



# CITY OF MADISON OFFICE OF BUSINESS RESOURCES

Ruth Rohlich

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Specialist

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<b>SBER Grants</b>	
Grants	348
Responses	252
Current Response Rate	72%
Revenue Loss	\$ 1,508,534
PPE	\$ 732,756
Total Approved	\$ 2,241,290
Total Distributed	\$ 2,236,285

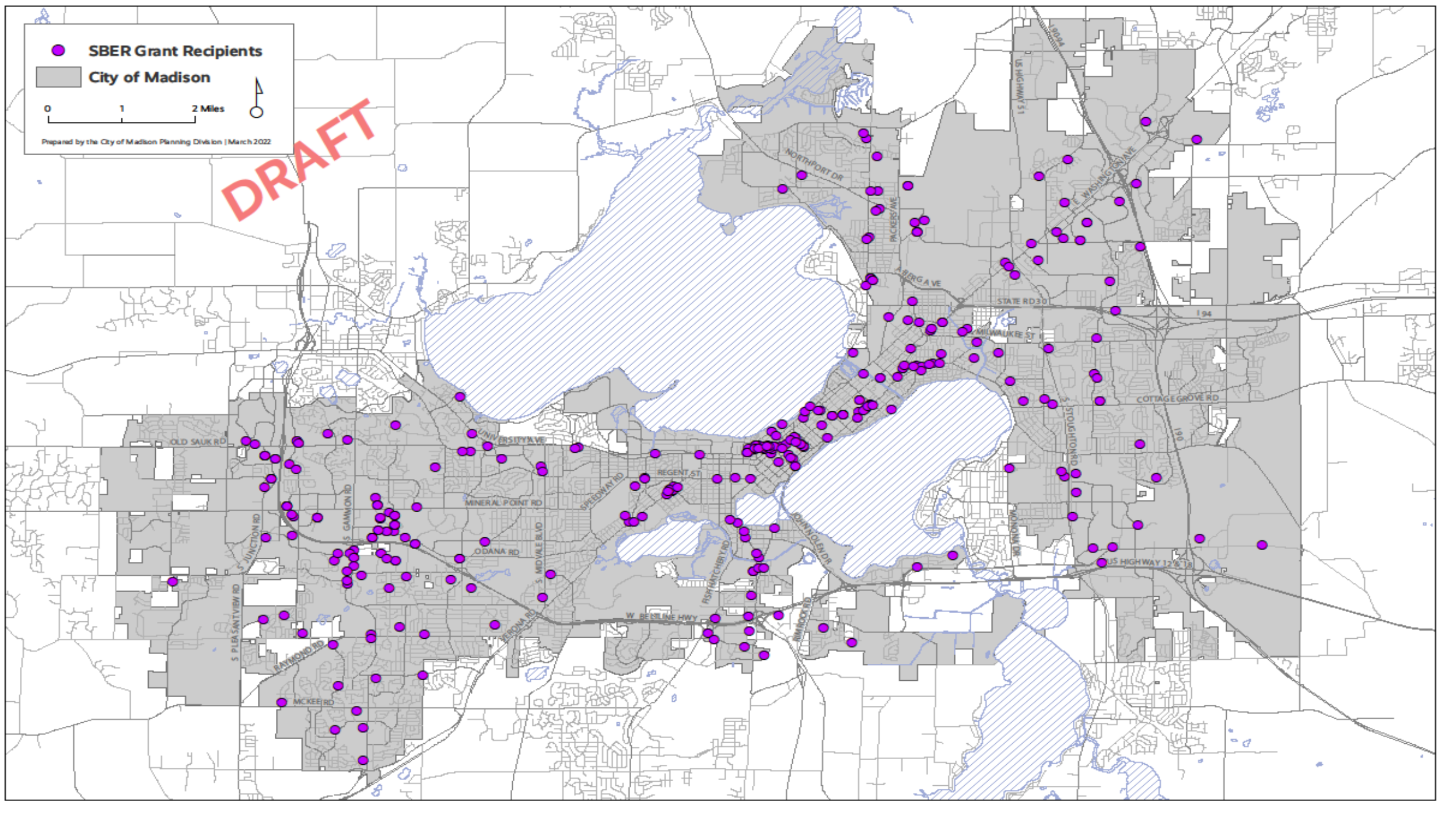
**● SBER Grant Recipients**

**■ City of Madison**

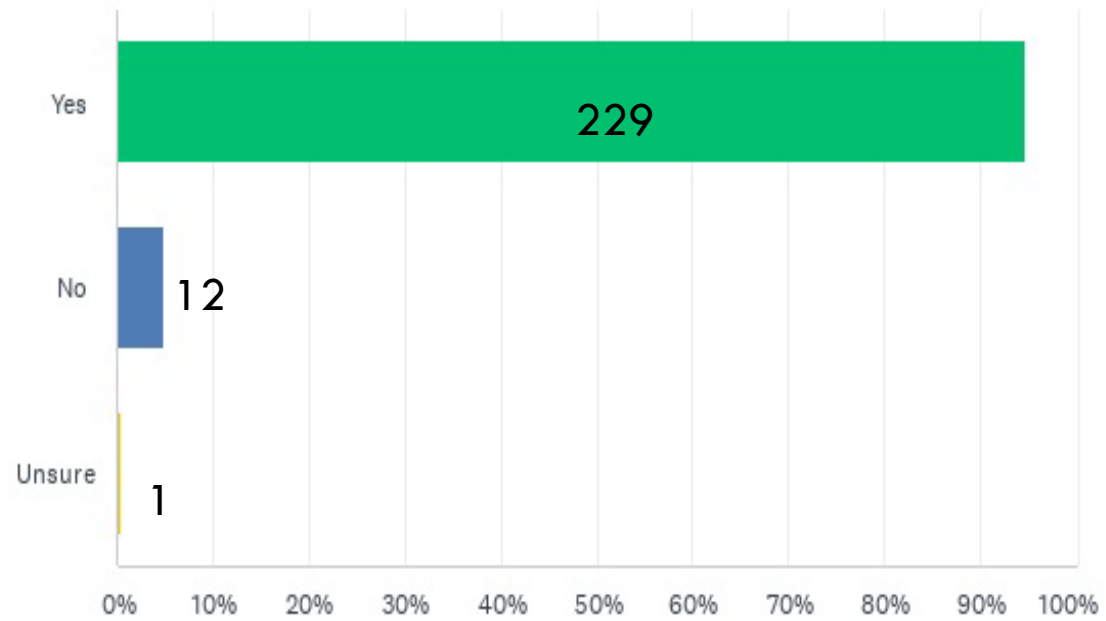
0 1 2 Miles

Prepared by the City of Madison Planning Division | March 2022

**DRAFT**



### Q3 Is your business operating/open?



- Answered: 242
- Skipped: 10

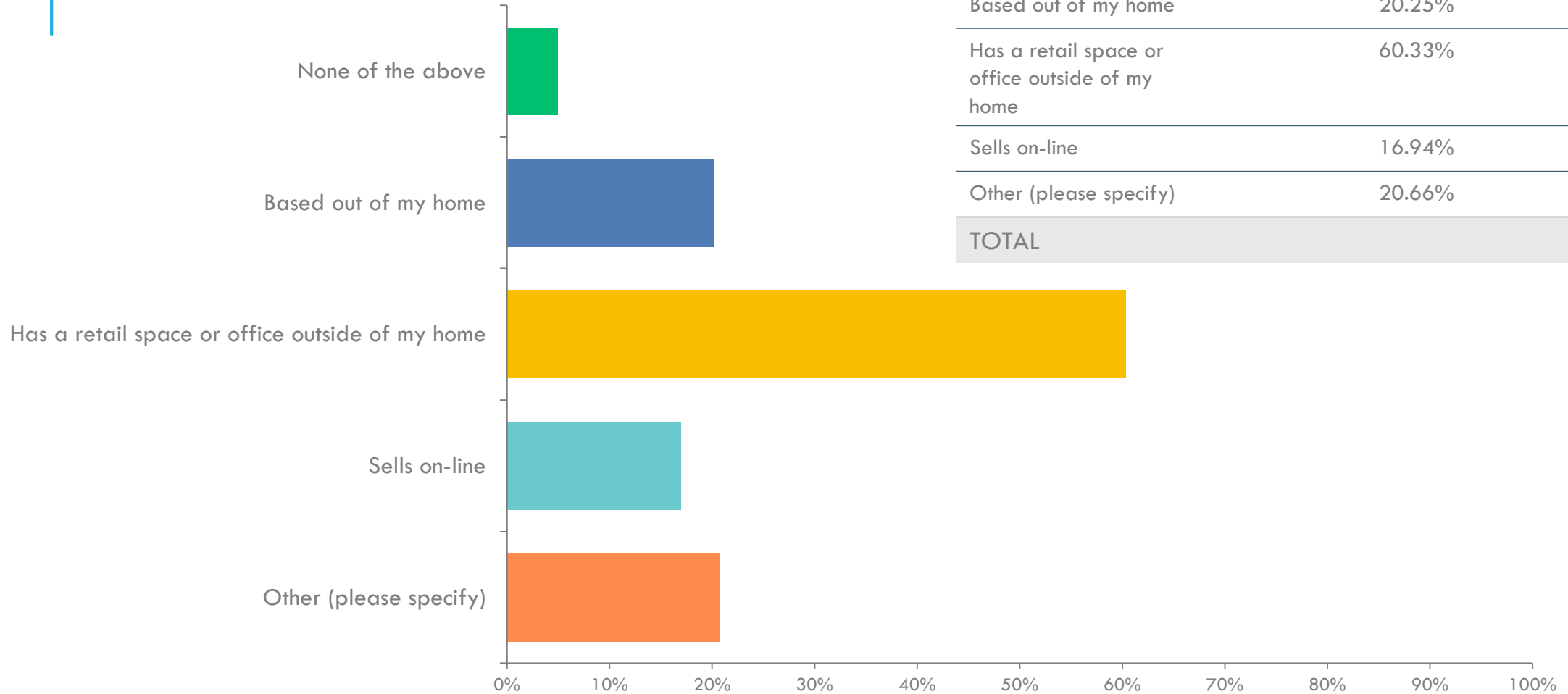
Q4 In a few words explain what your business does. (For example - I sell dresses on Etsy)

Custom Bar restaurant specializing consulting firm online retail event development  
Full service personal marketing Cleaning provide classes  
Hair Salon facial Restaurant Catering services shop  
sell waxing business company consulting music offer art  
food wedding hair store salon women clothing Nail salon studio Barbershop



# Q6: MY BUSINESS IS (CHOOSE ALL THAT APPLY)

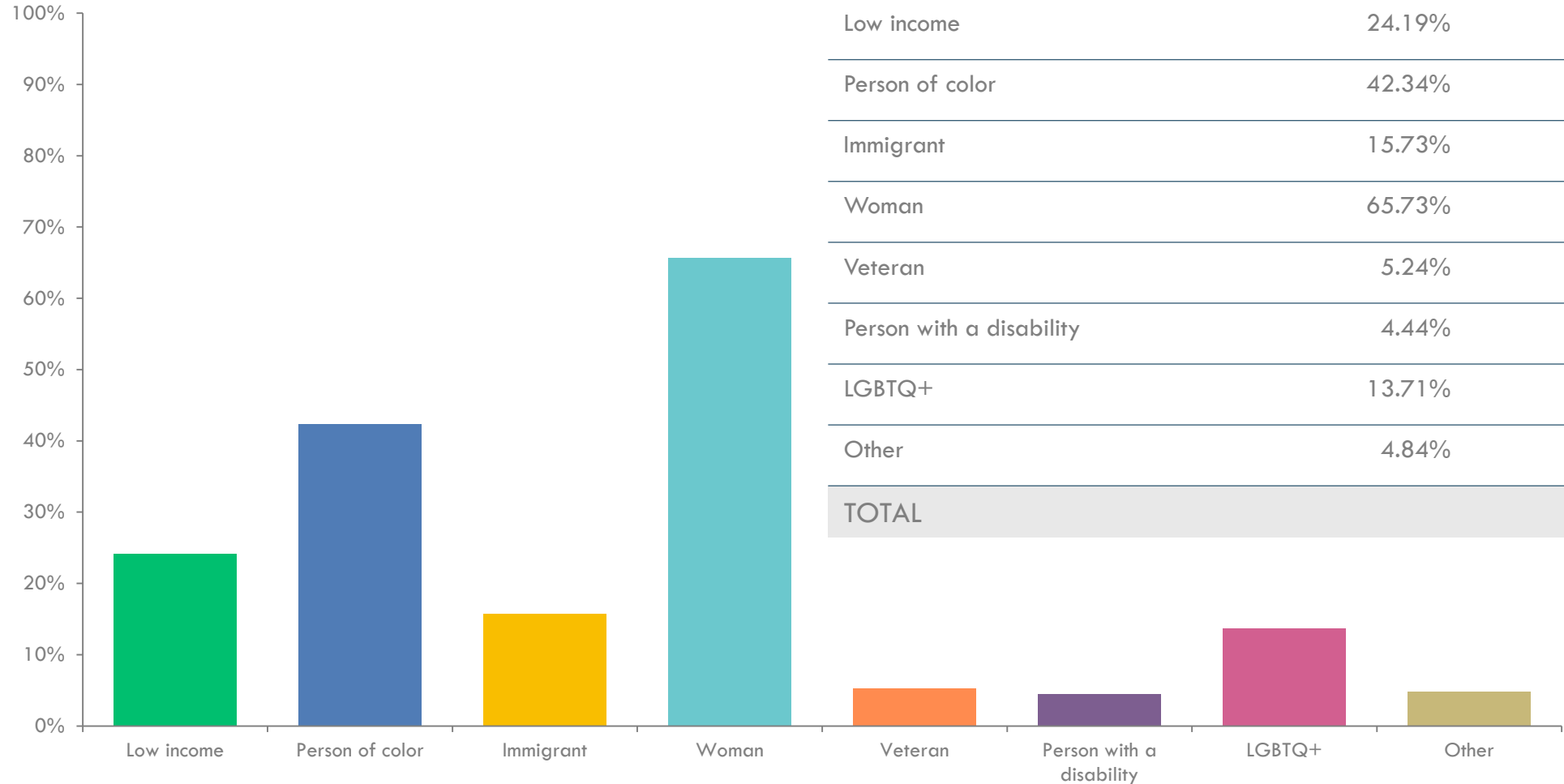
Answered: 242 Skipped: 10



ANSWER CHOICES	RESPONSES
None of the above	4.96% 12
Based out of my home	20.25% 49
Has a retail space or office outside of my home	60.33% 146
Sells on-line	16.94% 41
Other (please specify)	20.66% 50
<b>TOTAL</b>	<b>298</b>

# Q11: PLEASE CHOOSE ALL THAT APPLY. I IDENTIFY AS BEING A MEMBER OF THE FOLLOWING GROUP OR GROUPS

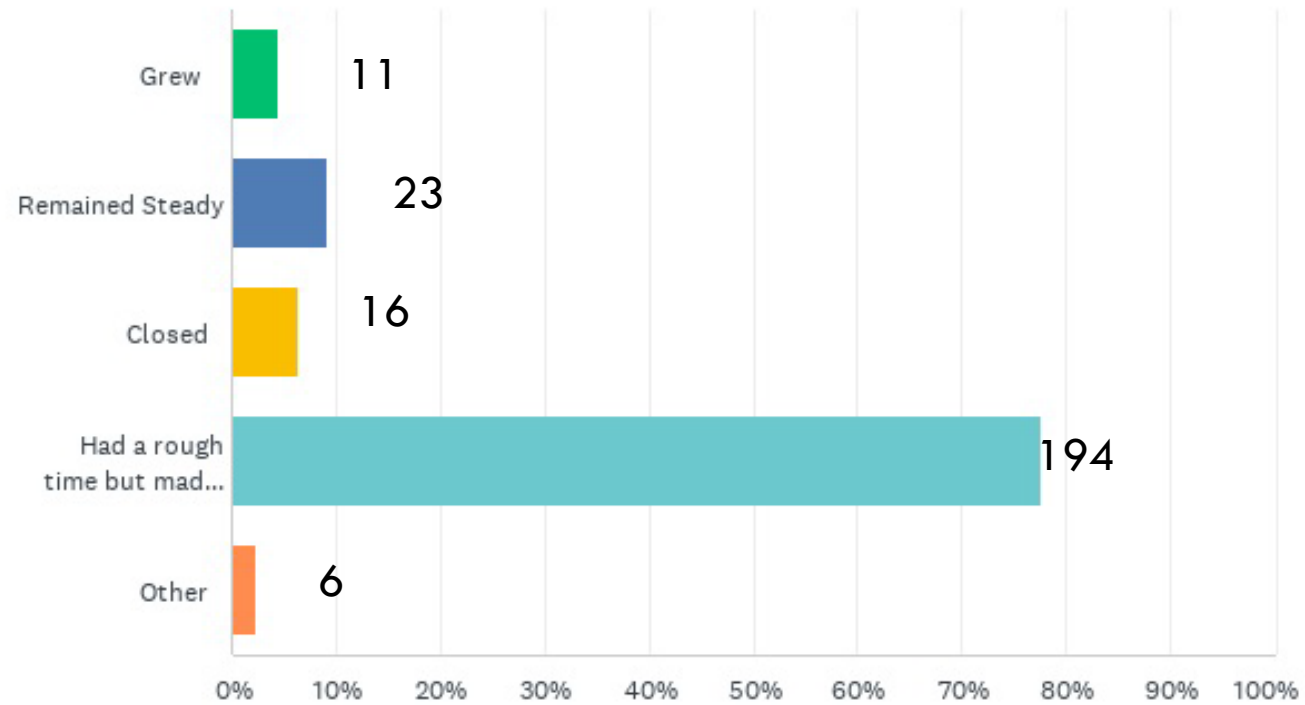
Answered: 248 Skipped: 4



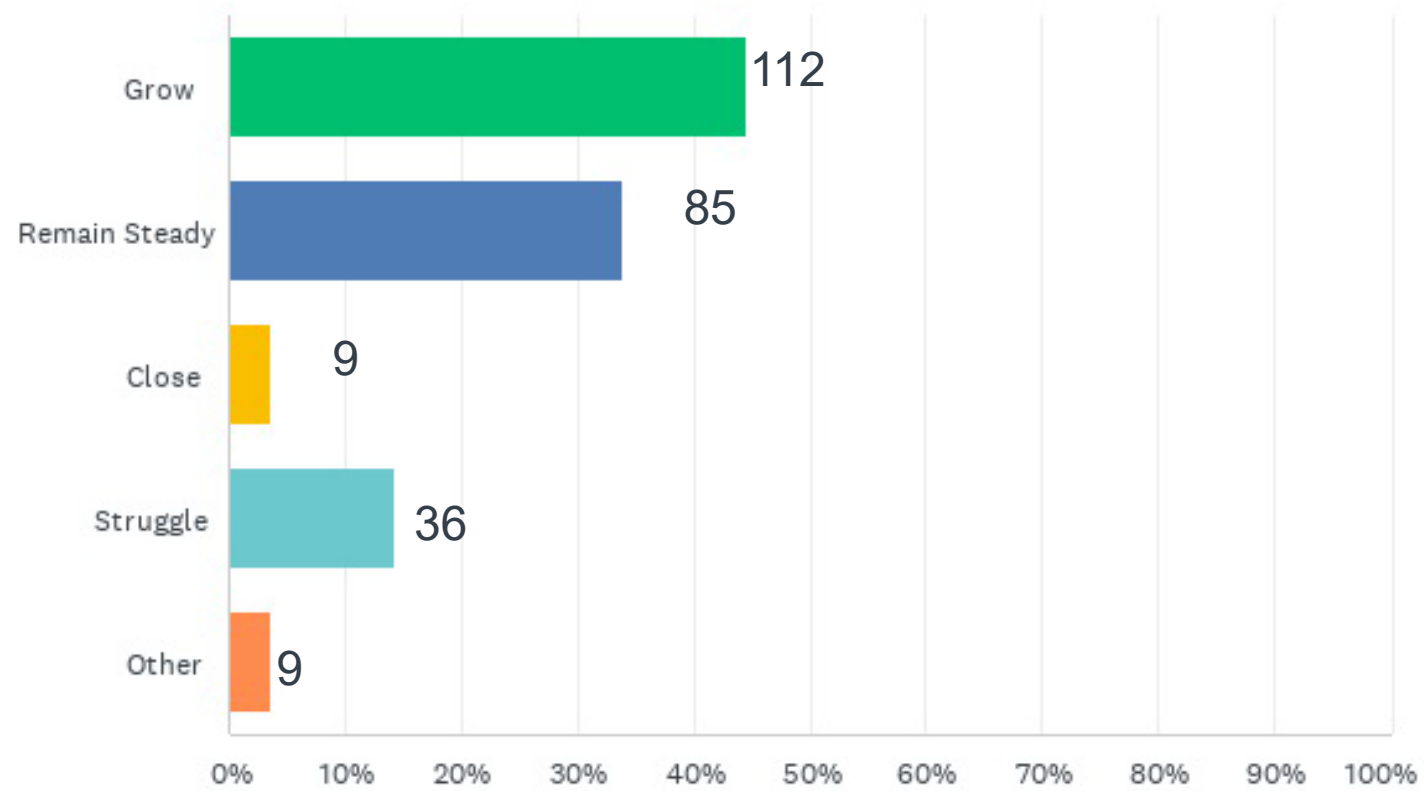
African	2	Biracial	1
African American	43	Black	5
African American and white	1	Black Africa American	1
African American, Hispanic	1	black American	4
Afro American	1	Black/African American	1
Albanian	1	Cambodian	1
Asian	9	Chinese	1
Asian - Chinese	1	East Asian	1
Asian - India	1	Filipina	1
Asian American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



Q13 During the Spring of 2020 to the end of 2021 (peak years of the pandemic) my business



## Q14 looking at 2022 I believe my business will



# MY BIGGEST BUSINESS NEED IS

*“Marketing so that we can grow the business. A lot of people got dogs during the pandemic and it would be nice to be able to get our name out more so that people know who we are.”*

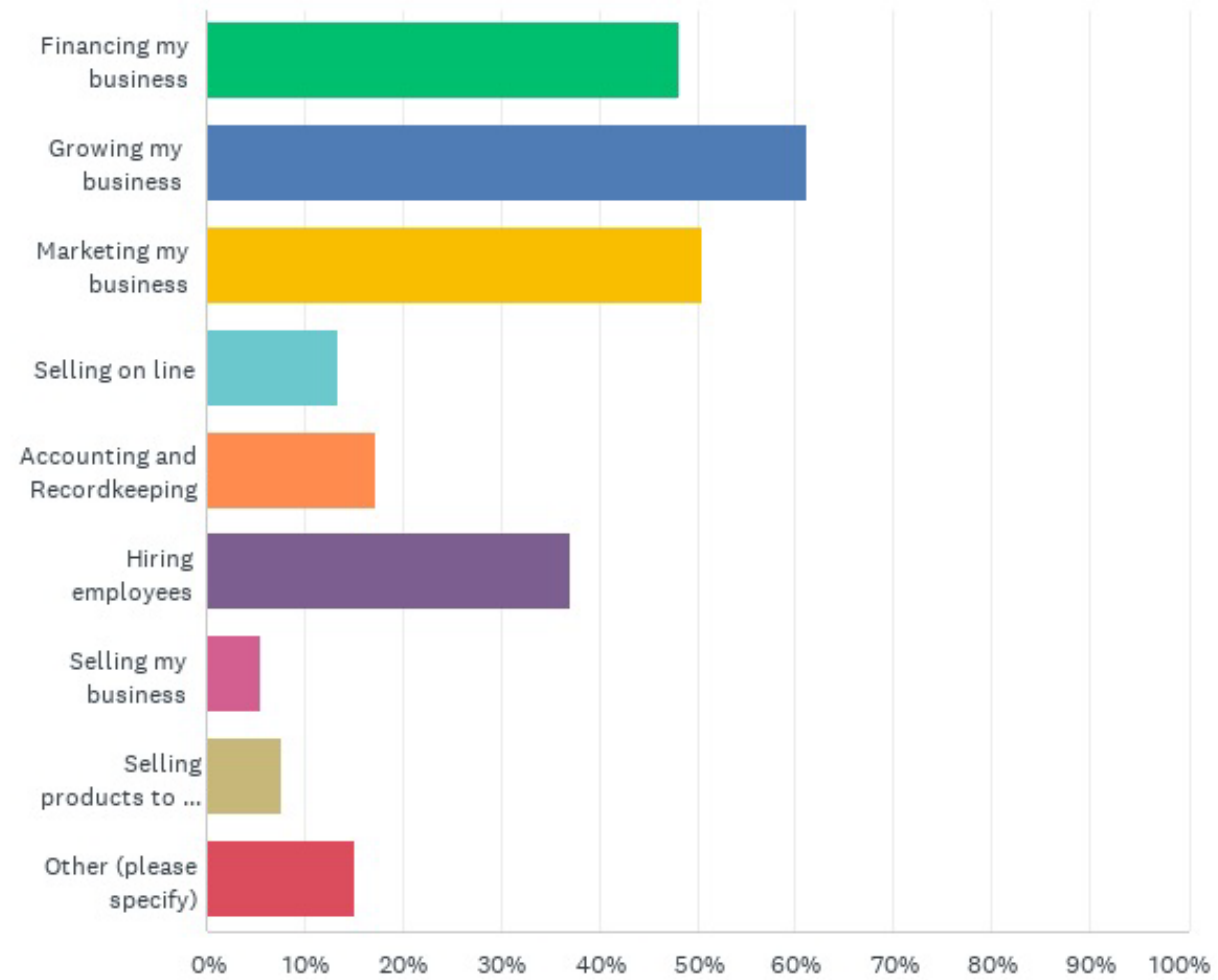
*“To rebuild our customer base; we're still far below the number of customers we had pre-pandemic.”*

*“Kitchen Equipment (oven, mixer)”*

*“Companies and government entities that say they want to hire minority-owned firms to actually do so.”*

*“Customers”*

## Q16 I would like help with (Choose all that apply)



**What should we ask  
next?**

The grant is what made my business viable last year.

Still suffering from the effects of the pandemic. Operating at about 50-60% of pre-pandemic levels.

It's doing well!

How much I appreciate the grant. Helping my business helped me keep going to help many others.

It is difficult to keep a small business going. We have been in business for 43 years but there are always increased costs that affect the bottom line. Profit is minimal for the hard work, effort and liability involved in keeping it going.

That we are still working hard to stay open

Your help was crucial for us to survive through the on going pandemic. Thank You.

I love my staff, I need more



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