

## **Main Street Patriots: Why Veteran Entrepreneurs Are America's Hidden Strength**

### **Economic Impact on Local Communities**

Veteran-owned small businesses are vital engines of economic growth in their local communities. Unlike large corporations with centralized operations, these firms are deeply rooted where they live and work, driving local job creation and supporting veteran reintegration into civilian life. Research shows that for every dollar spent at a local business, 67 cents remains circulating within the community—reinvigorating local economies 2 to 4 times more than spending at national chains or online retailers.<sup>1</sup> This multiplier effect strengthens the social and economic fabric of neighborhoods across America.

### **Contributing to Local Community Non-Profits**

Small businesses led by veterans are committed not only to economic success but to community wellbeing. They contribute generously—donating 250% more to nonprofits than larger corporations—and actively volunteer their time. Approximately 90% of these businesses financially support local causes, while over 75% dedicate personal time to volunteer efforts.<sup>2</sup> This culture of giving fosters resilient communities and promotes a supportive environment where families, veterans, and neighbors can thrive together.

### **Cultivating Relationships**

Veteran entrepreneurs build lasting, authentic relationships within their communities and among stakeholders. These connections extend beyond business transactions, creating a network of trust and mutual support that benefits local economies, social initiatives, and veteran services. Their mission-focused approach encourages collaboration and partnership, reinforcing the social bonds essential to community strength.

### **Mission Focused**

Rooted in military values, veteran-owned businesses operate with a clear mission-driven mindset. Their commitment to public service translates into decisive action and unwavering dedication—qualities that proved invaluable during crises like the COVID-19 pandemic. This mission focus empowers them to pivot quickly, mobilize resources efficiently, and prioritize the urgent needs of government agencies and communities alike.

## **Engine of Employment**

Small businesses have consistently been the backbone of American employment, producing more patents per employee than large companies and generating over 70% of net new private-sector jobs since 2019.<sup>4</sup> Veteran-owned enterprises contribute meaningfully to this trend, fostering innovation and creating sustainable employment opportunities that bolster economic independence and community stability.

## **Performing in Times of National Emergency**

Veteran-led firms exhibited exceptional resilience throughout the COVID-19 crisis. A 2020 Alignable poll revealed that 69% of veteran-owned businesses remained fully operational during the pandemic—outperforming the 62% of other firms—and 38% met or exceeded their pre-pandemic revenue, compared to 31% of non-veteran businesses<sup>3</sup>. Their rapid response in supplying critical PPE and medical goods demonstrated their ability to perform reliably when national security and public health are on the line.

## **A Strategic Imperative for America's Future**

Protecting and expanding veteran small business preferences in federal contracting is not just a legal obligation—it is a strategic necessity. Veteran entrepreneurs bring mission-driven leadership, rapid crisis adaptability, and deep local ties that enhance national security, supply chain resilience, and military readiness. In contrast, shifting federal procurement to monopolistic platforms like Amazon—where the majority of goods are foreign-made and many sellers are overseas—threatens to undermine American manufacturing, disadvantage veteran suppliers, and weaken Main Street businesses.

Investing in veteran-owned small businesses strengthens America from the ground up. It honors those who served by supporting their economic success and preserves a critical source of innovation, jobs, and community leadership. In an era marked by global uncertainty and domestic challenges, championing veteran entrepreneurs is a unifying force that safeguards the nation's long-term stability and prosperity.

## Market Knowledge & Experience

We possess deep knowledge of government markets—not only understanding how they function but also how they think. We know agency organizational structures, identify where critical decisions are made, and recognize which contracts truly matter

**Vast Experience:** Our experience, shaped by both military service and business acumen, allows us to bridge the gap between industry priorities—such as innovation, delivery schedules, and revenue goals—and the government’s complex operational demands, compliance standards, and mission objectives.

**Shareable takeaway:** *When you buy from a veteran business, America keeps the change.*

- <sup>1</sup> ILSR “Local Multiplier 3” <https://ilsr.org/key-studies-why-local-matters/>  
USMCA Economic Impact Report – USITC <https://www.usitc.gov/publications/332/pub4889.pdf>  
Civic Economics – Andersonville Study - <https://www.civiceconomics.com/andersonville.html>
- <sup>2</sup> Institute for Veterans and Military Families (IVMF), Syracuse University. "The Business Case for Investing in Veteran-Owned Businesses." 2017 [https://ivmf.syracuse.edu/wp-content/uploads/2022/04/2021-National-Survey-of-Military-Affiliated-Entrepreneurs-Research-Report-FINAL.pdf?utm\\_source](https://ivmf.syracuse.edu/wp-content/uploads/2022/04/2021-National-Survey-of-Military-Affiliated-Entrepreneurs-Research-Report-FINAL.pdf?utm_source)
- <sup>3</sup> Alignable: “Are Veteran-Owned Businesses Recovering Faster?” (Oct. 30, 2020) <https://www.alignable.com/forum/alignable-are-veteran-owned-businesses-recovering-faster>
- <sup>4</sup> US Department of Treasury “Small Business and Entrepreneurship in the Post-COVID Expansion.” [https://home.treasury.gov/news/featured-stories/small-business-and-entrepreneurship-in-the-post-covid-expansion?utm\\_source=chatgpt.com](https://home.treasury.gov/news/featured-stories/small-business-and-entrepreneurship-in-the-post-covid-expansion?utm_source=chatgpt.com)
- <sup>5</sup> U.S. Chamber of Commerce “Small Business Data Center.” <https://www.uschamber.com/small-business/small-business-data-center>