



**BUSINESS
IMPACT SURVEY
RESULTS**

March 24, 2020

**PINELLAS
COUNTY,
FLORIDA**

**CORONAVIRUS
SHUTDOWN**

**RESULTS & CALL
FOR RESOURCES:
ONE COMMUNITY COVID-19
BUSINESS IMPACT SURVEY**

PINELLAS COUNTY, FLORIDA

MARCH 24, 2020

Sponsored by:

The 2020 Plan/One Community Plan team
Tampa Bay Black Business Investment Corporation
Pinellas County Urban League

One Community COVID-19 Business Impact Survey

In response to a survey about the business impact of Coronavirus containment efforts (the week of March 16-22, 2020), black-owned businesses in Pinellas County report widespread negative impacts.

Several say they are on the brink of financial failure if they are unable to access recovery resources.

BUSINESSES RESPONDING

Number of Businesses: 40

Avg Employees: 2.03

*Week of March 16th – 22nd 2020

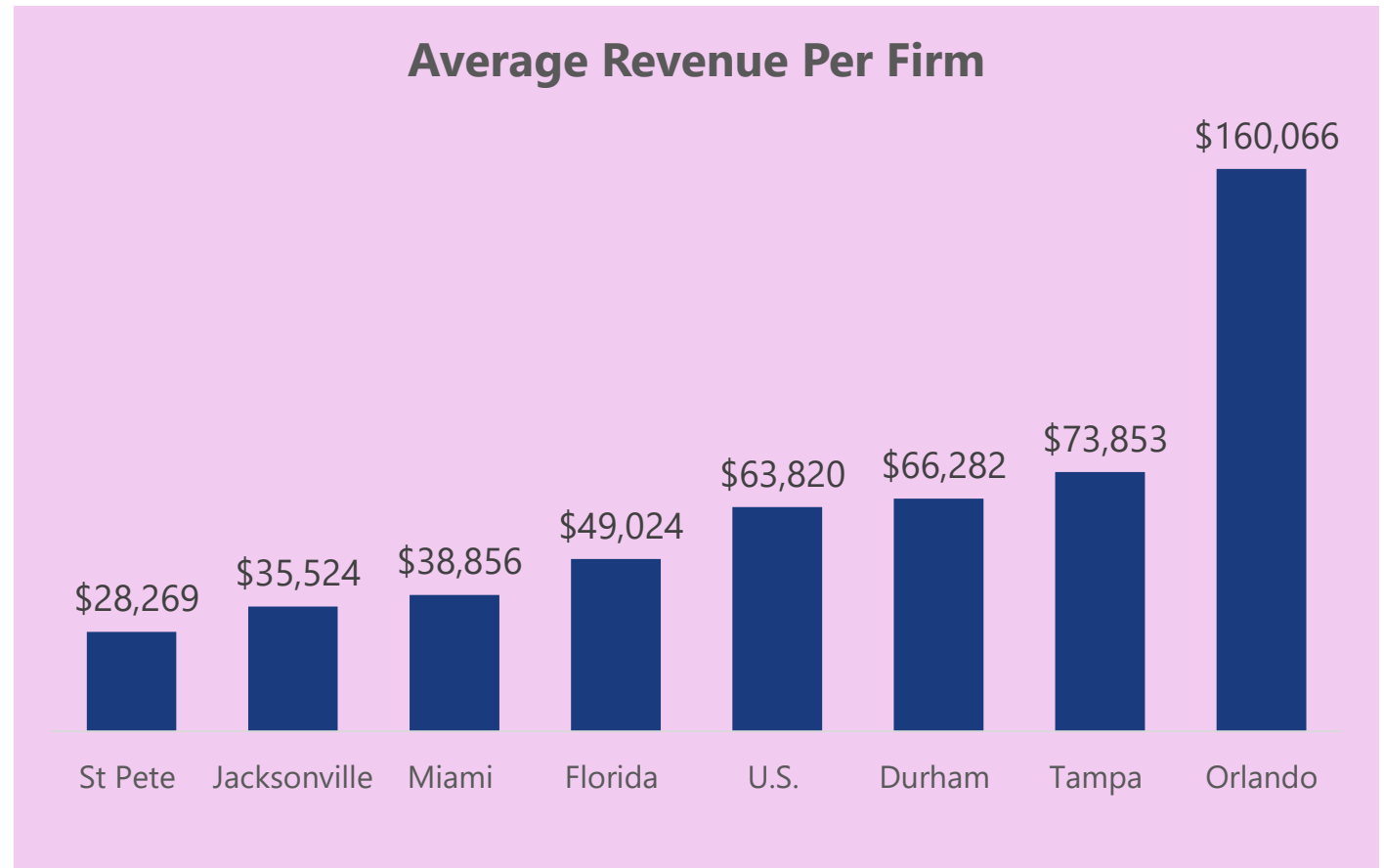


By Type, One Community COVID-19 Business Impact Survey Respondents



Before the Crisis, St. Pete Already Had One of the Weakest Black-Owned Business Sectors in Florida

Data released in the 2019 report [The Economic Status of Black St. Petersburg](#) showed that, stacked against other large cities in Florida (and economic sister city of Durham, North Carolina), St. Petersburg's black-owned businesses earn far less revenue and fewer firms have paid employees.



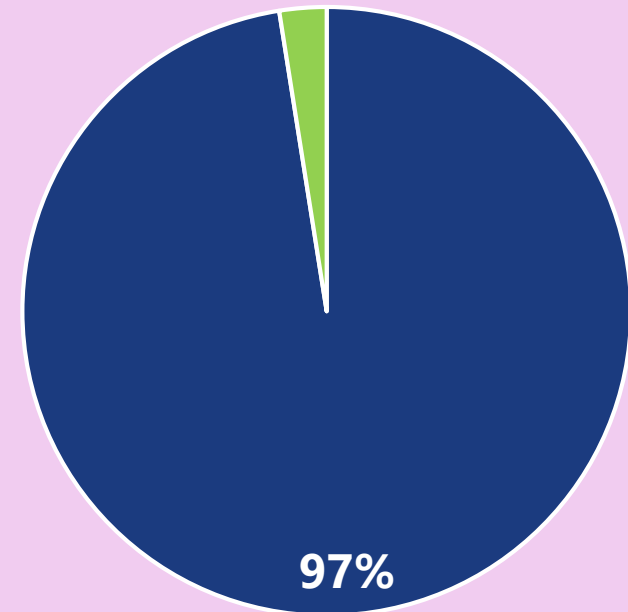
SOURCE: *The Economic Status of Black St. Petersburg*, Published July 2019

Black-Owned Businesses Reported Immediate Impacts from Coronavirus Shutdowns & Slowdowns

Among 40 entrepreneurs who responded to the One Community COVID-19 Business Impact Survey, 97% or 39 said that they had been negatively impacted by shutdowns and slowdowns caused by efforts to contain the spread of Coronavirus.

Has your business been impacted by the shutdowns and slowdowns caused by efforts to contain the Coronavirus?

(N=40)

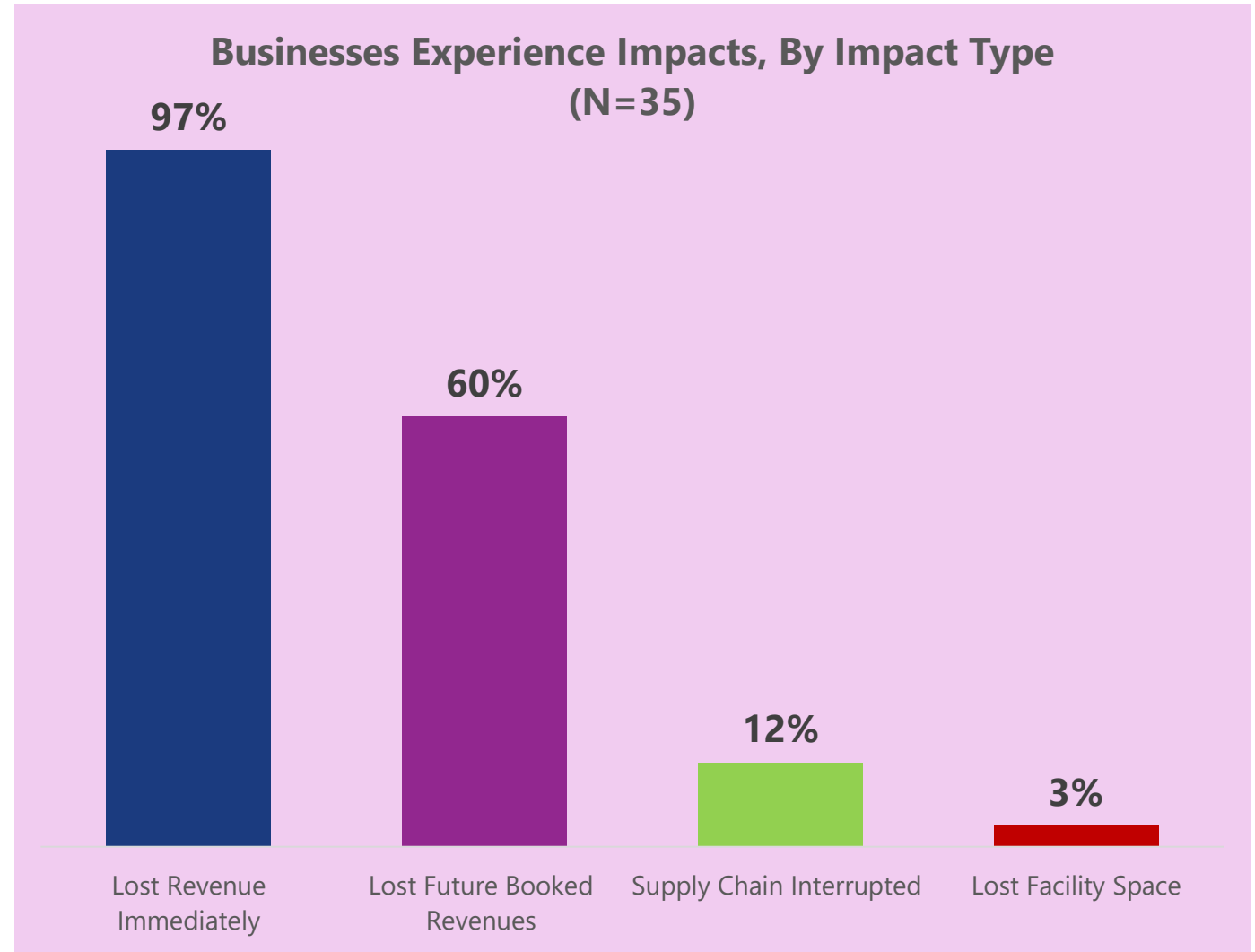


■ Yes ■ No

Types of Coronavirus Impacts Felt

The COVID-19 Survey asked “If you have lost customers and revenue, please briefly describe the loss in numbers (e.g., number of typical customers pre-corona and loss of customers this week OR typical revenue per week versus post-corona revenue).”

- *97% report an immediate loss of revenue*
- *60% also cited loss of previously-scheduled/contracted revenues into the future*
- *12% reported an interruption to their supply chains*



Special Events Supply Chain Collapsed

The collapse of the event supply chain is having a reverberating effect among caterers, promoters, AV techs, graphic designers, media outlets, security services, venues, printers, florists and others. The owners of SpeedPro Printing (Michael and Vern McKenny) say:

"Our sales have almost hit zero. We are frantically cutting expenses and will probably layoff our employees next week. We are in the process of contacting state, local agencies and other businesses we owe in order to work out some type of reduction, or deferment without penalties."



« March 2020 »						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Gladys Knight Live at Ruth Eckerd Hall	3 Wednesday Night Instrumental Hip-Hop Kickoff 2133 2nd Ave South St Pete	4 Annual Diversity & Inclusion Symposium Luncheon March 5th	5	6 THAP Community Assistance Event and Program 2020 Nerhu Ninkhe //
8 Hats & Heels Brunch	9 LOVE TO RIDE TAMPA BAY BIKE CHALLENGE	10	11 Weekly Wednesday OPEN MIC NIGHTS	12 JobNewsUSA.com Tampa Job Fair New CBA policy for St Pete continues	13	14 Creative Clay to host workshop with Missionary Mary Proctor
15 BOTTOMLESS BRUNCH ON THE BAY	16 Celebrating Spring Break with the Youth Leadership League	17 POSTPONED Jill Scott Performing Live at Ruth Eckerd Hall	18 POSTPONED PCUL Community Career Fair	19 Food Truck Night March 19th	20 POSTPONED Hero Memorial Run	21 Start De Carniva Cooler Fete POSTPONED James Weldon
22 POSTPONED Reggae Rise Up Festival March 20th - March	23 POSTPONED Reggae Rise Up 2020 March 23rd events	24 POSTPONED IFAR and OPEN host an Interfaith Conversation about Finding	25 POSTPONED - Cher Hero We Go Again Tour with Nile Rodgers & CHIC	26 Tiffany Gouché Live Career Source Pinellas Spring General Career Fair	27 POSTPONED Strictly R&B Event	28 POSTPONED St.Pete Community Day FREE First Time Home Buyer Class
29 POSTPONED The Market Exchange March 29th	30	31 Swing Into Their Dreams: HBCU Charity Golf Tournament				

ABOVE: Take note of events postponed or canceled on The Power Broker magazine event webpage.

Beauty Business Seeing Unprecedented Downturn

The beauty industry is one of the largest retail sectors in the black community economy. Businesses in this field are suffering the loss of half to two-thirds of their normal customer traffic.

- *Hair stylist Leslie Hayes-Coley reports losing clientele in the salon, as well as the supply cut-off of her China-origin products.*
- *Salon owner Marilyn Lopez reports that she saw only about 10% of her typical volume of 170 clients per week in the week of March 16th.*



Non-Essential Healthcare Taking a Hit

While many healthcare workers are overloaded, healthcare businesses that are considered non-essential are hurting badly.

- “Cancellations and mixed messaging have caused confusion and revenue loss,” said **Dr. Mendee Ligon of Ligon Dental**. “We have work suspensions in place. Even allowing staff to use earned vacation time suddenly is going to be a financial challenge. We’ve had 50% patient service decrease per day.”
- **Dr. Michael McPherson of Pinellas Spine & Joint** says “Our volume has dropped 60% after the social isolation recommendations [were] put in place. We average 20 guests per day prior to the pandemic. We now average 5-8. Next week I expect a complete shut down. This will inevitably send our revenue to zero.”
- **Genuine Healthcare Institute** conducts trainings on Basic Life Support and Advanced Life Support for healthcare facilities, nurses and community groups. **Owner Lottie Cuthbertson** says, “We had to cancel 6 scheduled trainings due to the government restrictions, which equals a loss of \$4,900 in training fees.”



ABOVE: Dr. Mendee Ligon in her practice's waiting room.

Aggregate Revenue Downturn

Among the 21 survey respondents who reported quantified revenue losses, they anticipate an aggregate one-month loss of \$266,517 due to downturns experienced the week of March 16th – 22nd (in both immediate and near-term booked or typical revenue).



PART 2:

**WHY EXISTING DISASTER
RESOURCES CAN'T HELP MANY
COMMUNITY BUSINESSES**

Many Are Unable to Access Federal & State Recovery Resources Because They...



Do not have 2 employees or 1099 contractors, as required for the Florida Emergency Bridge Loan

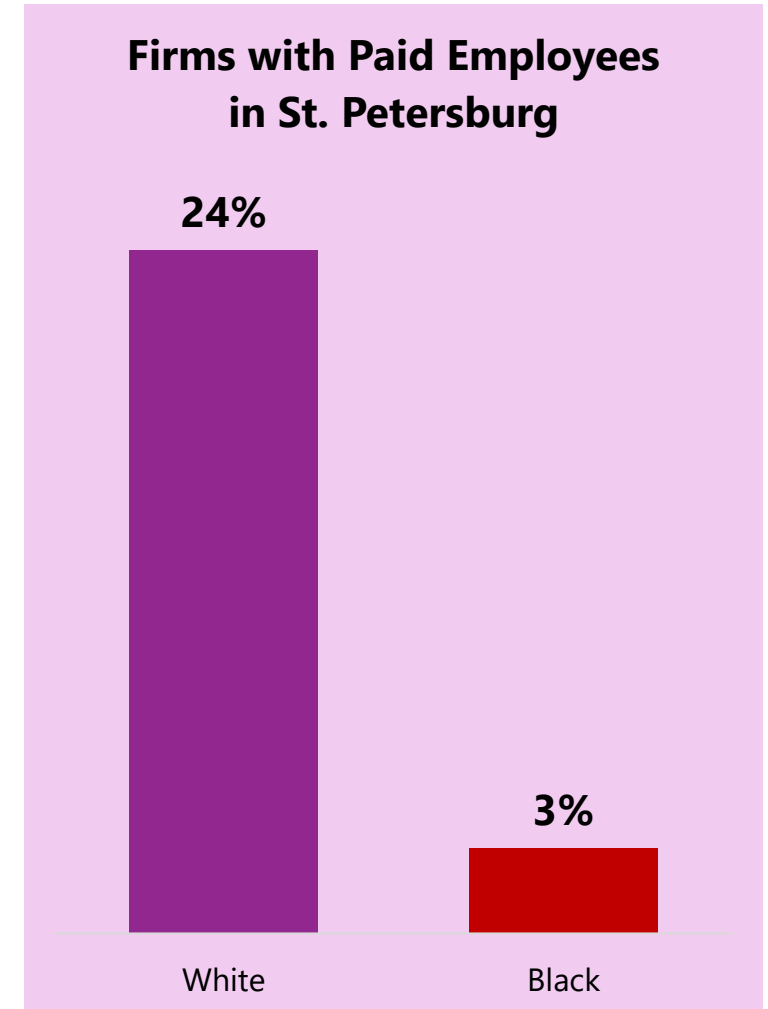


Don't have access to the loan repayment sources prioritized by the state emergency loan program (loans are designed to be paid with insurance policy payouts or SBA loans)



Cannot personally guarantee the loan

Only 2.7% of black-owned businesses in St. Petersburg have paid employees, according to the latest Census data.

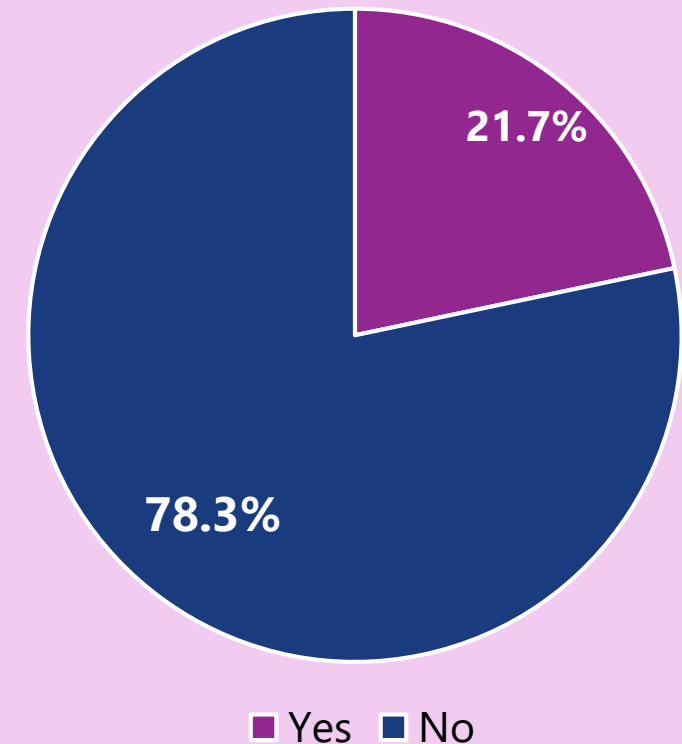


Many Are Also Unable to Tap Unemployment Help for the Self-Employed, Because...

X 78% of self-employed African Americans who responded to the One Community COVID-19 Business Impact Survey do not pay themselves on a W-2 and are therefore ineligible for unemployment compensation.

X Those who are eligible for self-employment tax credits under new federal stimulus legislation (of up to \$511 per day for 10 days) must wait until tax season 2021 to recover resources. Many will not survive that long.

Do you pay yourself (as business owner) on a W-2)?



YOUR PART:

COMMUNITY PARTNERS ARE ASKING FUNDERS TO SUPPORT A COVID-19 RECOVERY LOAN POOL

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