



# SBER Survey Data

Presented to the EDC 09-2023

Ruth Rohlich, Business Development Specialist

[rrohlich@cityofmadison.com](mailto:rrohlich@cityofmadison.com)

# SBER: Small Business Equity & Recovery

346 Businesses received funding

-Revenue Loss      \$1,508,534

-PPE                      \$732,756

Total Approved      \$2,241,290

Total Distributed    **\$2,236,285**

# 08-2022 Survey & 09-2023 Survey

## 2022

Total Survey Responses 244 (71%)

Open/In Business 231 (95%)

Closed 12 (5%)

Unsure 1 (0.41%)

## 2023

Total Survey Responses 129 (37%)

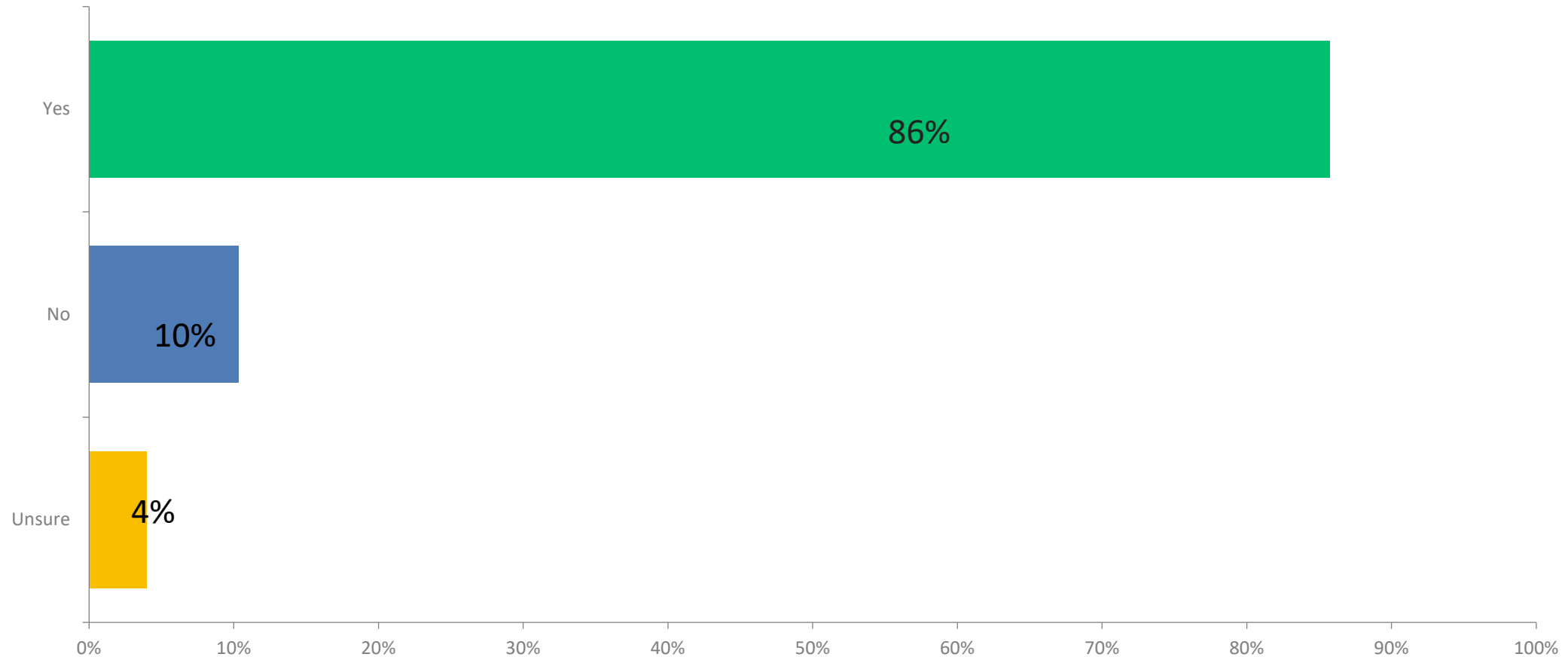
Open/In Business 124 (97%)

Closed 3 (2%)

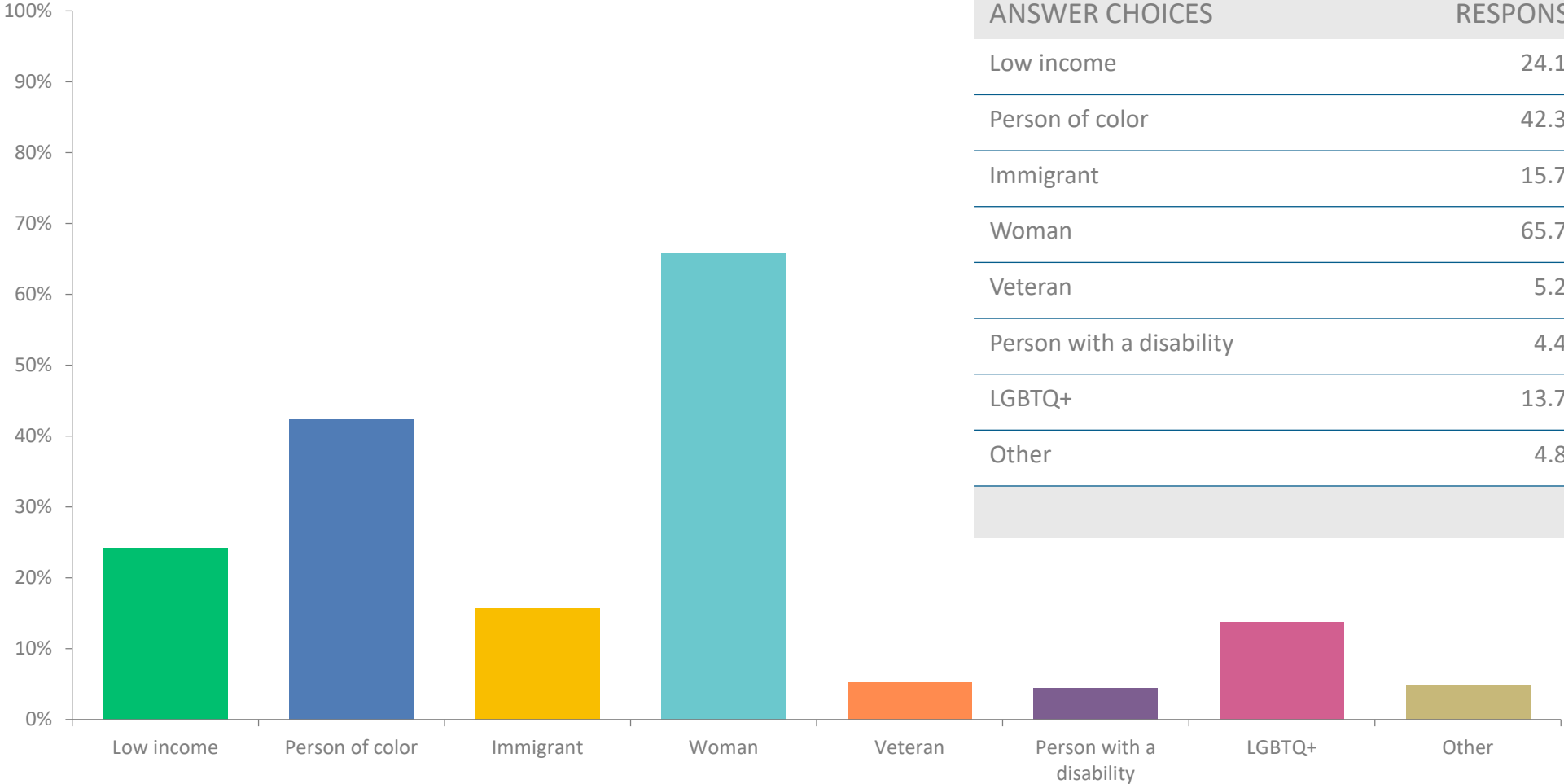
Unsure 1 (1%)

# Demographic Data

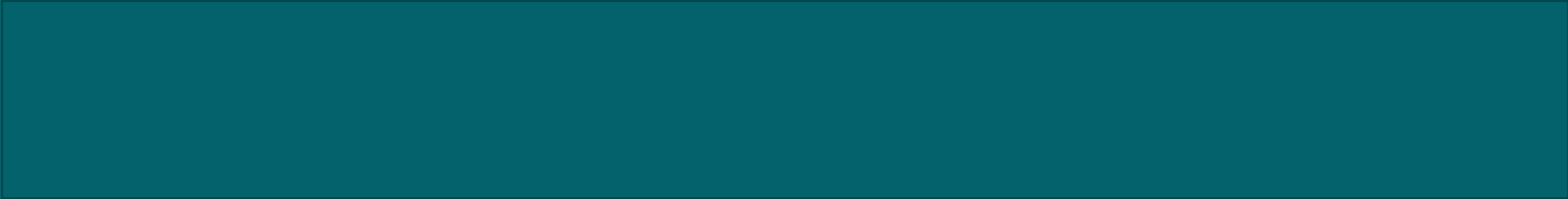
Survey 1/Q10: I Identify as a member of a historically marginalized group. Historically marginalized is defined as low income, person of color, woman, immigrant, veteran, person with a disability or LGBTQ+



# Survey 1/Q11: Please choose all that apply. I identify as being a member of the following group or groups

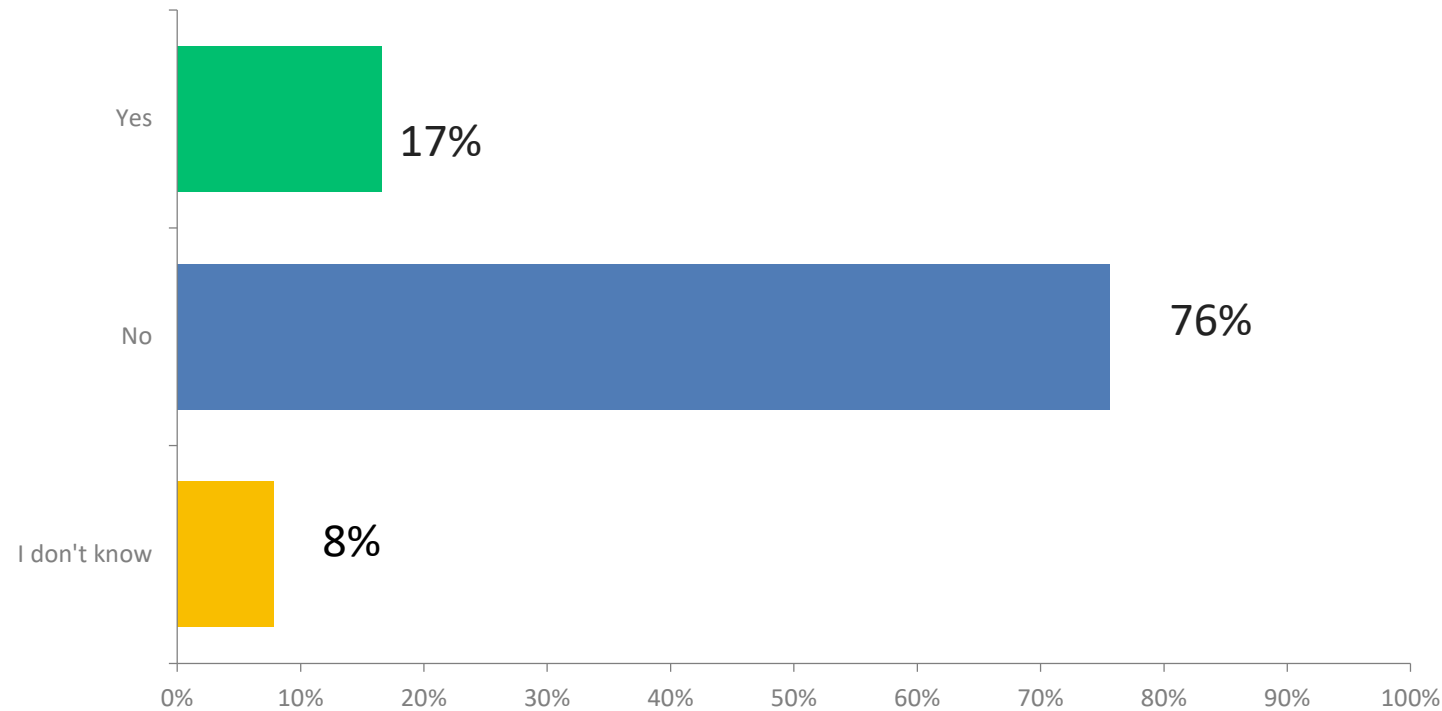


ANSWER CHOICES	RESPONSES
Low income	24.19% 60
Person of color	42.34% 105
Immigrant	15.73% 39
Woman	65.73% 163
Veteran	5.24% 13
Person with a disability	4.44% 11
LGBTQ+	13.71% 34
Other	4.84% 12



African	2	Biracial	1	Asian American - Vietnamese	1	Lao	1
African American	43	Black	5	Hmong	2	Latina	3
African American and white	1	Black Africa American	1	Hungarian	1	Latino	6
African American, Hispanic	1	black American	4	Pacific Islander	1	Latino-Middle Eastern	1
Afro American	1	Black/African American	1	Rwandan American	1	Latinx	4
Albanian	1	Cambodian	1	South Asian American	1	Middle-Eastern	1
Asian	9	Chinese	1	Taiwanese-Chinese American, Asian American Pacific Islander (AAPI)	1	Mixed race	2
Asian - Chinese	1	East Asian	1	Thai	1	Native American	2
Asian - India	1	Filipina	1	Veitmanese	5	Tibetan (Asian)	1
Asian American	3	Hispanic	1	West African	1		

**Q8:** Have you received any other funding from the City of Madison? This includes: Business Improvement Grants, KIVA Loans, Cooperative Business Loans, Facade Grants, Commercial Ownership Assistance, Tax Increment Financing or any other City of Madison Business Assistance.



• Answered: 127 Skipped: 2

# Data

What data was collected during this time that wasn't previously being collected regarding businesses owned by people of color?

- Demographic Data
- General Information
- 2019/2020 Total Sales
- What support they would like to receive

How consistent is the City collecting similar data across all the funding programs from the OBR?

- Currently not consistent
- Can work toward better data collection and consistency
- Funding at this level is extremely rare (never received before)
- A great time to set up data collection systems



# Business Closures

2022

- 12 reported being closed
  - Received a total of \$88,800 (\$57,500 Revenue Loss/\$31,300 PPE)
  - 1 sold and still operating
  - 3 due to COVID-19/ 1 due to COVID & Other Issues
  - 1 due to landlord dispute and lawsuit
  - 2 retirement
  - 4 Unknown/Unreported
- 1 reported “unsure” about being closed
  - Received a total of \$5,000 Revenue Loss
  - Close to closing

# Business Closures

2023

- 3 reported being closed
  - Received a total of \$22,316 (\$15,000 Revenue Loss/\$2,316 PPE)
  - 1 due to COVID-19
  - 1 building sold and they did not move the business
  - 1 personal health reasons
- 2 reported “unsure” about being closed
  - Received a total of \$10,000 (\$5,000 Revenue Loss/\$5,000 PPE)
  - Both are close to closing
  - 1 rising rent and extra fees from landlord
  - 1 personal health reasons

# Questions?

Ruth Rohlich

Business Development Specialist

Office of Business Resources

[rrohlich@cityofmadison.com](mailto:rrohlich@cityofmadison.com)

608-267-4933