

SMALL  
BUSINESS  
ADVOCACY  
COUNCIL



# 2025 **PROSPECTUS** SBAC

Advocating together for small businesses  
in Illinois.





# Letter from Our **President**

Small businesses drive our economy, create jobs and support local communities. The small business community needs champions who truly understand the important ways small businesses positively impact people and neighborhoods.

The SBAC is robust, nonpartisan and laser-focused on supporting the small business community and strengthening our economy. The SBAC has become one of the most recognized and respected business advocacy organizations in Illinois.

The SBAC champions legislation in Springfield that genuinely impacts the small business community. We have a growing list of wins and, with an expanding footprint, will continue building our momentum.

We build strong coalitions and believe strong collaborations deliver big results. We harness the power of critical mass, forging strong relationships with local business and civic organizations that are all rowing in the same direction.

We are nonpartisan, policy-driven, and inclusive. We believe in being zealous advocates while building relationships with policymakers. We love grassroots advocacy and hearing from business owners and advocates about the policymakers that will support their businesses and families. We hope you consider supporting the SBAC and joining our efforts to support the small business community!

*Elliot Richardson*

# Fighting for a Stronger Economy

The SBAC fights for the structural changes needed to improve the Illinois economy and revive the confidence of the small business community in our city, state, and federal government.

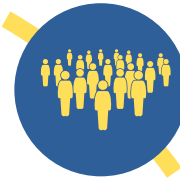
## Legislative Agenda

Our non-partisan legislative agenda is laser-focused on supporting the small business community.



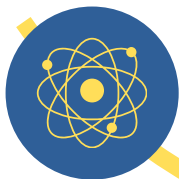
## Community Critical Mass

The SBAC harnesses the power of the small business community to engage in robust grassroots advocacy efforts



## Analytics that Matter

Analytics are a critical component of spreading the message and increasing our footprint. The SBAC focuses on in-depth analysis across all media platforms.



## Nonpartisan Communication

The SBAC's non-partisan, common-sense approach to advocacy has earned the trust of politicians from both sides of the aisle. We transcend partisanship and focus on policies that support small businesses.



## Legislative Agenda

Community  
Critical Mass  
Communication

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That Matter

## A Robust Legislative Agenda

Our agenda focuses on supporting the small business community, fostering economic development, encouraging entrepreneurship, and leveling the playing field for all small businesses.

### SMALL BUSINESS JOB CREATION ACT

The reinstatement of a popular \$2,500 tax credits for small businesses (50 or less employees) that hire net new employees. These tax credits will create jobs, foster economic development, and provide incentives to businesses otherwise unable to access economic incentives.

### SMALL BUSINESS GROWTH & OPPORTUNITY ACT

This legislation paves the way for small businesses to have greater access to state tax incentives by allocating at least 50% of them to businesses with 50 or fewer employees. Let's provide opportunities to all Illinois businesses!

### REGULATIONS & SMALL BUSINESS

The SBAC is working to fully implement the Regulatory Flexibility Act, which will ensure that state agencies analyze and consider the impact new rules have on small businesses. This will also provide business owners and advocates a greater chance to be heard. Preventing the imposition of burdensome red tape will help small businesses thrive and create a stronger Illinois economy.

### SUPPORTING ENTREPRENEURS

Sometimes folks who have lost their jobs are ready to become small business owners as opposed to trying to find another position at a new employer. Other states permit newly-unemployed individuals to focus on starting a business while still receiving unemployment benefits. Illinois should join New York, Oregon, and other states fostering economic growth by supporting these entrepreneurs.

### SMALL BUSINESS PROPERTY TAX RELIEF

The SBAC is championing a tax credit for small businesses that own the commercial space they operate from, to offset the costs of high property taxes. This legislation provides a tax credit that is equal to 10% of an eligible small business' annual property taxes, with a \$1,500 cap.

### OCCUPATIONAL LICENSING

Two years ago, we worked with legislators and stakeholders to successfully pass legislation to establish a task force dedicated to evaluating and recommending improvements to occupational licensing in Illinois. With the release of these recommendations, the SBAC is committed to championing new measures aimed at eliminating unnecessary occupational licensing barriers. Our efforts will focus on providing legislators with timely and important information before licenses are enacted and refining rules to ensure that licensing is done in an effective and equitable manner.

### CENTER FOR BUSINESS OWNERSHIP SUCCESSION & EMPLOYEE OWNERSHIP

Business owners may want to encourage employee engagement or transition their companies to employees. Illinois established the Center for Business Ownership Succession and Employee Ownership to educate business owners on this business model, but it still needs funding. We will be pushing to get establish and activate this center so that businesses can remain open and support communities even through a ownership transition.

### GOVERNMENT CONTRACTING

Securing a state contract can be a game changer for a small business. However, the State does not meet its goals when it comes to awarding contracts to small businesses and does not provide enough opportunities to entrepreneurs in disinvested communities. The SBAC will be working to bring transparency to the process through a standardized scorecard and Request for Proposals process.



# Fighting for a Stronger Economy

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## Community



Collectively the small business community has the ability to make its voice heard and move public policy. The SBAC provides numerous ways for engaged advocates to get together, collaborate and forge relationships to help each other. Whether gathering for cocktails, sharing best practices, or joining other stakeholders for policy committee meetings, the SBAC offers many ways to get involved and engaged.

## Critical Mass



We reach people through our robust social media campaigns, newsletters, and dynamic website, and we partner with others on legislative town halls, forums, email and marketing campaigns. We harness the power of critical mass to galvanize and ensure the small business community can have an immense impact on public policy and our economy.

## Nonpartisan Communication



The SBAC's focus on advancing policies and initiatives which support the small business community has built credibility among lawmakers and the public. We continue to engage with policymakers of all political persuasions with our non-partisan message and achieved big wins as a result.

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## WEBSITE

Website analytics allows the SBAC to analyze who is visiting our website and how the site is being navigated. This provides the data needed to expand our reach and keep people engaged for longer periods. This benefits our partners and supporters and helps us move public policies and initiatives. Our analytics provide a deeper understanding of users' needs and goals to better address and assist (through advertising) our partners' needs and goals and to improve the way we provide people with information. Our website also forges our community by sharing information about our supporters and their events.

## SOCIAL MEDIA

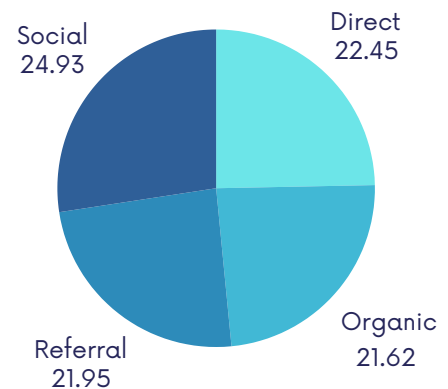
Social media is a critical component to marketing the SBAC message and further engaging our grassroots efforts. Going beyond basic analytics, we collect and evaluate all data from SBAC social platforms to determine best strategies moving forward.

## DIRECT MARKETING

Direct marketing gives the SBAC an effective medium to target our SBAC members and subscribers and generate awareness on the SBAC initiatives. It has been a particularly useful tool that produces strong results based on our reach, click and open rates.

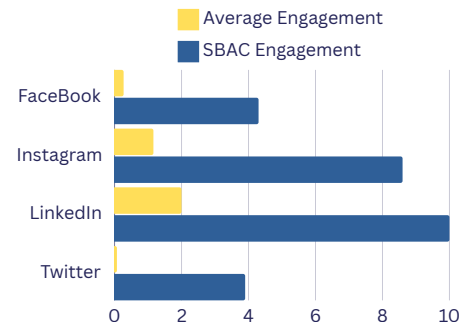
**27,720**

ANNUAL TRAFFIC



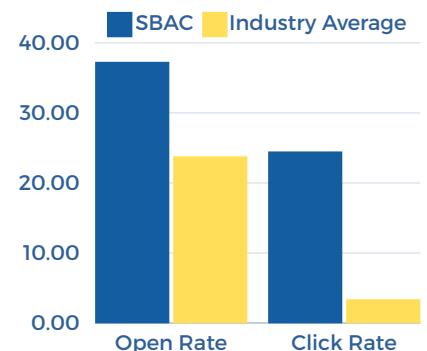
**11,450**

FOLLOWERS



**13,679**

AUDIENCE

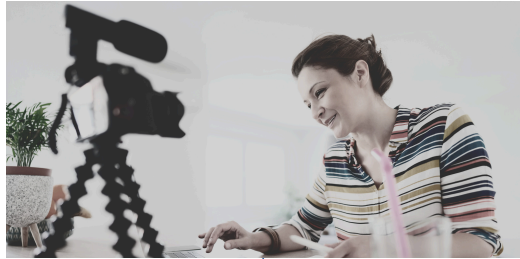


# SBAC WINS | 2010-2024

It's no secret that small businesses unite the community. The SBAC's non-partisan advocacy work has demonstrated the ability to shape local, state and federal legislation for small businesses. Our successful advocacy efforts exemplify our proven track record to providing non-partisan solutions to help the small business community.

## REDUCING LLC FEES

Championed legislation that reduced Illinois LLC fees from \$500 to \$150 annually and annual re[or]st from \$250 to \$75.



## TAX INCENTIVE FOR HIRING FORMERLY INCORECRATED

Championed efforts to significantly increase tax incentives for businesses that hire formerly incarcerated individuals from 5% to 15% and raises the max from \$1500 to \$7500.

## HOME BASED BUSINESSES

Expands the limit on home based business operational space to 300 square feet or to 25% of the total floor area in any single-family residence, and more than 15% t of the floor area of a unit in a building containing multiple dwellings.



## GOVERNMENT CONTRACTING

This legislation provides transparency with the goal of helping eligible and qualified small businesses government contracts (including those in disinvested communities).



## RATE REVIEW & TRANSPARENCY

Instrumental in passing legislation focused on reducing health insurance premiums for small businesses through rate review and transparency.

## CHAMBER OF COMMERCE

## FUNDING TO LOCAL CHAMBERS

Worked to secure \$5 million in funds for local chambers of commerce negatively impacted by the pandemic so they could continue supporting businesses and communities.

## PUBLIC WAY USE PERMITS

Rallied business organizations and chambers together to successfully eliminate the need for sign and other public way use permits to be approved by Chicago's full city council.

## REGULATORY FLEXIBILITY FOR SMALL BUSINESSES

Helped pass legislation that should assist in reducing red tape for Illinois businesses.

## PPP DEDUCTIBILITY

Championed efforts to ensure deductibility of PPP loans

## LIQUOR LICENSING AMENDMENT

Spearheaded legislation to allow local leaders to determine if establishments may serve alcohol within 100 feet of a church or school.

## HEALTH INSURANCE PREMIUMS

Instrumental in passing legislation focused on reducing health insurance premiums for Illinois small businesses







[www.sbacil.org](http://www.sbacil.org)

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