

# ASSISTING SEATTLE SMALL BUSINESS OWNERS DURING THE COVID-19 PANDEMIC

## PROBLEM

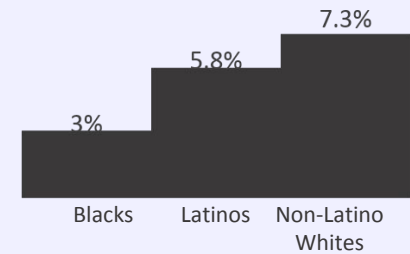
The COVID-19 pandemic has **highlighted existing disparities** between business ownership and the greater need to distribute resources to People of Color (POC)/Non-White business owners.



**4 out of 5** restaurants may not survive a prolonged shutdown according to a James Beard Survey.<sup>1</sup>

↓ **40–90%** sales

Business owners report **xenophobia** and **declining sales** in areas like International District. In March 2020, sales were reportedly down 40 - 90%.<sup>2</sup>



In the United States, only **3%** of blacks and **5.8%** of Latinos are business owners, while **7.8%** of non-Latino whites are business owners.<sup>3</sup>

## How can we assist Seattle minority business owners during the COVID-19 pandemic?

## PROCESS

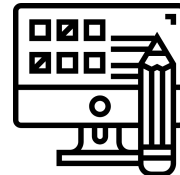
We scoped our project into four phases: **researching the problem**, **interviewing stakeholders**, **collecting data**, and **analyzing/visualizing the given data**. Our process allowed us to gain a deeper understanding of small business owner needs and help support the OED's mission of promoting equity and diversity throughout Seattle's local economy.



Research Articles & Data Sources



6 Interviews



Stabilization Fund Survey



Analyze Survey Results & Prepare Resources

## SOLUTION

We created three solutions to provide insight and relief to the Office of Economic Development and restaurant owners. These solutions included an **analysis of three data sources**, **restaurant action plans**, and a **mentorship program template**.



**Analysis**

Stabilization Fund analysis



**Mitigation**

Provide Restaurant Action Plans to implement now and after the stay at home order is lifted



**Next Steps**

Create a Mentorship Program survey template