

September Reopening Survey Summary

This is a summary of responses from 161 businesses that shared their experiences since reopening. The Brooklyn Chamber of Commerce continues to serve as a small business recovery hub. The Chamber is also providing donated PPE to businesses in need, including contactless thermometers; a grant to help businesses sanitize their facilities, and a zero-interest recovery loan through the Bring Back Brooklyn Fund. Randy Peers, Brooklyn Chamber President and CEO, along with the NYC Small Business Resource Network specialists, are visiting the commercial corridors throughout the borough to learn first-hand how businesses are managing through the crisis. Visit www.brooklynchamber.com/covid-19 for more information.

53% of businesses said they will remain open but see themselves struggling over the next 3-months.

43% of businesses said they did significantly less business since reopening compared to the the same period last year.

NEIGHBORHOODS & SECTORS



Greater Downtown Brooklyn Area **50%**

North Brooklyn **18%**

West Brooklyn **13%**

Central Brooklyn **11%**

East Brooklyn **9%**

South Brooklyn **5%**

Manufacturing/Industrial **6%**

Health/Wellness **8%**

Professional **20%**

Retail **15%**

Other **17%**

Restaurant/Food **12%**

Tourism/Arts/Ent **8%**

Non-Profit **6%**

RE & Construction **8%**

Tech|Co-Working **3%**

Energy **2%**

"Visibility is key. Customers seem to assume that we are closed without even consulting our website or social media."

COMMERCIAL RENT

37% of businesses owe back rent

	April	May	June	July	Aug	Sept.
Total Surveyed	313	279	163	233	234	161
Missed Rent	44%	46%	35%	28%	28%	24%
Received Concession	16%	21%	21%	20%	25%	25%

"Rent forgiveness and lease renegotiation for lower rent is essential to our survival."

50% of businesses surveyed are M/WBE. Over the next 3-months, **55%** said they see their business staying open but struggling.

The Chamber's PPE donations are helping businesses protect their staff and customers! On average, 45% of businesses have applied for masks, thermometers, gloves and sanitizers.

27% of businesses reported reducing their staff count by 1-4. **35%** said they retained their pre-COVID head count.

About **3%** of businesses said they received a fine or violation since reopening. No business w/a liquor license had it suspended due to COVID regulations.

"Our needs are special to our industry. People need to practice in person, but until they feel safe to do so, online is not the choice that most people want."

SUPPORT NEEDS RATED VERY IMPORTANT

Grants	Low-Interest Loans	Rent Relief	Personal Protective Equipment (PPE)	Marketing Support
77%	56%	62%	50%	57%

"We need another round of PPP to survive."

SCHOOL OPENING

Business owners told us their preference for how school should operate this fall/winter.

- 24%** Completely virtual learning
- 28%** Hybrid learning - in school and virtual
- 16%** Complete return to in-school learning

"We must attempt to reopen schools so parents can return to work."

