

CITY OF LITTLE ROCK



OPPORTUNITY BUSINESS MAP

FREQUENTLY ASKED QUESTIONS

What is the purpose of this map?

Small- and disadvantaged business owners are invited to add their businesses to the map, which is a tool for anyone who wants to spend their dollars intentionally in Little Rock.

What if my business is in a neighboring City?

If you add your business to the portal, we will securely store your information and share it with partners if they create a regional map.

What if I don't have a storefront? Can I still sign up?

Yes! We designed the map to filter out home addresses. Online businesses, home-based businesses, and mobile businesses will appear in the directory tool, but will not appear on the map.

Does my business have to be a certified small-owned business?

No. Businesses are allowed to self-identify, and it is up to the consumer to decide whether they require certification.

When will the tool be adapted for mobile devices?

Our team launched this tool in April 2024. We expect to develop a more mobile-friendly tool by the end of 2025.

Can I add a nonprofit to the map?

Nonprofits are welcome to add their organization to the map.