

MAKING A DIFFERENCE



Grand Challenges

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Grand Challenge: Community Vitality

Title: Helping Small Businesses Get Exposure

Why is this issue important? According to the US Small Business Association, "Not only do small businesses provide more jobs, they also bring careers and opportunities. Successful small businesses put money back into their local community through paychecks and taxes, which can support the creation of new small businesses and improve local public services."

How did Extension address this issue? Shawnee County Extension is a partner with Shawnee Startups. Shawnee Startups promotes and provides education and loan partnerships for small business owners and entrepreneurs. Community Vitality Agent, Candis Meerpohl has offered to

help small business owners create a social media event to drive new customers to their locations.

A Facebook event is hosted on the Extension Facebook page and is promoted ten days prior to the event. The small business is encouraged to have a special during the event to attract even more people.

During the event Meerpohl attends to do social media live posts and updates.

We have named the events, Small Business Blitz.



What was the impact?

In February a Small Business Blitz was hosted at Stumpy's Smoked Cheese in North Topeka and in April an event was hosted at Prairie Glass Studio in Central Topeka.

Both events had customers that came and shopped because of the social media posts. The Shawnee County Facebook page reached 1,700 people for the Feb. event and 1,100 people for the April event.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service
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*<https://www.forbes.com/sites/forbesbusinesscouncil/2022/03/25/how-small-businesses-drive-the-american-economy/?sh=3cb053994169>