

# August Reopening Survey Summary

This is a summary of responses from 234 businesses that shared their experiences since reopening their businesses. The Brooklyn Chamber of Commerce continues to serve as a small business recovery hub. The Brooklyn Chamber is providing donated PPE to businesses in need, managing the distribution of PPE Grants to help businesses sanitize their facilities, and processing loan applications for zero-interest Recovery Loans through the Bring Back Brooklyn Fund. Randy Peers, Brooklyn Chamber President and CEO, along with staff, are visiting with Business Improvement Districts (BIDs) and other commercial corridors throughout the borough to learn first-hand how businesses are managing through the crisis. For more information and business resources for reopening in your sector, please visit [www.brooklynchamber.com/covid-19](http://www.brooklynchamber.com/covid-19)

**50%** of businesses said they are doing at least 50% less business than the same period last year, and they have hired 1-4 less employees.

*"I just need more customers! I want to stay open."*

**53%** of businesses said they will remain open but see themselves struggling over the next 3 months. **13%** of businesses said they are breaking even.

*"I have closed my brick and mortar store permanently. My business continues to exist, in a much diminished capacity, online."*

## COMMERCIAL RENT

**\*In August - 39% of businesses said they owe back rent**

	April	May	June	July	*August
Total Survey Respondents	313	279	163	233	<b>234</b>
Missed Rent	44%	46%	35%	28%	<b>28%</b>
Received Concession	16%	21%	21%	20%	<b>25%</b>

*"I'm a dance studio. My rent is \$5610 not including utilities.*

*I have not been able to utilize the space yet still expected to pay."*

## BUSINESSES RATE SUPPORT NEEDS IN TERMS OF IMPORTANCE

	Grants	Low-Interest Loans	Rent Relief	Personal Protective Equipment (PPE)	Marketing Support
Not Important	4%	17%	12%	15%	14%
Neutral	9%	22%	13%	36%	32%
Very Important	83%	53%	69%	45%	49%
Unsure	2%	6%	3%	2%	4%

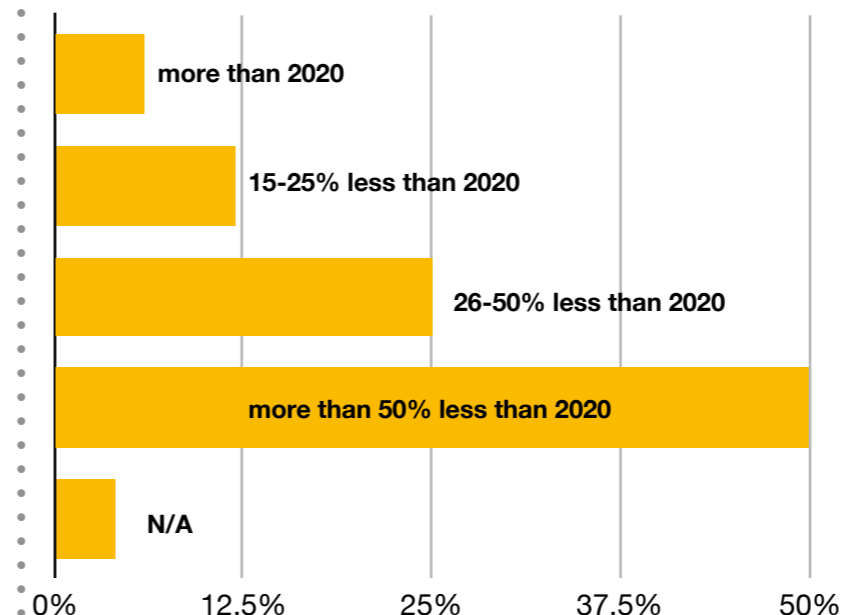
**50% of businesses are M/WBE.** Half said they will remain open but see themselves struggling over the next 3-months.

**The Chamber's programs are helping businesses!** The need for PPE was reduced by 10% in August! The Chamber continues to: donate PPE, provide PPE Grants and offer 0-interest recovery loans through the Bring Back Brooklyn Fund.

**10% of businesses w/ a liquor license received fines and violations or faced other issues due to COVID regulations, none have had their license suspended.**

Neighborhoods	Sectors
Greater Downtown Brooklyn Area <b>49%</b>	Manufacturing/Industrial <b>9%</b>
North Brooklyn <b>21%</b>	Health/Wellness <b>12%</b>
West Brooklyn <b>15%</b>	Professional <b>11%</b>
Central Brooklyn <b>12%</b>	Retail <b>16%</b>
East Brooklyn <b>8%</b>	Other <b>18%</b>
South Brooklyn <b>10%</b>	Restaurant/Food <b>16%</b>
	Tourism/Arts/Ent <b>9%</b>
	Non-Profit <b>6%</b>
	RE & Construction <b>4%</b>
	Tech Co-Working <b>4%</b>
	Energy <b>1%</b>

## REOPENING REVENUE EARNED (2020 VS 2019)



## REOPENING PHASES

**20% of business were Essential and never closed**

