

# DOWNTOWN DETROIT BUSINESS SURVEY

*COVID-19 Impact and Recovery Needs  
Key Findings*

**JULY 2020**







# GROUP MAKEUP

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

## RESPONDENTS' BUSINESS LOCATION

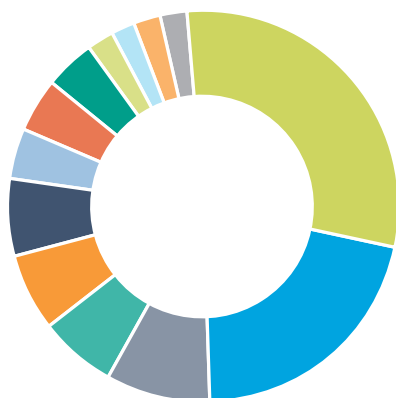
**39**  
Greater  
Downtown  
*(34 in the BIZ  
and 5 beyond)*



**4**  
Detroit outside  
Greater Downtown

**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!



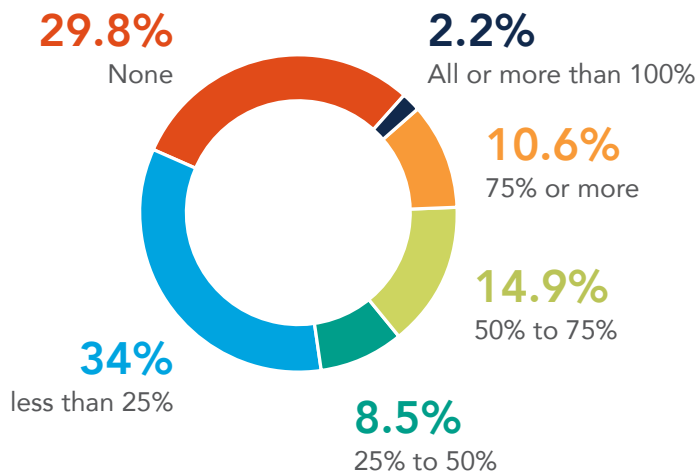
# ECONOMIC IMPACT

## 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%.

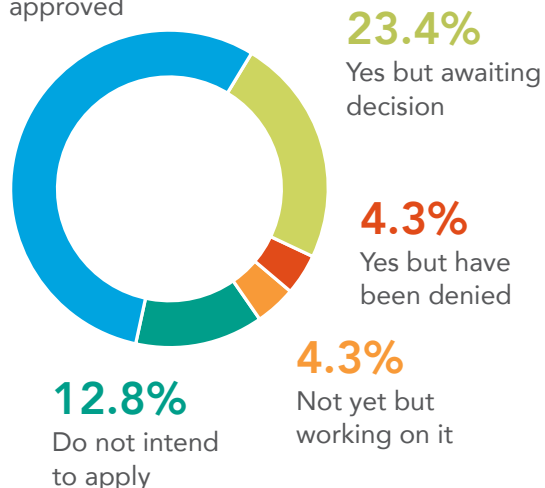


### Have you applied for relief measures currently offered?

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

**55.3%**

Yes and have been approved



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



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



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







# 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](http://www.downtowndetroit.org/covid-19)**; extend personal assistance: **[biz@downtowndetroit.org](mailto:biz@downtowndetroit.org)** or **[kitty.whitfield@downtowndetroit.org](mailto: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 Detroiters.

