

ADD VALUE & BUILD UP YOUR MEMBERSHIP

According to Becky McCray of Small Biz Survival, you can provide valuable support to local businesses when you:

- Bring together businesses and locals in new ways
- Provide training and support that is unavailable from other sources in town
- Bring in outside resources to address key problems faced by businesses in your town
- Conduct useful research that no single business could do on their own
- Bring back useful information from regional events and networks

FIND OUT MORE!

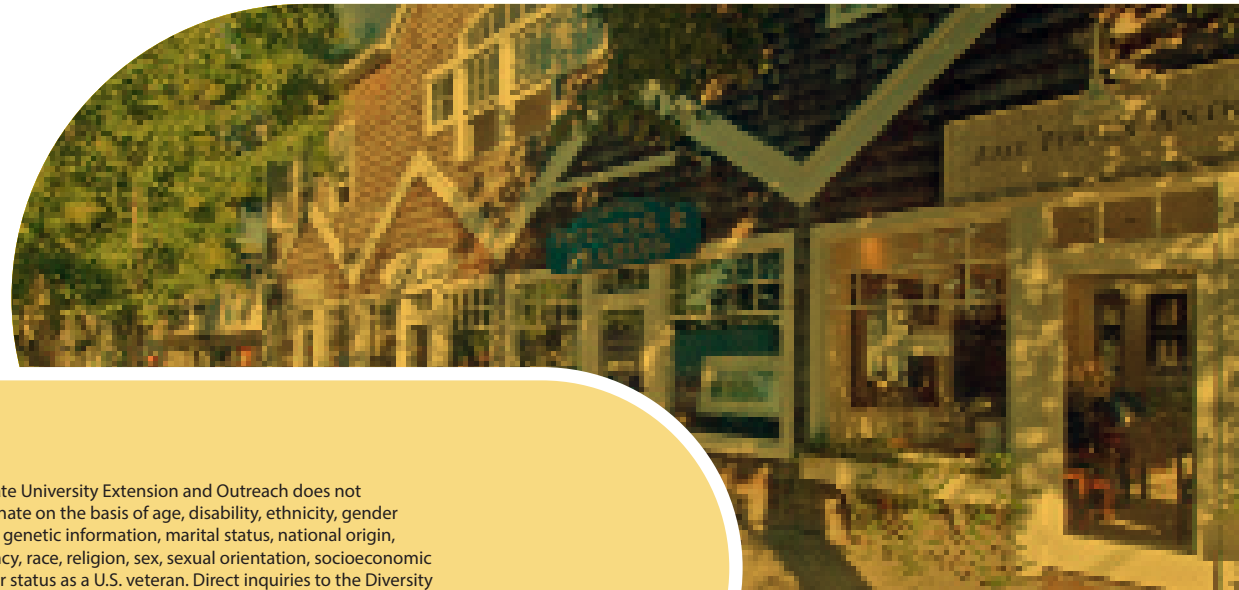
Contact Lisa Bates, lbates@iastate.edu or 515-357-8185.



ISUExtensionCED



The IRI:
Equip your local independent retail,
invest in your local economy



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IOWA STATE UNIVERSITY
Extension and Outreach
Community and Economic Development



In Iowa, there are 266,382 small businesses employing 641,288 individuals. Nearly 50% of all workers in the state are employed by a small business.

IOWA RETAIL INITIATIVE

Prospering local communities understand that supporting local retail is key. Most local small retail business owners are so busy with the day-to-day details of running a business, they don't have the time to equip and empower themselves and their employees with key foundational skills and tools. Without this knowledge, their businesses stagnate, and the local economy suffers and declines. The IRI adds value and increases benefits for local independent retail business in your community by helping you create the support network that local retail needs to thrive.

The Iowa Retail Initiative team, supported by the Community and Economic Development unit of Iowa State University Extension and Outreach, has developed a three-part nested program to strengthen independent retail in Iowa's communities.

The program consists of [IRI Champions](#), [IRI Coaching](#) and IRI Snapshots.

IRI CHAMPIONS

The IRI Champions Workshop provides training and resources for community decision makers and small business supporters. Participants will learn to:

- Assess existing and future retail needs
- Evaluate retail district amenities
- Maximize community social media
- Identify retail niches

IRI COACHING

IRI Coaching works directly with retailers, preparing them for success with technical assistance and training. With IRI Coaching, retailers tackle the obstacles preventing business growth.

IRI SNAPSHOTS

The IRI Snapshot trains local leaders to collect and analyze place-based information about their retail districts. IRI Snapshot participants will use accessible tools to:

- Map their retail districts
- Inventory existing retail conditions
- Employ collected data to drive decision-making

