



NCAI's "Why Native Small Businesses Matter and How to Grow Them" Video Series

EFFECTIVE STRATEGIES FOR SMALL BUSINESS DEVELOPMENT

Featured below are the 17 effective strategies for cultivating Native-owned small businesses that are shared in the third and final video in the NCAI series:

STRATEGY #1: Implementing a trauma-informed plan to help tribal citizens heal and prepare them to play the roles that revitalizing the Tribal Nation's economy require.

STRATEGY #2: Codifying in the nation's economy rebuilding approach a comprehensive small business development initiative and allocating the financial and human resources it needs to take root and grow.

STRATEGY #3: Defining the distinct types of businesses the nation and its citizens should own, and how citizen-owned businesses can strengthen the nation's provision of services to the community.

STRATEGY #4: Assessing the current state of the nation's economy, including: the severity of economic leakage from the community, where and how to stem that leakage by working with Native entrepreneurs, and the nation's capacity to build a thriving citizen-owned business ecosystem.

STRATEGY #5: Creating a robust system of tribal laws to foster citizen-owned business development and growth, such as a uniform *tribal* commercial code.

STRATEGY #6: Consistently enforcing those laws through an independent and properly resourced judicial mechanism that fairly resolves commercial disputes.

STRATEGY #7: Building a culture of accountability to those laws through ongoing tribal leader and staff trainings and community education.

STRATEGY #8: Enhancing citizens' readiness to launch and grow small businesses through streamlined business licensing, site leasing, and related regulations; education, training, and technical assistance; financial assistance supporting business start-ups and expansion; and building the physical and digital infrastructure they need.

STRATEGY #9: Forging partnerships with Native non-profits, CDFIs, co-ops, tribal colleges and universities, chambers of commerce, small business development centers, and others entities to provide Native entrepreneurs with *integrated* support and resources, from start-up and growth capital to customized training to business plan development and market feasibility studies.

STRATEGY #10: Developing an "economic profile" documenting the skills and interests of the tribal workforce, the citizen-owned small businesses in and around the community, tribal and regional market forecasting, and how the citizen-owned business community can evolve to meet future market needs.

STRATEGY #11: Instituting a procurement policy requiring tribal government and tribal enterprises to do business with certified citizen-owned businesses first and other Native-owned businesses second, and helping those businesses to become certified.

STRATEGY #12: Launching a permanent "Buy Native" campaign instructing the nation's government, enterprises, and community members to patronize citizen-owned businesses, and educating them about the financial, social, and cultural benefits those businesses provide.

STRATEGY #13: Promoting local citizen-owned businesses to other Native communities and the surrounding region.

STRATEGY #14: Modestly taxing the commercial activity of citizen-owned businesses to generate revenue the nation can use to support their growth through loans, marketing, training, and technical assistance.

STRATEGY #15: Demanding the federal government fulfill its trust and treaty obligations by funding tribal citizen-owned small businesses, and imploring state governments and philanthropic partners to do the same.

STRATEGY #16: Learning from the innovations of other Tribal Nations to strengthen the nation's development of a healthy ecosystem for citizen-owned businesses.

STRATEGY #17: Celebrating successful citizen-owned businesses within the community and beyond, and how they are advancing the nation's economy-rebuilding priorities.