

SPECIFIC AUDIENCES · SMALL BUSINESS

# The Business Owner Advocacy Worksheet

Connect your bottom line to what's happening in Jackson

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Small business owners have enormous legislative interests and rarely show up to advocate for them. Your credibility as a job creator and community investor is unique and powerful. Use it.

**My business name, type, and years in operation**

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**Number of employees**

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## POLICY ISSUES THAT AFFECT YOUR BUSINESS

- Workforce development and education pipeline
- Transportation and infrastructure
- Tax policy (income, sales, business taxes)
- Healthcare access for employees
- Economic development incentives
- Criminal justice and workforce re-entry
- Broadband and technology infrastructure

**The policy issue that most directly affects my business right now**

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**How this issue affects my employees, my customers, or my bottom line**

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## YOUR ADVOCACY POWER

**Which legislators represent my business district? Do they know my name?**

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**Business associations I am part of that have a legislative presence**

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**The one policy change that would most benefit Mississippi small businesses in my sector**

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