

Micro and Small Business Survey Report



COVID Economic Impact on Micro and Small Businesses

Survey Rationale

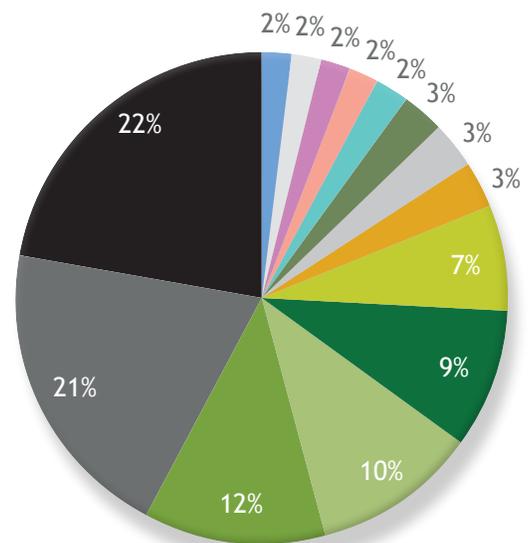
In Spring of 2021, Business Impact NW reached out to micro and small business owners to complete a survey about their experience with the economic impact of COVID. These businesses felt that their voices were not heard in the economic recovery design. Through the survey, Business Impact NW sought to understand the needs and advocacy efforts of the micro and small business community.

Participation

Our survey included responses from 58 micro and small businesses. These businesses are located in the Oregon and Washington, spanning across 38 zip codes. The survey responses represent 14 business sectors.

Business Sector

- | | |
|---|--|
| Agriculture, Forestry, Fishing, and Hunting | Wholesale Trade |
| Construction | Educational Services |
| Information | Arts, Entertainment, and Recreation |
| Management of Companies and Enterprises | Health Care and Social Assistance |
| Real Estate Rental and Leasing | Retail Trade |
| Accommodation and Food Service | Professional, Scientific, and Technical Services |
| Manufacturing | Other Services |



I would like to see more earnest unity amongst the smaller businesses because one loss affects us all. We all have enough to help each other in some way. Connecting those who have with those who are in need, changes everything.

Number of Employees

Of the businesses surveyed, 54 have 1-5 employees and 4 businesses have 6-10 employees.

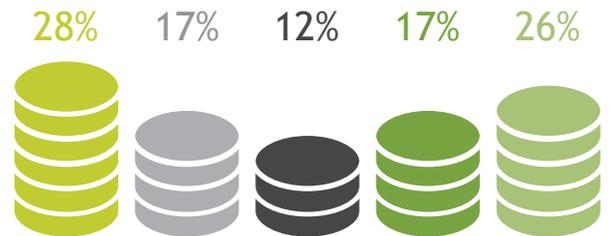
- 1-5 employees
- 6-10 employees



Annual Revenue

Annual revenue for the 58 businesses ranges from \$1,000 to over \$105,001. Of the survey participants, 75% of the businesses received grants/loans, 60% of the businesses received PPP loans, and 46% of the businesses received EIDL grants.

- \$1-\$25,000
- \$25,001-\$50,000
- \$50,001-\$100,000
- \$100,001-\$150,000
- \$150,001+



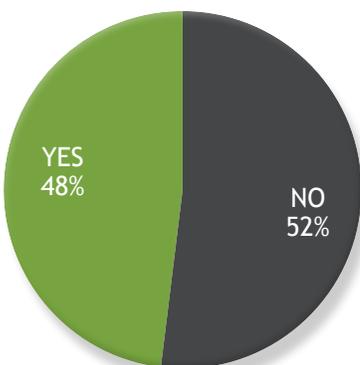
Additionally, of the survey participants, 53% received coaching/resource sharing services. To measure the average loss of revenue during COVID, we used data from 43 participants who estimated their financial loss with a specific amount. The average loss of revenue was \$93,800.

COVID Losses

Survey participants reported that COVID impacted their businesses through a variety of losses, including employees, marketing, long time clients and income. Many businesses improved revenue through pivoting to online sales. Survey participants expressed the need for a central place to view and understand critical information for social distance guidelines and other COVID precautions. Loan forgiveness, independent grants, earlier access to financial assistance and eligibility to use EIDL for lost rent, were among many additional recommendations.

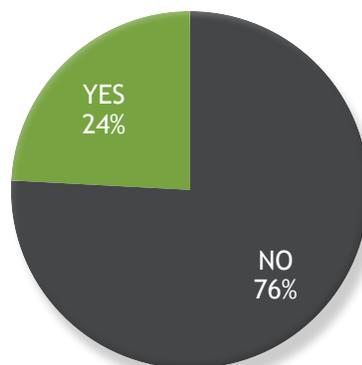
Landlords

Survey participants were asked:
If you had retail/office space was your landlord accommodating?



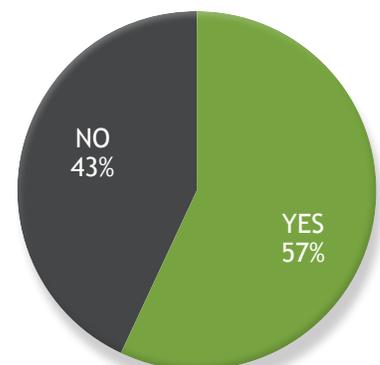
Employee Layoffs

Survey participants were asked:
Did you have to lay off employees?



Rental Space

Survey participants were asked:
If you have retail/office space, will you be able to afford your monthly lease payments?

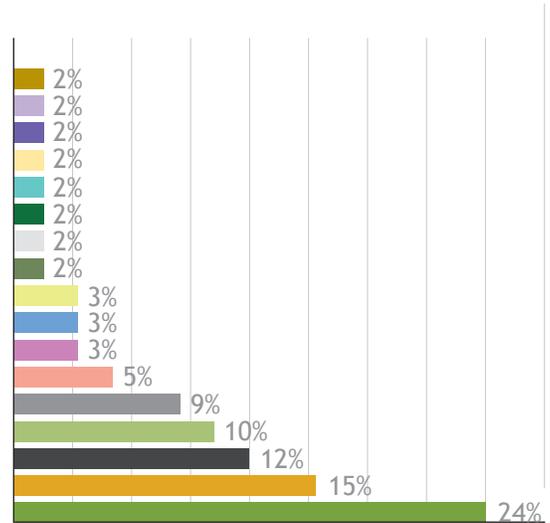


Financial Resources

For numerous businesses, grants and loans were a challenge during COVID economic recovery. This was expressed through a variety of situations including, awarded amounts being too low to cover business costs and not qualifying for eligibility requirements. Many survey participants shared that the grants and loans received created large debt accumulation.

Grant Assistance

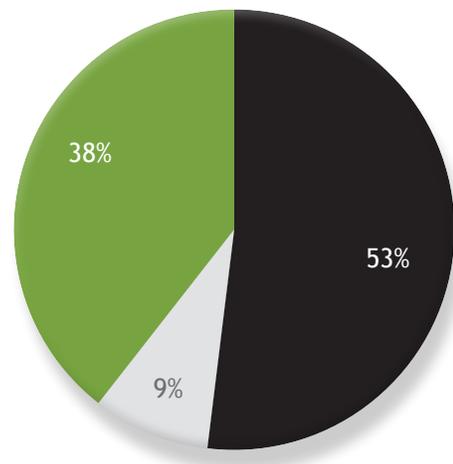
- EIDL, Other Grant Programs, Other
- EIDL, WA State Grant, Other Grant Programs
- Other Grant Programs
- Other Grant Programs, Other
- PPP, EIDL, WA State Grant, Other Grant Program and Other
- PPP, Other
- PPP, Other Grant Programs
- PPP, WA Grant, Other Grant Programs, Other
- EIDL, WA State Grant
- PPP, EIDL, WA State Grant
- PPP, EIDL, WA State Grant, Other Grant Programs
- EIDL
- PPP, WA Grant Program
- PPP, EIDL, Other Grant Programs
- PPP
- PPP and EIDL
- Other



Other Assistance

Survey participants were asked:
Did you receive other help?

- Coaching/Resource Sharing
- Other Help
- Other Grants/Loans



Recognize that many of us are operating on a shoe-string without savings and without protection. We are also operating alone or with minimal support, often in off-hours. Having one place to get critical information and support, not having to rely on Google to get us to the right place. Every business license to a micro-business should come with access to support.

Support Requests

Many of the action step recommendations centered around networking, marketing opportunities, government support and accessible funding. Multiple participants shared that networking development would be helpful for their business. Mentorship programs and virtual networking were included among the recommendations. To improve communications, survey participants requested tech support, media coverage, help with marketing in general, and tools to create brand awareness for their businesses. For government support, participants would like to see small businesses featured more prominently in legislative agendas and an increase in micro business government contracts. A few specifics on funding requests included, independent grants, financial support for start-ups, and continued financial support for small businesses in all sectors.

Next Steps

- Continuing to provide excellent technical assistance and access to capital for micro and small businesses
- Working with the Washington Flex Fund to increase access to capital
- Partnering with CDFIs across Washington state to advocate on behalf of CDFIs and our clients
- Collaborating with participants in creating a policy agenda to promote micro and small businesses

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Continued payroll support would be the most helpful. If it's not in the form of some kind of grant, we're just piling up debt. I found the Scale Up series of classes very helpful. The small business advisory service you've been offering also are very helpful and greatly appreciated. I think that access to capital is a problem for everyone.

“

Want to thank you for the opportunity to participate. It has been a hard year but any small business still going should get a huge hand for staying alive in the environment. 2021 will be even harder for small businesses because the larger corporations will have money to invest in marketing, staffing and they have established brands. With support from the state and local government, a small business can thrive.

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BINW has been a real partner and ally for us through the pandemic. Thank you.



If you know additional micro and small businesses that would like to be involved in this work, please email madelinem@businessimpactnw.org