to provide resources for expansion, programs to help retain business, and to advocate for policies that enhance the county's economic vitality. LCDC also leads attraction efforts to bring new investment and new companies to the county. <https://lvcountyed.org/inside-lcdc/>

This is a major simplification of all the great work done by these entities, but in the end, all three organizations work to make our area successful. All three have specialties that another organization doesn't cover and together, we work to make our area the best it can be.



I AM: TRYING TO START A BUSINESS

Where do I start?



Questions to ask before starting a business:

What problem would this solve/need would this fill?

You need to know what question your business will be the answer to. This forms the basis of what your business is selling, who your potential clients will be, and the fundamental question of 'Why Am I Starting This Business?'

Do I have sufficient capital?

Starting a business is expensive. And if it's completely new, you have to build from the ground up. Be prepared- it takes time to turn a profit, and you will need to have a cash reserve to keep going- pay bills, pay employees, buy stock, etc., even if you're operating at a loss at first.

What support would I have?

Do you have friends, family, mentors who can help you through this process? Who can help you personally and/or professionally during the crucial time-frame?

Who are my competitors in this market?

If you're starting a lampshade store, and there are already three in your small town, you might want to start a different type of store. Or, fill an aspect of the market they aren't. Are you open different hours? Are you primarily online? Know who you'll be competing with before you start, and have a plan in place.

How will I market my business?

Flyers? Social media? Billboard? Word of mouth? See how other businesses in your area are advertising. Where do people go for local information? There's no one-size-fits-all solution, but you should have an idea and know who will be responsible for it. Plan how you want your brand to be known and represented in the community.



Helpful Links:

<https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs>

<https://www.irs.gov/businesses/small-businesses-self-employed/checklist-for-starting-a-business>

<https://www.score.org/resource/blog-post/9-questions-smart-entrepreneurs-answer-starting-business>

I AM: TRYING TO START A BUSINESS

Plans & Finances



Ready to make an official Business Plan? Are you financially prepared? Do you think you qualify for a grant?

You & Your Business Plan

A Business Plan covers some essential elements: Where is your business going? Why should investors partner with you? Are you hitting your milestones? What are the potential risks? A solid business plan also helps you look better to and be eligible for grants and loans.



Helpful Links:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

<https://learn.sba.gov/dashboard>

<https://www.score.org/southernmaine/resource/blog-post/financial-statements-personal-financial-statement>

Money, Money, Money

You need money to start your business. But where do you get it from? Perhaps you've saved some, but not the total amount needed. That's where Financing comes in.



Helpful Links:

<https://online.hbs.edu/blog/post/how-to-finance-a-business>

<https://www.sba.gov/funding-programs>

<https://growlvcountry.org/services>

<https://www.kansascommerce.gov/businesses/incentives/>

Grants

A grant is a gift to an individual or company that does not need to be paid back. Frequently, they are from the Federal Government but not always. Does your business qualify for a grant? Are you renovating a historical building? Are you starting in a particular field? In a particular area? Are you a minority in business? Any and all of these can qualify you for a grant.



Helpful Links:

<https://www.governmentgrants.us/business-grant-overview/>

<https://lvcountryed.org/business-resources/workforce-development/small-business-micro-grant-program/>

<https://www.sba.gov/funding-programs/grants>

<https://www.usgrants.org/kansas/small-business-grants>

I AM: TRYING TO START A BUSINESS

Where Can I Get Help?



Okay. So you have the basic ideas plotted out. What next? Fortunately, there are a few fantastic organizations who specialize in helping Small Businesses get started. Starting a business is a process, and partnering with an organization that has your success in mind can make that process a lot smoother.



KU Small Business Development Center

Serving the following counties:

Douglas | Franklin | Jefferson | Atchison | Leavenworth | Doniphan

The KU-KSBDC provides free and confidential individual advising to small business owners, managers and prospective owners. The center can work with any company that fits into the Small Business Administration's definition of a "small business."



The Small Business Administration- Kansas City District

Our office provides help with SBA services including funding programs, counseling, federal contracting certifications, and disaster recovery. We can also connect you to our partner organizations, lenders, and other community groups that help small businesses succeed.



The U.S. Chamber of Commerce

Small businesses employ nearly half the entire American workforce and represent 43.5% of America's GDP. As we have for over a century, the U.S. Chamber represents the full spectrum of the American business community. And like America, where most businesses are small businesses, the vast majority of our members—90%—are small businesses and state and local chambers of commerce.



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I AM: TRYING TO START A BUSINESS

Miscellaneous (but Important!)



Business Plans, Disaster Preparedness, Business Incentives- oh my! Below are more resources that can help you get your business off the ground and going strong.

Kansas Business Center One Stop- <https://ksbiz.kansas.gov/>

IRS Online Learning & Educational Products- <https://www.irs.gov/businesses/small-businesses-self-employed/online-learning-and-educational-products>

Kansas Commerce- <https://www.kansascommerce.gov/>

Doing Business in Lansing, KS-<https://www.lansingks.org/comm-econ-dev/page/lansing-demographics-customized-buttons-and-features>

Doing Business in Leavenworth, KS- <https://www.leavenworthks.org/ed/page/starting-business-leavenworth>

Doing Business in Leavenworth County - https://www.leavenworthcounty.gov/departments/economic_development/index.php

Disaster Preparedness- <https://www.ready.gov/>

SB Readiness for Resilience Program- https://www.uschamberfoundation.org/small-business-readiness-resiliency-program?utm_source=sfmc&utm_medium=email&utm_campaign=&utm_term=2022+5+12+Chamber+Buletin&utm_content=5/12/2022

Free Small Business Resources- https://www.uschamber.com/co/start/strategy/free-resources-for-small-businesses?utm_source=sfmc&utm_medium=email&utm_campaign=MO_Newsletter&utm_term=2022-06-01+MO+Newsletter&utm_content=6/1/2022



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I AM: STARTING/GROWING A BUSINESS

Learning More



Take advantage of all the resources available to learn and get ready for the next step- whatever it is!

Online Learning



[US Chamber
On Demand](#)



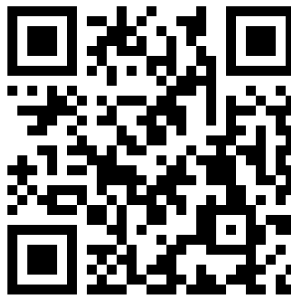
[SBA Learning
Platform](#)



[SCORE Business
Training](#)



[Harvard
Business
Review](#)



[RSM
Events](#)



[Grow With
Google](#)

I AM: STARTING/GROWING A BUSINESS

Marketing



Vital to any business stage, making sure people know about your business and all the great things it has to offer is a never-ending task. Have a plan in place- Once you know what the best strategy is for your business, choosing your marketing tools is that much easier.

START HERE!



SBA:
Marketing & Sales

Social Media



Social Media is an inescapable force, and a great way to reach a wide range of people instantly.

Business News
Daily: Article

Online



Not just ads- be sure your business information is available and accurate!

Grow with Google
Playlist

Person-to-Person



Chamber Members have the opportunity to network at any of our Chamber Events.

Chamber
Calendar

Email



Constant Contact

Newsletter Marketing is a great step to let customers know about upcoming deals, special events, and new products. Constant Contact is an easy to use resource- you can make newsletters from scratch, or pick and customize templates.

...And More!

Billboards, digital signage, newspapers. What works best for you? The Chamber of Commerce also has sponsorships, available to members. Members are also allowed to hang flyers or leave business cards/brochures in our lobby, and have an online and physical directory listing.

Marketing



Blog



I AM: STARTING/GROWING A BUSINESS

Welcome to Kansas!



There's no place quite like it. Home of tornadoes, the Flint Hills, and fantastic sunsets. Part of growing your business is knowing your market, and the rules that run it. The area has a strong economy with job opportunities in industries such as government, healthcare, and education. Additionally, the community is friendly and welcoming with a small town feel but close proximity to Kansas City. Plus the cities of Lansing, Leavenworth, and Fort Leavenworth all share borders. A fantastic and unique demographic here next to the mighty Missouri River.

- Workforce Kansas- <https://workforce-ks.com/employers/>
- State of Kansas Business Services- <https://sos.ks.gov/business/business.html>
- Network Kansas- <https://www.networkkansas.com/>
- Kansas Leadership Center- <https://kansasleadershipcenter.org/>
- Kansas Department of Revenue- <https://www.ksrevenue.gov/prindex.html>
- Kansas Business Center One Stop- <https://ksbiz.kansas.gov/>
- Kansas Commerce- <https://www.kansascommerce.gov/>
- Doing Business in Lansing, KS-<https://www.lansingks.org/comm-econ-dev/page/economic-development>
- Doing Business in Leavenworth, KS- <https://www.leavenworthks.org/ed/page/starting-business-leavenworth>
- Doing Business in Leavenworth County - https://www.leavenworthcounty.gov/departments/economic_development/index.php
- Leavenworth Farmers Market- <https://leavenworthfarmersmarket.com/>



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I AM: STARTING/GROWING A BUSINESS

Minority, Women, & Veteran Owned



There are many resources available to support minority, women, and veteran-owned businesses. Some examples include mentorship programs, grants, loans, and networking events. Organizations such as the Small Business Administration, Minority Business Development Agency, National Women's Business Council, and National Veteran-Owned Business Association offer a variety of services and resources to help these businesses succeed.

Minority

- How to Get Certified as a Minority-Owned Business-
<https://www.uschamber.com/co/run/business-financing/certification-guide-for-minority-o>
- Minority-Owned Businesses- <https://www.sba.gov/business-guide/grow-your-business/minority-owned-businesses>
- Small Business Grants for Minorities- <https://www.fundera.com/blog/minority-owned-business>

Veteran

- HireVets Medallion-<https://www.hirevets.gov/>
- Veteran Entrepreneur Portal - <https://www.va.gov/osdbu/entrepreneur/>
- Veterans Guide to Starting a Business - <https://www.lendio.com/blog/veterans-guide-starting-business>

Women

- Ascent- Learning Platform for Women Entrepreneurs- <https://ascent.sba.gov/>
- WBDC- Women's Business Development Center- <https://www.wbdc.org/en/about-us/>

For full listings, scan or click the QR code to view the PDF!

Scan Me!



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