GROUP MAKEUP

Often restaurant and retail, mostly small businesses with fewer than 10 employees.

RESPONDENTS’ BUSINESS LOCATION

- **39** Greater Downtown (34 in the BIZ and 5 beyond)
- **3** Metro-Detroit (Oakland and Macomb)

 RESPONDENTS’ INDUSTRY

- **29.79%** Restaurants and Food Trucks
- **21.28%** Retail
- **8.51%** Financial, Legal and Other Professional Services
- **6.38%** Education, Nonprofit and Community Services
- **6.38%** Entertainment
- **6.38%** Hotel/Lodging/Tourism
- **4.26%** Faith-Based Establishment
- **4.26%** Healthcare
- **4.26%** Personal Care
- **2.13%** Childcare
- **2.13%** Development and Construction
- **2.13%** Transportation
- **2.13%** Warehouse and Distribution

NUMBER OF EMPLOYEES

- **61.7%** less than 10 employees
- **91.5%** less than 50 employees

YEARS IN BUSINESS

- **54%** of businesses have been in business over 10 years!
Describe the nature of the impact of COVID-19 on your business or organization:

Most businesses were impacted on many fronts. Most had sales decrease, events cancelled, required additional investment in safety equipment, reduced hours or closed their business.

What amount of your business have you been able to continue?

- Most businesses have been able to conduct 25% of their business or less, with 30% of businesses conducting no business at all.
- 64% reported continuing 25% or less of business (nearly 30% reported that NO business has continued).
- Only 1 respondent reported that it has continued to operate at 100%.

Have you applied for relief measures currently offered?

Slightly more than half of businesses have received some form of assistance.

- 55.3% Yes and have been approved
- 23.4% Yes but awaiting decision
- 4.3% Yes but have been denied
- 12.8% Do not intend to apply
- 4.3% Not yet but working on it

High Interest in Low-Interest Loan Programs

- 75% of business would take a low-interest loan. Of those, businesses often said they would borrow between $20k and $50k.

Some recommendations when asked for suggestions regarding the structure of a loan program:

- Deferred payments for 6 months to 1 year, until things stabilize.
- Allowing consolidation of higher rate loans.
- Loans not requiring a personal guarantee.
- Grants for black women.
### OTHER ISSUES AND OPERATIONAL MODIFICATIONS

#### What other measures might we advocate for to help relieve your immediate burden?

- Parking subsidy to alleviate concerns with public transportation
- Donation of Personal Protective Equipment
- Marketing and promotion campaigns for brick and mortars and downtown retail (several requested)
- Return of events (several requested)
- Negotiation with landlords for forgiving or delaying rent
- Support outdoor seating
- Communicate social distancing requirements

#### What other areas of support would be helpful to your business/organization?

- 55% Securing PPE
- 52% Securing assistance with sanitization and cleaning
- 33% Securing relief funding
- 33% Adding e-commerce capabilities
- 29% Creating plans to modify operating procedures
- 18% Adding curbside pickup and delivery
- 14% Staffing
- 14% Transportation

#### What are the main issues that prevent your organization from resuming to 100% in-person staffing Downtown?

- 61% Reduced demand for goods and services
- 41% Concerns about confined spaces
- 32% Concern for at-risk employees
- 16% Problems with childcare
- 11% Employees are productive at home
- 9% Transportation issues
- 9% Supply chain issues

#### What modification have you made to your operation that will continue indefinitely?

- 41% Reduced hours
- 21% Increased remote working
- 34% Reduced staff
- 14% Reduced services
- 14% Made no modifications and intend to resume normal operations
- 34% Increased low-touch service - curbside pickup, etc.
- 27% Increased online service
- 11% Wage and benefit concessions

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**DOWNTOWN DETROIT BUSINESS SURVEY: COVID-19 Impact and Recovery Needs Key Findings**

**JULY 2020**
NEXT STEPS

1. Let the community know that Downtown Detroit is open for businesses. Emphasize the importance of the care that Downtown businesses take and that the DDP and the BIZ take to operate spaces that are open for the public to enjoy. Highlight the good work and fortitude of local partners, organizations and businesses to ensure a steady and sustainable restart and recovery process.

2. Connect the Downtown business community with available resources: www.downtowndetroit.org/covid-19; extend personal assistance: biz@downtowndetroit.org or kitty.whitfield@downtowndetroit.org; continue to collaborate with partners and advocate for additional resources that align with the needs of Downtown businesses.

3. Listen, learn, communicate and adapt as the world continues to evolve; the BIZ and DDP have provided essential services without interruption, working closely with our vendors, the City and State, Downtown businesses, and other stakeholders. Clean, safe, and welcoming public spaces serve as anchors designed to support the Downtown business community; continue to leverage those synergies for the benefit of the Downtown community and all Detroiter.